

MICHIGAN WORKS! WEST CENTRAL  
WDB/LEO JOINT MEETING  
FREMONT WORKFORCE SERVICE CENTER  
WEDNESDAY, APRIL 3, 2019

MINUTES

LEO Members Present

Byl, Larry  
Cooper, Burt  
DeLaat, Ken  
Emig, Larry  
Hogenson, Tom  
Howard, Linda  
Walls, Karl

WDB Members Present

Cooper, David  
Griffin, Nancy  
Gustad, Eric  
Kosheba, Dan  
Marek, Ron  
Roberts, Carla  
Romanowski, Cynthia  
Smith-Olson, Debbie  
Timmers, Jon  
Vasquez, Jill  
Visser, William  
Vyse-Staszak, Janet

Others Present

Albanesi, Angie – Hope Network  
Sweighart, Lynda – Hope Network

Call to Order

LEO Chairperson, Larry Emig brought the joint meeting of the Workforce Development Board/Local Elected Officials to order at 12:36 p.m. at the Fremont Workforce Service Center, Room 115. There is a quorum of the LEO but not the WDB.

LEO Members Absent

Andersen, Janet  
Johnson, Les

WDB Members Absent

Eisler, David  
Fisk, Dena  
Frey, Amy  
Johnson, Peter  
Massy, Dan  
Morningstar, David  
Splane, Rob  
Stark, Liz  
Thompson, Sheri  
Trucks, Mary  
Whitney, Tina

Michigan Works! West Central Staff

Bennett, Merri	Keene, Shelly
Davis, Toni	Marr, Chad
Eppley, Jon	Reed, Brigitte
Gager, Kim	Shoemaker, Connie
	Truman, Kathy

Weiss, Julie – Hope Network

### Introduction of Guests

Guests were introduced and welcomed.

- ◇ Burt Cooper, Newaygo County Commissioner

Larry officially introduced Burt Cooper since the last meeting he attended was via telephone conference.

### Consent Agenda (*Action Item*)

- ◇ Minutes of February 6, 2019 WDB/LEO Joint Meeting – Emailed Prior
- ◇ February Financial Report – Emailed Prior/Handout (Goldenrod)

**Eric Gustad moved to accept the Consent Agenda as printed; supported by Linda Howard; motion accepted unanimously by the LEO and those present of the WDB. 12:39 p.m.**

### Showcase: Tina Holey, 2019 Impact Award Recipient – Handout

A video of Tina Holey accepting the Michigan Works! Association Impact Award was shown. Tina is a cross country truck driver so was unable to attend the meeting. Tina was born with Treacher Collins Syndrome which affected the development of her facial structure and also made it difficult for her to eat, drink and breathe.

After nearly 200 surgeries Tina was ready to move on. She came to Michigan Works! in Ludington and met with Shayla Savich. Shayla enrolled her in the Out-of-School Youth program and encouraged her all the way until Tina accomplished her goal of being a cross county truck driver.

Larry, Debbie and Shelly will contact Tina and take her to lunch and present her with a clock.

### Newaygo County Information

Shelly explained that this will be a new feature for the Board meetings. Depending on what county the meeting is held at, a staff member will attend the meeting and provide information particular to their Center.

Kathy Truman, Career Navigator, said that one of the positive things and very exciting happening this past month is the new Meijer that is opening in Fremont the end of May. Meijer has utilized the Michigan Works! services during the hiring process and have been training new part time and full time employees. At this time they have hired over 200 people with wages starting at \$10 per hour.

The Fremont Center has also seen an increase in WIOA applicants or inquires about training, for both adult and youth. There has also been an increase in Veteran walk-ins.

Unemployment numbers are low and not as many seasonal workers applying for unemployment.

### Plans/Modifications Summary – Handout *Blue (Action Item)*

1. Statewide Rapid Response Allocations for Customer Relationship Management (CRM) for Program Year 2018 (PI 19-06) – ***No Action Required***

For PY 18, the Talent Investment Agency (TIA) has allocated \$4,708 to Michigan Works! West Central (MWWC) to support existing CRM systems or for the purchase or renewal of software licenses that will aid in the identification of and information gathering for potential layoffs or opportunities for layoff aversion. This funding is made available on a one-time basis. MWWC will use the funding to assist with the cost of renewing our current Salesforce licenses.

2. Local Workforce Development Board WIOA Membership Recertification (PI 19-09) – **Action – Signatures Required**

WIOA requires that once every 2 years the local board is recertified. Recertification is based on the guidelines set forth in WIOA, the extent to which the local board has ensured that workforce investment activities carried out in the local area have enabled the local area to meet the corresponding performance accountability measures and achieve sustained fiscal integrity.

3. Local Policy Approval – **Action Required**

The TIA released the final WIOA Manual for Adult, Dislocated Worker and Youth programs on January 29, 2018. In the manual, there is an extensive list of required local policies that must be board approved, which is a new requirement. The following policies are being presented for approval:

#18-05 Layoff Aversion	#18-11 WIOA Follow-up Services
#18-07 WorkKeys Fee for Service	#18-12 Work Based Training
#18-08 Self Sufficiency Policy	#18-13 Customized Training
#18-09 Selective Service Policy	#18-16 Approval Process for Mi Talent Connect
#18-10 WIOA Youth Policy	

4. Reemployment Services and Eligibility Assessment (RESEA) 2019 Program (PI 19-XX *draft*) – **Action – Signature Required**

The draft policy provides Michigan Works! West Central with funding in the amount of \$50,761. RESEA, Reemployment Services and Eligibility Assessment program, provides additional services for persons identified by UIA as likely to exhaust Unemployment Insurance benefits. RESEA is an extension of Employment Services.

5. Infrastructure Agreements (IFA) – **Action – Signatures Required**

The WIOA requires the local Workforce Development Board, with the agreement of the Local Elected Officials, to develop and execute Memorandums of Understanding (MOUs) with One-

Stop partners concerning the operation of the One-Stop delivery system in the local Service Delivery Area. The MOUs must also include an IFA, which details how infrastructure costs for the One-Stop delivery system will be funded in the local area.

Each partner entity that administers a program or program activities in coordination with a local One-Stop Service Center(s) must use a portion of the funds available for the program and activities to maintain the One-Stop delivery system, including payment of the infrastructure costs of One-Stop Centers. Required partners must contribute toward infrastructure costs based on their proportionate use of the One-Stop delivery centers and relative benefits received.

Infrastructure costs of a One-Stop are defined as non-personnel costs that are necessary for the general operation of the One-Stop Center, including but not limited to facility costs, utilities and maintenance, equipment (including assessment-related and assistive technology for individuals with disabilities); and, technology to facilitate access to the One-Stop Center, including technology used for the Center's planning and outreach activities.

In the Michigan Works! West Central area, we are required to have IFAs with the following agencies:

- WIOA Adult, Dislocated Worker, Youth, Wagner Peyser, Trade Act, Temporary Assistance for Needy Families (TANF): Michigan Works! West Central
- Adult Education: Whitehall District Schools – White Lake, Mason County Central Schools, and Fremont Public Schools
- Senior Community Service Employment (AARP Foundation)
- USDOL – Veterans Department
- Unemployment Insurance Agency (UIA) – State of Michigan
- Vocational Rehabilitation (MRS) – State of Michigan

This is the third year we have been required to implement the IFAs. All required partners received draft IFAs and the budget sheets, and were given a period of time to review both the agreement and budget sheet prior to signing.

6. PATH Plan 19-00 (PI 18-32, Change 1 *Draft*) **Action – Signatures Required**

This is the Plan for customers who apply for or are receiving public cash assistance. Hope Network staff work closely with DHHS staff. There is a 21-day Applicant Eligibility Period (AEP) to prepare and engage applicants in positive activities that promote job readiness and meeting the work participation requirements. These efforts continue for the duration of the customer's participation with DHHS and Michigan Works! The State has released an additional \$13,425 in TANF funds for Michigan Works! West Central. The overall budget has increased from \$883,180 to \$896,605.

7. Going Pro Talent Fund Program Administration Fiscal Year (FY) 2019, the period of December 19, 2018 through September 30, 2020 (PI 19-04) – **Action – Signature Required**

The TIA awards funding to the Michigan Works! Agency. All funding is reimbursed upon completion of training and/or retention. MWAs receive an award of Going Pro Talent funding based on the total number of applications approved for funding. Michigan Works! West Central's award amount for program costs is \$373,832, administrative funds is \$26,168 and the total funding amount is \$400,000.

8. DTE Energy Foundation Grant/United Way of the Lakeshore – **No Action Required**

Funding is through United Way of the Lakeshore in Muskegon. The intent is to assist disadvantaged youth with obtaining summer employment working with non-profit agencies. The funding is \$29,000 and is designated for all six counties for 24 youth to work a minimum of 32 hours for a minimum of six weeks.

**Janet Vyse-Staszak moved to approve the Local Workforce Development Board WIOA Membership Recertification; the Local Policies for the WIOA Manual for Adult, Dislocated Worker and Youth programs – these include PI 18-05 Layoff Aversion, 18-07 WorkKeys Fee for Service, 18-08 Self Sufficiency, 18-09 Selective Service, 18-10 WIOA Youth, 18-11 WIOA Follow-up Services, 18-12 Work Based Training, 18-13 Customized Training and 18-16 Approval Process for MI Talent Connect; the Reemployment Services and Eligibility Assessment (RESEA) 2019 Program; the Infrastructure Agreements – Memorandums of understanding with One-Stop partners; the PATH Plan 19-00; and the Going Pro Talent Fund Program as presented by Shelly Keene; supported by William Visser; motion accepted unanimously by both the WDB and the LEO. 1:01 p.m.**

#### Consent Agenda

**NOTE: The Consent Agenda was presented again since a quorum of the WDB is now present – Eric Gustad and Linda Howard restated their motion to accept the Consent Agenda as printed; motion accepted unanimously by both the WDB and the LEO. 1:02 p.m.**

#### February Program Reports – Handout

##### ◇ Enrollment/Expenditure Reports

Shelly explained the Dislocated Worker population numbers are down, one of the benefits with WIOA is that we can transfer Dislocated Worker money to Adult and vice versa. Even though our Dislocated Worker numbers are down, we may see an uptick in that with Harsco Rail as they begin to lay off. It's not necessarily a bad thing that we have very few Dislocated Workers but we do have that flexibility that if we are not spending that money we can transfer it.

As far as the Youth, numbers are down as well. West Central met with Hope Network a couple months ago to have a brainstorming session on how to work together to increase the Youth enrollment. Chad and Toni have been meeting with Hope Network staff and going out to work sites. Working together, it has been a great partnership working alongside Hope Network. We are all hands on and all in this together.

With the PATH program Michigan Works! is currently leading the state in the Work Participation Rate. One of the program monitors for the PATH program is Julie Weiss, she does a great job. Currently West Central is in first place, it kind of a competition and something to be proud of.

Kudos to Julie and the staff who work to make this happen.

#### PY 18 WIOA Performance Standards – Handout

Shelly explained that at the last meeting the Boards were provided the full PY 2017 report. This report is for the first half of PY 2018 for West Central and the State of Michigan. West Central has one “yellow” for Credential Attainment Rate for Dislocated Worker – yellow indicates our performance is below 90% (it is 84.8%). The State of Michigan also has one yellow in Credential Attainment Rate for WIOA Youth (64.2%).

#### Career Advisory Council (CEAC) Update

Shelly explained that the CEAC met on March 12, 2019 in which John Austin, Michigan College Access Network, attended and did a presentation on the MIHEART (Michigan Higher Education Attainment Round Table) talent report for Region 4a. It was very informative and included a great amount of data on educational attainment in our six county area.



An update was also provided from the Mecosta Intermediate School District and Newaygo County Regional Educational Service Agency concerning their Marshall Plan submission.

Ron Marek, Vice Chair of the CEAC said he was impressed with the plans they are working on for the Marshall Plan

#### Michigan Works! West Central Transition Update

The Deputy Director interviews are scheduled for Thursday, April 4<sup>th</sup>. Marv Pichla and Shelly will be interviewing five individuals. If the right candidate is found the anticipated start date will be April 22, 2019. 70 applications were received – eight phone interviews were done and five have been selected for face to face interviews.

For the Talent Development Manager Position interviews were held yesterday the 2<sup>nd</sup> of April. Five interviews were scheduled with one no-show. If the position is reposted it will only be for 10 to 14 days to allow for a quick turn-around. The original plan was for the Talent Development Manager to start April 22, 2019 but it may have to be pushed out a few weeks. 80 applications received – seven phone interviews and five face to face interviews scheduled.

Talent Specialist Position – These were posted on March 18, 2019 as planned. As of April 2<sup>nd</sup> we have received 375 applications for the nine positions. Face to face interviews will be scheduled for the weeks of April 29<sup>th</sup> and May 6<sup>th</sup>; a start date will be June 3<sup>rd</sup>.

The Osceola County Success Coach – interviews were held in February, and the position was offered but declined the offer. The position was immediately reposted; phone interviews were held the end of March; interviews will be held the 18<sup>th</sup> of April with an anticipated start date of May 6<sup>th</sup>.

As far as the Business Resource Network goes, West Central received verbal confirmation from the State that the initial allocation end date will be extended to September 30, 2020. This is great

news! This will give the opportunity to begin the process of starting a Success Coach for Mecosta County. The goal would be to begin the process in late summer or early fall.

Shelly also pointed out that the Hope Network Management staff have been very generous and helpful with the exchange of information. One transition meeting has already been held and plan to have another one closer to July 1. Their willingness to assist in the process has helped with the transition thus far. Kudos to Hope Network.

### Newaygo County Business Resource Network Report

Kim Gager explained that in February there were 92 new inquiries for services. The top three requests were auto expenses, housing and budgeting. Support service dollars provided were just over \$800.

In March there were 110 new inquiries for service – the top three were auto expense, budgeting and Bridge Loans. Support service dollars provided were just over \$3,000.

Kim attended a training with the State of Michigan to become a Bridges Navigator.

Paul and Kim met with Gerber Federal Credit Union (GFCU) in March to discuss the terms of the loan program. For a \$500 six month loan the interest will be \$2.58. For a \$1,000 twelve month loan the interest paid will be \$67.56.

There have been two interested applicants but no loans have been processed yet.

### Outreach Activities

#### ◇ USDOL Apprenticeships

Dave Jackson from the US Department of Labor will join Merri and Jon on April 17<sup>th</sup> to speak to about 100 sophomore Career Readiness students at Newaygo High School about apprenticeships.

◇ GED/High School Completion

Shelly and Merri have been working with a marketing class at Ferris on social media exposure for the High School Completion/GED programs and partners. Shelly, Merri and Paul met with the class and instructor in February and shared some of our social media information in which the youth program especially has been promoted quite heavily. West Central's Facebook page is quite popular and have about 2,300 followers, which is more than some of the larger MWAs. We gain an average of about 100 additional followers per month. The instructor was added to West Central's google analytics from our website. Ferris is working on putting together several paid ads which they are paying for through a grant.

Kathy Truman explained that the Fremont Center does GED testing once a month. Each month for the past four or five months they have had three to eight testers, the numbers have increased significantly.

◇ Newaygo Career Job Fair

Jon worked with NCRESA, the Right Place and the three Chambers of Commerce in Newaygo County to help organize the annual Career Fair at the Newaygo County Career-Tech Center in Fremont. 35 regional and local employers participated in the event, which was open to the public in the evening. About 635 students attended during the day and about 30 people attended the evening session.

Business Activity

◇ Rapid Response

- ✓ Harsco Rail, Ludington – Merri said they are scheduled to meet with Harsco the week of April 8<sup>th</sup> for the Rapid Response meeting with affected employees. 24 have found other jobs but an additional 100 will be laid off through June 2019.

- ✓ Shopko Hometown, Newaygo and Hart – Jon explained that Shopko announced on February 6<sup>th</sup> that they would be closing 17 of its 22 stores in Michigan, including the two in the West Central area. The two stores are slated to close their doors on May 12, 2019 affecting nearly 30 workers between the two stores. Rapid Response packets were delivered February 19<sup>th</sup>. The company has offered workers incentives to stay on until the last day.
- ✓ Rue 21, Big Rapids – Jon explained that the Corporate Office made the decision in late February to have an “emergency closing” of its Big Rapids location. Rapid Response packets were delivered to the store on March 15<sup>th</sup> for the seven affected employees. The store will remain open until April 25<sup>th</sup> as it liquidates its inventory.

◇ Employer Led Industry Sectors/Clusters

Merri informed the Boards that West Central is one of the few MWAs that does not do industry sector collaboration or industry councils. West Central has the Career and Educational Advisory Council but the industry sector collaboration/industry councils would address each sector individually. Each sector would bring together employers, workforce agencies and other partners such as training institutions and economic development agencies to create regional, sector specific workforce strategies. Merri would like to start a healthcare sector, since she is already part of the West Shore Community College medical advisory committee, however an employer champion is needed. If anyone is interested to champion a sector please let Merri know.

◇ Job Fairs

Allied Universal Security Services – February 7<sup>th</sup> in Shelby

Biotech Agronomics – February 11<sup>th</sup> in Ludington

Fast Track Staffing – February 27<sup>th</sup> in Shelby

HGA Support Services – March 5<sup>th</sup> in Fremont

US Census Bureau – March 27<sup>th</sup> in Shelby; March 12<sup>th</sup> Ludington; March 13<sup>th</sup> Baldwin;  
March 18<sup>th</sup> Reed City; March 21<sup>st</sup> Big Rapids; and March 26<sup>th</sup> in Fremont

Prime Retail Services – March 15<sup>th</sup> Fremont

Gerber Life – March 16<sup>th</sup>

EDU Staffing – March 25<sup>th</sup> in Big Rapids

Trillium Staffing – March 25<sup>th</sup> Reed City

Newaygo County CTC Career Fair – March 27<sup>th</sup> in Fremont

◇ Fremont Meijer Interviews

Meijer conducted about 350 interviews March 18, 19 & 20 at our Fremont Workforce Service Center, looking to fill about 200 part and full time jobs across all shifts; all of the positions were filled. West Central staff were there to assist them in any way possible, including directing applicants where to go, guiding walk-ins to the computer to apply online and helping those who were not offered jobs to use our computers to search the Pure Michigan Talent Connect to find work. Construction on the new store began about a year ago and is expected to be completed this spring. They expect the store to open by the end of May.

Organizational Communication Update – Handout

Shelly explained that late fall or early winter a communication piece began to develop that would be shared with all six West Central counties. After several conversations and with guidance from Marv Pichla, Six in the Mix was developed. Every Friday morning Six in the Mix is sent out to all administration, Employment Service and Hope Network staff. The Career Navigators are responsible for coming up with the topic or event they want featured in their respective county. Career Navigators can get suggestions from Hope Network, the Business Services staff or other partners.

This has been a great tool for information to know what is happening in each Center and how to better serve our customers.

Marv has been asked to send out a Six in the Mix once a month which has more Regional perspective.

The goal is to eventually include the Service Center partners in the distribution. If any Board members would like to be included in the distribution, contact Shelly.

### What's New in our Region?

This is planned to be a standing agenda item for the Board meetings. The intent is to share what will be happening in the future.

In May a meeting is scheduled with Michigan Rehabilitation Service (MRS) staff and West Central Managers to develop and strengthen our partnership. MRS is a required WIOA partner, both serving the same population, so the plan is to work together to best serve the customers in our area. Shelly and Nancy Griffin are very much looking forward to expanding the partnership between Michigan Works! West Central and Michigan Rehabilitation Services. Employment Services are already sharing information with the MRS staff on employer hiring events and job postings.

West Shore Educational School District has also inquired about having a meeting to decide on how to strengthen and build a good working relationship.

The Mecosta County Chamber of Commerce has asked about partnering to increase services to Veterans. Merri has contacted the new Veterans' Representative at the State and they have a meeting scheduled for later this month to see what can be done to expand the services to veterans.

### Personnel Policy

Shelly explained that she is in the beginning stages of creating new personnel policies. The current policy that originated in 1996 has been sent to the attorney and it has been assigned to one of their legal teams. It is hoped they will be ready for review in late May and possibly have the Personnel Committee review the new policies so the Board can take action at the June meeting.

### Michigan's Population Projections to 2045 – Handouts

This data can be used to project information on the senior citizen population, allowing health and human services professionals to anticipate demand on their services – youth and young adults, allow administrators and educators insights on the school-age population.

This also helps determine future demand for infrastructure, helping planners decide on new projects and prioritize improvements. It can also help with labor force projections, that will help educators and workforce developers prepare the talent for in-demand jobs.

### Associate's Degree or Greater – Handouts

The percentage of Michigan residents ages 25 to 64 with an Associate's Degree or greater shows Michigan at 45% – Michigan is ranked 34 nationally.

### Unemployment Ranking February 2019

The average for the West Central area is 5.6%.

### Paul's Retirement

Paul's retirement party will be at the Big Rapids Center, Friday, April 12 from 2:00 to 6:00 with a short program at 4:00, hoping all of you can make it.

### Next Meeting June 5, 2019 – Idlewild Historic Cultural Center

The next joint meeting of the WDB/LEO is scheduled for Wednesday, June 5, 2019 at the Idlewild Historic Cultural Center.

### Round-the-Table

- » Smith-Olson, Debbie, Lake Osceola State Bank – looking forward to the Blessing of the Bikes in May.
- » Marek, Ron, Reed City Group – the new ownership of the Reed City group continues to invest in Reed City; they now have a new C&C machining center which was a \$3 million investment.
- » Gustad, Eric, Consumers Energy – Consumers Energy has what is called a “Planet Grant” and will be accepting requests for two more times throughout the year. They are focused on improving land, water, and air quality in Michigan. Details can be found on the Consumers Energy website.
- » Cooper, Dave, Whitehall Industries – there was a very sudden drop in work and laid off 128 people from Manpower. The orders are expected to come back in about six weeks and about 15 of those laid off have already been called back. They have had lots of good opportunity to supply direct to Toyota and Honda.
- » Griffin, Nancy, Michigan Rehabilitation Services – excited to be working with Michigan Works! They have “lots” of youth and will be able to help out in that area. In 2018 MRS served 9,736 businesses – served 35,427 individuals with disabilities – 6,429 successful employment outcomes – expansion activities include 14,000+ students – there were 40 businesses from Hidden Talent Workshop who hired MRS customers.
- » Byl, Larry, Oceana Commissioner – Warning! June 27 Electric Forest in Oceana County and expecting about 45,000 people.



- » Vasquez, Jill, Spectrum Health Ludington Hospital – focused on the measles outbreak and are receiving a lot of questions on vaccinations.
- » Kosheba, Dan, UAW Local – Harsco Rail is closing their doors. In the next four or five weeks more than 100 will be laid off. Also mock Union negotiations have been done with students to make them more aware of how the Unions work.
- » Roberts, Carla, Fremont Area Community Foundation – grants are being reviewed.
- » Howard, Linda, Mecosta County Commissioner – in about a month Ferris will have more graduates, so there will be more job seeker.
- » Romanowski, Cynthia, Arbre Farms Corp – getting ready for the asparagus season.
- » Emig, Larry, Osceola County Commissioner – Paul’s retirement Open House will be Friday, April 12, 2019 at the Big Rapids Workforce Service Center at 14330 Northland Drive from 2:00 to 6:00p.m. with a short program at 4:00.

Other Business

Reserved for the Public

Adjournment

**Meeting stands adjourned at 1:59 p.m.**