

JOB FORCE BOARD
March 21, 2007
Orrin E. Bailey, Secretary

I. Call To Order

Chair called meeting to order at 10:20am.

II. Roll Call

A membership quorum is present.

III. Public Comment

On behalf of the Michigan Works! The Job Force Board, O. Bailey recognizes Shelly Kuehl, for representing the Central Upper Peninsula at the Michigan Works! Association's 2007 Alumni of the Year Award. Every year each Michigan Works! System in the state (all 25 Michigan Works! areas) nominates an individual for recognition as alumni of the year. W. Carne awards Shelly with a recognition Plaque and Certificate. O. Bailey commends Shelly for her efforts to transition her career into the Health Care Industry and wishes her continued success in the field of radiography at OSF St. Francis Hospital.

IV. Approval of Agenda

Motion to approve the agenda was made by C. Barbacovi-Muscoe; motion was supported by T. Retaskie, and carried unanimously.

V. Reading, Correction, and Action on Minutes

Motion to approve minutes of previous JFB meeting was made by T. Retaskie; motion was supported by P. Arsenault, and carried unanimously.

VI. Old Business

A. Regional Skills Alliances

1. U.P. Construction Trades Regional Skills Alliance

T. Retaskie reports for the RSA. One of the exciting things the RSA is involved in is the UP Construction Skills Challenge (upcsc.org). A coalition of education and industry leaders including the UPCC, Vocational Education and ISD Instructors, NMU Construction Management students, individuals from the trades, local businesses and Michigan Works! have formed to organize this inaugural event. The competition is directed towards high school construction technology programs throughout the Upper Peninsula and will allow students to showcase their skills. The competition is scheduled for April 20, 2007 at Northern Michigan University's Jacobetti Center. Teams of five students each from across the U.P. will construct pre-designed storage buildings during the competition. The buildings will then be donated to Habitat for Humanity to be placed with homes they construct. The top three teams will receive individual medals, and the top team will receive a plaque commemorating their achievement. Tony thanks individuals for financial support, material donations and other contributions.

The Construction RSA is active in meetings with other RSA's such as the Manufacturing RSA. One example of this partnership is the work being done with the "Helmets to Hardhats" initiative.

Apprenticeship Pays commercials are running in conjunction with the Manufacturing RSA commercials called "Make My Future".

The RSA is interested in pursuing another Career Fair, similar to the one held at NewPage

last year, in partnership with We Energies in Marquette.

Additionally, the RSA is interested in working with UPPCO to acquire the abandoned Power House for apprenticeship training. A letter has been sent to UPPCO expressing interest.

2. U.P. Health Care Roundtable

C. Barbacovi-Musco reports for the U.P. Health Care Roundtable. Currently the UPHCRT is in the process of holding regional meetings across the U.P. where three general topics are being discussed. In the first, the roundtable will be looking at opportunities and needs related to training, resource pooling, marketing, and grant openings. The second area is Strategic Planning. As many know the UPHCRT is celebrating its 5th year, and therefore is in the process of revisiting its original plan to identify new goals. The third area of discussion centers around a UP Healthcare Summit to be held in November (before hunting season). There will be three tracks: Administration, HR, and Supervisory. The committee is in the early planning stages of the event.

Attention is drawn to the last page of the UP Healthcare Roundtable Minutes where the total economic impact of the healthcare industry in the UP for wages and salaries is indicated to be \$812.4 million.

3. U.P. Regional Industrial Manufacturing Skills Alliance

R. Miller reports for S. Pontbriand. He reported that the group has designed a mission statement and formed four committees in addition to the survey. The marketing committee has worked with Boomerang Marketing to produce several pieces of marketing collateral including commercials, a DVD and a web page. The TV commercials are now airing. The website offers detailed information about what manufacturing opportunities are available in the UP, and is almost ready to go. All of outreach activities are intended to reach parents, youth, and educators.

Additionally, R. Miller described a number of strategic activities that will be carried out in response to the data collected by the survey.

4. U.P. Forest & Timber Products Regional Skills Alliance

K. Smyth reports for the U.P. Forest & Timber Products RSA. The Timber Products RSA has grown out of a need for Forestry Technicians. In response to this need, the RSA has sent out roughly 1200 surveys and has received an approximate 20% return. Results are being compiled and analyzed.

The second focus area for the RSA is planning for an upcoming industry conference, which is tentatively scheduled for October 17, 2007 in Lansing. A separate subcommittee of the RSA is working on the planning. The committee hopes to make it Michigan-focused and National in scope in terms of what you need to do to be competitive in the Forest Products Industry. Co-chairs for 2007 are Pete Madden (Plum Creek) and Carl Suchowsky (Suchowsky Logging). Co-chairs will be heading up the RSA, and planning strategic planning sessions.

5. U.P. Tourism Regional Skills Alliance

Vickie Micheau reports for the U.P. Tourism RSA. The purpose of the Tourism RSA is to create public awareness of the importance of tourism and the impact of Tourism on the economy. The RSA is a nice way to blend in this very critical economic sector in discussions of skill development.

The first meeting was an organization meeting where three goals were set: 1) to build skill capacity of emerging and incumbent workers in the hospitality industry; 2) increase the knowledge base of local history and area attractions by industry workers; 3) increase pipeline of workers to the tourism industry.

Some of the other key discussions were to dispel the myth that tourism jobs are “dead end” or labeled as strictly “entry level” and that there is no opportunity for career advancement in the industry; to create more public awareness that tourism is economic and community development and that there is significant return on investment for the community; and also exploration of the opportunity to showcase some successful Entrepreneurs.

In order to help educate our front line workers, those who are the welcoming arm of the community, a Customer Service Training and Trade Show will be offered. This training opportunity is scheduled to be held on May 10, 2007 at Bay College. Additionally, there are many other tourism related activities taking place at this time and upcoming that will connect to efforts of the RSA.

B. Committee Reports

1. Strategic Planning Committee

V. Micheau reports for the Strategic Planning Committee. The committee recently welcomed D. Anthony and M. Roy as new members to the committee. The committee recognized that S. Balbierz and P. Arsenault were appointed by Governor Granholm to the Council for Labor and Economic Growth, and with great appreciation the committee notes that both are actively involved in the JFB and committed to the growth the UP Economy and congratulates them on their appointment.

Recent developments have been to form stronger regional partnerships with our neighbors in Northeast Wisconsin. Activities included coordination of rapid response activities for company closures and downsizing, coordinated retraining programs, entrepreneurial development programs, and joint attendance by the conveners of RSAs.

The committee discussed Healthcare Roundtable activities that include their investigation of a High Growth Jobs grant. The focus of this grant will be to address workforce issues in the long term care segment of healthcare. Partnerships are in the early stage of development for this proposal.

The committee discussed current activities related to the 21st Century Workforce Initiative. Since the last committee meeting a joint planning meeting between all three U.P. Workforce Board CEO's was conducted. The purpose of this session was to identify issues and finalize planning for this initiative.

Currently, the proposal is being written in a template form that had been requested by DLEG. The wage and benefit survey is in the data collection phase and work is commencing on the business retention partnership. Pending activities include asset mapping, marketing activities, and expansion of partnerships.

2. Youth Committee

R. Loviska reports for the Youth Committee. The Youth Committee is currently involved in many Career Awareness events and activities, and is looking at possible options to better compile and distribute best practice information related to the planning and development of Career Fairs to businesses and organizations.

The Youth Committee is considering ways to create public awareness of the Michigan Merit Curriculum and Michigan Merit Exam with specific focus on the WorkKeys section of the MME. Committee will be working with the CCG subcommittees to coordinate these efforts.

The Committee continues to focus on fine-tuning the strategic plan of the Youth Committee and our connection to the efforts of the Career Connections Group of the Job Force Board.

3. Career Connections Group

K. Smyth reported for the CCG. The three subcommittees of this group have been meeting regularly to continue to focus on how to better connect the business and education community, particularly looking at applied learning options in the classroom.

Much discussion has occurred in the group related to the impact of the Michigan Merit Curriculum, the Michigan Merit Exam, and WorkKeys. In order for the Career Readiness Certificates to be of value to both the students and businesses, our Workforce Investment System will need to educate the community. Talking with business about the value of the certificate is imperative to the success.

The committee approved plans for the '07 and '08 Perkins Secondary education grant and the tech prep grant. The initial plans will be submitted in May.

4. Finance Structure and Reporting Committee

S. Balbierz reports on the document included in the packet that shows the history of our various grants as they progress throughout the fiscal year. The grants are broken into two groups by different grant cycles, the first beginning with July 1, 2006 and the second beginning October 1, 2006. In most of the grant areas, the amount expended year to date is just about as anticipated in various programs. Some have expended very little of the grant budgeted amount and that is due to various timing areas. For example, one of the grants is tied to the tuition cycle at post-secondary institutions. This report is reviewed in more detail by the SCEA Board and approved.

P. Arsenault comments on the audit that occurred recently and was presented to the SCEA Board at the March meeting. The audit report revealed the Six County Employment Alliance to be financially sound and compliance with financial management standards. The SCEA Board complimented O. Bailey and his staff for their work. There were no problems or issues with any programs.

5. System Performance Committee

T. Retaskie reported that in nearly every one of the 79 system measures the contractor has been meeting or exceeding the pace expected to complete the goal. There are a few areas that the contractor is struggling, and as reported before, they are given excellent support by the Executive Leadership Team to take corrective action.

There are a couple areas that are at the "unmet" level in the WIA Adult, Dislocated Worker, and Youth. The state is experiencing a three month delay in the conversion to common measurements. The state is taking corrective action to clear up its three month delay in data production, so locally we can have up-to-date measurements.

The contractor is doing well in comparison to previous years. The committee is pleased to report that 14 of the standards are being exceeded, with three remaining goals being met. The three goals being met are related to WIA wage goals. In 2006, we were notified that

the new wage goals were increased greatly by the state. These goals began July 1st but were retro-active to participants that were exited in 2005. These concerns are being looked at and being corrected.

Types of technical assistance given to the contractor management staff by the ELT in the last year are performance management, project design and delivery, and regulations and compliance.

6. Community Relations

D. Rivard comments that the 21st Century Initiative is being promoted in many ways including: the “Keeping you Connected” email updates; periodic press releases that highlight progress as well as articles in the UP Business Today; the 21st Century Plan is posted on the Job Force Board website; interviews during morning radio stations showcase 21st Century progress; and ongoing partnership with TV 6’s “Invest in the UP” campaign.

Additionally, the committee is looking for partners for upcoming Business After Hours events. The BAH recently held in Marquette at the Upfront & Co. with co-sponsor Marquette General Health System, was a great success with record attendance. Upcoming BAH co-sponsors include the Munising DDA in Alger, NewView in Menominee, and Schoolcraft Memorial Hospital in Schoolcraft. We are looking for co-sponsors in Delta and Dickinson.

The Committee has identified priority items for 2007 which include: a continued co-sponsorship of forums and events; dedication to being the communication vehicle for the 21st Century Initiative and Job Force Board’s Strategic Workforce Development plan; continued support to the Governor’s Michigan Opportunities Partnership; marketing of ICDL; fund development to support the Job Force Board’s scholarship program; and legislative and community partner education of workforce development efforts across the region.

VII. New Business

A. Trade Adjustment Assistance– Action

D. Rivard motioned to submit the required plan documents to the Michigan Department of Labor and Economic Growth for Trade Adjustment Assistance (TAA) plan. Seconded by C. Barbacovi-Muscoe; the motion passed unanimously.

B. Work First Employment – Related Supportive Services – Action

P. Arsenault motioned to submit the required plan documents to the Michigan Department of Labor and Economic Growth for the Work First Employment – Related Services Plan. Seconded by T. Retaskie, the motion passed unanimously.

C. Workforce Investment Act Incentive Grant Plan – Action

C. Barbacovi-Muscoe motioned to submit the required plan documents to the Michigan Department of Labor and Economic Growth for Workforce Investment Act Incentive Grant Plans. Seconded by R. Miller; the motion passed unanimously.

D. MDLEG: 2007 Cycle I Monitoring – Update

No action needed. W. Carne reviews announcement included in the Board Packet which lists and describes the topics to be monitored in upcoming visits by the Department of Labor and Economic Growth.

E. Council for Labor & Economic Growth (CLEG) Report – Update

W. Carne congratulates S. Balbierz & P. Arsenault for their appointment by the Governor to the Council for Labor and Economic Growth (CLEG). S. Balbierz offers comments related to the last meeting he attended on March 5, 2007. Governor Granholm, Keith Cooley (new director of DLEG), and Andy Levin (deputy director of DLEG) presented at meeting. Some of the primary initiatives the Council has underway include the “No Worker Left Behind” initiative, and the “Michigan Nursing Corp” initiative.

VIII. Communications

Motion is made to accept the communications to file; motion is supported and carried unanimously.

IX. Public Comment

O. Bailey requests that Jim Anderson report on our Mentoring efforts with Virginia. J. Anderson comments that we were honored to be selected by the USDOL to be a mentor to a Workforce Investment Board in South Central Virginia. They have been impressed with the JFB efforts to establish credibility in the community, to be a convener, and the RSA activities. We will be working with them for the next year and a half to help them engage and become a business driven system. We will be hosting the group here in May to provide them with Best Practices information from our system.

Additionally we have been working with other WIB’s throughout Michigan, and have recently completed implementation of our Membership Application Database in Berrien Cass Van Buren, which allows them to identify skills and track activities of jobseekers accessing services in an effort to better serve the businesses in their area.

X. Adjournment

Motion is made to adjourn; motion supported and carried unanimously.