

JOB FORCE BOARD
March 19, 2008
Orrin E. Bailey, Secretary

| JFB Members: | Present: | Excused: |
|----------------------------|-----------------|-----------------|
| Mr. David Anthony | X | |
| Mr. Paul Arsenaault | X | |
| Mr. Steve Balbierz | X | |
| Ms. Carol Barbacovi-Muscoe | X | |
| Mr. Doug Bovin | X | |
| Mr. Will Carne | X | |
| Mr. Richard Crofton | | X |
| Mr. David Danielson | X | |
| Mr. Al Hendra | X | |
| Mr. Jim Hermans | X | |
| Mr. Peter Jennings | | X |
| Mr. Jon Johnson | | X |
| Ms. Robyn Loviska | X | |
| Ms. Vickie Micheau | X | |
| Mr. Rod Miller | X | |
| Mr. Steve Norman | | X |
| Mr. Steve Pontrbiand | X | |
| Mr. Anthony Retaskie | X | |
| Mr. Dave Rivard | X | |
| Dr. Michael Roy | X | |
| Ms. Jenny Short | | X |
| Mr. Kel Smyth | X | |
| Mr. Roy Stern | | X |
| Ms. Judy Watson-Olson | X | |

I. Call To Order

II. Roll Call

A membership quorum is present.

III. Public Comment

T. Retaskie calls meeting to order stating that there will be a back to back Career Connections and Job Force Board meeting. T. Retaskie welcomed the following guests: Ms. Amy Berglund (Regional Representative for U.S. Sen. Carl Levin), Mr. Dale McNamee (Legislative Aide for State Representative Tom Casperson), Dr. Laura Coleman (Bay College), Barb Walden (M-TEC at Bay College) and Six County Employment Alliance Board Members Ed Lindstrom (Alger County), Tom Elegeert (Delta County), Les Ruohomaki (Delta County), Joe Stevens (Dickinson County), Gerry Corkin (Marquette County), Bernie Lang (Menominee County), Floyd Berger (Menominee County) and Gerald Zellar (Schoolcraft County). T. Retaskie also welcomed special guests Mr. Mike Hansen (President of the Michigan Community College Association), Ms. Luann Dunsford (Chief Executive Officers of the Michigan Works! Association) and Ms. Malorie Kersten (Public Relations and Special Events Coordinator of the Michigan Works! Association), Mr. Larry Harrington (Iron County Commissioner), Diana Carpenter (Lead, No Worker Left Behind Action Team) and Mr. Andy Levin (Deputy Director of the Michigan Department of Labor and Economic Growth).

IV. Approval of Agenda- Action

Motion to approve the JFB agenda was made; motion is supported and carries unanimously.

V. Reading, Correction, and Action on Minutes - Action

Motion to approve previous JFB meeting minutes is made; motion is supported and carries unanimously.

VI. Old Business Job Force Board

A. Regional Skills Alliances

1. U.P. Construction Trades Regional Skills Alliance (UP-CTRSA):

T. Retaskie reports for the Construction RSA. The RSA with the help of Michigan Works! has been working with its membership to sponsor another Industrial Career Day, similar to the event that was held at NewPage last year. The uniqueness of these career days is that students have the opportunity to have hands on experiences with activities and tools used in the Industrial Construction field.

The event will be held at Lakeview Arena on April 24th in Marquette with 200 students from Marquette and Alger Counties participating. The trades represented include Boilermakers, Operators, Laborers, Carpenters/Millwrights, Electricians, Sheet Metal Workers, Pipefitters, Ironworkers and Bricklayers. There will be 19 exhibits and utility poles that the Line Tech School is putting up for students to learn about lineman technology. Students will be able to participate in operating a crane simulator, welding, brick and block, using jack hammers, to name a few. Northern Michigan University's Construction Management students and trade apprentices will be assisting at the event.

2. U.P. Health Care Roundtable (UPHCRT):

A. Hendra refers members to the minutes included in the Board packet and highlights some current projects. Northern Michigan University is applying for the Nursing Crops Grant available through the Michigan Department of Labor and Economic Growth and the Department of Community Health. The grant focuses on building nursing instructor capacity. A. Hendra reminds the Board of the responsive of educational institutions to meet industry demands such as Bay College developing the Nurse Refresher course and on-line Associate Degree Nursing program through the RSA grant. NMU was awarded disproportionate Medicaid funds to develop accelerated training for LPNs and Bachelor Degree Nursing. Each educational institution has been allowed to expand their nursing cohort size to meet industry demand. The UPHCRT will be hosting a Healthcare Summit in November. *Achieving Success in Your Healthcare Career* is the theme of the summit.

Chair Carne, P. Arsenault and O. Bailey recognize A. Hendra for his dedication to the Upper Peninsula Healthcare Roundtable. Citing the growth of membership, development of career guides, reducing the industry vacancy rate, and awarding of successful grant applications to build the capacity of our educational institutions to meet industry needs are a few of the reasons A. Hendra is recognized for his leadership of the UPHCRT.

3. U.P. Regional Industrial Manufacturing Skills Alliance (UP-RIMSA):

S. Pontbriand presents on behalf of the UP-RIMSA. The "Explore Career Pathway-Manufacturing" booklets are in draft form. The first edition of the booklet will include an introduction by the three workforce boards in the Upper Peninsula. The second edition is already being planned and will have testimonials from people who work in each career as well as training available throughout the U.P. These guides will be distributed

to school districts, Chambers of Commerce, legislators, media, private sector companies, Workforce Boards and Adult Education and Alternative Education providers.

Presentations continue to Upper Peninsula Schools at which representatives of the RSA talk to students about careers in manufacturing then provides specific examples of the skills required for specific jobs at the feature manufacturer's worksite. Students have opportunities to interact with presenters.

4. U.P. Forest & Timber Products Regional Skills Alliance (UP-FTPRSA):

K. Smyth reports for the U.P. Forest and Timer Products Regional Skills Alliance. The advisory group is planning next meeting for April.

5. Delta County Tourism RSA

V. Micheau reports for the Delta County Tourism RSA. The RSA is currently working on its goals to build capacity of emerging and incumbent workers, to increase knowledge base of local history and area attractions by industry workers and to increase the pipeline of workers to the tourism industry. This RSA has adopted the *Pure Michigan* Campaign to re-enforce the fact that tourism is imperative to the diversity of Michigan's economy. The focus of the members is on eight critical issues: collaborative partnerships, funding, hospitality training, industry organization and leadership, promotion and media, public policy and government regulations, research and market segmentation and positive visitor experience.

The RSA endorses *Blazing Service*TM training through Michigan Works! as a means to increase customer service skills across the tourism industry. V. Micheau comments that the RSA is excited about the promotional campaign that is underway highlighting how the tourism industry promotes significant economic development and return on investment, fosters entrepreneurialism and provides opportunities for career ladders. The campaign will run through TV 6 and Wisconsin media outlets.

B. Committee Reports

1. Youth Committee:

Robyn Loviska reports for the Youth Committee. The Council for Labor and Economic Growth is considering implementing the National Career Readiness Certificate. The Youth Committee has reviewed the proposal and provided feedback to P. Arsenault to take to CLEG on behalf of the committee. Recommendations to CLEG include ensuring a solid state and local marketing plan is in place to educate the business community, parents, teachers and students as to the value of the certificate; and ensuring that the implementation of a state-wide initiative is funded and does not become an unfunded mandate for use by the workforce investment system. Additional recommendations can be viewed in the Job Force Board packet under Youth Committee.

2. Strategic Planning Committee:

V. Micheau reports for the Strategic Planning Committee. At the last committee meeting members discussed the analysis of the Upper Peninsula and N.E. Wisconsin labor force related to Science, Technology, Engineering and Mathematics (STEM) occupations. If a cluster is emerging, there may be funding through the U.S. Department of Labor to support these occupations and industries. A Regional Innovation Grant (RIG) application is being developed to request funding for a U.P. Economic Opportunity Study. The committee received a report on recent Rapid Response activities and how the needs of workers who may become displaced are being addressed through strategic initiatives and

partners including the Regional Skills Alliances and Bay College. Additional updates on the Manufacturing Skills Alliance, Career Connections Group and Job Force Board Youth Committee were also presented to the committee.

3. CLEG

P. Arsenault reports that in preparation for the most recent meeting of the Council for Labor and Economic Growth, he hosted a roundtable discussion with 20 business owners, large and small and across all sectors. The intent of the roundtable was to identify solutions to how the state business environment for entrepreneurs could be improved. The topic areas ranged from financing, to various state department regulatory requirements, to business perception about what services/products are available to them and to the role of education as it relates to building entrepreneurial spirit in their students.

The meeting was a tremendous success and all members are interested in the potential to meet again. Generally, the outcomes centered around: the need to do more public education about financial services/products and business support services, including the education of bankers and CPA firms; the need for the State to look at ways to simplify financing systems; The need for the State to ensure that it is applying regulations and policies in a more consistent manner, making the regulations more reasonable and understandable; there was considerable discussion about the customer service levels across state departments and commissions, from liquor control, to environmental quality, natural resources to health care regulatory issues; here was considerable concern over the new K-12 curriculum requirements that are not promoting real world of work learning experiences, through internships, co-ops, job shadowing and special projects such as school based student owned business; schools needs to be encouraged and rewarded to implement internships, job shadowing, and Junior Achievement type activities. Schools need to be encouraged to address worker maturity issues in youth.

S. Balbierz provides brief overview of the CLEG meeting in Lansing. Governor Jennifer Granholm presented to CLEG on many of the themes she talked about at her State of the State Address: alternative energy, need for Michigan to develop a renewable portfolio standard, citing that Michigan is uniquely positioned to accept these new manufacturing jobs; and lifelong learning. The Michigan Legislature recently adopted legislation pertaining to the film industry that would create the environment in Michigan to be competitive in the film industry. DLEG Director Keith Cooley convened a panel of various state departments to inform CLEG how the departments work together on workforce development issues. MEDC, DLEG, Community Health, Department of Education and Department Of Human Services participated. The Council has introduced a new newsletter. S. Balbierz asked that O. Bailey share the newsletter with Job Force Board Members.

4. System Performance Committee:

D. Danielson reports for the System Performance Committee. After seven months of performance, the contractor is meeting or exceeding 91% of the 79 system performance measurements set for this year. The Contractor is on pace to meet all performance measures by end of the year. Lower than expected exits are occurring due to the change in wage goal from an increase in earnings to an average wage at placement. All of the 17 Workforce Investment Act standards are being met or exceeded. The Executive Leadership Team has provided technical assistance to the Contractor in the areas of performance management, franchise design and delivery, regulations and compliance.

5. MI-SBTDC Region 1 Roundtable

P. Arsenault reports to the Board for the Michigan Small Business and Technology Development Center that Region 1 (the U.P.) is doing great. As of March 18, 2008 we have 44 start-ups which are 147% of our year's goal and \$8.2 million in capital formation, 227% of this year's goal. Region 1 has been nominated for the Statewide MI-SBTDC Recognition of Excellence Leadership Award to be presented this May. The MI-SBTDC award publicly acknowledges and rewards outstanding service and collaboration within the MI-SBTDC network and recognizes demonstrated excellence benefiting business clients, partners, or community.

Region 1 Director Joel Schultz comments on the partnership with Michigan Works! Delta Chamber of Commerce and the Delta County EDA to work with businesses who have struggled through the initial start-up. There is a six week session in progress that is providing technical assistance and resources to businesses that need additional assistance to update and grow their business market plan.

6. Finance Structure and Reporting

K. Smyth reports that the annual audit was completed for the Six County Employment Alliance, the grant recipient for Michigan Works! in December by Anderson Tackman for the fiscal year ending June 30, 2007. The audit received an unqualified rating; the highest independent auditor's rating. There were no findings or questions costs regarding this single audit. There was no need for any type of corrective action required by the state. DLEG has received the audit report and has accepted the report for file.

7. Community Relations Committee:

D. Rivard reports to the Board for the Communication Relations Committee. The Community Relations committee is charged to promote the mission and goals of the Job Force Board and its Michigan Works! Service Center System through enhanced public relations and education to all community stakeholders. As part of this task, the committee selects an alumnus to represent our region at the annual Michigan Works! Association's state-wide alumni celebration each year. Chair Carne and D. Rivard recognize Jodi Thornington of Tendercare Health Center in Munising as the 2008 Alumnus and acknowledge that Tendercare is Alger County's 2008 Business of the Year.

D. Rivard comments that because there are many successes happening throughout the year, the Community Relations Committee decided to recognize one individual at each Job Force Board meeting and, from those individuals, select one in our region to represent the Job Force Board at the next year's alumnus celebration in Lansing. Ericka Williams is recognized as alumnus of the quarter. She used Michigan Works! Services along with SBTDC's services to start her own home healthcare business. She also works at Pinecrest Medical Care Facility.

VII. New Business Job Force Board

A. Plans

- 1.** Motion to approve the Food Assistance Employment and Training (FAE&T) Plan is made; motion is supported and carried unanimously.
- 2.** Motion to approve the Jobs Education Training (JET) Welfare Reform Services Plan is made; motion is supported and carried unanimously.
- 3.** Motion to approve the Signatory Authority: Board Chair is made; motion is supported and carried unanimously.

4. Motion to approve the Michigan Works! System Plan is made; motion is supported and carried unanimously.

B. Upper Peninsula Economic Development Alliance

Bob Eslinger reports to the Job Force Board for the Upper Peninsula Economic Development Alliance. With Michigan Works! Boards and the UPEDA working together, a stronger UP regional economy could be reflected in the state's economy as a whole by creating strategies in context with regional strategies. Building a strong economy includes supporting the development of new industries and building a workforce that embraces innovation. The UPEDA Board unanimously passed a motion to move forward with a 15 county-wide comprehensive collaborative economic impact strategy and action plan. The plan will recognize the importance of sub-regions and make those part of the overall strategy. Given the recent announcements of the closure of the paper mill in Niagara, Wisconsin, and the effects it has had across the border, the border counties in Wisconsin will be invited to join in this study. Universities and Colleges will have an important role in this process and that they will gain the expertise to carry the project forward without dependence on a third party. Both the Job Force Board and the UPEDA have begun putting resources together to make applications for funding for this study. The Study will help the region identify our areas of strength, our areas of growth, how to align resources based on our region and our priorities. It is hoped that through this planning process the regional will develop a collective vision and shared fate that comes with one voice and one direction.

D. Bovin shares appreciation for the efforts B. Eslinger has made in creating a collaborative workforce development community in Alger County since becoming Economic Development Director.

C. No Worker Left Behind

DLEG Deputy Director Andy Levin reports to the Job Force Board on the No Worker Left Behind (NWLB) Initiative. This initiative is the Governor's signature program in the whole area of workforce, training and jobs. Michigan is going through tough economic times and NWLB is the response to this. This initiative was in response to deep economic troubles in the state. Michigan has two times the automobile industry related jobs than any other state. In the last few years, the disparity between the national unemployment rate and Michigan's unemployment rate has grown. The jobs that pay enough to sustain families now required post secondary education. Manufacturing jobs are not going away as some suggest; they are not the same jobs. There will continue to be a percentage of our workforce in low paying jobs. DLEG manages state workforce system and there exists strategic choices: focus on demand, not on supply and up-skill Michigan's workforce to meeting industry demand. NWLB represents a huge shift in emphasis towards training that can meaningfully change people's lives and that can fill the jobs that employers need done now rather than re-employment.

DLEG has reorganized and is eliminating two bureaus, Bureau of Career Education and Bureau of Workforce Programs. The reorganization includes a focus on employers and job seekers. Employers will have two divisions to address training and strategic issues. Services for Veterans and Seasonal Migrant Workers and Spanish Speaking Workers are being elevated to new divisions. Liza Olson is the new Director of the Bureau of Workforce Transformation.

Over 20,000 Michigan residents have been enrolled into training since August 1st. In order to meet the demand for training, the state is applying for a National Emergency Grant from the federal government. Federal monies are not enough to fund this initiative. The Michigan House Appropriations is currently reviewing the state budget including NWLB. The Governor is requesting \$40 million dollars to fund NWLB. These dollars include five million allocated to

community colleges to build capacity and five million to adult education services to build skills of workers prior to entry into post secondary training. A bi-partisan group of legislators worked with DLEG to hammer out a boiler plate of language to present to the House sub-committee that later supported the proposed allocation in the budget. A. Levin encourages the Board to contact representatives to support funding for NWLB initiative.

A. Levin closes presentation by recognizing the Job Force Board as a model of collaboration, as a model of driving economic development and the success of the Regional Skills Alliance.

VIII. Public Comment

Will recognizes Tony Retaskie and the U. P. Construction RSA for receiving recognition for outstanding safety records and Paul Arsenault for his re-election as Chairman of the Six County Employment Alliance Board.

IX. Adjournment