

## CAREER CONNECTIONS GROUP/JOB FORCE BOARD

March 18, 2009

Orrin E. Bailey, Secretary

<b>JFB Members:</b>	<b>Present:</b>	<b>Excused:</b>
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 Pontbriand	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 was present for the Job Force Board.

### **III. Public Comment**

There was no public comment.

### **IV. Approval of Agenda- Action**

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

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

Motion to approve previous meeting minutes was made; motion was supported and carried unanimously.

### **VI. Old Business**

#### **A. Regional Skills Alliances**

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

T. Retaskie reported for the Construction RSA. The Industrial Career Fair is being planned for September 24, 2009 in Dickinson County. T. Retaskie asked for assistance

from members in finalizing a location for the event. The committee will outreach to the business community and organizations for sponsorship. T. Retaskie visited the Skills USA Competition held at Bay College. 169 Students participated in Automotive, Computer Maintenance Technology, Precision Machining, Tech Drafting-CAD with five \$900 Scholarships awarded to the students who placed first in the overall category. The U.P. Construction Skills Challenge will be held on April 24<sup>th</sup> at NMU. There are ten teams interested from school districts across the Upper Peninsula. Teams will build structured units that require electrical wiring and construction built to blueprint specifications.

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

A. Hendra gave the report for UPHCRT. At the last UPHCRT meeting, members reviewed survey results from November Conference. Surveys indicated the event was a success and endorsed pursuing a 2009 Conference with a November date to be determined based on NMU's availability. Members want to utilize same format with speaker in morning and breakout sessions in the afternoon. A Committee has been formed to develop theme and identify speakers. A survey will be sent to members to identify training needs was recommended by members per discussion on the Economic Stimulus Package and focus on electronic medical records. Career Preparation Activities continue to be provided. The 8<sup>th</sup> grade healthcare career fair at Eastern U.P Michigan Works will be held again this year with the 8<sup>th</sup> graders. Members recommended that a few questions regarding career preparation activities industry members are participating be included in the training needs survey. This will help the UPHCRT identify gap areas in the provision of healthcare career related activities. This coming year's primary focus will be healthcare reform and what that means to the industry workforce.

## **3. Delta County Tourism Regional Skills Alliance**

V. Micheau reported for the Delta County Tourism RSA. The Commerce Center will host an April 21<sup>st</sup> Customer Service Training in partnership with the Job Force Board and the Delta County Credit Union. The presenter will be Rick Olsen, a nationally recognized speaker who talks about the importance of customer service for businesses. A "FAM" Tour is being planned to coincide with the customer service training that will introduce front-line staff in the hospitality industry to places of interest, events and activities that are guests to the community can access during their stay in Delta County.

## **4. U.P. Regional Industrial Manufacturing Skills Alliance (UP-RIMSA):**

S. Pontbriand presented the UP-RIMSA report. The most recent meeting was hosted by Marble Arms in Gladstone. There are not enough individuals going into the manufacturing. Intermediate School Districts have seen a drop in CTE classes and this concerns the membership. The RSA outreach continues to 7<sup>th</sup> and 8<sup>th</sup> grade students, but there seems to be a decline in interest this year by schools to participate. Some schools have voiced concern about the lack of job opportunities due to the economy and do not want to give students a "false impression". J. Johnson commented that there needs to be an awareness of succession planning and visiting schools is not about the jobs available today, but on the workforce needs of tomorrow. Members will be working with the Career Connections Group to better align business and education to the legislative advocacy issues regarding the pipeline of workers. A survey was sent to U.P. Manufacturers with 55 responses, a 24% response rate. M-TEC will utilize students to compile data to report back. The RSA is also working to increase membership and has adopted a membership fee of \$100.00.

## **B. Committee Reports**

### **1. Strategic Planning Committee:**

V. Micheau reported for the Strategic Planning Committee. To date 17 county-wide Regional Innovation Grant (RIG) focus groups have been completed. The contractor is currently conducting a series of one-on-one meetings with key stakeholders around the region. There was also discussion about how this process aligns with the State of Michigan efforts to target renewable energy. V. Micheau attended the National Workforce Association Conference and noted several instances where the Job Force Board was recognized as an innovative leader in workforce development, and that she is proud about the efforts of the Job Force Board. A Manufacturing Diversification Summit was in Lansing in January to bring together manufacturers, and economic and workforce development practitioners to discuss resources for manufacturing diversification. The targeted industries for diversification include: Aerospace, Wind, Energy, and Medical Devices. The MEDC will be conducting “mini” summits around the state. The U.P. is included in a 32-county region targeted for a summit. Work in underway to secure two summits, one south of the Mackinac Bridge, and one in the Upper Peninsula. Michigan Works! The Job Force Board, Bay College, North Menominee Community Schools and Iron Mountain Community Schools received a \$300,000 grant to address adult education in the central Upper Peninsula. Approximately 120 GED students will be served, assisting with GED completion, job placement and continuing on to post-secondary education at Bay de Noc Community College.

### **2. Youth Committee:**

R. Loviska reported for the Youth Committee. The youth committee continues to meet with Career Connections Group. There are some exciting times for our Youth Services. The President’s Stimulus Package or the American Recovery and Reinvestment Act is authorizing funds for “summer youth employment”. Our system used to provide this stand-alone program under the old Job Training Partnership Act. When the Workforce Investment Act was enacted this stand alone program was integrated into youth services as part of a year-round program. The Job Force Board will look at enrolling an additional 240-260 youth for the Central Upper Peninsula. The Board will be recruiting youth between the ages of 14-24. The Workforce Investment Act Youth Eligibility Guidelines will follow these youth. The Job Force Board will be the employer of record. 200 Community Based Organizations were sent notification of our outreach and applications for them to submit to be potential project-based worksites. The Summer Component is called “Earn While You Learn” and will provide youth with the opportunity to build civic, basic academic and work maturity skills. We are seeking projects that will allow our youth to assist in project planning and design, implementation, quality assurance and project wrap up activities. Work Sites that are either individual or project based must demonstrate that youth will be provided with continuous supervision and oversight during their work experience. Youth will also receive customer service and CPR training.

### **3. Career Connections Group**

As was reported at the last Job Force Board Meeting, the CCG has been working on its Strategic Plan. Since that meeting the three committees Education, Marketing/Advocacy and Career Pathways/Educational Development Planning have met to identify action steps and suggested measurable outcomes for their identified goals, ensuring alignment to the Job Force Board’s Strategic Plan. These are all listed in the Board Packet.

Discussion at each of the committee workgroups focused on the need to educate legislators, parents, community about the career and technical education and its value in preparing the pipeline of workers. The CCG members did discuss that although they endorsed the academic rigor requirements of the Michigan Merit Curriculum, they want to bring awareness to the value of Career and Technical Education.

Many of the actions identified are ultimately focused to support more awareness of the value of career and technical education as well as our industry needs to have a prepared workforce and applicant pool. Identified activities presented to the Job Force Board as actionable items to strengthen our business education partnerships were the publication of a CTE Report Card to the Community that highlights CTE successes, goals and tells a story; the provision of assistance in data collection of year around Career and Technical Education activities to determine gaps in services; increasing our efforts in the education of our workforce investment partners (to include education) of the role of education in workforce development (i.e, preparation of our emerging workforce; part of a system, not in isolation); support of JFB as it convenes events with elected officials to discuss workforce/educational issues; and request JFB to Proclaim each month of the year as a designated industry month and coordinate and develop activities around that month with industry, schools and community awareness. C. Barbacovi-Muscoe moved to support these activities as to the Board's Comprehensive Plan and to provide technical support as needed to accomplish the overall proposed strategies; seconded by J. Watson-Olson, the motion carried unanimously. The CCG accepted the proposed activities for the 2009-2010 Vocational Tech Prep and Perkins Grant Applications.

#### **4. CLEG**

P. Arsenault reported on the Council for Labor and Economic Growth. Skip Pruss, Director of the Department of Energy, Labor and Economic Growth is focusing his priorities on energy, echoing the Governor's focus on bio-fuels. MEDC is working towards providing assistance to manufacturers who need to re-tool to get into transition to energy-related manufacturing.

#### **5. System Performance Committee:**

T. Retaskie reported to the Board drawing attention to the materials included in the packet. The committee is pleased with contractor performance, exceeding at 16 of the 17 mandated performance measures as prescribed by the Workforce Investment Act. Nearly all local performance measures are being exceeded or met. The Older Youth outcomes will come at the end of the June. We have exceeded our enrollment goal for Food Stamp participants. This is a recent achievement, and placements are expected to follow in the near future. The entire State is struggling to meet the Welfare Reform participation rate measurements. The reports we receive from the State are being revised to more accurately reflect local performance, which will show improved results.

#### **6. Request for Proposal Committee**

North Central Schools is completing its three-year contract with the Job Force Board. In August of 2006, the Job Force Board awarded North Central Schools a contract to provide all business human resource services out of the Michigan Works! Service Centers. Over the last three years, North Central Schools has had outstanding performance and has either met or exceeded its goals in business contact services, federal performance standards and customer service.

With the advent of the Economic Stimulus Package, on March 4, 2009, the USDOL issued a Training and Employment Notice to the Job Force Board that provided an overview of its strategies for the Workforce Investment Act and Wagner Peyser funding under the American Recovery and Reinvestment Act of 2009. Under the USDOL notice, local areas are being asked to expedite procurement processes and may have the ability to seek waivers if the local area determines that its local process may result in barriers that will slow down the implementation of the Recovery Act, particularly for youth services.

In review of this notice, the Executive Leadership Team staff has determined that despite the burden of a procurement process, a Request for Proposal shall be issued to ensure fair and open competition that will insulate and protect our accountability and transparency to all stakeholders, particularly the monitoring division of the Department of Energy, Labor and Economic Growth. A public notice has been issued and the approved bidder listing has been updated. The RFP is scheduled to be released by Thursday March 18, 2009. Potential bidders will have up to four weeks to respond. The RFP process has begun. The Request for Proposal Committee will review results in April. T. Retaskie moved to charge the Executive Leadership Team to enter into a contract with a successful bidder to ensure timely and efficient delivery of workforce development services and for a contract that may be renewed up to 4 years pending annual performance review; supported by P. Arsenault, the motion passed unanimously.

#### **7. Procurement Technical Assistance Center (PTAC)**

I. Micheau reported on the Procurement Technical Assistance Center. PTAC is a partnership with Michigan Works! to help regional businesses bid for and obtain government contracts. Responsible for 10 counties in the Central and Western Upper Peninsula. I. Micheau stated that he has completed 55 visits to U.P. businesses with 31 working on government certifications and registrations. Once certifications are completed, companies are able to bid on government contracts. A TV 5 & 10 video highlight Procurement Training was presented.

#### **8. MI-SBTDC Region 1 Roundtable**

P. Arsenault reported for the MI-SBTDC Region 1 Roundtable. Region one continues to be one of the best in the state with other regions looking to us for guidance. Our Region recently took over oversight of Region 3, headquartered in Alpena Michigan. The SBA is also getting stimulus monies of approximately \$735 million. P. Arsenault has been contacted by 17 regional banks that with the assistance are willing to loan monies to local companies.

#### **9. Financial Structure and Reporting Ad Hoc Committee**

P. Arsenault reported that Job Force Board members W. Carne and K. Smyth attended the March 2009 Six County Employment Alliance Board meeting where Anderson Tackman presented program year 2008 Audit Report. The audit was an exceptional with no areas for improvement or weaknesses.

#### **10. Regional Innovation Grant**

R. Eslinger introduced newscast video featuring the RIG survey followed by an introduction of David Ward, President of North Start Economics Inc. D. Ward gave update of current process and preliminary survey results. 1455 responses have been received to date. 17% of the respondents feel that the regional economy is headed in the right direction while 60% feel that the region is a good place to do business. Nearly

three-quarters of the respondents praised the work ethic of our labor force while 50% of the respondents feel that the educational system is responsive to the needs for the region. An initial SWOT analysis identifies a strong work ethic, natural resources and universities as perceived strengths while isolated locations, lack of industry diversification and infrastructure deficiencies as weaknesses. Potential threats were listed as a high cost of doing business; lack of job opportunities and increasing healthcare costs. Opportunities identified were tourism, focus on natural resources, energy and alternative energy and partnerships with educational institutions. D. Ward spoke to tourism, healthcare, forestry, energy, manufacturing and mining as important to the economy. D. Ward added that as he was preparing to work on this grant project he was surprised by the huge geographical area, our natural resource base, the amount of season residents; the close border with Canada; high educational assets and the amount of region wide organizations. His preliminary ideas include sustainability focusing on renewable fuels and carbon credits; research and technology transfer and future collaborations with Wisconsin.

#### **9. Community Relations Committee:**

D. Rivard reported for the Community Relations Committee. A video of Tracy Anderson, our Michigan Works! Alumni of the Year was viewed highlighting her recognition speech as the Michigan Works! Association Alumni Event in Lansing. W. Carne joined D. Rivard in recognizing Alumni of the quarter, Tina Hunt and her employer Delta Manufacturing, represented by Charron Benjamin. Kathy Hartlaben, Human Resource Specialist at the Michigan Works! Service Center in Delta County was also recognized for her provision of services that assisted Ms. Hunt in transitioning to employment and advancing her business and finance skills.

Because of the current conditions of Michigan's unemployment claim process, The Job Force Board provided outreach, through its Service Centers, to alleviate jobseeker frustrations while going through the process. Newspaper, radio and television news stories highlighted the services provided by Michigan Works! as well as tips to help claimants through the unemployment process with more ease. The 35-Year Anniversary Outreach Plan was reviewed. There will be continued support of outreach efforts that promote workforce, economic and business development.

#### **VII. New Business Job Force Board**

- A. Motion to approve and submit the Michigan Works! System Plan for January 1<sup>st</sup> to December 31, 2009 Plan was made; motion was supported and carried unanimously.
- B. Motion to approve the Board Chair Authorized Signatory was made; motion was supported and carried unanimously.
- C. Motion to approve the Workforce Investment Act Incentive Grant Plan was made; motion was supported and carried unanimously.
- D. Motion to approve the No Worker Left Behind Workforce Investment Act Dislocated Worker Funding was made; motion was supported and carried unanimously.
- E. Motion to approve the General Fund/General Purpose Funding Plan for No Worker Left Behind was made; motion was supported and carried unanimously.

#### **VIII. Public Comment**

There was no public comment

#### **IX. Adjournment**