



**UPWARD Talent Council Workforce Development Board  
September 21, 2017**

**MINUTES**

**I. Call to order**

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

**II. Roll Call**

**Present:** Samantha Cameron, Bay Mills Community College; Roy Del Valle, Michigan Rehabilitation Services; David Goodreau, Northern Wings Repair; John Hamm, UPRLF; George Kinsella, EcoMarine; Michelle LaJoie, CLM Community Action Agency; Dave 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; David Bulson, David Bulson Law Office; Jeff Holt, City of Sault Ste. Marie Economic Development Corporation (EDC); Brad LeBouef, Systems Control; Suzanne Pazdernik, Jacquart Fabric Products; Tony Retaskie, UP Construction Council

**Michigan Works! Staff:** William Raymond, CEO; Cherilynn Lampinen, COO; Deb Doyle, Director of Policy and Compliance; Joe Zerbst, Director of Workforce Services; Taylor Barron, Workforce Services Managers; Denise Hillier, Workforce Services Managers; Sally Richard Workforce Services Managers; Corinna Peterson, Marketing and Communications

**III. Public Comment**

None was offered

**IV. Approval of Agenda**

Motion to approve agenda was made by Lord; seconded by Mead, the motion passed unanimously.

**V. Approval of Minutes**

Motion to approve minutes was made by Kinsella; seconded by Wonders, the motion passed unanimously.



## **VI. Intro of staff:**

Raymond, Lampinen, Peterson, Hillier, Zerst, Doyle, Barron, and Richard introduced themselves.

Raymond introduced members who could not be present – Heather Guilbault, Director of Administration; Janie McNabb, One-Stop Operator (WIOA requires us to have a One-Stop Operator for our system) and consultant to assist us with our transformation. Raymond adds that we are actively seeking to fill the Workforce Services Manager position for Gogebic, Houghton, Keweenaw, and Ontonagon counties.

Chair Massicotte welcomed Bill Raymond on behalf of the Board and extended an invitation for staff to attend Board meetings as Board members need to get to know staff. Lampinen indicated that she and Raymond are the direct contacts for Board members.

## **VII. Financial Overview**

Raymond reported on expenditures through August 2017. Massicotte asked if we were at risk of losing any funds. Expenditures for these funds are on track to be expended consistent with federal and state requirements and time frames. Raymond added that our organization works closely with the State of Michigan to ensure we remain on track to meet the expenditure requirements.

Chair Massicotte asked about the Apprenticeship USA Grant that shows a significant balance on the expenditure reports. Massicotte asked if more cooperation from business was needed to tap into the funds. He adds that he would like Bill to let the Board know if he needs assistance from the private sector to be more involved. Raymond followed up by saying that the State sometimes looks at the funding as “one size fits all” and we know that our regions differ. We do have flexibility in returning dollars to the State to be used in other more applicable areas. UPWARD was recognized for starting the most apprenticeships in the state for the quarter ending in June 2017. Massicotte extended an appreciation to our system for their work on this grant.

## **VIII. Strategic Direction**

Discussion is tabled until later in the meeting.

## **IX. Reports**

### **A. Governor’s Talent Investment Board (GTIB)**

Raymond gave report on the most recent meeting. The GTIB discussed ALICE (Asset Limited Income Constrained Employed) initiative through a number of states. Michigan is using the ALICE protocols to take a look at levels of income of families in relation to



the amount of resources families need to make it in terms of our society. The protocol has a lot of workforce implications. ALICE is utilized for people who are working but are not making enough to make ends meet. ALICE has come up with the minimum amounts of what it takes for a family to “make it” in their local economy. Raymond adds that the Board may focus on this at another meeting, but data on all 15 Upper Peninsula counties is available. Another similar group called BEST can also break down the data by demographics to include family size and make up. The protocol could help workforce figure out how the system can spend its limited dollars on helping people move into the workforce who are having challenges. The ALICE concept can help us make some policy decisions in determining how we can mine that data to help frame our workforce policies and strategies in our region.

Goodreau added that at the GTIB meeting statistics were given between 40% and 46% of employed people are working with some constraints. Goodreau adds that this important as we focus our workforce strategies is that if half of the people employed aren’t able to work through the constraints, the overall impact to the workforce is immense. As he was going through the data he was unable to massage the data to identify the constraints. Goodreau also spoke about a workshop he attended that was facilitated by Michigan Future Inc. with Lou Glazer presenting. The presenter said that Michigan needed more four-year college graduates because the average person in Michigan is not making enough. Goodreau added that his contention with the presentation is what is really needed of our workforce. Skilled trades are boots on the ground while others can work remotely. Our Board needs to strategize as to what are our talent needs. Goodreau adds that each time our Board has a discussion about workforce the discussion will come back to education. Raymond concludes that this type of discussion is what the Board needs to help our system to determine the best use of the funds we receive.

**B. Talent District Career Council**

No report.

**C. CEO Report**

Raymond gave overview of his strategic goals. The make-up of the region adds to the complexity of implementing strategic initiatives across our region. His focus is to move forward with our U.P wide brand and identity while being sensitive to our local/regional differences. Bill has been doing a U.P. wide listening tour starting in the eastern end of the peninsula and working west. He would like to complete the tour before the big snows hit.



Raymond is also meeting with partner groups such as the UPCDC (Upper Peninsula Collaborative Development Council), UPEDA (Upper Peninsula Economic Development Alliance), KEDA (Keweenaw Economic Development Alliance), Delta Economic Development Alliance, Upper Edge (under 40 professional group in Delta), Accelerate UP, and CUPPAD (Central Upper Peninsula Planning and Development). SBDC (Small Business Development Center) relationship is changing. UPWARD has been the host organization for SBDC in the Upper Peninsula receiving monies from SBDC and SBA for support. The new host agency beginning after the first of the year will be Michigan Technological University.

Our system is going through an organizational transformation. An all-staff meeting will be held tomorrow. Our Service Centers will be closed. Janie McNabb will be presenting on the transformation, Bill will be making some comments and other activities are planned.

Bill asked the Board if there were questions or concerns about budget and fiscal process stating that it is the WDBs responsibility to develop the budget while the governing board has to approve the budget. The Board has the authority to tell the Governing Board how the money should be sent. The Governing Board's role is to ensure that it is being done right. Chair Massicotte added that even though the Workforce Board is an advisory board, the board still has authority and responsibility to give direction.

Some Board members have had questions about the local and regional plan. Raymond informed the Board that the plans are posted on our website. We will be updating the website to be more interactive and accessible by staff, board, community, etc.

Raymond will be reviewing the Board structure to include reviewing bylaws and committees and structure. He does feel there is a need for a strategic planning process. There will be more conversations as to how we will move forward.

#### **D. Chair Report**

Chair Massicotte asked Board to mark the Michigan Works! Conference on their calendar as the conference offers good networking, education and opportunity to hear about best practices across our system.

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.

**X. Performance Committee**

Referencing document in Board packet, Raymond indicated that UPWARD performance compares well to the State as a whole.

**XI. New Business**

**A. Action Items**

**1. WIOA Adult, Dislocated Worker and Youth Programs Allocation**

Motion to approve was made by Hamm; seconded by Mead, the motion passed unanimously.

**2. Statewide Activities Funding for Michigan Works Service Center Operations**

Motion to approve was made by Lord; seconded by Kinsella, the motion passed unanimously.

**3. Statewide Activities Funding for Capacity Building and Professional Development**

Motion to approve was made by Hamm; seconded by Mead, the motion passed unanimously.

**4. Wagner-Peyser Employment Service**

Lampinen gave overview of plan to Board Members. Motion to approve the plan was made by Hamm; seconded by Kinsella, the motion passed unanimously.

**B. WDB led Strategic planning**

Raymond asked the Board for comments regarding having a strategic planning process was needed in moving our U.P. wide branding forward. The intent would be to use the Board to identify key goals. Board consensus

**C. Workforce Board Terms and Vacancies**

Workforce Board terms were included in Board packet. Raymond will be in touch with those Board members whose terms are up at the end of this year.

**D. Workforce Board Orientation Process**

Previously discussed.



**XII. November Meeting**

The next meeting will be Thursday, December 7<sup>th</sup>, 11:00AM EASTERN.

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

**XIII. Adjournment**

Motion to adjourn was made by Kinsella; seconded by LaJoie, the motion passed unanimously.

Adjourned at 1:20 PM EASTERN.