



UPWARD Talent Council Workforce Development Board

February 16, 2017

MINUTES

I. Call To Order

Chair Mark Massicotte called the meeting to order at 11:02 AM Eastern

II. Roll Call

Present: David Bulson, David Bulson Law Office; Samantha Cameron, Bay Mills Community College; Richard Crofton, Northern Michigan Group; Dave Goudreau, Northern Wings Repair; Jeff Holt, City of Sault Ste. Marie Economic Development Corporation (EDC); George Kinsella, EcoMarine; Michelle LaJoie, CLM Community Action Agency; David Lord, OSF St. Francis Hospital and Medical Ctr.; Mark Massicotte, L'Anse Manufacturing; Jonathan Mead, UPCAP; Chad Rowe, Aspirius Health Services; Julie Wonders, Iron Mountain-Kingsford Community Schools

Excused: Paul Arsenault, Concepts Consulting; John Hamm, UPRLF; Brad LeBouef, Systems Control; Suzanne Pazdernik, Jacquart Fabric Products; Tony Retaskie, UP Construction Council

Michigan Works! Staff: Orrin Bailey, CEO; Cherilynn Lampinen, COO; Deb Doyle, Executive Director; Jeff Hagan, Executive Director

III. Public Comment

David Goudreau offered positive comments about the Industrial Trades Career Day engaging over 400 students who convened in Newberry. The hands-on activities were coordinated by Tony Retaskie, UP Construction Council.

IV. Approval of Agenda

Motion to approve agenda was made by Lord, seconded by Crofton. Motion passed unanimously.

V. Approval of Minutes

Motion to approve Minutes was made by Kinsella, seconded by Lord. Motion passed unanimously.

VI. Welcome New Board Members

- Michelle LaJoie** is the Housing Assets Director of C-L-M Community Action Agency.
- Julie Wonders** is the Adult Education Director for Iron Mountain/Kingsford Community Schools.



- ❑ **Samantha Cameron** is the Vice President for Academics at Bay Mills Community College.

VII. Strategic Direction

A. Demand Driven Workforce Development System in Michigan

Orrin referred the Members to pages in the Board Packet relating to this perspective of workforce development in Michigan. The demand driven approach identifies the employer as the primary customer. It recognizes that ultimately the employer is the “end user” of our System, and that the extent to which we meet employers’ needs, is the extent to which we provide the best help to jobseekers. Our “Michigan Model” is unique among states in the national workforce development system. Our product to our employer customers is the workforce system itself; the worker pipeline includes education and economic development systems as suppliers.

The function of the Workforce Development Board is to actively analyze Regional labor market intelligence to assess the ever-changing economic landscape. The Board identifies the business sectors / clusters that have the most significant impact on the local economy and target primarily (not exclusively) those sectors.

B. Prioritized Job Clusters

The Board viewed a video about First Robotics competitions in the U.P. relating to Science, Technology, Engineering, and Math (STEM) learning. Some Members discussed their experiences in attending the First Robotics competitions in the U.P.

The Members reviewed the Board-approved listing of high demand job titles under Prioritized Industry Job Clusters. Members suggested the addition of mental health workers, direct care workers, administrative assistants, hospitality workers and emphasized the concept of Customer Service.

Members engaged each other in considerable discussions about skills and the education system and the availability of Career Technical Education (CTE) opportunities. Members suggested approaching our Region’s state legislators to discuss the merit curriculum and options to increase CTE options in local high schools.

C. Strategic Goals

Workforce Improvement for Economic Development

Goal: To build regional competitiveness through collaborative partnerships

Resource Supply and Demand Management

Goal: Manage human resources to meet industry demand

Skills Development for Business and Industry

Goal: Build and prepare a skilled and competitive workforce for Upper Peninsula business and industry



D. Skill and Labor Shortages Committee Report

Kinsella reported out on the activities of the Committee. The Committee is analyzing more data for the top five occupations for projected shortages. Board discussion included consideration of the information the Committee's research created. The information will help to identify the strategies this Committee may undertake to address Skill and Labor Shortages issues impacting the talent pipeline, education, economic development and businesses.

E. Aging Workforce Committee Report

Lord reported out on the activities of the Committee. The Committee wanted to bring the full Board into the discussion. Aging Workforce is a "symptom" of the Skill and Labor Shortages. Discussion surrounded the Board's potential role in addressing resource supply and demand management, workforce improvement, and multi-generational workforce items.

Discussion of the Reports led to the Board having a focus on Skill and Labor Shortages for the Board-approved Prioritized Industry Job Clusters. Two sub-Committees will be formed to divide the various sectors of Clusters into two groups, one for each sub-Committee. Future activities will be planned for the two sub-Committees of the Skill and Labor Shortage Committee. The Aging Workforce Committee is retired.

VIII. Reports

A. Governor's Talent Investment Board (GTIB) Report

Paul Arsenault and Tony Retaskie appointed by the Governor, are excused from the UPWARD Talent Council Workforce Development Board meeting today.

GTIB has focused on promoting Career Technical Education (CTE) activities.

B. U.P. Talent District Career Council (TDCC) Report

Tony Retaskie, Chair of the UP TDCC, is excused from the UPWARD Talent Council Workforce Development Board meeting today. The TDCC Members, are appointed by the UPWARD Talent Council Workforce Development Board and have specific responsibilities outlined in the Board Packet. Mark Massicotte, Vice-chair of the TDCC, commented about the TDCC activities, mentioning the Governor's support for STEM learning and CTE, and activities funded by the State School Aid Act. The Governor is promoting "Going Pro" as a new branding for Skilled Trades.

C. CEO Report

Orrin reviewed the "Fast Facts" information and described the visit by the new Director of the State's Talent Investment Agency, Wanda Stokes.

D. Chair Report

Chair Massicotte urged Board Members to engage in local strategic workforce discussions and activities that may connect in their everyday work and personal lives; being Ambassadors for UPWARD and the Workforce System, creating strategic workforce connections and opportunities.



IX. Performance

Orrin described high levels of performance for UPWARD Talent Council Operations with services for Businesses and Jobseekers. He mentioned the transition from Workforce Investment Act to the new WIOA Performance Standards.

X. New Business

A. Motions

1. Apprenticeship Success Coordinator Plan

In the UPWARD Talent Council Board Packet, the Background reflects the Workforce Development Agency, State of Michigan awarded \$37,500 to the UPWARD Talent Council. The fund's purpose is to enhance Registered Apprenticeship expansion activities and services.

Mead made a motion to approve and submit the required Plan Documents to the Workforce Development Agency, State of Michigan; seconded by Kinsella, and motion passed unanimously.

2. Trade Adjustment Assistance (TAA) Plan and Merit Staffing Certification

In the UPWARD Talent Council Board Packet, the Background reflects the Workforce Development Agency, State of Michigan requires the subject Plan and Certification.

Mead made a motion to approve and submit the required Plan Documents to the Workforce Development Agency, State of Michigan; seconded by Bulson, motion passed unanimously.

XI. Adjournment

There being no further business, Kinsella moved to adjourn the meeting; seconded by Bulson, and the motion passed unanimously. The meeting adjourned at 1:01 P.M.