

MICHIGAN WORKS! WEST CENTRAL  
WDB/LEO JOINT MEETING  
FERRIS STATE UNIVERSITY  
WEDNESDAY, OCTOBER 3, 2018

MINUTES

LEO Members Present

Emig, Larry  
Hogenson, Tom  
Howard, Linda  
Johnson, Les  
Walls, Karl

WDB Members Present

Bell, Tamara  
Eisler, David  
Fisk, Dena  
Griffin, Nancy  
Marek, Ron  
Massy, Dan  
Pasley, Julia  
Roberts, Carla  
Romanowski, Cynthia  
Smith-Olson, Debbie  
Stark, Liz  
Thompson, Sheri  
Timmers, Jon  
Trucks, Mary  
Visser, William  
Vyse-Staszak, Janet

Others Present

Albanesi, Angie – Hope Network  
Bozeman, Jerri – Hope Network

LEO Members Absent

Andersen, Janet  
Byl, Larry  
Ortwein, Chris  
Willett, Vern

WDB Members Absent

Cooper, David  
Frey, Amy  
Gustad, Eric  
Kosheba, Dan  
Morningstar, David  
Schurkamp, Christine  
Splane, Rob

Michigan Works! West Central Staff

Davis, Toni    Pickard, Renee  
Griffith, Paul    Shoemaker, Connie  
Keene, Shelly

Sweighart, Lynda – Hope Network  
Whitney, Tina – Nestle/Gerber

Call to Order

WDB Chairperson, Deborah Smith-Olson brought the joint meeting of the Workforce Development Board/Local Elected Officials to order at 12:50 p.m. at Ferris State University – University Center in Big Rapids.

Debbie thanked Dr. Eisler for his gracious invitation to have the meeting here at the University and the very interesting tour of the Welding facility.

## Introduction of Guests

Guests were introduced and welcomed.

## Consent Agenda (Action Item)

- ◇ Minutes of August 1, 2018 WDB/LEO Joint Meeting – Emailed Prior
- ◇ August Financial Report – Emailed Prior/Handout (Goldenrod)

**Ron Marek moved to accept the Consent Agenda as presented; supported by Tom Hogenson; motion accepted unanimously by both the WDB and the LEO. 12:55 p.m.**

## Showcase: Renee Pickard, Career Navigator & Toni Davis, Talent Development Manager, Michigan Works! West Central

Renee explained that it seemed strange for her to be introducing herself as Renee Pickard because for so many years she was “Honey” to her husband of 35 years or she was “Mom” to ten beautiful children and 30 plus foster children.

Renee did not work outside the home, she did not need a driver’s license, she went to the grocery store once a month – she was happy and content – then the worst day of her life, her husband, Jim, died and changed her life forever.

She still had three children at home, all seniors in high school. She was not 60 so she could not receive widow’s benefits. With all the children turning 18, survivor’s benefits would be ending in the next three months.

Her husband was a man who took care of everything – Renee’s job was the home, him and the children. She did not know how to pay the bills or even what bills they had. She had never gone to the bank before and knew nothing of their accounts. Because Jim was the first on the account, the

accounts were frozen. She needed death certificates, but since they had his funeral at home, she could not order them from a funeral director.

She chose not to apply for state assistance, she decided to do this on her own and besides she would not know the first step to apply for assistance. She and her children learned to “dumpster dive” so they could eat; they cut their own wood to stay warm – this was reality, a horrible nightmare and Michigan Works! saved not just her life but the life of her children.

A couple months after her husband’s passing – the day she got her driver’s license, she pulled into the parking lot of Michigan Works! and sat there for over an hour working up the courage to go in. She had heard people speak of this place when looking for work.

She went in and met Shayla Savich. Shayla took her into an office and asked how she could help. This caused Renee to burst into tears and began sobbing. She had felt so devastated and lost. Shayla took time that day to reassure Renee that help was available. She explained some of the programs and helped her fill out paperwork. Finally Renee thought “Oh my gosh, there is some hope here.” Renee now needed to take that next step.

She learned that she was eligible for the AARP program and that she could get a high school diploma through Michigan Works! She was also able to use the computers to job search and have someone help her in the process. There were workshops available to her to help her prepare for the workforce. There were so many resources she could tap into and not be ashamed. Humbled – Yes but not ashamed. Michigan Works! gave back her self-esteem. She was allowed to start out slow and work at a place that was only two miles from her home.

Shayla knew what to do to help her proceed and learn to trust again; to learn how to communicate with people and be comfortable with herself again. Shayla and Michigan Works! encouraged her and helped her to fight to live and want a better life, not to give up and to work hard.

This was not easy. There were good days and bad days but through the support of Michigan Works! the encouragement, their professionalism and guidance in helping her make the right choices brought her to where she is today.

Renee worked at a community Center and the Lake Shore Resource Network for a year and a half; she got her high school diploma and was valedictorian of her class. Michigan Works! taught her how to create a resume and how to interview so she could apply for the position of Career Navigator here at Michigan Works!

She loves her job here at Michigan Works! and what she loves the most is that every person who walks through the door, no matter their situation, she is there to help them in any way possible. It's easy to tell about the programs offered because she believes in them, because she is part of these wonderful programs.

There will be displaced housewives, those who are jobless and uneducated who walk through the doors here at Michigan Works! This is where Renee gets to help them begin to open the doors available to them. She can give them hope by educating them in the programs Michigan Works! offers. Michigan Works! is not just a place to file for Unemployment Insurance – Michigan Works! can offer them the world if they believe, take that first step and work hard to achieve their goal – many times without them even knowing what goal they have at this point in their life.

“Thank you Michigan Works! Thank you to each one of you setting here at this table today. Thank you so much.”

NOTE: Toni Davis and Renee Pickard left at 1:04 p.m.

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

1. WIOA Adult and Dislocated Worker Funding – *No Action Required*

In the WIOA Law, the Michigan Works! Agencies have been given the authority to transfer up to 100% of funds between Adult and Dislocated Worker. Michigan Works! West Central will be requesting a transfer of \$100,000 from the Dislocated Worker allocation to Adult. Upon approval, the revised allocations will be: Adult - \$534,680 and Dislocated Worker - \$463,097. The request has been made due to the larger number of Adult participants that are being served compared to Dislocated Workers.

2. WIOA Adult, Dislocated Worker, and Youth AY 17 Allocation – *No Action Required*

The Talent Investment Agency has distributed additional AY 17 WIOA funds. The additional allocation for Adult is \$2,015 for a total of \$401,903, for Dislocated Worker \$2,545 for a total of \$507,526, and for Youth \$2,489 for a total of \$489,036.

3. Statewide Allocations for Employer Engagement Activities (*Draft PI 18-XX*) – **Action – Signatures Required**

The statewide funding allocation is to be used to support employer engagement activities. The funding may be used to support outreach to and engagement of employers for activities including but not limited to:

- Industry cluster employer collaborations for sector partnerships, the Marshall Plan for Talent, etc.
- Career awareness and exploration planning and preparation for Get into Energy Week, Manufacturing Week, MiCareer Quest, National Apprenticeship Week, Talent Tours, etc.
- Request for Proposals and applications for the Going Pro Talent Fund, Pre-Apprenticeship Grants, Apprenticeship Grants, etc.

Michigan Works! West Central received an allocation of \$20,000 through September 30, 2019.

4. Career Exploration and Experience Events (*Draft PI 18-XX*)– **Action – Signatures Required**  
The Talent Investment Agency has distributed funds to the MWAs to organize and coordinate multiple business and industry representatives at a single location, similar to MiCareer Quest style job fairs. Michigan Works! West Central has received an allocation of \$25,000 through March 31, 2020.
5. RESEA (*Draft PI 18-26, Change 1*) - **No Action Required**  
RESEA, Reemployment Services and Eligibility Assessment program, provides services for persons identified by UIA as likely to exhaust Unemployment Insurance benefits. RESEA is an extension of Employment Services. Michigan Works! West Central has received an additional allocation for \$24,188 for a total allocation of \$43,530.
6. RESEA Work-Based Training For Special Populations (*Draft PI 18-XX*) – **Action – Signature Required**  
RESEA, Reemployment Services and Eligibility Assessment program, provides services for persons identified by UIA as likely to exhaust Unemployment Insurance benefits. RESEA is an extension of Employment Services. The special population funding is to provide work-based training services to eligible individuals. Eligible individuals includes long-term unemployed, returning citizens, PATH participants, out-of-school youth, senior workers, and/or single parents. The work-based training funds can be used for both work-based training and short-term in-demand classroom training. Michigan Works! West Central has received an allocation of \$15,000.
7. Community Ventures (*Draft PI 18-20, Change 1*) – **No Action Required**  
The Talent Investment Agency/Workforce Development Agency (TIA/WDA) has awarded Michigan Works! West Central an additional allocation of \$88,252 bringing the total allocation to \$193,769.

8. Community Ventures (Draft PI 18-xx) – *Action – Signatures Required*

The Talent Investment Agency/Workforce Development Agency (TIA/WDA) has released a draft allocation for FY 19 for the Community Ventures Program. Michigan Works! West Central has been awarded \$76,740. This brings the total allocation for Community Ventures to \$270,509.

9. PATH Plan 19-00 (PI 18-32) *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! This plan begins October 1<sup>st</sup> and the overall budget is \$755,640 in federal and \$127,540 in state funding for a total of \$883,180. Reduction of PATH funding is \$42,162, approximately 4.5% in comparison to FY 18.

**David Eisler moved to accept the Statewide Allocations for Employer Engagement; the Career Exploration & Experience Events; the RESEA Work-Based Training; the Community Ventures FY 2019; and the PATH Plan 19-00 as presented by Shelly Keene; supported by Larry Emig; motion passed unanimously by both the WDB and the LEO. 1:15 p.m.**

Appointment of Career Educational Advisory Council (CEAC) Chair, Vice Chair & New Members

– Action Item

Shelly explained that the Career Educational Advisory Council or CEAC met for the first time in September.

The role of the CEAC is to provide advisement to the WDB and coordinate with other educational entities in guiding career development programs and career pathways, such as high schools, community colleges, career and technical education, adult education programs, prisoner reentry programs, corrections education, veterans' programs and college access networks.

The WDB is responsible for appointing the Chair and Vice-Chair, and also appointing new members.

At the September meeting the CEAC recommended Mike Miller, Director/Principal of the Mecosta/Osceola Intermediate School District for Chairperson and recommended Ron Marek, Sales/Program Manager of the Reed City Group for Vice-Chairperson.

New member recommendations for approval are Christy Christmas, Dean of Occupational Programs, West Shore Community College and Nicholas Gandhi, replacing Brandon Betz as the Economic Analyst, DTMB, Labor Market Information & Strategic Initiatives.

**Carla Roberts moved to appoint Mike Miller, Director/Principal MOISD as Chair of the Career Education Advisory Council (CEAC); appoint Ron Marek, Sales/Program Manager, Reed City Group as the Vice-Chair and appoint two new members – Christy Christmas, Dean of Occupational Programs, West Shore Community College and Nicholas Gandhi, Economic Analyst, Department of Technology, Management & Budget replacing Brandon Betz; supported by Dan Massy; motion accepted unanimously by both the WDB and the LEO. 1:19 p.m.**



## August Program Reports – Handout

### ◇ Enrollment/Expenditures Reports

Paul explained the first page with the yellow indicates we received only the first quarter of funding for the WIOA Adult and Dislocated Worker programs with their Program Year beginning July 1.

The Department of Labor, the Department of Health & Human Services and the Department of Education and Defense all had their full budgets approved prior to the beginning of the federal Fiscal Year October 1. A Continuing Resolution was passed on everything else through December 7. This is rather unique because usually a Continuing Resolution is done for the entire budget.

West Central will get the first quarter allocation next July 2019 through September 30 for Adult and Dislocated Worker funds, only the first quarter; and it does not equate to 25%. It could be 8% or 12%, so from a strategic standpoint, we have to carry-over enough from the prior year to get through the first quarter, because the October money cannot be spent until October 1, even though it is the second quarter of the Fiscal Year.

For the Youth funds, entities receive the entire allocation for the Program Year.

The PATH Fiscal Year is on an October 1 to September 30 cycle, so we are now finishing up the last month of the Fiscal Year.

## PY'17 Annual Audit

Paul explained that Brigitte is not here because the audit is being conducted this week. A report will be given at the December meeting.

### Update on Business Resource Networks (BRN)

Shelly explained that West Central is in the process of starting two BRNs; one for Newaygo County and one for Osceola and Lake Counties.

In Newaygo County there are 11 employers with a total of approximately 3,000 employees that have agreed to become part of the BRN. With the funding received this year the first year there will be no charge for their membership.

The Fremont Area Community Foundation has agreed to offer some financial support to the BRN. At this point they have suggested they contribute funding in years two and three.

Approximately 40 resumes have been received; phone interviews will be conducted and then six to eight individuals will be selected for face-to-face interviews. Staff from Magna Mirrors and Nestle Nutrition/Gerber have agreed to be part of the interview team.

In Osceola there are five employers interested with 620 employees; West Central will be working to pull in the interested employers in Lake County to join Osceola County. It is hoped to have eight to ten employers for that BRN.

The same as Newaygo County, the first year there will be no charge to employers and the funds offered by The Fremont Area Community Foundation can hopefully be used the second and third year.

The Success Coach position has been posted, phone interviews have been completed, and six candidates have been chosen for face-to-face interviews.

### Update on Region 4a Marshall Plan Applications

Shelly reported that in Region 4a two concept summaries were submitted for Round One. Ferris State University was part of a concept summary that was submitted by Rockford Public Schools and Big Rapids Schools were also included.

The concept summary was for cloud computing, facilitated by Ferris. A plan was developed that will create a much needed talent pipeline for the rapidly growing field of cloud computing. Ferris will leverage Amazon certified educators on its faculty to prepare and certify faculty at the high school level to offer web-computing courses for talented high school students through concurrent education. The request was for approximately \$1.5 million.

West Shore ESD is the fiduciary for the West Shore Talent Consortium and submitted a concept summary for \$5.5 million.

The concept summary focuses on three primary components:

- 1) Providing an opportunity for all public school students across three counties to have access to computer science learning and related applications.
- 2) Creating credentialed system for students to leave high school with a talent transcript which can be recognized by local employers in the critical area of soft skills. These seven industry recognized skills are: Technical Literacy, Collaboration & Global Thinking, Communication, Critical Thinking & Problem Solving, Flexibility & Adaptability, Ethical Citizenship, and Personal Accountability.
- 3) Enhancing awareness with business partners.

There were 88 round one applications submitted for a total of \$90 million. They anticipate that about 40 of the proposals will make it to the next round.

If the concept summary is approved, they will be notified no later than October 23 and then they will move to the second step, which is a grant application. The grant application submission period is November 13-26, 2018 and in December the first round of grants will be awarded.

### Food Assistance Work Requirements

Shelly explained that over a decade ago, the State of Michigan received a waiver to waive the work requirement for low-income able-bodied adults who receive food assistance. The work requirement was reinstated in January 2017 for four counties. Ten more counties were added in January 2018 and the remainder of the counties began October 1, 2018.

The population that is impacted are adults, ages 18 to 49 who have no children. They must now work 20 hours a week or volunteer in community service roles to continue receiving food assistance. Those who are receiving food assistance will not be impacted until their annual redetermination date. The federal law has a three-month limit for receiving food assistance without the work requirement.

West Central does not receive separate funds for the food assistance population. They would be eligible for the free services offered to the general public and if interested, they could be screened for eligibility for WIOA funded programs.

### Outreach Activities

#### ◇ USDOL Apprenticeships

The second Apprenticeship in a Day event of 2018 was held in early September at the Fremont Workforce Service Center. This did not garner as much interest as the July event in Big Rapids. Only two companies attended – GM Wood Products and Harbison Walker International. GM Wood was there to fill out new apprenticeship standards, and Harbison Walker was there to get more information about updating its current apprenticeship programs.

#### ◇ Facebook Likes

Paul said that the Michigan Works! West Central Facebook page has now received 2,000 “likes” which places us fifth among the other Michigan Works! Agencies.

◇ Evert Project Rising Tide Graduation

The City of Evert officially graduated from the Project Rising Tide (PRT) on September 5, 2018 during a ceremony with Governor Snyder at the Evert Depot. Evert was named one of the first Rising Tide communities by the Governor in 2016. Michigan Works! West Central has been helping city leaders and employers identify and address workforce development needs in the community, offering mobile workshops on resume and job search techniques and soft skills training and starting a BRN in Osceola County. Evert is now also a part of the Michigan Main Street Program. As part of the program they will receive five years of intensive technical assistance from the MEDC with a focus on revitalization strategies designed to attract new residents, business investments, economic growth and job creation to their central business districts. Evert is the eighth community to graduate. A second round of communities was announced a few months ago. None are located in our six counties.

◇ Discover Manufacturing

Newaygo County has five manufacturers scheduled to participate, including Sandmold, Magna Mirrors, Bucher Hydraulics, Legacy Tool and the Original Print Shop. Nearly 200 students from the Newaygo County Career Tech Center will be participating in the event.

Mecosta and Osceola counties have 11 manufacturers scheduled to participate, including Hamtech, Haworth, Original Footwear, Hanchett Manufacturing, Fluid Routing Solutions, Reed City Group, Chippewa Plastic, Ice Mountain, Vitro, Pioneer Group print facility and Galloup Guitars. More than 600 students from six schools will be participating in the event, as well as, touring the Mecosta-Osceola Career Center.

Valley City Metals in Shelby is hosting tours on October 4, 2018 from 10:00 a.m. to 1:00 p.m. Oceana County students will be given a guided tour of the front offices and manufacturing shop floor to learn about the metal fabrication industry. Specifically, metal

stamping, CNC lathe programming and operation, assembly, tube cutting, order entry, purchasing, shipping, receiving and quality control.

Manufacturing Day in Mason County will be held October 19, 2018 at the OJ Middle School. During the morning of the 19th various businesses have been invited to demonstrate what their company does. The Mason County College Access Network is organizing this and is currently working on the logistics with school staff and has soft commitments from some companies.

### Business Activity

#### ◇ Job Fairs

There has been a tremendous increase in the number of job fairs, specifically because of bringing our Career Navigator positions in house. We worked with numerous employers to coordinate a total of 20 job fairs at the Centers which were held in August, September and into October.

#### ◇ Rapid Response

##### ✓ Yoplait, Reed City

A Rapid Response meeting was held at Yoplait on September 26, 2018 and only one person attended. She was able to get her questions about unemployment assistance answered. Information packets were left with Yoplait Human Resource staff to distribute to those employees who did not attend. It should be noted that there were no forced layoffs and only six employees are eligible to draw unemployment via a voluntary layoff.

#### ◇ Going PRO Talent Fund (STTF) Update

The public application period for the Going PRO Talent Fund (formerly STTF) is wrapping up. October 3 at 5:00 p.m. is the deadline for companies to get information to Merri and Jon. Then Merri and Jon have until October 12 to get all the applications into final form and submitted to the state.

Merri expects to file approximately 20 applications for Mason and Oceana and Jon may have 17 to 19 applications for Mecosta, Newaygo and Osceola.

#### Michigan Broadband Roadmap – Handout

Paul explained that he was involved with this and it was a very unique experience. Broadband is getting a lot of attention finally in the rural area because there is still a significant divide between urban and rural in the 25% to 30% range. There are some things that were initiated by the governor and he has some deliverables due even before the end of the year. It's not like everyone will have Broadband by the end of the year, not quite like that. There is a lot to getting Broadband... such as right-of-ways and other things – it is a very complex issue but a lot of work is being done on it.

Paul serves on the Regional Prosperity Board and recently \$58,000 was awarded to Connect Michigan that will go to do vertical asset mapping. That means they will do the mapping of all the towers – all the large buildings – barn silos, where satellites or towers or antennas could be placed. This gives Internet Service Providers an idea on where the easiest areas are to launch wireless broadband. This will take a while but the gap is being closed. Broadband is a very high priority at both the state and national level. The area they are going to start with is Lake and Osceola counties, because they have the greatest percentage of unserved households.

#### West Michigan Regional Dashboard 2.0 – Handout

About a year and a half ago the launch of the first Dashboard was initiated and this is 2.0. Six new indicators have been added. One of them is eighth grade math level and another one is “Percentage of Jobs at Young Firms.” Mason County has a lot going in this area including an annual entrepreneur competition where they award \$50,000 to an entrepreneur to advance their business. The state average for this indicator is 10%, Mason County is off the charts at 17% which is great to see.

### The Costs of Employee Turnover – Handout

A company's employees are often its most important resource. The University of Florida recently wrote an article on employee turnover; the university reported that the cost of employee turnover can be up to 50% of their annual salary. This is one of the reasons West Central is working on the BRN to try to reduce employee turnover.

### Update on Executive Director Search

A nine person WDB/LEO committee has been appointed to work with Marv Pichla, Center Operator, who has been in this business for 30 years and will facilitate this process. The first meeting should occur within the next couple weeks.

### Talent 2025 West Michigan Talent Assessment & Outlook Report – Handout

President Eisler serves on this along with over 100 CEOs represented from the entire Region 4. This is the fourth or fifth year for this report which contains significant labor market data and is very helpful to numerous audiences.

### Resignations of WDB Members Julia Pasley & Christine Schurkamp

Paul explained that Julia Pasley is being promoted and moving from the area and Christine Schurkamp is retiring.

Debbie and Larry presented Julia with a clock and thanked her for her dedication to serving on the West Central WDB.



### Appointment of New WDB Members

Larry Emig stated that the LEO met prior to the joint meeting and appointed three new members to the WDB – Peter Johnson, Plant Manager of Bucher Hydraulics, Newaygo; Jill Vasquez, Human Resource Business Partner for Spectrum Health Fremont and Ludington Hospitals; and Tina Whitney, Human Resource Director for Nestle Nutrition/Gerber.

### August Unemployment Rates

The average for the West Central area is 3.9%.

### Pre-Meeting Packet Items

#### ◇ Fraud Policy Acknowledgement – Emailed Prior

West Central has made it an annual practice to have Board members, staff and all staff of Contractors who receive 50% or more of their wages from West Central to sign an acknowledgement of the Fraud Policy. Please sign, date and send back to Connie Shoemaker.

### Next Meeting December 5, 2018 – Hart Community Center

The next WDB/LEO Joint meeting is Wednesday, December 5, 2018 at the Hart Community Center

NOTE: Sheri Thompson and Ron Marek left at 2:20 p.m.

### Round-the-Table

- » Stark, Liz, Mason-Lake Adult Education – Programs go year-round and partnering with Michigan Works!
- » Eisler, Dave, Ferris State University – Thanked everyone for coming.

» Hogenson, Tom, City of Big Rapids – the airport runway is being reinvigorated.

NOTE: Nancy Griffin left at 2:22 p.m.

- » Vyse-Staszak, Janet Department of Health and Human Services – working on universal caseloads; setting up answering the phone, it may be a person in Mason County who would answer for Fremont.
- » Timmers, Jon, Michigan Department of Corrections – need Corrections Officers – problems filling the ranks.
- » Romanowski, Cynthia, Arbre Farms Corp – processing is going strong and will continue to the end of December.
- » Roberts, Carla, Fremont Area Community Foundation – reviewing grants – in grant mode – awarding in December and have two positions posted.
- » Johnson, Les, City of Ludington – new fire station should be done in January, also working on development in downtown and housing and retail; there is a convention center coming in that will seat 300 and should be done in the spring.
- » Walls, Karl, Lake County Commissioner – Baldwin had a “weather event” and there was a lot of property damage. It was amazing to see people helping people, everyone doing what they could. There was a group of Mennonites that came and just pitched in and helped with whatever needed to be done. The Pleasant Plains fire barn was completely knocked down, it is now farther than it was before the event.
- » Massy, Dan, Osceola County Community Development – manufacturing going strong, was invited to visit some companies to see how they work.
- » Howard, Linda, Mecosta County Commissioner – Leprino is looking to hire as is US Marble who has about 80 to 100 employees. Bandit Industries is now employee owned.

- » Whitney, Tina, Nestle Nutrition/Gerber – Gerber Life has been sold but an announcement was made that they will stay in the Fremont Campus.
- » Emig, Larry, Osceola County Commissioner – budget time with four union contracts up this year.
- » Smith-Olson, Debbie, Lake Osceola State Bank – the “world’s biggest brown trout” is still standing however all the trees around it are gone.

Other Business

Reserved for the Public

Adjournment

**Meeting stands adjourned at 2:41 p.m.**