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## NORTHWEST MICHIGAN WORKFORCE DEVELOPMENT BOARD

Monday, April 9, 2012

### MEETING MINUTES

#### Roll Call - WDB

Present: E. Bachman, K. Bollman, C. Dillon, D. Eichberger, J. (Dunbar) Johnsen, N. Kalchik, G. Kaminski, J. Korthase, D. McLaughlin, K. Osborne, D. Parkes, S. Perdue, S. Peters, C. Pettibone, J. Rives, M. Ryan, J. Smith, P. Ward

Absent: D. Adams, J. Barnard, T. Breithaupt, G. Crum, J. Ezop, G. Fedus, A. Jeannot, D. Marsh, D. Pratt, J. Toth, R. Vanderwal

**Others present:** Elaine Wood, Denise Culman, Janie McNabb, Darla Rowland, Steve Shugart, Jaclyn Sanborn, Jan Warren

#### Call to Order and introductions

Sue Peters, Vice Chair, welcomed everyone and called the meeting to order at 6:02 pm. She explained that Dave Adams, Chairman, was traveling back to Michigan and wasn't able to make it in time for the meeting.

#### Approval of the Agenda

Sue asked for approval of the agenda

Motion by J. Johnsen, supported by N. Kalchik to approve the agenda as presented. Motion passed unanimously.

#### Minutes of February 13, 2012

Sue asked if there were any additions or corrections to the minutes of February 13, 2012. Hearing none, she asked for approval.

Motion by D. Parkes, supported by K. Osborn, to approve the minutes as presented. Motion passed unanimously.

#### Public Comment

No public comment.

#### Financial Report

Elaine Wood, CEO, said that Charlene Schlueter went home not feeling well, so Elaine presented the Amended Budget and Final Expenditures, thru February, 2012 for FY 2012 (10/1/2011 – 9/30/2012). She said there were no issues to report at this time. Questions were answered. Sue asked for approval.

Motion by K. Osborn, supported by C. Dillon to accept the February financial report as presented. Motion passed unanimously.

#### CEO's report

Elaine went over several topics from her written report. A few highlights - Elaine wanted to thank all that attended the Regional Economic Summit, it went very well, and so did the meeting with Governor Snyder afterwards. She informed the Board that Chris Wendel has left the agency for a great opportunity with advancement, but it is a great loss to the SBTDC program and NWMCOG. Staff is in the process of selecting a new SBTDC Program Director.

The Prisoner Reentry Program is having some major issues with the MDOC. They are micro managing the program from Lansing causing long delays. All 17 Prisoner Reentry Agencies are having the same problems. Elaine is the Chair of Prisoner Reentry Administrative Agency group and is holding meetings with MDOC to try and resolve the

issues. The program has proven to be effective; yet, MDOC continues to make it difficult to do the job. She will keep the Board posted. On a positive note, one of the Prisoner Reentry Program participants has won a statewide writing contest. Questions were answered.

### **WIA Five-Year Plan**

Janie McNabb, Director of Program Development & Community Relations, said the Workforce Investment Act (WIA) is a 5-year plan. The only change this time, which the Board already has discussed and approved at prior meetings, to bring services in-house. In order to comply with all of the planning & reporting requirements the plan needs to be modified. The plan also reflects how services are delivered in the resource room, changing them to a more demand driven model. A job seeker's needs will be addressed in a "just in time" manner. Training services will now be provided primarily in response to direct employer needs. There were no questions, so a motion was made to approve the plan.

Motion by D. Parkes, supported by N. Kalchik to approve the WIA Five-Year Plan as presented. Motion passed unanimously.

### **Extended Unemployment Claims (EUC) services**

Janie explained in February federal law passed to extend unemployment benefits for those who are exhausting, on or after March 23<sup>rd</sup>. In Michigan it is about 20 weeks. The law requires stricter requirements for job searching. Prior to the extension, a person collecting benefits had to register with MI Works! system through the Talent Bank, and that was their proof that they were actively seeking work. The new requirement is that they have to come into the center and participate in 3 activities: an orientation to the services at MI Works!; occupational assessment to determine an appropriate and realistic job target; research current, local labor market information related to their job target. Janie went over the steps NW MI Works! has taken to prepare for providing the services to the high number of Extended Unemployment Claims (EUC) projected by the State. Elaine said the State only gave four days to have everything up and running and she recognized & thanked staff for working so hard to make it possible. Staff asked for approval. Questions were answered.

Motion by D. Eichberger, supported by D. Parkes to approve the EUC services Plan as presented. Motion passed unanimously.

### **Continuous improvement projects**

Elaine reminded the Board that Michigan Works! is going to have a State wide dashboard. It's still in the experimental phase and many of the 25 MW agencies do not have the capacity to keep track of all the data necessary to fill in the dashboard on a monthly basis. One item on the dashboard is continuous improvements projects. In preparation for the Board to start seeing the dashboard regularly, Elaine went over some of the items of the dashboard included in the packet. She pointed out that one of the continuous improvement projects - the WDB going paperless for the board packets - saves about \$10,000 a year. Other continuous improvement projects were reviewed and questions were answered.

### **JET Program report**

Elaine gave a power point presentation to explain the JET Program to the Board. JET stands for Jobs, Employment & Training. The Federal Law requires anyone receiving public assistance, i.e. welfare, to participate in a program that leads to work. Questions were answered. The statewide performance issues related to the JET program were discussed.

### **ROI & Michigan's performance**

Elaine reported on the state's return on investment report (ROI). The NW Michigan Works! was the first to calculate the ROI, and then the State adopted it and does it state wide, so there was no need for NWMCOG to continue just for the NW region. With the JET program in its poor, under performing condition there is still a return of \$3.54 in a year return on a dollar. Elaine also went over the Michigan WIA performance and National Ranking report. Michigan is the top performing state in the nation for Workforce Investment Act. Michigan is # 1 or #2 in most of the categories

and #3 in a couple of others. She also showed Northwest's performance relative to the rest of the state, indicating that we outperform the state average on over 80% of the measures. She went over some other facts and answered questions.

### **Communications Committee report**

Sue reminded the Board at the last meeting a Communications Committee was established and they met for the first time prior to the WDB meeting tonight. She asked Janie to report on the meeting. Janie said first she wanted to thank the Board members who volunteered to be on the committee and went over some of the ideas that were developed. The consensus was traditional kinds of marketing venues that have been used in the past are not the route to go today. Most everyone gets too many emails to read, so they get deleted. Janie quoted Ken Osborn who said "the best communication is satisfied customers". Some other ideas were:

- Getting in front of professional organizations
- Industry association – the industries usually have some sort of association like a union – set up a presentation
- Network going out to partners
- Chamber related events they might hold
- School students and counselors – share the information with them and they will take it home to parents plus then students will have the information when they are ready to get into the job market
- Create a menu of services-describing the services that are available
- Engage the media – radio talk shows

Some discussion took place and questions were answered.

### **Correspondence**

Correspondence was included with the packet.

Next meeting is Monday, June 11, 2012.

### **Adjourn**

The WDB meeting was adjourned by consensus at 7:25 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 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 checked="" 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 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 type="checkbox"/>	14. Kalchik, Nathan	Project Manager, Kal Excavating Co	Business/Leelanau
	<input checked="" 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 checked="" type="checkbox"/>	17. McLaughin, Dawn	Director, Grand Traverse, Leelanau, Kalkaska	DHS
	<input type="checkbox"/>	18. Marsh, Don	Owner, Marsh Industrial, Kalkaska	Business, Kalkaska
	<input 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 checked="" 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 checked="" 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
	<input checked="" type="checkbox"/>	30. Ward, Pam	Director, Child Care Connections	Community Based Org.

**April 9, 2012**

# Others

Please Print Legibly

	Name	Organization
1.	Janie McNabb	NWMCOG
2.	Steve Shugart	NWMCOG
3.	Elaine Wood	NWMCOG
4.	Denise Culman	NWMCOG
5.	Darla Rowland	NWMCOG
6.	Jaclyn Sanborn	NWMCOG
7.	Jan Warren	Northwest Michigan Works!, Inc
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