

**Workforce Development Board
Executive Committee
March 4, 2004**

WDB Chair, Thom Brennan, called the meeting to order at 7:03 a.m. at the W.E. Upjohn Institute/Michigan Works! Office, 222 S. Westnedge Avenue, Kalamazoo, Michigan.

WDB Members Present: Thom Brennan (PS), Susan Einspahr (PS), Lisa Godfrey (PS), Joe Herdus (PS), Myra Johnson (PS), Jerry Love (PS), Mary Oudsema (PS), Marilyn Potgiesser (PS), Suprotik Stotz-Ghosh (CBO) Membership - 9, Attended - 8(89%), PS - 7 (88%)

Staff Present: Kathy Olsen, Craig Schreuder, Kara Stewart, Bob Straits, John Sullivan

Guests Present: John Davis (FIA), John Long (Kalamazoo Chamber)

I. Meeting Minutes

Motion made by Marilyn Potgiesser and supported by Joe Herdus to approve the Workforce Development Board and the WDB Executive Committee meeting minutes of February 5, 2004. Motion carried.

II. Committee Reports

A. Executive Committee

1. **2004 Michigan Works! System Plan** - Craig Schreuder reported the 2004 Michigan Works! System Plan provides a description of the MW administrative procedures and contains no financial figures. The plan is similar to the previous year's plan other than editorial changes.

Motion made by Susan Einspahr and supported by Lisa Godfrey to approve the 2004 Michigan Works! System Plan. Motion carried.

2. **Summary of Program Plan Revisions** - Craig Schreuder reported the summary of program plan revisions contained changes made since January that did not require WDB approval. The Food Assistance Employment and Training Program was revised to incorporate an increase in supportive services for participants from \$25 to \$50 per month and incorporate additional funding from the Family Independence Agency for supportive services. The WIA Adult, Dislocated Worker and Youth Programs were revised to incorporate relatively small funding adjustments; \$3,130 for the adult program, \$8,536 for the youth program, and \$4,850 for the dislocated worker program. The Work First Program Plan was adjusted to reflect a reduction in the overall Work First allocation and the receipt of an Incentive Award for 2003 performance. The net loss of Work First funding was \$50,302.

3. **WDB Appointment**

Motion made by Jerry Love and supported by Mary Oudsema to approve the appointment of Robin Baker as an At-Large member, replacing Eric Shafer, to the Workforce Development Board for the balance of a two-year term beginning immediately and ending December 31, 2004. Motion carried.

- B. **Monitoring and Evaluation Committee** - Myra Johnson reported the Monitoring and Evaluation Committee met to review the Dislocated Worker Program. The committee and MW staff found HRDI's focus to be on serving individuals affected by mass layoffs and closures in the manufacturing sector. The committee met with three participants who all had positive comments regarding the program. All three expressed frustrations with the extremely long waits using the Unemployment Agency hotline and visiting the UA regional office in Grand Rapids. The participants suggested extending Unemployment Insurance benefits. Myra reported contract goals are not being met and HRDI staff were being encouraged to broaden their outreach to individuals beyond mass layoffs and closures in an attempt to increase enrollments. The committee was hopeful that the Marketing Committee could assist by offering some suggestions in this area. Myra concluded in saying that although the number of individuals being served in the Dislocated Worker Program is low, they are being served well.

Kara Stewart reported staff monitored files and conducted a site visit to examine the process HRDI is using and to identify areas of concern. Currently, HRDI staff identify job openings and then locate an individual to fit into the job. The individuals placed are usually successful, however the number being served is low, especially with the current economy and the high unemployment rate. Kara reported HRDI is meeting federal performance standards; but contract goals are not being met using this approach. The high cost per participant is also a concern; an increase in enrollments would reflect a decrease in cost. MW staff are working with HRDI staff to correct the situation and at the request of MW staff, HRDI submitted a response that included a number of marketing ideas; however lacked outreach to participants. It was concluded that HRDI need to market the program beyond the manufacturing sector, increase enrollments, offer more intense job search activities, and increase placements. The Executive Committee asked that HRDI be reminded there are only four months left in this year's contract.

- C. **Marketing Committee** - Mary Oudsema reported the Marketing Committee is scheduled to meet in April immediately following the Executive Committee meeting. The Kalamazoo Service Center will remain at the current location and renovations will be made to the facility. The committee will focus on planning an open house as well as updating the brochures. A brochure describing the return on investment for Michigan Works! was distributed. Craig Schreuder reported MW staff are creating a return on investment brochure for the Kalamazoo-St. Joseph MW Area. Mary announced Michigan Works is co-sponsoring and participating in a job fair at Glen Oaks Community College on April 14 and is participating in another job fair at the Kalamazoo Radisson on April 15.

III. Staff Reports

- A. **Incumbent Worker Program** - John Sullivan reported the state funded Incumbent Worker Program is available to employers to provide training to current employees. The goal is to avoid layoffs and increase productivity, with an opportunity for others to be hired into entry level jobs vacated as current workers become more skilled. John distributed a handout outlining the grant recipients and the type of training they are receiving. Presentations describing the program were given at chamber gatherings and to other MW business contacts. Information is also posted on the MW web site. In selecting this year's grant recipients, the focus was on small manufacturing businesses that had not received funds in the last four years. Eleven recipients were selected from 25 applications. Four hundred individuals will receive training in computers and productivity.
- B. **Work First-Proposed Program Design** - Bob Straits reported the concept summary for Work First is being promoted at the state level. This design would allow increased services to be provided, especially for those who have been in the program for a longer period of time. The downside is that this design is more costly and is occurring at a time when Work First is faced with financial challenges. Reed Act funds formerly used for Work First no longer exist and the federal Welfare-to-Work program has been rescinded. The Governor has restored some of the Work First funding and we are expecting approximately 80% of the current funding level for the year beginning October 1. The concern is general fund dollars were used to restore the funding and these funds are sought after by other interest groups.
- C. **Governor Granholm Letter** - Bob Straits reported a letter was received from Governor Granholm acknowledging her receipt of a letter from all of the Michigan Works Workforce Development Board chairs regarding the Work First Program. A copy of the letter was provided with the agenda packet.
- D. **211 Call Centers** - Suprotik Stotz-Ghosh reported the 211 call center is up and running. Data is being collected as to where the calls are originating from, what services are being requested and what services are lacking in the community.
- E. **Program Status Report** - Bob Straits reported there has been no progress on the TANF legislation and the current TANF program has been extended for another quarter. The WIA re-authorization also has been stalemated at the federal level. If legislation does not move forward by the end of March, the re-authorization process will have to start all over. Work First funding is the main concern at the state level. Locally, the Dislocated Worker Program is meeting federal performance levels, however local contract goals are not being met. The other programs are doing well.

- IV. **Community Partnerships** - Joe Herdus stressed the importance of developing and strengthening community partnerships during this time of limited funds and tight budgets. Many agencies and businesses work with workforce development partners and do not realize they are working with the MW system. Other workforce development partners, such as Southwest Michigan First, KVCC M-TEC, the Chamber and Michigan Works are working toward the same goal of improving the local workforce. Joe suggested bringing all the partners to the table to coordinate and divide responsibilities. John Long agreed that it is important to remind other partners what each can do and this would be a good time to get together to discuss what will be the best organizational approach, identify what each partner can do best, and identify gaps. Suprotik added that it is also important to share awareness that Michigan Works and all human services are

