

**SOUTHEAST MICHIGAN COMMUNITY ALLIANCE
(SEMCA)
WIA Comprehensive 5-Year Local Plan for Adults and Dislocated Workers
Update for July 1, 2009 through June 30, 2010**

SECTION I. LABOR MARKET ANALYSIS

The SEMCA Workforce Development Board and board staff members are engaged in an ongoing planning and implementation process for Michigan Works! Service Centers to add value, skills and knowledge to management and front-line staff for the SEMCA region. The SEMCA region includes the affected populations of the Balance of Wayne/Monroe, except for the City of Detroit. Specifically, the focus is on the workforce investment needs of businesses, job seekers and workers for the SEMCA region. An action plan has been identified and implementation has begun.

The following is a list of recent innovations instituted or in process by SEMCA:

- ◆ Uniform look for system delivery of services to avoid confusion with multiple partners.
- ◆ Alignment of Business Service Representatives within the system to avoid redundant efforts within the business community.
- ◆ Continued collaboration with the Michigan Department of Economic Development, local area community colleges, and chamber of commerce offices to identify business needs, concerns, and improve marketing of the Michigan Works! Service Center system in the SEMCA region.
- ◆ Provide credential-based training for center management and staff to upgrade to the skill sets within the system to meet and exceed all system customer expectations and to stay current with local labor market information that has value for the system.
- ◆ Create a SEMCA TV System that will provide timelier Labor Market Information running through out the day in each service center.
- ◆ Work closely with the Department of Michigan Labor Market Information (LMI) and assist with the development and implementation of LMI products such as short term forecasting Industry Cluster Studies and job vacancy surveys.
- ◆ Work closely with Michigan Economic Development Corporation to accelerate hires for business and meet other needs.
- ◆ Utilize tools from EmployOn including the Labor Market information tool and Client Match to enhance understanding of trends occurring in real time for the SEMCA area.
- ◆ Continue to participate in state lead initiatives like the Regional Skills Alliances and the 21st Century Regional Alliances.
- ◆ SEMCA is also preparing to open an Automotive Expansion Center (NEG funds-short term) in our region and a Center for Emerging Occupations.
- ◆ If Re-employment funding is obtained, we will be expanding our UI Claimant services.

This plan is being modified as the workplace and workforce continues to change in the SEMCA region. SEMCA continues to respond to these changes in proactive ways and continues to create effective way of providing the best service for the businesses, job seekers, and workers in the SEMCA region.

A. Current and Projected Employment

Industry Focus

Employment Changes

The Southeast Michigan Community Alliance is experiencing the outcomes from the recent events with GM, Chrysler, and the closing of Automotive Dealerships. These events have hit our region in a very serious way. Michigan's current unemployment rate is 14.1%. Southeast Michigan's unemployment rate for the month of May 2009 was 14.9%.

SEMCA is looking at the forecast data from the information in the state's Annual Planning Information Report for 2008 for the SEMCA region. The unemployment rate in the SEMCA region was affected by employment reductions in manufacturing-automotive, retail trade, construction and various service industries.

The rate of change in our employment and unemployment market is moving so fast that we are focusing on our forecast data. The historical data is not as useful now as so many structural changes have taken place in the last six months.

Occupational Outlook

SEMCA's challenge remains- to help assist low-skill, high-wage customers find new employment opportunities in more knowledge focused occupations. The Board, Board staff, and One Stop Career Centers and partners will continue to help this group transition in to the new Knowledge Economy.

The economic forecast suggests that the top ten occupations with the fastest growth rate through 2014:

1. Network Systems & Data Communication Analysis
2. Medical Assistants
3. Computer Software Engineers-Applications
4. Network & Computer Systems Administrators
5. Home Health Aides
6. Dental Assistants
7. Computer Systems Analysts
8. Special Ed Teachers, Pre/Kinder/Elem School
9. Customer Service Representatives
10. Registered Nurses

The top ten occupations in terms of numeric job growth for that same period include:

1. Retail Salespersons
2. Registered Nurse
3. Customer Service Representatives
4. Waiters and Waitresses
5. Truck Drivers, Heavy & Tractor-Trailer

6. Janitor/Cleaner, Ex Maid/Housekeep Cleaner
7. Combined Food Prep/Service Worker, including fast food
8. Sales Reps. Wholesale/Mfg Ex Tech/Science Product
9. Home Health Aides
10. Nursing Aides, Orderlies & Attendants

SEMCA will continue to work with MICHLEMI and other business partners to try and uncover other trends and emerging occupations in our region.

SEMCA is also working with emerging energy and film occupations.

Education Focus & Strategic Plan

SEMCA is aligning services and resources with the Career Development System. The Career Development Report Card dovetails nicely with the goals and purpose of the Michigan Works! Agency.

The report card identifies the following goals:

- By the year 2005, all students and staff in the public schools in the SEMCA service area will have equitable daily access to technology.
- By the year 2005, students, parents, and the community in the SEMCA service area will be actively engaged in setting and striving for high standards in education.
- By the year 2005, schools in the SEMCA service area will be recognized as learning environments rather than teaching environments of the past.
- By the year 2005, students and parents in the SEMCA service area will demonstrate an increased awareness of career issues and opportunities as well as effective formal decision-making processes.
- By the year 2005, the SEMCA service area will have in place a measurement system that re-defines what “completion” means, reflecting the current broader implications compared to those of the past.

The Career Development System’s commitment to technology, parent involvement in striving for high education standards, and focus on career issues and opportunities will prepare students to face the evolving workplace. This dynamic will create a ready resource of potential employees in the greater Wayne County area. These skilled individuals will help keep and grow a vibrant local economy.

Job Skills

The SEMCA Workforce Development Board, in its comprehensive planning process, has identified several potential growth occupations in our region. Many of the occupations that are potentially expanding require candidates to have the skill sets outlined below.

Job seekers will want to have at least an Associate’s or Bachelor’s Degree. The

required skills for a Bachelor's Degree are:

- | | |
|---------------------------------|---------------------------|
| 1. Reading comprehension | 6. Time Management |
| 2. Speaking | 7. Active listening |
| 3. Critical thinking | 8. Writing |
| 4. Information gathering | 9. Persuasion |
| 5. Judgment and Decision making | 10. Social Perceptiveness |

The required skills for an Associates Degree are:

- | | |
|--------------------------|------------------------------|
| 1. Reading comprehension | 6. Problem identification |
| 2. Information gathering | 7. Critical thinking |
| 3. Science | 8. Active listening |
| 4. Writing | 9. Speaking |
| 5. Mathematics | 10. Information organization |

SECTION II. MICHIGAN WORKS! SYSTEM

A. MICHIGAN WORKS! SERVICE CENTERS

SEMCA's Workforce Development Board has established six (6) Michigan Works! One-Stop Service Centers and one satellite center in addition to one (1) central intake assessment and referral center (the One Call Center). All of the One-Stop Service Centers will be required to meet the requirements of the Michigan Works! System Governance and Minimum Standards (and other appropriate policies issued by DLEG).

Although the One-Stop Service Centers were designated to service the following communities/populations within the SEMCA region, we have moved to a more open door model for eligibility due to the down economy. The historical regions are as follows:

1. Monroe County
2. Eastern Wayne County: Highland Park, Hamtramck, Harper Woods, Grosse Pointes
3. Western Wayne County: Inkster, Westland, Garden City, Wayne, Canton Twp., Belleville, Romulus, Van Buren Twp., Sumpter Twp., Huron Twp.
4. Downriver: Allen Park, Brownstown, Ecorse, Flat Rock, Gibraltar, Grosse Ile, Melvindale, Lincoln Park, River Rouge, Riverview, Rockwood, Southgate, Taylor, Trenton, Woodhaven, Wyandotte
5. Northwestern Wayne: Plymouth, Plymouth Twp., Northville, Northville Twp., Livonia, Redford Twp., portions of Dearborn and Dearborn Heights.
6. Special Populations: English as a second language.

The present Michigan Works! Service Center and One-Call locations are:

1. Monroe Michigan Works! Service Center
1531 N. Telegraph Road
Suite D
Monroe, MI 48162
2. Highland Park Michigan Works! Service Center
144 East Manchester Street
Highland Park, MI 48203
3. Wayne Michigan Works! Service Center
35731 West Michigan Avenue
Wayne, MI 48184
4. Southgate Michigan Works! Service Center
15100 Northline Road
Southgate, MI 48195
5. Livonia Michigan Works! Service Center
30246 Plymouth Road
Livonia, MI 48150
6. Dearborn Michigan Works! Service Center
6451 Schaefer
Dearborn, MI 48126
7. Grosse Pointe Career Center (satellite)
17888 Mack Ave.
Grosse Pointe, MI 48230

One Call Center

The Information Center (TIC)
20500 Eureka Road, Suite 110
Taylor, MI 48180995

Minimum Standards: SEMCA's Workforce Development Board Standards for Michigan Works! One-Stop Service Centers

The following materials were developed by the SEMCA/WDB Board and staff and outline the standards adopted by the SEMCA Workforce Development system for operation of a One-Stop system. All One-Stop Service Center providers meet the required minimum service levels as identified in the Michigan Works! Minimum Standards as adopted by the Michigan Department of Labor and Economic Growth. SEMCA's "One Stop" system has been developed by SEMCA under the direction of its Workforce Development Board. Under the system the point of initial contact is an 800 number telephone triage that assesses the caller's employment needs, provides critical resource data and makes a managed referral within the Michigan Works! System.

Telephone counseling as the first point of contact saves time and energy and allows for case management and cost containment. Callers will either be referred to "One Stop" Service Centers or a direct service provider if such a provider clearly meets their needs and expectations. All referrals will be followed up to ensure that appropriate assistance was provided. The expected outcome of all activities will be suitable employment or the referral of appropriate job applicants. Outreach and recruitment efforts are designed to have potential customers start with a call to the "One Call" Center, however customers may also enter the system through any "One Stop" Service Center directly.

All customers will have access to, and utilization of, a wide array of self-help and self-directed resources. Adequate staffing will be provided to insure that all customers are able to successfully obtain the type and quality of information necessary for them to make informed judgments with regard to their training and employment needs. Employers must be provided a level of service that meets and exceeds their expectations.

In addition, One-Stop Service Center providers will meet all service requirements and performance benchmarks required by funding sources for eligible customers served in the One Stop. This includes all WIA customers, Welfare Reform customers and other targeted population programs, which are providers of funding to SEMCA and SEMCA providers.

These services may include any and/or all of the following:

1. Outreach and recruitment
2. Eligibility determination
3. Case/account management
4. Assessment/service strategies
5. Preparation for training, including short term basic skills remediation or upgrade
6. Preparation for employment, including short term basic skills remediation or upgrade

7. Job development/matching and placement
8. Job retention/post termination services
9. Interagency referrals or dual enrollment

SEMCA ONE-STOP SERVICE CENTER PROCESS

Central Intake, Assessment and Referral (CIAR)

It is anticipated that:

- That most customer first contacts will be received through an 800# telephone triage system.
- That this telephone system would permit a Central Intake, Assessment and Referral (CIAR) process to begin the tracking of all customers' contacts with the SEMCA system.
- That the information obtained from callers satisfies the common intake requirements for all service providers.
- That the CIAR representative would conduct an initial assessment of the caller's employment and training needs.
- That the CIAR representative would utilize a SEMCA resource directory to provide pertinent information to the caller and assist them with subsequent referral.
- That the initial assessment would provide the basis for referral directly to a service provider or to a One-Stop Service Center for more intensive assessment and employment planning.
- That employer would receive information and referral consistent with the skill requirements of their operation and that they would be apprised of all other support mechanisms that could assist their business.

One Stop

- That the One Stop Service Center will meet all the requirements of the Governor's and USDOL minimum standard for One Stop.
- That the One Stop Service Center will conduct an appropriate in depth assessment of each customer which will include basic educational skills, occupational interests and employment barriers. This process will result in the development of a comprehensive Individual Service Strategy or Employment Plan that will help the customer achieve the employment goal identified through the assessment.
- That self-directed job search, resume preparation, occupational inventories and labor market information will be available at each One-Stop site.
- That One Stop Service Center staff that assist the customer in developing their Individual Service Strategy or Employment Plan are independent of the agencies or entities that will deliver the services identified in that plan.
- That the One Stop Service Center staff will be responsible for case management of all customers and will ensure that subsequent services are, in fact, provided to the customer.
- In the event that follow-up by the One Stop Service Center staff indicates that subsequent services were not provided to the customer or that the customer was unable to achieve the employment and/or training goal established through the One Stop process, the staff will reassess the customer and modify or correct the plan to achieve success.
- That service providers other than the One Stop Service Center staff, may participate in One Stop Service Centers only in a manner that is ancillary to the primary assessment, plan development and referral services. This may include registration with job service, registration with the Department of Human Resources, assessment and intake by Michigan Rehabilitation Services, registration for specific training and, if feasible, basic skills remediation. These types of on-site services are encouraged on both a part-time or full-time basis.

Key Issues for Future Consideration

- In early stages, some direct services such as remediation of basic skills may be provided by agencies operating One-Stop Service Centers, if other suitable services are not readily available from other providers. For example, if a skills training class or pre-employment screening test were imminent and basic skills improvement would have to be accomplished in an intensive compressed environment not readily available from other providers, One-Stop Service Center staff could provide this service.
- Expansion Centers (temporary) to accommodate the increased number of unemployed accessing our services. These centers would also include specialized workshops and other related services.
- Specialized centers to accommodate new businesses coming into our region. These centers would offer education on upcoming occupations from experts to assist people in making informed decisions.
- The One Stop system should not end with first entry into the workplace. Employer need for job skill enhancement and worker retention need to be part of overall delivery system.
- SEMCA will be phasing WorkKeys into our system as funding and capacity allow.

B. MEMORANDUM OF UNDERSTANDING

The SEMCA Workforce Development Board has developed Memorandums of Understanding (MOUs) for all mandated program partner agencies.

SECTION III. LOCAL PERFORMANCE MEASURES

SEMCA abides by the Performance Measures issued with this policy for the PY 2009-2010.

SECTION IV. ADULT AND DISLOCATED WORKER

American Recovery and Reinvestment Act of 2009

SEMCA anticipates that the Recovery Act dollars will allow us to increase the number of people in training by 40% in the Adult and Dislocated Worker funding streams.

Demand and Emerging Occupations (Green and other)

SEMCA has updated our Demand Occupation List.

Please see Addendum A.

Dislocated Worker Employment & Training Activities

The objective of the Dislocated Worker Programs is to place participants in unsubsidized employment as quickly as possible. Dislocated workers will receive orientation, testing, certification and job seeking skills workshop services as deemed appropriate. Referrals will then be made to the most appropriate program activity: classroom training, customized training or on-the-job training. This effort will seek to solve the crucial dilemma of the dislocated worker, not only by focusing on job placement and/or job matching, but also by emphasizing the need for retraining.

The program has been designed with the following objectives in mind:

- To minimize the need for long term transfer payments (Unemployment Insurance, Public Assistance benefits including food stamps);
- To minimize the period of unemployment for permanently displaced employees;
- To provide early referral from the unemployment insurance system to readjustment activities as an integral part of the adjustment process;
- To increase the re-employment, retraining and placement services available to permanently displaced workers;
- To increase self-directed job placement through the provision of job search skills services;
- To reduce the length of time of unemployment for displaced workers by securing job placements for them in the local labor market.

Services Available and Gaps in Existing Networks

Besides those available through the employment and training departments in the region area, other services available to dislocated workers eligible residents include unemployment insurance and job assistance for those meeting eligibility requirements, financial and training assistance from the Department Of Human Services (DHS), personal, family and financial counseling from numerous community service agencies, and education and training services from various educational institutions using Carl Perkins funds, etc. SEMCA also utilizes *The Information Center* for referrals for customers with support service needs before spending WIA dollars.

Adult education and public educational entities offer classroom training for dislocated workers, but they primarily offer classes for young adults. They are somewhat reluctant to begin programs that do not follow the exact time schedule of the regular school year.

Local ITA System

The SEMCA Workforce Development Board utilizes the Michigan Career Education Consumer Report for customers seeking training. We have moved to a debit card system in cooperation with Comerica.. SEMCA is currently abiding by the requirements for the No Worker Left Behind Program (BWP PI 07-07, August 20, 2007).

Veteran Priority

The SEMCA Workforce Development Board is totally committed to assuring Veterans receive priority services at all One Stop Service Centers within the SEMCA region. This includes the priority of services for Veterans and eligible spouses (20 CFR part 1010). To achieve this objective, all Veterans are referred and are processed at intake to the Veterans Representative Partners in the One Stop Centers.

Wagner-Peyser

SEMCA's Workforce Development Board will deliver Wagner-Peyser funded services at no cost to employers and job seekers. SEMCA's program will not contain any planned services or activities that are different in any way from services described in the most recent Policy Issuance.

The goals for the SEMCA Workforce Development Board ES System are as follows:

- a. Register all new unemployment claimants and satisfy the Work Test requirements of the Wagner-Peyser Act.
- b. Significantly increase the use of the labor exchange by employers and job seekers to better match needs, increase jobs, and reduce duration of unemployment.
- c. Increase the number of posted, searched, and downloaded employer job openings and job seeker resumes.
- d. Encourage broad participation across markets, industries, institutions, and programs.
- e. Increase the number of access points beyond the initial SEMCA One Stop centers to include potential high demand sites in each community.
- f. Reduce organizational overhead costs and increase service delivery activities, such as focusing on the re-employment of unemployment insurance claimants.
- g. Improve satisfaction of job seekers and employers.

Basic Labor Exchange

SEMCA's Workforce Development Board's ES System is a basic labor exchange which assists job seekers in finding employment by providing access and direction in how to use Michigan's Talent Bank/Michigan Job Bank labor exchange system at no cost to an employer or job seeker.

There are three levels of ES offered to the general public:¹

¹ All U.S. veterans and eligible persons under Title 38 of the U.S. Code, must receive preference in the counseling, training, and job placement services provided to the public. ES providers must refer each veteran to the DVOP or LVER on duty at the One Stop Center after registering on the Internet.

- i. Self-service using Michigan's Talent Bank/Job Bank Internet-based system and Resource Rooms:
- ii. Self-assisted self-service to help job seekers and employers who need assistance on the Internet²
- iii. Mediated services for those who need more intensive staff assistance to obtain jobs or employees³

Each of these services is discussed more fully below.

Self-Services: Customers will self-register their resume on the Michigan Talent Bank or search resumes for qualified candidates. Customers will initially complete a hard copy of the ES resume screens. Resource materials and, eventually, a short video tape will help them understand the process. Facilitators will provide individualized instructions wherever necessary.

Customers will have access to the following services:

1. Job seeker resume entry
2. Job seeker search activity
3. Employer Job Order Entry
4. Employer search of Talent Bank
5. Resource Center access

Facilitated Access Services: If it becomes apparent that the customer is unable to self-register due to poor computer skills level, literacy, lack of access to the system, or some other physical or mental barriers, then assistance will be given. The information entered on the Talent Bank will be in the form and context presented by the customer without editing or embellishment.

For customers who are unable to write English, the hard copy resume form will be completed in their native language. It will then be translated as literally as possible into English and entered into the Talent Bank.

² Facilitated service is available where job seeker or employer has difficulty or is unable to participate in the Talent Bank/Job Bank labor exchange system or Resource Room due to lack of computer familiarity, literacy, a disability, lack of access to the system, or some other barrier, facilitated access must be offered to the job seeker or employer.

³ Mediated services are targeted to veterans, migrant and seasonal farm workers, dislocated workers (broadly defined), and persons with disabilities. These services must be fully integrated with all other services in the One Stop Center and ES office.

Employers may be advised how the search operates and the ways in which resumes can be identified by category. Employers may request resumes based upon certain search criteria, but all responses will be forwarded without screening or additional selection by ES staff. At each SEMCA ES site the following facilitated services will be provided as needed:

1. Job Seeker Resume Entry
 Demonstration of resume entry process
 Advice on selection of password
 Assist with Internet navigation
 Assist with key entry
 Data entry of resume
 Print and copy resume

2. Job Seeker Search Activities
 Demonstrate how search works
 Assist with navigation
 Explain different types of search
 Help select search criteria
 Enter search based on job seeker's criteria
 Provide directions to employer's location
 Fax resume to employer at job seeker's request
 Distribute Civil Service applications
 Allow use of equipment for practice in typing and word processing skills
 Assist with access to self-assessment tools

3. Employer Job Orders
 Demonstrate employer registrations and job entry process
 Assist with navigation or registration
 Assist with or enter unsuppressed job orders for employers without Internet access
 Advise employers on local wage rates
 Accept job orders over the phone or by fax
 Advise employers of labor market characteristics

4. Employer Search of Talent Bank
 Demonstrate search capabilities
 Advise employers of search alternatives to refine/expand matches
 Enter searches for employers
 Download, print, mail or fax all resumes that match search criteria

Mediated Services

1. Job Seeker Search Assistance
 - Resume assistance
 - Job Search Workshops
 - Job Finding Clubs
 - Specific Labor Market Information
 - Job Search Planning
 - Employment Counseling
 - Vocational Counseling
 - Employability Plan
 - Job Development Training
 - Referral and Enrollment Training

2. Job Seekers Search of Job Orders
 - Conduct search, screen resumes and send the employer selected job seekers
 - Contact job seekers who have been identified and make referrals to employers
 - Contact job seekers who have been identified and make interview appointments
 - Contact job seekers who have been identified and do additional screening

3. Conduct Reference Checks
 - Interpret proficiency and aptitude tests

SEMCA's Workforce Development Board through the ES System affords any job seeker, whether collecting unemployment insurance or not, the opportunity to enter his or her resume into Michigan's Talent Bank.

Employers will be provided with access and directions in how to use Michigan's Talent Bank to find qualified workers. Each ES site will operate from 8:00 a.m. to 5:00 p.m. excluding weekends and state holidays.

U.I. Work Test

1. ES Registration of Unemployment Insurance Claimants:

All Unemployment Insurance Claimants must personally complete an ES registration in a timely manner, before their benefit payment will be authorized. ES staff will ensure that UA claimants complete and have their resume activated in The Michigan Talent Bank to meet the registration requirement. ES staff will also assist customers that have registered at a different location than the MWA Service Center and verify their registration.

ES staff electronically logs the name and social security number after ES registration has been verified. ES staff works cooperatively with the UIA staff to assist customers completing the registration/verification

process.

2. Reporting Claimant Non-Compliance with the “Available and Seeking Work” Requirement:

ES staff that have specific evidence of a claimant’s unavailability for or lack of seeking work will report them by completing a copy of Form MDCD ESA 303, Claimant Advice Slip to the UIA

Clearing Labor between the States

Interstate and intrastate clearance orders are primarily required when employers are seeking workers to perform agricultural and food processing work on a less than year-round basis. It applies to all migrant and seasonal farm workers and all other workers who are recruited through the labor exchange functions of SEMCA Workforce Development Board and ES staff for less than year round agricultural and food processing work.

Interstate and intrastate clearance orders are further described in the ES Manual Section 603.

Trade Adjustment Assistance

SEMCA’s Workforce Development Board and ES providers will provide the full range of mandated reemployment services to workers adversely affected by foreign competition in accordance with the TAA Reform Act of 2002. These reemployment services are as follows:

- | | |
|----------------------------|-----------------------------|
| 1. Employment Registration | 6. Classroom Training |
| 2. Employment Counseling | 7. Self-Directed Job Search |
| 3. Vocational Testing | 8. On-the-Job Training |
| 4. Supportive Services | 9. Job Search Allowance |
| 5. On-the-Job Training | 10. Relocation Allowances |

TAA programs will be integrated with services provided by WIA and dislocated service providers to maximize program efficiency and prevent duplication of services. SEMCA follows policy BWP PI 05-22, December 15, 2005 and all subsequent changes.

Local Components of ES Complaint System

SEMCA’s Workforce Development Board and ES staff will log and report all ES and non-ES complaints in accordance with the procedures in the ES Manual Section 075.

If a complaint concerns a violation of an employment related law, then the complaint must be forwarded immediately to the enforcement agency. Monthly reporting and follow-up of all complaints to ESA office is required.

All records of complaints and actions will be kept for three years. This system must offer a formal mechanism for processing complaints from a customer who believes that his or her employment-related rights have been denied, or that he or she has been unjustly treated in an employment-related instance.

The Federal Fidelity Bonding Program

Federal bonding Program assistance will be offered to eligible job seekers and employers. ES staff will screen all job applicants and potential employers to assure that bond applications are only submitted for bona fide offers of employment.

ES staff will assist a job applicant in requesting a letter from the potential employer stating the terms of employment including the bond requirement. Then ES staff will complete the Fidelity Bond Certification form and notify the job applicant and the potential employer that the application has been processed. The Bonding Program is further described in the ES Manual Section 112.

Veterans' Priority

SEMCA ensures that ES providers comply with the Jobs for Veterans Act Public Law 107-288 of 2002, Title 38 of U.S. Code and 20 CFR Part 1010 for eligible spouses. Jobs for Veterans Act Public Law 107-288 requires that all U.S. veterans and eligible persons must receive priority in vocational guidance, training, and job placement services in accordance with the order of priority established by Public Law 107-288, Title 38 of U.S. Code. Veterans' priority and other Veterans issues are further described in the ES Manual, Section 405.

In accordance with Section 311 of Public Act 517 of 2002, MWAs must ensure that an employee is available in each designated ES office to do the following:

- Ask each customer who enters the office if they are a veteran.
- Refer each veteran to the Veterans Employment Representative on duty at the time.

If a Veterans Employment Representative is not available, the ES provider must supply contact information for the Veterans Employment Representative through a referral process established jointly by the Veterans Employment Representative and the ES service provider.

After entering a resume in the Michigan Talent Bank, all veterans must be referred to the Veterans Employment Representative assigned to that ES office. Veterans Employment Representatives are ESA employees, classified as Disabled Veterans Outreach Workers (DVOWs) or Local Veterans Employment Representatives (LVERs).

DVOWs and LVERs are assigned to ES offices on a full-time or part-time basis by the ESA to provide specific workforce development services for veterans over and above those services ordinarily available from ES providers.

Additionally, in accordance with Section 311 of Public Act 517 of 2002, MWAs must post a notice in a conspicuous place within each ES office of advising veterans that a Veterans Employment Representative is available to assist them.

SECTION V. RAPID RESPONSE ACTIVITIES

SEMCA participates in full cooperation with the Rapid Response Section within the Department of Labor and Economic Growth. SEMCA assists as appropriate companies experiencing Mass layoffs and filing WARN notices. SEMCA staff schedules with the State for Worker Orientations, information sessions, and provides the laid off worker with information including the Michigan Talent Bank/Job Bank. The laid off worker can access the Michigan Works! office nearest them in order to be retrained or receive assistance with resume writing/updating, job-seeking skills, and “how to” workshops.

SECTION VI. FUNDING

A. PRIORITY FOR WIA FUNDING

The SEMCA Workforce Development Board projects that the funds allocated for Title I adult employment and training activities will not be sufficient for the demand. SEMCA is currently operating under the No Worker Left Behind initiative utilizing the Bureau of Workforce Programs (BWP) issued standards for customer eligibility.

B. COMPETITIVE PROCESS

The SEMCA Workforce Development Board awards all grants and contracts in a manner, which is open and free competition. The Workforce Development Board procurement policy follows the guidelines set forth in Michigan Department of Labor and Economic Growth-Office of Workforce Development Policy Issuance 99-34, Procurement Policy, issued August 11, 1999.

The SEMCA Workforce Development Board will utilize the ITA System to maximize customer choice in the selection of training providers. The Workforce Development Board will review on a case-by-case basis any exceptions to the ITA System.

C. **WAGNER PEYSER and TAA**

1. **Wagner-Peyser ES**

SEMCA's Workforce Development Board will award Wagner-Peyser funding based on a competitive bid process for organizations that meet the requirements of merit staffing. Allocations of Employment Services funds will be based on historical patterns and projections.

SEMCA will limit administrative costs connected to Wagner-Peyser funds in accordance with MDLEG policy and direction.

2. **TAA Reform Act of 2002**

SEMCA's Workforce Development Board will maintain documentation in accordance with BWP PI 05-22, issued December 15, 2005 for the TAA program. SEMCA will be funded on a fiscal year basis. The TAA funding will be redistributed, as necessary, on a monthly basis in accordance with BWP PI 06-09, issued August 29, 2006. SEMCA will also comply with TEGL 22-08 as required by the state including any further Policy Issuances.

3. **Direct State Agency for State Employers and Their Support**

SEMCA's Workforce Development Board has not contracted with any locally based state employers to provide services.

SEMCA's Workforce Development Board will request reimbursement of support costs, such as rent, office supplies and copying, of locally based ESA employers.

SECTION II: 5-YEAR PLAN FOR YOUTH ACTIVITIES

The American Recovery and Reinvestment Act of 2009 Updates

Through the American Recovery and Reinvestment Act (ARRA) of 2009, SEMCA further developed its WIA Youth programming to include an expanded Summer Youth Employment Program (SYEP). The expansion of this program comes at a much needed time as Michigan youth find themselves in competition with laid-off adults, who are often more skilled and experienced, for jobs that are traditionally filled by a younger workforce. As adult unemployment rates rise in Michigan, so does the number of adults competing for these types of jobs. This trend has been very evident in SEMCA's service delivery area which has experienced major unemployment rates associated with the automotive industry.

SEMCA's expanded SYEP provides critical work experience to help young adults overcome these unique challenges presented by the distressed Michigan economy. It is SEMCA's goal to expend 100% of Recovery Act Youth funds to provide subsidized summer employment for nearly 1000 youth (50% in-school and 50% out-of-school). This constitutes a 180% increase in the annual number of youth served through all SEMCA's WIA Youth Programs. The age eligibility requirement for the SYEP is extended to include youth ages 22 to

24 years old. The Program will operate from May 1, 2009 through September 30, 2009 and may be extended through March 31, 2010 for out-of-school youth ages 18 through 24 who participate in a work experience activity only.

SEMCA developed a website for the Summer Youth Employment Program to serve multiple purposes.

- Online SYEP Application – both youth and worksites can complete a quick and easy application to participate in the program.
- Recruitment Tool – as SYEP providers and SEMCA staff reach out to the community the website address is provided to them.
- General Information Sharing – the website provides a wealth of information regarding the program.
- Case Management Tool – the “backend” of the website is accessible only to assigned contractors and allows for youth participation to be carefully tracked.
- Oversight Tool – SEMCA staff utilize the website to monitor program progress.
- Document/Form Sharing – All of SEMCA’s SYEP forms and guidelines are posted to the website and are accessible to program providers. Some forms are also available to youth participants and worksite supervisors.

SEMCA’s SYEP website can be accessed at: www.semsummerjobs.org

Prior to the development of the website, SEMCA distributed one page flyers to the public that were designed to provide a quick and easy to understand overview of the program. Two informational flyers were created; one was for potential youth participants and the other for potential worksites. In addition to the flyers, SEMCA also distributed hard-copy pre-application forms. A pre-application was created for youth and another was created for worksites. Pre-applicants mailed their applications to a SEMCA owned SEMCA post office box.

Prior to SEMCA awarding contracts to program providers, a small recruitment effort began within the Out-Wayne and Monroe County communities. SEMCA staff provided brief presentations to multiple service clubs, municipalities, County Government, human service provider networks. The informational flyers and pre-applications were distributed during the presentations.

Of the 10 WIA Youth program elements, SEMCA provides four through its SYEP. They are as follows:

1. Summer employment opportunities – this activity is SEMCA’s primary focus for its SYEP.
2. Supportive services – will be made available on an as needed basis for summer work experience participants who may require:
 - Linkages to community services;
 - Assistance with transportation;
 - Assistance with child care and dependant care;
 - Referrals to medical services;
 - Assistance with uniforms or other appropriate work attire and work related tools
3. Leadership development opportunities - Selected SYEP participants will have the opportunity to develop new leadership skills by working as crew leaders or supervisors for other SYEP participants.
4. Comprehensive guidance and counseling – this activity will be provided to participants on an as needed basis to help support and promote a positive summer work experience.

SEMCA staff provides administration, oversight, and ongoing support to the selected SYEP providers. Contracts have been awarded to program providers to operate the SYEP. These providers were selected through a competitive bidding process following all DELEG procurement guidelines. SYEP providers participate in an extensive training conducted by SEMCA staff on program processes, paperwork, and expectations. SEMCA has created a uniform SYEP paperwork process for all providers to follow.

SEMCA anticipates that approximately 300 worksites from out-Wayne and Monroe Counties will be needed to place 1000 youth into summer work experiences. Every worksite is provided and is required to follow the rules and regulations set forth in the Summer Youth Employment Program Worksite Supervisor's Manual. Every worksite is required to have a supervisor on staff that provides supervision for every SYEP participant. SEMCA staff and its SYEP providers provide constant worksite monitoring to ensure compliance with local, state, and federal rules, regulations, and laws. All SEMCA and provider staff responsible for conducting worksite monitoring are required to attend a half-day Hazard Recognition Training provided by MIOSHA.

Those SYEP participants who complete the program and who can benefit from additional services will be referred either to No Worker Left Behind or WIA Year Round Youth Program.

SEMCA's Recovery Act Summer Youth Employment Program strives to provide every participant with a meaningful summer work experience that:

- Increases work readiness skills
- Develops positive social skills
- Increases awareness of career interests and goals
- Provides "real-life" work experiences by ensuring that worksites introduce and reinforce the rigors, demands, rewards, and sanctions associated with holding a job

I. Local Vision and Goals

The last year has brought many changes in the local economy. More than ever, obtaining saleable marketing skills is crucial to long-term success for youth. Emphasis will be on reinforcing the importance of completing high school and examining viable career training. Out-of-school youth will be encouraged to examine interests and aptitudes and to obtain credentials to ensure lifelong learning and employability.

Throughout the SEMCA region all services and resources continue to be aligned with the Career Development System. The Career Development report card and strategic plan dovetails nicely with the goals and purpose of the Michigan Works! Agency.

A. Describe your broad strategic, economic and workforce development goals for youth.

The Southeast Michigan Community Alliance (SEMCA) Workforce Development Board includes in its vision statement, a dedication to evoke "A vital, competitive

economy that is sustained by regional private/public partnerships that develop a productive workforce.” The Board’s commitment is that every child will be equipped with rigorous and relevant academic skills and a strong workplace readiness. The SEMCA mission is “to provide leadership toward creating a life-long learning system that is in response to market demand.”

B. Describe your youth vision and how the Workforce Investment Act (WIA) Workforce Investment System will help to attain these goals.

SEMCA will continue to reach out to the employer community to engage youth in our demand driven system, which builds a stronger relationship between the schools, the Michigan Works! Agency, and local employers in order to move at-risk youth into real high growth opportunities. Familiarity with one-stop service centers will allow for a seamless transition for out-of-work youth, and high school or technical school graduates to use WIA services to become a viable part of the workplace.

Opportunities will be created to:

1. Integrate experiences to empower youth to gain technology skills,
2. Work with private sector through mentoring,
3. Explore options for internship and apprenticeship experiences, supervised by knowledgeable support staff.

Pre-employment and job retention skills will be taught based on and measured by SCANS.

Youth will be exposed to programs based on broad-reaching employment trends and skill needs. Emphasis will be placed on, but not limited to, upgrading reading and math skills, problem solving, self-esteem improvement, and time-management and employability skills.

C. Describe the young customers of the workforce investment system

SEMCA has identified the following young customers:

1. In-School Youth who are:
 - a. Low income, ages 14 through 21 as defined by the WIA guidelines,
 - b. Deficient in basic literacy skills,
 - c. Pregnant or parenting,
 - d. Homeless runaways or foster children,
 - e. Offenders,
 - f. Disabled youth, and
 - g. Those in need of help to complete an educational program, or secure and hold a job.
2. Out-of-School Youth are those who possess one of the following characteristics:
 - a. Deficient in basic literacy skills,
 - b. School drop-outs,

- c. Pregnant or parenting,
- d. Homeless or runaway youth, and
- e. Offenders.

Youth customers are those ages 14 through 18 who are identified as “at risk” by local school districts. School drop-outs and those unemployed youth ages of 16 through 21 will be linked to programs which will provide academic and occupational learning opportunities, including tutorial, study skills, self-esteem building and other positive outcomes. Services will include, but are not limited to, mentoring and supportive services to complete a GED and prepare for postsecondary educational opportunities or employment.

Follow-up services will be provided for a minimum of one year within the SEMCA region. SEMCA ensures that 30% of youth funds are used to provide youth activities to out-of-school youth.

D. Describe the competitive and non-competitive processes that will be used at the local level to award grants and contracts for youth activities and the plan to make bidders aware of the availability of grants and contracts.

SEMCA maintains an extensive bidder’s list of agencies, institutions and entities that have expressed an interest in being notified of training opportunities through SEMCA. (SEMCA’s current contractors are included on the bidder’s list.) Those listed on the bidder’s list are sent an announcement of a Request for Proposals (RFP) availability and the associated bidder’s conference each time SEMCA releases an RFP. Additionally, notification of the availability of the RFP is posted on SEMCA’s web site and is published in the legal section of selected newspapers. Bidder’s conferences are held for all procurements to provide SEMCA the opportunity to present the RFP and answer questions posed by those in attendance.

Proposals are reviewed to determine the ability of the bidder(s) to deliver the procured program services in a cost effective and quality manner. Proposals received are independently evaluated and scored by a team of proposal evaluators that result in each proposal earning an average composite score. The average scores are ranked and used as the basis for funding recommendations that are considered and acted upon by the WDB.

SEMCA follows guidelines set forth in DLEG/Office of Workforce Development PI 04-03, issued in February 27, 2004.

In the event that a component of the plan is a sole source, the appropriate documentation, including cost/price analysis, will be maintained.

The state has delegated responsibility to local boards to provide the definition regarding the sixth youth eligibility criterion at Section 101(13)©(vi).

SEMCA defines the sixth youth eligibility criterion as an individual who requires

additional assistance to complete an educational program, or to secure and hold employment because:

(Complete an educational program)

- The youth is at-risk of dropping out of an educational program
- The youth is not on track to pass an educational program
- The youth has an Individual Education Plan (IEP)

(Secure employment)

- The youth lacks significant employment experience
- The youth has inadequate work readiness skills (i.e., critical thinking, problem solving, oral communication, written communication, teamwork/collaboration, diversity, information technology application, creativity/innovation, self-direction, professionalism/work ethic, and ethics/social responsibility) to obtain employment
- The youth lacks a clear understanding of how to locate employment opportunities
- The youth lacks a basic understanding of how to market his/her self when attempting to secure employment

(Hold employment)

- The youth has been fired from a job
- The youth has quit multiple jobs prior to gaining adequate work experience and skills

In addition, SEMCA recognizes that other factors in a youth's life affect their ability to complete an educational program and/or secure and hold employment. These other factors include:

- An unstable or inadequate support system
- Residing in kinship care
- Parent(s) or youth have a history of substance abuse
- Youth lives in an economically disadvantaged community (high rates of poverty, crime, and/or unemployment)
- Family history of chronic unemployment
- Single parent household
- Youth has experienced multiple moves in the past two years
- Youth has changed schools one or more times in the past two years
- Youth cares for younger siblings
- Youth lacks adequate transportation opportunities
- Youth has a diagnosed disability (including learning disability)
- Youth has aged-out of foster care
- Youth resides in alternative residential care
- Youth has experienced child-family abuse
- Youth is gang involved

- Youth lacks stable/affordable housing

E. Describe the current status of the one-stop service center; including all existing youth activities and how they have been included in the development of the one-stop integrated service delivery.

Youth are encouraged to access any or all of, SEMCA's one-stop service centers. Out-of-school youth, graduates and non-graduates, may especially benefit from the services available at the one-stop service centers.

SEMCA approved interest inventories and career assessment instruments, including O*NET, MI-CAR and others, are available at each of SEMCA's one-stop service centers. Youth, at the one-stops and other school facilities, use the Michigan Talent Bank and employment resources in the One Stops.

Relationships with local employers have been developed to help out of school youth reconnect with basic skills training and ultimately training in high growth and high demand occupations as available in the SEMCA region. Workers from different industries come to the One-Stops and discuss different occupations in question and answer seminars. The youth are able to tour some local businesses to assist them in making good employment choices. Mentoring, apprenticeships, and other demand driven labor market information is also available.

II. Strategies for Improvement

A. Describe how the local board and youth council will develop and manage effective youth programs.

The EAG will continue to provide leadership in regard to the Michigan Career Preparation system, to the forty-four (44) school districts in Monroe and Wayne counties, excluding the City of Detroit.

Great strides have been made in this region engaging children, parents and teachers in an effort to better prepare all children K-16 for the world of work. The WDB will remain focused on the needs of youth in the area in order to prepare youth for the world of work and develop strategies to assist out-of-school youth become engaged in gainful employment.

Through its broad network of educators and private sector representatives, the WDB will continue to facilitate dialogue with experts in the field to keep up with current employment trends, business needs, motivational and remedial techniques to integrate them into a viable program. The only thing constant is change, and the WDB and the EAG will strategize to keep up with that change. Community forums or other events involving students, employers, teachers, parents and community leaders will be held to focus on the most important issues regarding career awareness and preparation.

B. Describe the strategy for providing comprehensive services to eligible youth, including any coordination with foster care, education, welfare, and other relevant resources. Include requirements and activities to assist youth who have special needs or barriers to employment, including those who are pregnant, parenting, or have disabilities. Describe how coordination with the Job Corps, youth opportunity grants, and other youth programs will occur.

SEMCA contractors utilize a wide range of referral/partner agencies to meet the needs of the individual customer. SEMCA and its contractors enjoy a close working relationship with the Department of Human Services (DHS), community colleges and alternative post secondary technical training institutions and Job Corps. SEMCA also serves as a liaison to school districts. SEMCA and local school districts have made special efforts to engage prospective employers to work with youth. Youth programs will focus on being demand driven. SEMCA may examine support of Teen Parent Programs in our region with funding and technical support. Our contact with the Information Center for telephone assessment and referral ties SEMCA into the full range of services available through the Southeast Michigan Information and Referral Association. A youth resource guide has been developed and distributed to better communicate available resources in our area.

All of SEMCA's One Stop Career Centers are ADA compliant. SEMCA works closely with Michigan Rehabilitative Services to engage youth from all areas in our region. Job Corps is also co-located in two of our centers. These bridges continue to close gaps for the youth in the SEMCA region and help them prepare for the new work environment in Southeast Michigan.

SEMCA in coordination with Detroit's Workforce Development Department has been awarded a Foster Care Youth Demonstration Grant from the Department of Labor. This special population is and will continue to benefit from this excellent program and be able to attach to needed services and become self-sufficient.

To ensure a connection with the full range of services, Youth Councils and EAG's must coordinate with all available resources, such as Job Corps, educational agencies, youth opportunity grants, welfare agencies, community colleges, and other youth related programs and agencies. The WIA lists ten program elements (Section 664.410) that must be available to youth participants. Describe how your local program design includes each of element criteria:

- 1. Tutoring, study skills training, and instruction leading to secondary school completion, including dropout strategies;**
SEMCA contractors provide training in a traditional class-size setting, in a small group, or individualized settings, and/or self paced computer based settings as required by the participant. Every effort is made to coordinate with existing Adult and Alternative Education offerings. All basic and remedial education will be provided by certified teachers.

- 2. Alternate secondary school offerings;**
With a close connection with local school districts, youth customers will be encouraged to seek alternate school choices, as appropriate, that have the ability to work with special needs youth. A strong relationship has been established between SEMCA and the Downriver Career and Technical Consortium, and the William D. Ford Career/Technical Center.

- 3. Summer employment opportunities;**

Expanded Summer Youth Employment Program (Recovery Act Funds) - The American Recovery and Reinvestment Act of 2009 funds have been utilized to expand SEMCA's Summer Youth Employment Program. This expanded program is explained in greater detail at the beginning of SECTION II of this plan.

Year Round Youth Program - SEMCA provides summer employment opportunities that are directly linked to academic and occupational learning. Summer work experiences are planned, structured learning experiences that take place in a workplace (private, for-profit, non-profit, or public sector) for a limited period of time and are designed for youth to gain exposure to the working world and its requirements. Summer employment opportunities are not a stand-alone program, rather, it is integrated into a comprehensive strategy, as outlined in the Individual Service Strategy, for addressing the youth's employment and training needs.

- 4. Paid and unpaid work experiences, including internships, and job shadowing;**
Whenever available, youth will be connected to paid job opportunities in fields that have demand. Unpaid work experience, internships and job shadowing will be utilized whenever appropriate for an individual youth. SEMCA will also use the youth mentoring component to augment the overall program.

- 5. Occupational Skills Training**
Through exploration, youth will be able to identify occupational areas of interest, survey those skills and link to those training facilities, which are able to provide training. Employers will be surveyed to elicit occupation specific skills and share these through the mentoring process, linked to technical training and community college.

6. Leadership development opportunities, which include community service and peer-centered activities encouraging responsibility and other positive social behaviors;

SEMCA contractors will include community service and peer-centered activities encouraging responsibility and other positive social behaviors. The focus will be on volunteer activities at local service agencies.

7. Supportive Services;

The SEMCA region has an extensive network of referral agencies on which it can rely to meet support needs to augment the provision of supportive services through the use of WIA funds. The SEMCA one-stop service centers have access to SEMCA's one-call contractor that provides referral and resource service knowledge for the whole region.

8. Adult Mentoring for duration of at least 12 months that may occur both during and after program participation;

SEMCA contractors will utilize mentors available through out our region and through other local community organizations. The focus is to assist the youth through changes in their lives, going into training, through the duration of training, at employment and then as a follow through as they adjust to working.

9. Follow-up services; and

Job retention skills will be taught and reinforced, as will be job readiness skills prior to placement. However, involvement with youth cannot end with job placement and accordingly, follow up with all customers will be undertaken for one (1) year following program exit to ensure the individual customer remains on track for career goal attainment. If, during follow-up contacts, it is found that the young person needs additional assistance, referrals and additional help will be instituted, based on need.

10. Comprehensive guidance and counseling;

SEMCA contractors will make counseling and other service referrals available for alcohol and drug abuse, domestic violence, pregnancy prevention, health education, and any other barrier that could keep a youth from making a successful transition to employment or post-secondary education.

III. Review, Comment and Publication documentation: MWAs are required to publish plans in accordance with Section 118 © of the act. In lieu of submitting documentation, MWAs will maintain documentation on file for monitoring by DELEG.

SEMCA will meet the requirement to publish the plan by posting the plan, in its entirety, on SEMCA's website.

Contact Information:

Chief Elected Official and Fiscal Agent
Mayor Abdul Haidous
Southeast Governmental Alliance
C/o SEMCA
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Taylor, MI 48180

SEMCA Demand Occupations in Southeast Michigan-Sampling

Demand Occupations High-Growth requiring an Associate's Degree, Technical Training, or Work Experience (sampling)
Registered Nurses
Nursing Aides, Orderlies, Attendants
Computer Support Specialists
Dental Hygienists
Licensed Practical Nurse/Licensed Vocational Nurses
Medical Records/Health Info Technicians
Medical/Clinical Laboratory Technicians
Physical Therapist Assistants

Fastest Growing Occupations
Network Systems/Data Communication Analysts
Medical Assistants
Computer Software Engineers, Applications
Database Administrators
Computer Software Engineers, Systems Software
Computer Systems Analysts
Environmental Engineers

High Growth Occupations Requiring at Least a Bachelor's Degree
General/Operations Managers
Computer Software Engineers, Applications
Computer System Analysts
Network Systems/Data Communication Analysts
Network Computer Systems Administrator
Accountants/Auditors

Emerging Occupations Governor's Green Job Initiative
Alternative Energy Production and Efficiency-Automotive Industry
✚ Automotive Engineers
✚ Automotive Technologist
✚ Diesel Technologist
Energy Production Industry
✚ Photovoltaic Installer
✚ Geologists
✚ Welders
Research and Design Industry
✚ Chemical Engineer
✚ Electrical Engineer
✚ Mechanical and Industrial Technologists
Agriculture and Natural Resource Conservation
Agricultural Industry
✚ Irrigation Technician
✚ Soil Technologists
✚ Botanist
✚ Farm Manager
Resource Conservation Industry
✚ Civil Engineering
✚ Forester
✚ Wildlife and Fisheries Technologist

Michigan's Growth Industries
✚ Life Sciences
✚ Homeland Security and Defense
✚ Advanced Energy Storage
✚ Advanced Manufacturing
✚ Water Technology
✚ Wind Energy
✚ Solar Energy
✚ Film Industry

President's Investments
✚ Renewable energy Infrastructure
✚ Energy-Efficiency home retrofitting
✚ Bio-fuel development
✚ Advanced drive train/vehicle development and manufacturing
✚ Power Plant Operators
✚ Electrical Engineers
✚ HVAC Mechanics and Installers
✚ Roofers and Construction Managers
✚ Wind Turbine Engineers
✚ Solar Power Plant Operators
✚ Wind Turbine Service Technicians