

SEMCA WORKFORCE DEVELOPMENT BOARD
Wednesday, January 15, 2020
SEMCA Michigan Works! 25363 Eureka Rd., Taylor, MI
MINUTES

Members Present

Charlie Mahoney-Chair
Connie Carroll (By Phone)
Lee Graham (By Phone)
Gerald Hesson
Naheed Huq
Chris LaJoy
Molly Luempert-Coy
Frank Lopez
Doug Messana (By Phone)
Malin Wagner

Alternates Present

Ledgra Johnson for P. Chatman
Mike Smith
Wanra Pearson for G. Coleman
Marie May for Bayyinah Robinson

Members Absent

Sean Sims
Chuck Browning/David Pagac
Tupac Hunter
Jason Evers
Khalil Rahal
Patrick Lambrix
Debra Temrowski

Staff Present

Gregory Pitoniak
Tamara Lamper-Norrix
Daniel Martinez
Deborah Taylor
Bill Hellar
Traci Sassak
Rana Al-Igoe
Kate Brady-Medley
Tim Johnston

Guests

Julie Grassi – The Information Center

Call to Order

Chair Mahoney called the meeting to order at 2:11 p.m. She noted the new logos, one for SEMCA and the other for SEMCA Michigan Works on the agenda. She also noted the new SEMCA signage outside the building.

Board stands for the Pledge of Allegiance.

Roll Call

Roll call was taken and a quorum was present.

Public Comment

No public comment was made upon request.

Approval of Agenda

MOVED by Wagner to approve the Agenda of January 15, 2020 as presented, supported by LaJoy.

Discussion - Hesson requested that the board packet be provided sooner. He does not have access to email and his is mailed or delivered to his home. Pitoniak noted that the holidays were a factor this time, but agreed we should try to send them out sooner and that he will target to have it out on the Friday before our Wednesday meetings.

All voting aye, motion carried.

Approval of Minutes

MOVED by Luempert-Coy to approve the Minutes of November 20, 2019 as presented, supported by Graham. All voting aye, motion carried.

Approval of WDB and CEAC Nominations

Mahoney advised that Gina Coleman has left PNC Bank and resigned from the Workforce Development Board. Wanra Pearson her Alternate has been nominated as the Board Member and she has nominated Cassandra Moore, Branch Manager of the PNC Bank in Taylor as her Alternate. Debra Temrowski is nominating Beth Maveal, Manager-Talent Acquisition at Henry Ford Wyandotte Hospital as her alternate. Molly Luempert-Coy has verbally nominated Jennifer Whitteaker, Regional Manager for DTE as her alternate and will provide Tamara with her contact information. SEMCA is requesting the WDB to approve the nominations and requests the SEGA Board to approve and appoint the nominations at their meeting in March.

MOTION by LaJoy to approve the nominations of Wanra Pearson as Board Member, Cassandra Moore, Beth Maveal and Jennifer Whitteaker as Alternates to the Workforce Development Board, and requests the SEGA Board to approve and appoint these nominations at their next meeting scheduled for March 13, 2020, supported by Wagner. All voting aye. Wanra Pearson abstains from the vote. Motion carried. (Luempert-Coy later advised that Whitteaker is no longer available to sit as her alternate on the WDB. She will be seeking a new alternate and will provide nominee at a later meeting.)

Ledgra Johnson has been appointed by The Henry Ford College to sit on the Career and Educational Advisory Council as a Postsecondary Representative. Although only one representative is required by the state, SEMCA has four community colleges in its region and believes that all four should have representation on this council.

MOTION by Wagner to approve Ledgra Johnson to the SEMCA Career & Educational Advisory Council, supported by LaJoy. All voting aye. Ledgra Johnson abstains from the vote. Motion carried.

Mahoney asked everyone to introduce themselves for our new members.

Rapid Response/Worker Orientation Activities Presentation

Pitoniak noted that at the last meeting there was a discussion regarding mass layoffs and the process SEMCA follows in handling them, and who they include in that process. Rana Al-Igoe SEMCA's Workforce Program Manager and Julie Grassi of The Information Center (TIC), SEMCA's One-Call contractor, provided an overview of that process. Al-Igoe discussed the Rapid Response activities under WIOA. She noted the ways notifications of mass layoffs are received and the activities that are provided through Michigan Works and the partners that attend these rapid response meetings.

Grassi noted TIC's role in the rapid response process. They provide information on how to file an unemployment claim at a Michigan Works American Job Centers. They also discuss reemployment services, career services, training opportunities and the information on impacts of layoffs like the loss of healthcare. They provide workshops in resume writing and interviewing, referrals to emergency assistance programs/information and discounted prescription cards. They provide their resource The Where to Turn Guide that is updated regularly. She provided an example of the worker orientation for the Monroe Bank and Trust lay-off. She discussed their assessment and career readiness tools. They contact customers' 30-days after worker orientation to see if the resources provided are working or if there are new needs to address. All of the One Call Specialists are certified application counselors. She discussed many of the programs that they can assist customers with during their

transition. Al-Igoe concluded that TIC does so much more than rapid response and worker orientations for those facing unemployment/reemployment.

Questions: How many efforts are done in a year? Al-Igoe apologized that she does not have that statistic for 2019. Currently there are 10 worker orientations scheduled for US Steel. Previously we did one for Ford Motor Company and A123 Systems in Livonia. They also had on-site job fairs and healthcare orientations for those companies. Do you contact customers again after the initial 30 days? If additional resources or needs were discovered at the initial 30-day assessment, another contact will be made 30 days later. Pitoniak also noted that the amount of orientations is a reflection of the economy. In 2009-10 there were many. The employers also need to be agreeable in accepting our services. Tower International was another company we helped in the past.

Pitoniak also noted that SEMCA is working with Chrysler to hire skilled trades and have made them aware of the lay-offs from US Steel. Ford Motor Company will also be hiring in Dearborn and Wayne so SEMCA is working both sides of the equation and is able to match employees/employers. Pitoniak noted that they defer to the union on who they want at the table.

Are you able to provide assistance to those that are in shock? Grassi noted that in their initial assessment they find out if they have family support or a support group. If not, TIC counselors are trained in mental health first-aid. They can provide information on counseling and crisis intervention and connect them with the appropriate agency. The PowerPoint presented is on file.

SEMCA App Cost Analysis

Pitoniak noted that Hellar is updating the board on a short term goal from the strategic planning process of the possible implementation of a SEMCA mobile application. Hellar provided the process of what features our mobile app would provide to job seekers. He then reviewed the request for information/cost analysis from several vendors. Because of the wide range in prices a competitive bid would have to be conducted. After further review it was determined that all the information can be obtained directly from our website via a mobile phone. In reviewing other workforce board apps there was only one mobile app found in Mississippi and the app only had 100 plus downloads, which is between 100-500 downloads, and that doesn't mean users. At this time SEMCA is requesting to abandon the custom app but to continue looking into a pre-built app that can be customized to our needs. Information needs versus transactional needs were discussed. Right now SEMCA's app would just be informational. Board believes that the phone app is the future so a search for something that will work but is affordable should continue. The PowerPoint presented is on file.

61B Strategic Plan for Monroe County

The Career and Educational Advisory Council reviewed the 61B Strategic Plan for Monroe County at their December meeting. Wagner advised that the state has approved both Monroe and Wayne Counties 61B Strategic Plans. He also noted that the CEAC Directors for Wayne, Oakland, Detroit and Macomb will meet three times a year to make sure they are all on the same page since Wayne's 61B funds are regional and administered through Macomb ISD at this time.

Perkins Comprehensive Local Needs Assessment

The CEAC also reviewed the Perkins Comprehensive Local Needs Assessment for Monroe County at their December meeting. The state has clarified that Monroe's CTE, 61B and Perkins plans must come through the SEMCA CEAC and WDB and not Region 9. Wagner also advised that the CEAC is putting a committee together to review the Perkins Comprehensive Local Needs Assessment to see how we can work more closely with secondary, post-secondary and the business industry.

Federal/State Updates

Congress approved the US Department of Labor Appropriations in mid-December and there were no funding cuts to our programs. The next budget cycle is October 1, 2020. WIN initiated the American Apprenticeship Initiative (AAI) Grant and the grant was selected as one of the Top 15 performing grants by the National Governors Association in partnership with the USDOL. Al-Igoe ran the program during her employment with WIN and traveled to Washington DC to receive the recognition award. She thanked the community college partners and Michigan Works contractor staff. They exceeded their benchmarks a year early. USDOL has a new apprenticeship grant, *Closing the Skills Gap Regional Grant*, and WIN in partnership with the community colleges and Michigan Works! have applied for this grant.

JMG funding was restored in December and SEMCA will be adding in-school programs in Hamtramck and Ecorse High School. Funding has not been restored yet for Going Pro Talent Fund (GPTF). Pitoniak distributed an update for GPTF FAQ's. Pitoniak reviewed the stats of the handout. Without a supplemental budget or funding award, no new trainings can take place. Pitoniak met with Senator Horn who is supportive of GPTF but Senator Majority Leader Shirkey believes this should be paid for by the employers, but he has not stated that he will oppose it. If the Governor's new program, MiReconnect is not funded, both programs will be suspended this year. The need for road funding is a complicating factor. Stay tuned.

Pitoniak reviewed the issue of suspending the requirement to register for UI benefits at a Michigan Works! AJC. Steven Gray, Director of UIA, has paused this decision and has had dialog with Michigan Works directors. He is very supportive of Michigan Works and one of the options is to require the work requirement later in the process instead of in the first few days. Frontline staff agrees that it may be more effective to meet with the unemployed customer later in the process after the dust settles when they are more receptive to the services we have to offer. Gray agrees there should be a more aggressive statewide marketing campaign on what Michigan Works! provides to the unemployed.

SEMCA Strategic Plan Update – Fourth Quarter

Hellar reviewed the Quarter 4 updates and description page of initiatives from that quarter. Pitoniak noted that marketing and branding being only at 75% has been due to some timing issues but he has recently signed off on print materials and changes to signage at the AJC's.

Program Updates

State Dashboard Report

Hellar provided a brief review of the Statistical State Dashboard Report. He noted that in the last 12 months 900 customers were employed and 500 are in training. Visitors to the AJC's could affect our numbers. Truck driving and healthcare careers are still top in training. The report is on file.

WIOA, ES, TAA, OJT, IWT, Talent Fund, Apprenticeship-Work-Based Learning

Al-Igoe referred the board to her program report. She highlighted FCA upcoming application events. Some of those dates will be changed to evening hours.

WIOA Youth, Foster Youth, JMG, WCCAN, Manufacturing Day, MiCareer Quest

Taylor referred the board to her program updates in the board packet. She highlighted the Jobs for Michigan Graduates and the new hires for Starkweather Academy and Hamtramck. Ecorse will hopefully be up and running in the second semester. Second Annual Out-of-School JMG Initiation and Installation Ceremony is scheduled for tomorrow at Wayne County Community College. Taylor referenced the Summer Young Professionals Program, a paid work-experience for 75 youth. Approval of the grant is expected this Friday and will take place this summer. Pitoniak noted that Stephanie Beckhorn, State WD Director, complimented us on our application and noted that

we understood this funding was to create additional youth employment opportunities beyond our current program. Taylor also discussed the three-year extension of the Youth Build Program.

PATH, FAE&T, Adult Ed, Community Ventures-BRN and Project Rising Tides

Martinez referred the board to his program report in the packet. SEMCA has been asked by LEO to work with the University of Michigan to look at possible changes to the introduction of customers into the PATH program. He discussed the requests for changes to dollar amounts for supportive services, most importantly car purchase and car insurance. Car purchase was bumped to \$4,000 from \$2,000 and insurance was \$500 in a life-time and was raised to \$2,000. Collin Mays announced he was leaving for Centerline Economic Development. Jennifer Tucker was assisting Collin and is now learning the BRN program on her own and is doing a great job. Applications are being received for Collin's position. The RAIN program has hired an associate, Adel Dalou, to assist Sameh Elhady with the program. She will work directly with customers coming into the ACCESS AJC.

WIN

WIN received a grant to establish and support the Southeast Michigan Healthcare Collaborative, a regional talent initiative funded by the state.

New/Old Business

The Downriver Economic Development Summit flyer was distributed. You can register for the event online. An email has been sent.

MOTION by Hesson to adjourn the meeting, supported by Wagner. Meeting adjourned at 4:05 p.m. Our next meeting is scheduled for Wednesday, March 18, 2020 at 2 p.m.

Respectfully submitted,

Adopted and Signed on 5/20/20

Tamara Lamper-Norrix
Executive Assistant – SEMCA