

SEMCA WORKFORCE DEVELOPMENT BOARD
Wednesday, November 17, 2021
SEMCA, 25363 Eureka Road, Taylor, MI 48180
MINUTES

Members Present

Charlie Mahoney-Chair
Chris LaJoy
Connie Carroll
Malin Wagner
Lee Graham (By Phone)
Tupac Hunter
Naheed Huq
Jason Evers
David Lawrence
Bayinnah Robinson (By Phone)

Alternates Present

Kamal Alsawafy
Collin Keehn
Jamal Robertson

Members Absent

Andy Bianco
Beth VanSteenkiste/Shavonne Brown
Pat Chatman/Ledgra Johnson
Wanra Pearson
Chuck Browning/Jeff Morris
Patrick Lambrix
Sean Sims

Staff Present

Gregory Pitoniak
Tamara Lamper-Norrix
Daniel Martinez
Deborah Taylor
Danielle West
Charmarra Bantom
Traci Sassak
Kate Brady-Medley
Bill Hellar
Colleen Mallory

Guests

Krista McKinney-King, Wayne RESA
Tirria Kendred, Wayne RESA
Hernando Flowers, Barton Malow Company

Call to Order

Meeting was called to order at 2:06 pm.

Board recited the Pledge of Allegiance.

Roll Call

Mahoney asked everyone to introduce themselves since there were several new members/alternates and guests. Mahoney welcomed our new member David Lawrence of AlphaUSA. A quorum was present.

Public Comment

Public comment was requested. Guest Hernando Flowers of Barton Malow Company introduced himself and was welcomed to the meeting.

Approval of Agenda of November 17, 2021

MOVED by Wagner to approve the Agenda of November 17, 2021, as presented, supported by Hunter. All voting aye, motion carried.

Approval of Minutes of September 15, 2021

MOVED by Carroll to approve the Minutes of September 15, 2021, as presented, supported by Keehn. All voting aye, motion carried.

Approval of WDB Meeting Schedule for 2022

MOVED by Carroll to approve the 2022 Workforce Development Board Meeting Schedule as presented, supported by LaJoy. All voting aye, motion carried.

Approval of New WDB Board Member

Mahoney advised that we had the opportunity to move the nomination of David Lawrence from the Livonia Chamber of Commerce and the Conference of Western Wayne to the SEGA Board for approval prior to this meeting. SEGA did approve his appointment with the caveat that the Workforce Development Board approve the appointment as well.

MOVED by Wagner to approve the appointment to the WDB of David Lawrence of AlphaUSA to replace Frank Lopez of Aztec Manufacturing, representing the Business Sector for the term of 11/19/21 through 6/30/24, supported by Robertson. All voting aye, motion carried.

Approval of CEAC Council Nominations

Mahony gave a brief description of the history of CEAC. Wagner noted that the CEAC received two nominations for the Council to replace two vacancies. The council is asking the WDB to approve Krista McKinney-King of Wayne RESA for the Sector of ISD and Jackie Lancina of Bedford High School for the Sector of CTE Administrator.

MOVED by Evers to approve the CEAC's recommendations to its Council, Krista McKinney-King of Wayne RESA, and Jackie Lancina of Bedford High School, supported by Huq.

There was a request to learn more about the CEAC. Wagner and Mahoney discussed the work of the CEAC with the ISD's in Wayne and Monroe counties on Career Tech Education programming, Perkins Grants and Adult Education. The Council has members from the private sector, school districts, CTE, community colleges and labor to collaborate on ways to bring business and education together and to close the skills gap. They discussed the CTE Comprehensive Needs Assessment data that is completed every two years and how it relates to the SEMCA Michigan Works! Regional Plan. Mahoney noted that SEMCA's educational component continued to thrive even when funding ended, and other MWA's education components dissolved. Pitoniak noted that all 16 Michigan Works Agencies have a CEAC education component required by state policy.

The vote was taken on the CEAC nominations. All voting aye, motion carried.

Approval of CEAC Metrics – Quarter 1 Report

Pitoniak was asked to discuss the mandated state metrics. Apprenticeships are down slightly in Quarter 1 but are increasing in Quarter 2 with National Apprenticeship Week. Manufacturing Day numbers were impressive for our recent event. Page 13 has brief explanations of each metric. The report is on file.

MOTION by Evers to approve the Quarter 1 CEAC Metrics Report as presented, supported by Hunter. All voting aye, motion carried.

Approval of Regional 30 New CTE Programs

Denise Teague of Monroe ISD submitted to the CEAC two new CTE programs for their region. A summary of the programs is in the board packet. Wagner advised that CEAC has reviewed the programs and is recommending the Workforce Development Board approve for submission to the state. This is only for Region 30. Region 29 Wayne County's new programs were previously voted upon by this Board at its September meeting.

MOTION by Evers to approve the CEAC recommendation of the two new CTE programs, Business Administration Management & Operations (BAMO) and Aeronautics/Aviation/Aerospace Science and Technology for Region 30-Monroe County, supported by LaJoy. All voting aye, motion carried.

Evers noted that the five Career Clusters for the SEMCA region are Information Technology, STEM Related Careers, Manufacturing, Health Occupations and Architecture/Construction.

Approval or Strategic Plan Quarter 3 Report

Pitoniak noted that this is not a report for the Strategic Plan that we just worked on and approved at our September meeting. This report is for the current Strategic Plan that will end December 31, 2021. Hellar reviewed the report and noted that SEMCA is on target or has met most of its goals for Partnerships, Workforce Development and Work Based Learning. The Marketing/Branding goal is only 2% away from its target and should be met in the Fourth quarter. Bill referred the Board to the Progress Dashboard for goal narrative. The report is on file.

Pitoniak noted that Tim Johnston, SEMCA's Communications Director has been working on the Annual Report, which was sent electronically to the board and a printed copy distributed at this meeting. He also advised that Johnston has been part of a statewide campaign with his Michigan Works Communications Users Group and LEO to develop a statewide Communications Plan for the Michigan Works System. This will be the first time the state has been part of the branding of Michigan Works and the services we provide to business and jobseekers.

MOTION by Carroll to approve the Quarter 3 Strategic Plan Report as presented, supported by Evers. All voting aye, motion carried.

Manufacturing Day Presentation

Deborah Taylor and Danielle West presented on Manufacturing Day 2021. SEMCA celebrated its 7th Manufacturing Day, and this was the 2nd year providing a virtual event. This year was expanded to include Monroe County and middle school students. SEMCA further partnered with Junior Achievement and used the Vfairs platform. Many of SEMCA's partners, sponsors and committee members sit on the Workforce Development Board and Taylor thanked them for their leadership. West noted this year 6,434 students pre-registered for the event. This is double the attendance for past events. The expansion also allowed a further reach into our region to different districts, and we were able to include 28 school districts with 47 participating schools. There were 25 manufacturing businesses to share their sites and 6 post-secondary institutions to share their programs for these high-wage in-demand careers. Manufacturing Day is celebrated on October 1 nationally every year, but we expanded the virtual event to a week so students and teachers could explore ahead of time

these businesses, post-secondary institutions, and career opportunities prior to the live stream of the platform. The 625 platform logins were for the live event with the understanding that it could be one teacher providing the login for an entire classroom, and 1300 logins for the entire week. There were 3,525 booth visits for the live event and 10,633 throughout the week. These booth visits included the businesses, post-secondary institutions, and our sponsors. West also provided the breakdown of pre-registrations, 2,118 middle school students, 4,296 high schools students and 20 adults. West provided a demonstration of the virtual platform for the board. All that participated were able to continue access to the platform through mid-December. The PowerPoint is on file.

TuaPATH Presentation

Martinez provided background on TANF/PATH programming for new members. Barriers like transportation or childcare affect many of our customers, but the hours of operation for our American Job Centers was also a barrier. Martinez introduced Charmarrah Bantom, a former PATH customer coach and now a Workforce Development Program Coordinator with SEMCA. They attended a conference and learned about a mobile app originally created for students to interact with professors and then modified for PATH customers called TuaPATH, which the name is a coincidence. SEMCA inquired as to exactly how the product worked and where else it had worked. A meeting with a group from Colorado that was using the product extensively for a couple years provided impressive statistics and successes. Martinez and Bantom were excited to bring the concept to Michigan and spoke with leadership and Bill Hellar's technical team about developing this product for SEMCA.

There are two other MWA's in Michigan that use TuaPATH, but our app is unique to SEMCA. Martinez thanked Bantom for her leadership on this project. He provided a scenario of its use. It is a tool to allow our customers greater ease in getting documents to their coaches in a timely manner, communicating with their coaches, keeping track of what goals or tasks have been completed or are still needed, and there is a record of every transaction. There is approximately 900 customers and coaches using the app and all new customers are provided orientation on how to use the app and download it to their phones. Bantom provided a walk-thru review with the TuaPATH mobile app for the Board.

Questions: Criminal record is general in the app. Having that information is important since we have criminal friendly employers that will work with a customer with a record. Now with the Clean Slate program we may be able to guide them to expungement of their record. Emails/texts are sent regarding entering their hours into the system. Customers will receive general weekly and monthly reminders to complete tasks, but also direct text messages to submit hours if they have not submitted hours or needed documents and a URL link to TuaPATH to complete the task. Mass communications are used for changes from the state or new requirements. Martinez discussed the GPS Assessment that provides a deeper dive assessment into the customers housing or transportation and identifies the barriers, so we don't set them up for failure. Hunter noted that it is a very positive step for the government to incorporate technology in serving our customers.

Federal/State Updates

Pitoniak discussed National Apprenticeship Week and SEMCA's participation in several events including Healthcare 101 cohosted by Health Career Alliance, Why Do You Need to Consider a Registered Apprentice cohosted with Henry Ford College, Launch Your Arbitration, Launch Your Success cohosted with EDSI and Schoolcraft College, and Monroe Community College a presentation from DOL and WIN Approaching Apprenticeships.

The final New Strategic Plan was distributed as well as the Annual Report.

SEMCA and Macomb Michigan Works were advised that the USDOL Secretary was planning a visit to Michigan and our Michigan Works agencies were chosen to be a part of his schedule. There are no details as to a date or time or the content of the meeting. It may happen at the last minute or not at all. They are interested in the Dearborn American Job Center. We await details.

SEGA Board last month approved new legal counsel Miller Canfield and a new audit firm Maner Costerisan.

Service delivery continues to have challenges to engage job seekers. The numbers are not what we would expect them to be. The state did pass the Work Registration Requirement with a Michigan Works! agency beginning November 8 for UIA customers. In the first week SEMCA only had 125 walk-ins and 2 virtual appointments registered. SEMCA region is 10% of the state's population and should have higher numbers. Customers have 10 days to register and may be waiting until the last minute or is there other reasons for the low turnout. We hope we will see an increase with the WR requirement. We are seeing a steady increase in WIOA.

Pitoniak discussed the Going Pro Talent Fund program for this year. Collen Mallory is new to SEMCA but not GPTF. She brought expertise and know-how from her prior employment. Mallory provided a background of the program for our new members. SEMCA submitted 92 applications for over \$5.1 Million. Most applications are in the manufacturing industry, with the remaining being in healthcare, construction, utilities, and other businesses entities. The applications plan to train 4,214 employees, 2,344 current employees and 1,870 new employees with 161 being apprentices. There is an estimated employer contribution for training of \$21.1 million. LEO noted they had a record number of applications successfully submitted of 1,470 statewide in competition for the \$44 million. Awards are expected to be announced in December with training beginning in January.

SEMCA has received an increase of \$1.5 million in WIOA funds. PATH funding is basically stable, but SEMCA received a Transitional Support Services Grant of \$127,000 for PATH programs. SEMCA signed its MiLEAP Grant for \$2 million. MiREV is a new grant for the mobility and electrification of vehicles. MAGMA, WIN and SEMCA applied for \$5 million. The state budget has been approved with no cuts to our programs. There is a discussion for ARPA funds for adult education. The Federal budget's Build Back Better program, if passed by the legislation, does include \$5-10 billion over 5 years in WIOA increase formula funding, \$5 billion over 5 years for sector-based training grants, and \$5 billion over 5 years in grants for community and technical colleges.

Graham learned about 1.5 hours ago that Labor Secretary Walsh cancelled his meeting in Detroit with the labor unions and will be rescheduling in the first quarter.

Program Updates

Program Statistical Summary

Heller noted that the statistical summary of the last 12 months was provided in the packet and no questions were asked. Heller further noted that at the request of one of the board members at our last meeting, on the last page of the report is information regarding the types of apprenticeships, occupation industry and companies. The report is on file.

PATH, FAE&T, BRN and RAIN Updates

Martinez referred the board to his report. He covered the Barrier Removal Employment Success (BRES) program. This need was at the request from the Michigan Works Association and the agency directors to provide supportive services funding to assist customers that do not fall into a particular program but still have barriers to employment. Huq noted that its availability should be advertised. Martinez also noted housing and utilities funding has become available through Wayne County Economic Development and SEMCA has encouraged AJC's to share the information with their customers.

WIOA Youth, Young Professionals, Foster Care, JMG, WCCAN, Manufacturing Day, MiCareer Quest Updates

Taylor referred the board to her report. She noted the new Director for Jobs for Michigan Graduates (JMG), Mollie Waller. SEMCA leadership has provided the Paid Work Experiences (PWE's) with a \$500 incentive for their completion of the program. Wages have also been raised to \$13.50 an hour. Even in the youth space we have a shortage of workers and are hoping for the incentive and wage increase to boost enrollment numbers. Danielle West heads our Wayne County College Access Network and the Stackable Credentials Action Team is currently researching valuable credentials to use in creation of stackable credential resources for our professionals and students. Taylor thanked Wayne RESA and the community colleges for their assistance on this team.

WIOA, ES, TAA, OJT, IWT, Talent Fund, Apprenticeship/Work-based Learning, Adult Ed Update

Brady-Medley referred the board to her report. She also noted that BRES funding can be used for textbooks for students in Futures for Frontliners and MiReconnect programs. SEMCA is starting to see more in-person job fair traffic, which was noted with our recent Hoops for Troops event.

WIN Updates

Pitoniak provided the background of The Workforce Intelligence Network for our new members. SEMCA is the administrative and fiduciary entity for WIN.

New/Old Business

New members, as well as long-time members, were encouraged to contact Greg or any of the Officers if they have any questions or if you wish to visit an American Job Center. Our next meeting is January 19, 2022 at 2pm in the SEMCA Boardroom. Mahoney wished everyone a happy and safe holiday season.

Adjourn

MOTION by Hunter to adjourn the meeting, supported by Carroll. All voting aye, motion carried. Meeting adjourned at 4:03 p.m.

Respectfully submitted,

Adopted at 3/16/21 Meeting

**Tamara Lamper-Norrix
Executive Assistant**