



A Private-Public Partnership Serving Kalamazoo and St. Joseph Counties
222 S. Westnedge Avenue, Kalamazoo, Michigan 49007-4628

**Workforce Development Board
Executive Committee
July 8, 2004**

WDB Chair, Thom Brennan, called the meeting to order at 7:30 a.m. at the Upjohn Institute/Michigan Works office, 222 S. Westnedge Avenue, Kalamazoo, Michigan.

WDB Members Present: Thom Brennan (PS), Lisa Godfrey (PS), Myra Johnson (PS), Jerry Love (PS), Mary Oudsema (PS), Pat Pangburn (PS), Marilyn Potgiesser (PS), Suprotik Stotz-Ghosh (CBO) Membership-10, Attendance 8 (80%) PS-7 (88%)

Staff Present: Kathy Olsen, Craig Schreuder, Bob Straits

Guests Present: Jack Mekemson (Goodwill)

I. APPROVAL OF MINUTES

Motion made by Mary Oudsema and supported by Marilyn Potgiesser to approve the Workforce Development Board/WDB Executive Committee meeting minutes of May 6, 2004. Motion carried.

II. COMMITTEE REPORTS

A. Executive Committee

- 1. Plans** - Craig Schreuder reported the re-authorization of the Workforce Investment Act (WIA) did not pass and WIA programs will continue as they were designed with no significant changes to the annual plans other than a substantial increase of approximately \$200,000 in funding for youth. Arrangements were made at the state level to transfer TANF funds from FIA to MW areas rather than having local contract agreements between the two entities. This was a long process and funds were restricted to providing employment related services. FIA transferred \$35,000 to our MWA to meet a deadline, however insufficient time remains to effectively use these funds. They will be transferred back into the TANF funding pool and reallocated.

Motion made by Lisa Godfrey and supported by Jerry Love to approve the Employment Services 2004-00, Capacity Building and Professional Development PY2004, Title I Adult 04-00 PY2004, Title I Dislocated Worker 04-00 PY2004 and Title I Youth 2004-00 PY2004 Plans. Motion carried.

Motion made by Lisa Godfrey and supported by Jerry Love to take no action on the TANF (Work First) 2004-00 FY2004 Plan. Motion carried.

- 2. Program Guideline Statement 2003-12 On-the-Job Training** - Craig Schreuder reported a series of policy guideline statements were presented to the Board for approval last fall. The Board requested changes be made to five of the policies and that they be resubmitted. Board minutes were reviewed and it was determined four of the five policies were resubmitted for approval, however the OJT policy was omitted. Changes as noted in the minutes were made to the OJT policy and approval is requested. Once approved, the policy will become an attachment to our contracts with service providers who provide OJT training.

Motion made by Jerry Love and supported by Marilyn Potgiesser to approve Program Guideline Statement 2003-12 On-the-Job Training. Motion carried.

- 3. Regional Skill Alliance** - Bob Straits reported the Regional Skill Alliances (RSA) are locally managed partnerships showing regional cooperation among entities with similar interests. There are twelve industry areas identified. Our staff met with two neighboring Michigan Works Areas encompassing eight counties (Barry, Branch, Calhoun, Berrien, Cass, Van Buren, Kalamazoo and St. Joseph) and agreed that one area in high demand for all eight counties is healthcare. There has been excellent cooperation between the three neighboring MWAs and all are committed to submitting a proposal targeting the healthcare industry. The Upjohn Institute has a contract with the state for evaluation and to avoid a conflict, Calhoun County will serve as the fiduciary for this proposal. Marilyn Potgiesser

reported at the national level human resource groups are working to address the shortage of healthcare workers. Locally, Bronson Hospital has been promoting healthcare careers through education and recruiting. It was noted that employment in the healthcare industry is challenging work and it is also important to address retention. If our proposal is accepted, \$90,000 will be available for the first year and each MWA will be expected to contribute \$30,000 (cash or in-kind) for each of the subsequent two years. Bronson Healthcare and Heritage Community submitted letters of support for the proposal. Bob requested the Board's approval to move forward and to send a letter of support.

Motion made by Lisa Godfrey and supported by Mary Oudsema to move forward with the RSA application and to send a letter of support from the Workforce Development Board. Motion carried.

4. **WDB Appointment** - Thom Brennan reported Erv Heidbrink is the newly elected President of the UAW local 2093 at American Axle. He stated Erv is well spoken and highly regarded by both management and labor.

Motion made by Suprotik Stotz-Ghosh and supported by Jerry Love to approve the appointment of Erv Heidbrink to the Kalamazoo-St. Joseph WDB, replacing Steve DeKilder for the remainder of a two-year term beginning immediately and ending December 31, 2004.

B. Monitoring and Evaluation Committee - Myra Johnson reported the Monitoring and Evaluation Committee met in June at the Michigan Works Service Center in Kalamazoo. The committee found both the program and facility under construction. ETC had a significant reduction in funding due to the non-renewal of their Work First contract that resulted in changes in responsibilities among staff. In addition, the current director, Helen Welsh is retiring and Dolly Roselip is taking over her responsibilities. Jim Walters will be the facility manager for the service center and this will allow ETC staff to concentrate on services. The primary feedback from the committee is for ETC to continue customer service training and to examine how they can improve and enhance customer service. One area of importance to the committee is having the customers greeted as they enter the service center. Suprotik reported that for several meetings it has been clear the Monitoring Committee is providing the impetus for change. He offered to assist with the customer service survey and its' evaluation. Kathy Olsen reported the committee expressed a desire to conduct a follow-up review for Employment Services in January, prior to the next RFP. The committee felt this six-month period should be enough time for ETC to make the desired changes.

C. Marketing Committee - Mary Oudsema distributed new brochures for the Dislocated Worker Program and On-the-Job Training. She reported the Marketing Committee would meet immediately after today's Executive Committee meeting to review a draft of the comprehensive brochure. An electronic sign was installed at the service center and the committee was asked for guidance in establishing guidelines for its use. The Michigan Works Employment and Career Forum is scheduled for Tuesday, August 17 from 9:00 a.m. – 4:00 p.m. This annual event has proven to be extremely successful and draws large crowds. The format last year included a number of mini workshops that were well received and plans are to repeat the same format this year. A list of the proposed workshops was read and members were asked to submit any other ideas they may have. The renovations to the Kalamazoo Service Center should be complete by the end of August. Two student interns are working on a marketing plan for employment services as well as plans for holding an open house at the service center. These items will be discussed at the August Marketing Committee meeting.

III. Staff Reports – Bob Straits reported the lease at the St. Joseph Service Center expires in October and it is important that the committee evaluate whether or not a full service center is needed in St. Joseph County as well as its location. Workforce Investment Act (WIA) Programs and the Employment Services (ES) Program ended on June 30 and the preliminary report indicates Kalamazoo-St. Joseph did well in terms of performance standards. There are some issues in each program identified by the Monitoring Committee and MW staff. The areas identified will be closely monitored in the new contract year. RFPs for WIA and ES are to be issued next spring. The Welfare-to-Work Programs end September 30 and preliminary reports show retention to be a concern. The Work First subcontractors are meeting and sharing information regarding the reporting process and it has been determined if information is captured early on and reported correctly this can improve.

The Board of Commissioners in both Kalamazoo and St. Joseph Counties approved the Inter-local Agreement unanimously. Prior to the board approval there was discussion with a number of fairly new commissioners regarding the connection between workforce development and economic development. The Department of Labor is promoting a demand driven system, however the funding is targeted for the supply side. MW staff continue to meet with staff from Southwest Michigan First and Kalamazoo County to explore local options.

On the federal level, there is discussion on how to change WIA performance standards. There continues to be no action regarding reauthorization for WIA or TANF. The development of Regional Skill Alliances (RSA) is the newest initiative at the state level, however it currently is not sufficiently funded. MEDC is setting aside funds for small businesses however two thirds of the funding are CEBG dollars with restricted eligibility.

Mary Oudsema reported that although the Education for Employment (EFE) millage vote failed and there are restraints on school budgets; the EFE Programs are strong, especially healthcare, and it is expected EFE can continue for a number of years. It is anticipated that schools will need to cut some EFE funding and program cuts to the more vulnerable programs are most likely to happen in a couple of years.

IV. Members Time – Nothing to report.

V. Citizens Time – Nothing to report.

VI. Upcoming Meetings – The next Executive Committee meeting is scheduled for Thursday, August 5, 2004 at 7:30 a.m. at the Michigan Works!/Upjohn Institute office. The next Monitoring and Evaluation committee meeting is scheduled for Thursday, September 16, 2004 at a location to be announced. The next Marketing Committee meetings will be immediately following todays and the August Executive Committee meetings. The next full WDB meeting is scheduled for Thursday, September 2, 2004.

VII. Adjournment – With no further business to discuss the meeting was adjourned at 8:30 a.m.

Robert A. Straits

Date

Thom Brennan

Date