



**Region One 21<sup>st</sup> Century Workforce Initiative  
Creating the 21<sup>st</sup> Century Workforce:  
Developing Coordinated Regional Strategies to  
Transform Southeast Michigan's Workforce**

**Rapid Response Workgroup Meeting Summary  
August 18, 2011 1:30 – 3:30  
SEMCA Michigan Works! Offices  
25363 Eureka Road, Taylor, MI 48180**

Members present:

Alex Stamatoulakis, SEMCA  
Marcia Valentine, UIA  
Michelle Zemla, Career Alliance  
Rana Al-Igoe, Washtenaw MI Works!  
Gena Love, Detroit MI Works!  
Rodney Harden, Detroit MI Works!  
Doug Kuras, Monroe MI Works!  
Lisa Kurtzhals, Southgate MI Works!  
Mary Switzer, Livingston County MI Works!  
Wendy Harless, SEMCA  
Susan Corey, SEMCA  
Lloyd Conway, WDASOM  
Denise Van Hee, Southfield MI Works!  
Facilitators: Marilyn Opdyke and David Shevrin

After welcome and introductions David and Marilyn shared updates on the 21<sup>st</sup> Century Regional Workforce Initiative. Newsletters were available for the new members to better understand the overall initiative. Of special interest to the group was the proposal for funding being brought to the Steering Team and SEMWAC the following day and the next meeting dates for the Business Services Network (September 29 at Focus Hope) and Career Transition (September 22 at Lawrence Tech, as participants in an IT Employer Forum.). Marilyn also shared a summary of updates and discussion at the Trade forum hosted by HRDi the previous day.

Local Rapid Response Activity:

We then went around the room to get updates on Rapid Response activity in each area. Here is what is happening around the region:

- Livingston – Border's store orientation
- Southgate/Livonia – Laurel Park West (cancelled) and Pump Engineering
- SEMCA – Durcon (79 people) and DBM Outplacement firm
- Monroe – No full RR events since last November! Working with two small teacher groups, including setting up a temporary location in Bedford
- Detroit – Detroit Public Schools (5200 pink slips but most called back); East Grand Nursing Center (80 people); Head Start (100 teachers)
- Washtenaw – Border's Headquarters (400+); Ramstad Temp Agency (80 people)



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- Genesee/ Shiawassee – Border's stores; Flint Schools (150 maintenance people – cancelled; may have been re-hired by new contractor)
- State List/ Lloyd – He is involved with American Axle, Manheim Auto Auction, Sodexo, US Census Bureau, and Borders. He shared that there have been 1,720 layoffs in the state (that they have record of) since June 30.

We had extensive discussion about Border's and the impact its closing is having across the region. Washtenaw is handling the Rapid Response for Border's headquarters. Of the 400+ impacted about half are already gone. Rana shared that these are headquarters staff, highly skilled, BA+ in education, etc. They already held one orientation, conducted a staff survey of skills (Rana shared this) and are forming a JAC. The Border's Foundation is still in existence and is providing support and a consistent contact as well as a nation-wide web site. They are willing to post information there for all dislocated workers.

Complicating the Border's outreach is the fact that the individual stores are now the property of the liquidators, not Border's itself. Border's has provided a list of all the stores in the state but cannot assure cooperation in hosting orientations, etc. It was agreed that we would do the following:

- Lloyd will get the list out to our whole workgroup (done as of this writing)
- Everyone will look for the stores in their area of responsibility and make contact with store management
- If possible we will hold employee orientations. If not, packets should be put together and given to employees. If the liquidator management allows this can be done in a structured way, including orientations. If not please consider handing them out individually (at shift changes, breaks, etc.) to those still working in the local stores.
- In addition to our regular inserts we agreed to include two flyers in the packet with information on assistant manager and manager positions available with Family Dollar. Gena will get these flyers to the group (already distributed as of this writing and also attached here again). All hiring for these positions is being done through Detroit MWA/DWDD.
- This bankruptcy is visible and impacts our whole region. It is imperative that we reach out to these employees and get them the information they need for successful transition!

We also discussed the layoffs happening at many of the Michigan Works! agencies and One-Stops. Because the numbers fall below the threshold for a WARN notice there have been no formal orientations, etc for these team members. We all agreed that we need to find a way to reach out to these career professionals and help them find new opportunities. SEMCA (Susan Corey and Alex Stamatoulakis) agreed to be a "central point" for communication and resources. Any names, resumes, contact information, etc for individuals let go from your agencies should be given to SEMCA as well as any job orders for positions using these career professionals' skills. They will disseminate that



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information to the impacted professionals. More details on how this will work will be provided.

### Changes at the State:

Lloyd then walked us through some updates on the changes being made with Rapid Response at the state level. The "Peer to Peer" program, used by so many of the JACs is no longer funded. Rapid Response is no longer an independent unit. Lloyd, Julia and Maggie now work for Stephanie Beckhorn in the WIA section of the Accelerating Employment Division of the Office of Talent Development Services (OTDS). Trade is also in that division. All of these fall under the Workforce Development Agency – State of Michigan (WDASOM) which is now a part of MEDC.

No logo changes are "official" at this point. We will share that information as it becomes available.

The governor is making an address on workforce issues in early October. It is expected that the new organizational structure will be shared with the public at that time.

### Materials and Business Outreach:

Marilyn shared that Elliot Forsyth and his team have asked us to not use our TV and radio PSA announcements but approved our use of the postcards and flyers. His specific approval was for their use with "targeted audiences". We have discussed for many months that those audiences include bankers, accountants, lawyers, HR professionals, business owners, business associations, chambers of commerce, etc. This includes anyone who knows in advance that a company is in trouble. Everyone took postcards and flyers with them to use as needed. We agreed to the following:

- Each member of our workgroup would take responsibility for the outreach in their area. This included continued contact with your local chamber and businesses. We also recommend that you coordinate with your local Business Services reps to assure continuity and no overlap of outreach.
- David and Marilyn will reach out to the associations.
- Marcia will take flyers for use with the UIA business education meetings as well as work for inclusion in their employer newsletters.
- If you are a member of a local SHRM organization please take materials to them and consider a possible presentation as well.
- Next meeting we will ask everyone to share what they have done, what has worked and other ideas for informing businesses of the services available to them and to their impacted employees.

Denise also agreed to update the materials content for the folders and send that out to everyone again. She had already done so as of this writing.

### Next Steps:

If the 21<sup>st</sup> century initiative is re-funded as we hope this group will continue to meet quarterly. The next meeting (November) will be scheduled when we have that confirmation.