



UPWARD Talent Council Workforce Development Board

May 18, 2017

MINUTES

I. Call To Order

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

II. Roll Call

Present: Paul Arsenault, Concepts Consulting; Samantha Cameron, Bay Mills Community College; Richard Crofton, Northern Michigan Group; John Hamm, UPRLF; George Kinsella, EcoMarine; Mark Massicotte, L'Anse Manufacturing; Suzanne Pazdernik, Jacquart Fabric Products; Tony Retaskie, UP Construction Council; Chad Rowe, Aspirius Health Services; Julie Wonders, Iron Mountain-Kingsford Community Schools; Roy Del Valle, Michigan Rehabilitation Services

Excused: David Bulson, David Bulson Law Office; Dave Goudreau, Northern Wings Repair; Jeff Holt, City of Sault Ste. Marie Economic Development Corporation (EDC); Michelle LaJoie, CLM Community Action Agency; Brad LeBouef, Systems Control; David Lord, OSF St. Francis Hospital and Medical Ctr.; Jonathan Mead, UPCAP

Michigan Works! Staff: Orrin Bailey, CEO; Cherilynn Lampinen, COO; Robert Micheau, Communications Specialist

III. Public Comment

Chair Mark Massicotte welcomed Roy Del Valle and asked him to introduce himself. Del Valle brings 22 years of experience from Michigan Rehabilitation Services to the Workforce Development Board.

IV. Approval of Agenda

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

V. Approval of Minutes

Motion to approve Minutes was made by Cameron, seconded by Crofton. Motion passed unanimously.

VI. Welcome New Board Members

- **Roy Del Valle Michigan** is the Vocational Rehabilitation Manager at Michigan Rehabilitation Services

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VII. Strategic Direction

A. Demand Driven Workforce Development System in Michigan

Orrin presented information to the Board regarding a document outlining characteristics of a Demand Driven Workforce Development System that was shared in the previous meeting outlining how workforce suppliers should approach the task of meeting employer demand. The Local Workforce Board should be actively analyzing labor market intelligence to assess the ever changing economic landscape and identifying sectors/clusters that have the most significant impact on the local economy and are targeting those sectors primarily but not exclusively for recognizing what demands are having the highest impact in the region. This is the approach the Board will take to meet local demand using the Michigan Model for Workforce Development. The Michigan Model features collaboration between partners at the One Stop Service Centers. This model allows Michigan to create synergy in workforce development and streamline service delivery to focus on meeting business demand.

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

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D. Skill and Labor Shortages Committee Report I

Hamm reported out on the activities of the Committee. The group identified the challenges of replacing workers that are moving on from their careers with new qualified talent. The Committee agreed that the talent fairs and outreach activities of the Board are making a positive impact on Skill and Labor Shortages and should be continued and increased.

The Committee will be working with the Michigan Works! Business Services Team to identify common reasons why there are job openings for in-demand jobs to develop strategies to fill these openings.

Additional actions identified by the committee included connecting with the Intermediate School Districts and Post-Secondary Education providers for additional information on what occupations graduates are entering.

Much discussion regarding the skills gap led to some conclusions that this committee recommends:

- Improving awareness and communications between job seekers and employers is essential
 - Expand talent tours, job fairs, site visits, and informational session on CTE programs
 - Track the job fairs, talent tours, etc. and focus on gap areas across the region
- Career fairs are working well in the UP, Tony's Industrial Trades Career Day event continues to be a success and a great tool build awareness
 - Focus on our clusters in healthcare and manufacturing to create similar events across the region
- Connectivity with education
 - Community Colleges need to be an access point for students and adults and we need their buy-in to be successful
 - Each High School needs a relevant approach to building a new awareness – students, teachers, counselors, parents, and private businesses
 - Create an environment for life-long learning
- A High Priority would be to identify a private sector champion for each county
- Look at other success stories such as Moran Iron Works and their Industrial Arts Institute partnership
- Data collection to be used a tool for driving the programs should be readily available
 - Determine data that board wants to track

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E. Skill and Labor Shortages Committee Report I

Kinsella reported out on the activities of the Committee. The group reviewed the industry cluster list and identified truck drivers as a group to focus on first. The Committee wants to explore more opportunities for apprenticeships in the truck driving industry.

Discussion by the Committee led to recognizing next steps as identifying the major industries in each county to help focus on the occupational skills sets needed. Members questioned what type of training job seekers are seeking when they come to the Michigan Works! Service Center. The group is requesting more information regarding the landscape of the job seekers visiting the Service Centers.

VIII. Reports

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

Paul Arsenault and Tony Retaskie appointed by the Governor, sit on the GTIB Board.

Tony reported out on activities at the GTIB. They have focused on promoting Career Technical Education (CTE) activities. The group is discussing how to get more out of the regional Talent District Career Counsels. They are looking to find ways to get more CTE information to parents and students about in-demand careers and opportunities. They are looking to the regional Talent District Career Counsels be the vehicle to distribute the information locally.

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

Tony Retaskie, Chair of the UP TDCC, reported out on activities of the group, including an update on the upcoming Industrial Trades Career Day. There may be a name change for the TDCC coming from the State, Tony alerted Board members they may soon see a letter with more information regarding this topic.

The TDCC is required to send a plan to the State focusing on Middle Colleges. The Marquette/Alger Middle College graduated its first cohort recently. Retaskie shared success stories from the students.

C. CEO Report

Orrin provided a presentation including information on real-time labor demand in Prosperity Region 1; Northern Wings Repair, Inc. being awarded the Michigan SBA Region V Subcontractor of the Year; L'Anse Manufacturing being recognized as the Northwest Michigan PTAC Government Contractor of the Year; Project Empire Day; Meijer hiring 600 new employees through Michigan Works!; the Home Builders Association Job Fair; a recent Copper Country Talent Tour with Certified Nursing

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Assistant program students visiting Eisenhower Center in Chassell, UP Health System – Portage in Hancock; and the U.P. Skills Challenge.

D. Chair Report

Chair Massicotte reported out on two recent events. The Governor's Education & Talent Summit was held in Lansing in April. Saw many great examples of CTE programs across the State.

Massicotte also attended the Legislative Day in Lansing. Information from this visit is included in the packet for review. This provided local stakeholders with an opportunity to update legislators on significant Michigan Works! activities and show the Return on Investment that local workforce development activities are providing for the State.

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

Retaskie motions to approve and submit the required Allocation Documents to the Talent Investment Agency, State of Michigan for the Statewide Rapid Response Allocations for Customer Relationship Management; seconded by Arsenault; motion passes unanimously.

Hamm motions to authorize UPWARD Talent Council Workforce Development Board Chair to sign Memorandum of Understanding with the Unemployment Insurance Agency upon agreement and on behalf of the UPWARD Talent Council Workforce Development Board; seconded by Retaskie; motion passes unanimously.

Kinsella motions to authorize UPWARD Talent Council Workforce Development Chair to sign Memorandum of Understanding with One-Stop Partners upon agreement and on behalf of the UPWARD Talent Council Workforce Development Board; seconded by Hamm; motion passes unanimously.

Retaskie motions to authorize Workforce Development Chair to approve recommendations by workgroup reviewing the AEFLA applications for alignment to the regional local plan; seconded by Arsenault; Wonders abstains; motion passes.

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Arsenault motions to authorize the RFP Committee to authorize the Chief Executive Officer to negotiate, execute, and implement contracts with the successful bidders 1.) for the One-Stop Operator; 2.) Lease Agreement for space in Mackinac County and 3.) for the Service Provider Agreement, upon successful review of compliance to the Statement of Work and meeting performance requirements on behalf of the Workforce Development Board; seconded by Kinsella; motion passes unanimously.

XI. Adjournment

There being no further business, Kinsella moved to adjourn the meeting; seconded by Arsenault, and the motion passed unanimously. The meeting adjourned at 1:06 P.M.

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