



**UPWARD Talent Council Workforce Development Board
December 7, 2017**

MINUTES

I. Call to order

Chair Mark Massicotte called the meeting to order at 11:27AM Eastern.

II. Roll Call

Present: George Kinsella, EcoMarine; Mark Massicotte, L'Anse Manufacturing; Suzanne Pazdernik, Jacquart Fabric Partners; Chad Rowe, Aspirius Health Services; Tony Retaskie, UP Construction Council; Julie Wonders, Iron Mountain-Kingsford Community Schools

Excused: Paul Arsenault, Concepts Consulting; David Bulson, David Bulson Law Office; Samantha Cameron, Bay Mills Community College; Roy Del Valle, Michigan Rehabilitation Services; David Goodreau, Northern Wings Repair; Jack Hamm, UPRLF; Jeff Holt, City of Sault Ste. Marie Economic Development Corporation (EDC); Michelle LaJoie, CLM Action Agency; Brad LeBouef, Systems Control; Dave Lord, OSF St. Francis Hospital and Medical Center

Michigan Works! Staff: William Raymond, CEO; Deb Doyle, Director of Policy and Compliance; Michelle Viau, Director of Finance; Taylor Barron, Workforce Services Manager; Denise Hillier, Workforce Services Manager; Sally Richard Workforce Services Manager; Sean Connors, Workforce Services Manager; Corinna Peterson, Marketing and Communications Manager; Kelsey Byrne, Project Management Team Member, Training and Compliance and Nickie Lauerman, Project Management Team Member.

There was no quorum present.

III. Public Comment

None was offered

IV. Approval of Agenda

Tabled.



V. Approval of Minutes

Tabled.

VI. Financial Overview

CEO Raymond reviewed the financials for the first 4 months of this program year outlining the revenues and expenses.

VII. Strategic Direction

At last meeting the Board had a general consensus that our board wanted to do some strategic planning. As one region now we want to start fresh and look at by-laws, our U.P. wide identity and brand and developing new strategies in moving forward.

Raymond has a draft Request for Proposal to look for a consultant to facilitate a strategic planning session. Chair Massicotte wants to make sure we utilize the tools available to the Board as we work together in this process.

Raymond speaks to the strategic role of the workforce board putting together some thoughts to consider as we move towards that strategic planning session:

1. The challenge of “strategic planning” in a bureaucratic USDOL context. It’s hard to be “strategic” when much of the work is dictated by WIOA and related legislation and policy. What does it mean to be strategic in this context?
 - a. What is a strategic role for WDB? Beyond WIOA. How do we make sure we focus WDB time on important strategic and policy matters?
 - b. Above the line/below the line analogy. Workforce is inherently “staff lead” due to the heavy bureaucratic approach of WIOA and the dictates of the state – how do we get beyond that? We need to take care of the WIOA side of things while expanding the true strategic side also.
 - c. How does the board feel about where the WDB is at regarding strategic direction, unity, vision and mission?
 - d. How has the consolidation impacted working together? Any unresolved issues?
 - e. What questions and concerns does the board have?
 - f. What would you like to see happen to enhance the workforce board and its strategic role in the community?
2. How do we have an expedited planning process and still have sufficient depth? What amount of time do we want to devote to planning?
3. What are some best practices that you feel would help UTC WDB?



4. How do we continue to emphasize collaboration with education, economic development, regional planning, etc. and show specific results?
5. Developing a robust “business intelligence” culture and presence
6. Developing a process for increasing flexible funding.

After release of RFP, Raymond will bring final candidates to the Board for a recommendation to procure facilitator for strategic session. Additional discussion regarding the opportunities that a 501C would bring to our organization was discussed. G. Kinsella asked if data is tracked for those we don't help referencing that some may lack the soft skills needed to succeed. J. Wonders adds that the performance reporting requirements for WIOA funded participants require adult education to follow-up on individuals who are a difficult population to find. UTC Michigan Works! is under the same performance requirements. The task of trying to locate individuals who are no longer receiving services is tedious. Raymond stated that in Ottawa County one staff person was assigned to do follow-up.

Raymond references the *Labor Market News* that is published by the Bureau of Labor Market Information in Michigan under the Department of Technology, Management and Budget. According to this publication the labor force participation in Michigan is 62% with 38% not in the labor force. Of the 38% not in labor force, 17% are retired, 7% are ill or disabled, 7% are going to school, 6% have home responsibilities and 1% other reasons. This low number impacts the availability of talent.

VIII. Reports

A. Governor's Talent Investment Board (GTIB)

T. Retaskie reported that the next GTIB meeting will be in Lansing at the Michigan Manufacturers Association and encourages board members to attend if in the area. The GTIB talked about the ALICE Report. ALICE is an acronym for Asset Limited, Income Constrained, Employed that focuses on individuals and families struggling to make ends meet. In Michigan, 46% of the population has been identified as ALICE.

There was a presentation at the GTIB about the Employment and Resource Networks in Michigan. ERNs re private-public consortia whose purpose is improved workforce retention through employee support and training. Retaskie indicated that he would like to be a part of the discussion if we were to look at starting a network in the region.

GTIB heard a report on the Unemployment Insurance Agency and their efforts to improve the system in Michigan. A panel presented on artificial intelligence and robotics. The Talent Investment Agency put forth a waiver request for WIOA. *My Bright Future* and *Career Pathfinder* will be presented.



B. Talent District Career Council

A new policy was released changing this council to the Career & Educational Advisory Council. The policy outlines various requirements of this council and it will be the responsibility of the WDB to appoint members to this group. Michigan PA 491 of 2006, states that Educational Advisory Groups (EAGs) are required by state law to serve in an advisory capacity to each of the 16 local WDBs on educational issues.

C. CEO Report

Raymond would like to have continued discussion of how UPWARD Talent Council can continue to provide the most locally responsive services as possible to our constituents in the UP. There seems to be some movement around the state for more state operated workforce development and are not sure of all the implications of these decisions. His concern is that the role of workforce board and Michigan Works not be diminished and that there would be a commensurate focus on collaboration and working with Michigan Works and the workforce boards in creative and innovative ways.

Raymond is exploring the idea of inviting various businesses and other relevant workforce and economic development entities to make brief presentations to the workforce board at our meetings. A primary focus would be on high growth industries, career and technical education, key industry sectors in the UP and various partner groups. Another option would be to bring the Labor Market division of the State of Michigan. He also recommends that the Board vary the meeting sites of the Workforce Board meetings so that the burden of travel can be shared and visit other parts of the UP, thus making it easier to schedule business presentations with the respective service delivery areas.

The annual forum of NAWB (National Association of Workforce Boards) will take place March 24 – 27, 2018 in Washington DC. It is a good idea for UPWARD to have a presence at this forum as it brings in over 1,500 attendees from around the U.S. UPWARD has reserved four spots for this year's event and will be sending Board Chair Mark Massicotte, COO Cherilynn Lampinen and Raymond. One open spot is available. UPWARD will pay all expenses for the trip and forum.

The UPWARD Local Elected Official Governing Board would like to have an update on workforce board activity from the past year. This event is based on a practice that occurred with the old Six County Employment Alliance and the Job Force Board, in which there was an annual meeting with both full boards attending.



The UTC Governing Board has expanded its meeting schedule from 2 times per year to 4 meetings per year. Their first meeting of 2018 will be in January on a date to be determined. In addition, they will be adding an Executive Committee that will meet in the months where there is not a full board meeting.

The UTC Workforce Board has been recertified by the Talent Investment Agency (TIA) of Michigan. Through submission of documents and narrative information, plus a site visit by TIA representatives, we were notified of the recertification on November 17, 2017. This means that we are in full compliance with all the provisions that pertain to the functioning and roles of the WDB. Please see the letter from TIA in the Reports section of the agenda packet.

Raymond will be on a panel in Marquette discussing talent issues in the U.P. The panel will include Michigan Works!, Northern Michigan University, Alger/Marquette RESA and a local business. The panel will be moderated by Chris Holman of the Michigan Business Network, who will also be presenting on the Michigan Business Future Index.

The UTC is continuing to explore how our partnerships with Economic Development organizations across the U.P. can be even stronger. Conversations with our partner groups with this focus in mind are taking place. For example, in Delta County, the local EDA has a very strong relationship with Michigan Works! and, in many respects, is an Employer Focused staff member for Michigan Works! Raymond would like to expand this concept around the U.P.

Related to this is the idea of Business Intelligence, or how do we stay abreast of real time business needs, issues, concerns, etc. We'll be working with economic developers on putting together a process/plan that can hopefully provide more of this real-time information so that we can stay on top of business and economic needs in the U.P.

UPWARD is the fiscal agent for the Upper Peninsula Collaborative Development Council for Region 1 (the entire UP is Region 1). Raymond chairs this Development Council, which meets monthly at either our Delta County Service Center or the Marquette Service Center. This gives Michigan Works! an excellent opportunity to collaborate with the various economic development organizations and to be in on the ground floor of key economic development activity. This group meets 8 times per year, primarily at the MEDC offices in Lansing. This, again, is a prime opportunity to hear what is going on around the state in economic development and be a voice for even stronger collaboration between workforce development and economic development.



We received news very recently regarding the federal budget status and continuing resolutions. The following comes from Chris Andresen, who represents the Michigan Works Association in Washington DC. “Update on Fiscal Year 2018 Appropriations: Next week Congress will pass a two week Continuing Resolution to December 22nd for time to agree on budget caps.

Then there will be another Continuing Resolution through January to allow appropriators to draft their final bills. Tax reform is poised to pass the Senate tonight (November 30) and then we will see what happens in a conference.

Raymond took a moment to have Peterson, Hillier, Zerbst, Doyle, Barron, Richard, Connors, Lauerman, Viau and Byrne introduce themselves to Board members.

Raymond has met with the new Executive Director of Invest U.P., Joan Kimball. Invest UP is a new economic development entity that covers the entire U.P. and will focus on “business attraction, business development, and talent development, recruitment and retention.”

UPWARD recently formed 4 new service delivery areas and gave them regionally appropriate names. This plan gets away from the old, east, central and west designations and moves us further ahead in implementing a U.P. wide brand and identity.

The four areas are named: Top of the Lakes, Hidden Coast, Superior Shores and Copper Trail. Please see the map included in Section XI, Information on page 27.

D. Chair Report

Chair Massicotte thank leadership and Board members for their work. Board member engagement in Service Centers: how do we engage with the Service Centers across the region?

The challenges Massicotte heard from the Youth and Adult Education panel at the conference were worth noting. Having heard various statistics of the make-up of the workforce he felt that we may not be looking at the right percentage of the population stating that skills are what matter. How do we get faces to places?

Massicotte encouraged the Board to become Ambassador for Michigan Works!

Discussion took place regarding drug testing in the workplace and the impact on various employers across the region.



IX. Performance Committee

Raymond reported that the Skilled Trades Training Funds were released on Wednesday. Our region doubled its awards from last year.

Real Time Labor Market information was referenced in packet. Wonders asked about the less than high school demographics. In Dickinson County her adult education program is losing lots of students to a local manufacturer that does not require a high school diploma or GED. The company has a lot of turnover. She has had to redesign her program to adjust to the employers in the region who need workers and are hiring her students, who do not necessarily retain their employment and then return to the program. She would like to partner with Michigan Works! to work more closely with the employers. This is a good example of how the Employment Retention Network may work.

X. New Business

Tabled Action Items.

XI. UPWARD Talent Council Workforce Board

In process of getting nominations for Workforce Board. Raymond thanked Board Members Paul Arsenault for his 30 years of service to our system and to David Bulson for his service. They are not seeking re-appointment to the Board.

XII. Next Meeting

The next meeting will be February 15th, 11:00A.M.EASTERN.

Electronic copies will be emailed with hard copies available at meeting if needed.

XIII. Adjournment

Adjourned at 1:20 PM EASTERN.