
NORTHWEST MICHIGAN WORKFORCE DEVELOPMENT BOARD

Monday, August 13, 2012

MEETING MINUTES

Roll Call - WDB

Present: D. Adams; E. Bachmann; J. Barnard; K. Bollman; G. Crum; C. Dillon; D. Eichberger; G. Fedus; A. Jeannot; J. Johnsen; N. Kalchik; J. Korthase; K. Osborne; D. Parkes; S. Peters; C. Pettibone; J. Rives; J. Smith.

Absent: T. Breithaupt; J. Ezop; G. Kaminski; D. McLaughlin; D. Marsh; S. Perdue; D. Pratt; M. Ryan; J. Toth; R. Vanderwal

Guests present: No guest present

Staff present: Elaine Wood, Darla Rowland, Steve Shugart, Jaclyn Sanborn, Jan Warren, Charlene Schlueter, Janie McNabb, Denise Culman

Call to Order and introductions

Dave Adams, Chair, welcomed everyone and called the meeting to order at 6:00 pm.

Approval of the Agenda

Dave asked for approval of the agenda

Motion by J. Barnard, supported by G. Crum to approve the agenda as presented. Motion passed unanimously.

Minutes of June 11, 2012

Dave asked if there were any additions or corrections to the minutes of June 11, 2012. Hearing none, he asked for approval.

Motion by D. Parkes, supported by A. Jeannot, to approve the minutes as presented. Motion passed unanimously.

Public Comment

No public comment.

Financial Report

Charlene Schlueter, CFO, presented the Amended Budget and Final Expenditures, thru June, 2012 for FY 2012 (10/1/2011 – 9/30/2012). She discussed a few items. There were no questions, so Dave asked for approval.

Motion by S. Peters, supported by K. Osborn to accept the June financial report as presented. Motion passed unanimously.

CEO's report

Elaine Wood, CEO went over several topics from her written report. A few highlights were pointed out. NWMCOG has reduced health insurance costs by 4% beginning September 1, 2012 and is under the new state cap. Adult Ed had 84 adults from throughout Northwest Michigan graduate in June with either a GED or High School diploma. Patty O'Donnell has brought in millions of dollars for the new Sleeping Bear Heritage Trail, and Matt McCauley and Elaine attended the ribbon cutting ceremony. Other items from the report were reviewed briefly. Questions were answered.

Occupations in Demand

Elaine reminded everyone that talks have been going on since last fall about changing the model to a totally demand driven system. Things are finally at a point where almost everything is in place. Typically at this time of year the Workforce Development Board is asked to approve a list of occupations on which money can be spent for training. This year staff would like to integrate the list with how NWMCOG is approaching the work with industry clusters and training through the new demand model. Elaine said Jan Warren, Northwest Michigan Works!, Inc. Program Director, Janie McNabb, Director of Program Development & Community Relations, and Jaclyn Sanborn, Business Connections Manager, would give a presentation explaining how the new demand model works.

a. Review of “just in time” trainings to date

Janie reminded everyone that the concept of being demand driven means the employers’ needs drive everything, and the center has been changed to help potential employees get help right away by targeting their skills towards the employer needs. She explained that training used to be done by individual in a classroom. The Workforce Development Board would approve a list of occupations that were considered in-demand. The list would be based primarily on labor market information and reviewed by the liaisons to the employers and the career advisors to the job seekers. Although effective for many years, in today’s economy the training needs to be much shorter, more intensive and more customized to both employers and geographic differences. The focus now is on “just in time” training. It is driven by the employer needs, and the training is delivered by community colleges and other providers. There will still be a heavy focus on “On-the-Job” training. Janie then went over a list of trainings that were completed from January – June 2012. She also explained that staff would need approval of the industry clusters and the process for identifying the very specific occupations in the demand driven approach.

b. Adoption of industry clusters

Jaclyn went over the process of identifying the clusters, and said every year NWMCOG would need approval from the Workforce Development Board. Jan asked for approval of the six clusters in which most of our in-demand occupations exist: Advanced Manufacturing, Agriculture, Energy, Healthcare, Hospitality and Information Technology. These are the clusters for which we will focus most our training resources. Discussion took place.

Motion by C. Dillon, supported by J. Barnard to approve the 6 industry clusters. Motion passed unanimously.

c. In-demand occupations

Jan asked for approval of the process for identifying the occupations for which training will take place for creating the “just in time” training and also for any more traditional classroom training we might provide. Elaine explained the reason Workforce Development Board is being asked to adopt/approve a process as opposed to a fixed list is because staff wants to be able to respond to demand as it happens. Questions were answered.

Motion by C. Dillon, supported by D. Parkes to adopt and approve the process for the in-demand occupations as presented. Motion passed unanimously.

d. Process for determining training needs

Staff presented the process we are now using across the board to determine training needs. It starts with analysis of labor market information, the most relevant of that information being the first-hand intelligence brought in by the Business Liaisons from their communication with employers. Forums are scheduled with groups of relevant employers, by geographic location, and facilitated discussion takes place to zero in on the specific skills they need, how many job openings they have now and project for the near future, timing, and other relevant factors. Various assessment and training options are discussed. Specific curriculum content is determined. Educators are invited to listen to the input so they can begin to prepare for how they might respond. We then procure the training from one of the training institutions, who sometimes partner together on their proposals. Training can also be sole source (as

opposed to competitive bid) if it is only available from one provider. We then enter into a contract with the training provider and monitor the training process and follow up very closely. To the greatest extent possible, we try to get the employers personally engaged in the training process and interaction with the trainees during the training period. This helps them get to know the individuals and increases their commitment to hiring. Questions were answered.

Northwest Michigan Works!, Inc. reserve funds

Elaine explained about the funds balances being transferred from TBAISD to Northwest Michigan Works!, Inc. now that we are operating our programs in-house. She reviewed each fund, its origin and purpose, and staff recommendations for placement of each fund. Questions were answered.

Motion by Jim Barnard, supported by K. Osborn to transfer funds according to staff recommendations.
Motion passed unanimously.

Agriculture Business Services Partnership

Elaine said she thought the Board had received this information in an email but wanted to highlight it. The NW Michigan Ag & Food Systems Sector Alliance is one of our six cluster initiatives. What is unique and being done only in this region, is combining this with an Ag Innovation Counselor, which is being funded by MSU Extension, and an Ag Business Counselor through NWMCOG's SBTDC program. These three pieces together form a more comprehensive picture of support for Ag entrepreneurs and Ag business of all kinds.

Correspondence

Correspondence was included with the packet.

Beaver Island retreat, Aug. 29 & 30

Elaine asked if anyone who said they couldn't attend would please reconsider.

Other

No other comments or questions.

Adjourn

The WDB meeting was adjourned by consensus at 7:16 p.m.

Respectfully submitted,

Denise Culman

Denise Culman
Recording Secretary

Please check off your name, Sign In Sheet

Workforce Development Board

Roll Call Vote	Please Check	Name	Outside Affiliation	WDB Representation
	<input checked="" type="checkbox"/>	1. Adams, David	Owner/Operator, Bear Lake Hardware	Business/Manistee
	<input checked="" type="checkbox"/>	2. Bachmann, Eric	Supervisor, MI Rehab. Services	Rehabilitation
	<input checked="" type="checkbox"/>	3. Barnard, Jim	Owner, Barnard Engineering	Business/Antrim
	<input checked="" type="checkbox"/>	4. Bollman, Ken	President, Saber Tool Company	Business/Wexford
	<input type="checkbox"/>	5. Breithaupt, Tino	VP, Traverse City Chamber of Commerce	Economic Development
	<input type="checkbox"/>	6. Case, Corey	Business Representative, United Asso. Plumbers & Steamfitters Local 85	Labor
	<input checked="" type="checkbox"/>	7. Crum, Gretchen	Personnel Director, Boyne USA	Business/Charlevoix
	<input checked="" type="checkbox"/>	8. Dillon, Charles	President, West Shore Community College	Post Secondary Ed
	<input checked="" type="checkbox"/>	9. Eichberger, Don	Manager, H.W. Jencks Inc.	Business/Benzie
	<input checked="" type="checkbox"/>	10. Ezop, Judy	Workforce Development Agency, State of MI	Region
	<input checked="" type="checkbox"/>	11. Fedus, Gary	President, Mitchell Graphics	Business/Emmet
	<input checked="" type="checkbox"/>	12. Jeannot, Art	Owner, jdc Jeannot Development Company	Business/Benzie
	<input checked="" type="checkbox"/>	13. Johnsen (Dunbar), Joanne	Employee Relations Manager, Martin Marietta	Business/Manistee
	<input checked="" type="checkbox"/>	14. Kalchik, Nathan	Project Manager, Kal Excavating Co	Business/Leelanau
	<input type="checkbox"/>	15. Kaminski, Gene	H.R. & V. P., Northern Michigan Hospital	Business/Emmet
	<input checked="" type="checkbox"/>	16. Korthase, Jane	Human Resource Dir. Grandvue Medical Care Facility	Business/Charlevoix
	<input type="checkbox"/>	17. McLaughlin, Dawn	Director, Grand Traverse, Leelanau, Kalkaska	DHS
	<input type="checkbox"/>	18. Marsh, Don	Owner, Marsh Industrial, Kalkaska	Business, Kalkaska
	<input checked="" type="checkbox"/>	19. Osborne, Ken	VP Manufacturing, Boride Engineered Abrasives	Business/Grand Traverse
	<input checked="" type="checkbox"/>	20. Parkes, Doug	Manistee County School Board	K12 Education
	<input type="checkbox"/>	21. Perdue, Steve	Exec. Director GTP Industries Inc.	Community Based Org.
	<input checked="" type="checkbox"/>	22. Peters, Sue	VP/Human Resources Munson	Business/Grand Traverse
	<input type="checkbox"/>	23. Pettibone, Christine	Kalkaska Screw Products	Business/Kalkaska
	<input type="checkbox"/>	24. Pratt, David	Deputy Warden, Pugsley Correctional Facility	Community Corrections
	<input checked="" type="checkbox"/>	25. Rives, Jerald	President, Elk Lake Tool Co.	Business/Antrim
	<input type="checkbox"/>	26. Ryan, Martha	Owner, Martha's Leelanau Table	Business/Leelanau
	<input checked="" type="checkbox"/>	27. Smith, Jim	NMC/ Tool North, Inc.	Students
	<input type="checkbox"/>	28. Toth, John	President, Central Labor Council	Labor
	<input type="checkbox"/>	29. Vanderwal, Ryan	President, Star City IBA, Inc & Premium Farm Solutions	Business/Missaukee

August 13, 2012

Others

Please Print Legibly

	Name	Organization
1.	Janie	NWMCOG
2.	Jan	NWMCOG
3.	Jaclyn	NWMCOG
4.	Charlene	NWMCOG
5.	Darla	NWMCOG
6.	Steve	NWMCOG
7.	Denise	NWMCOG
8.	Elaine	
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		

August 13, 2012