

**MINUTES**

**WORKFORCE DEVELOPMENT BOARD &  
CHIEF EXECUTIVE OFFICER'S BOARD  
TUESDAY, MAY 19, 2009 - 8:00 A.M. - 10:00 A.M.**

The Barry/Branch/Calhoun Workforce Development Board and CEO Board met at 8:00 a.m. on May 19, 2009 at the Branch County Michigan Works! Service Center in Coldwater. The following roll was taken:

**WDB Present**

Lynne Haley, Chair	Bruce Griffith	Rocky Marsh
Denise Allsberry	Martha Thawngmung for	Gwain McCree
George Bratcher	Doyle Hayes	Al Miller
Mary Chapman	Anita Henderson	Kathy Rose
Robert Chojnowski	Andrew Karr	Robert Smith
Paul David	Bill Knapp	Vickie Ward
Jack Faulkner	Colleen Knight	Bill Wolf
Barbara Frederick	Nancy Macfarlane	
	Jerry Mainstone	

**WDB Absent**

Valerie Byrnes	Hillary Eley	Michael McDonough
Michael Callton	Richard Frantz	Kristin Royston
Dwight Carattini	G. Edward Haring	Paul Viar
Nancy Davis	James Hettinger	

**CEOB Present**

William Chinery	Howard Gibson	Don Nevins
Lisa Gerow	Jim Haadsma	

**CEOB Absent**

Julie Camp	Dale Swift
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**Staff**

M.J. Bruns	Mike DeBoer	Kristi Rigelman
Lindy Bishop	Kris Jenkins	Angena Morris
Joan Bujdos	Lisa Larson	

**Introduction of New Members**

Dr. Haley introduced the following new Board members:

Jim Haadsma, Chief Elected Officer, Calhoun County



\$233,774, JET expansion funds, excess WIA carry-in funds, and additional GF/GP funding.

**Motion was made to approve the WDB Funding update as published.**

**Motion by:** Faulkner for WDB                      Chinery for CEOB

**Supported by:** Rose for WDB                      Nevins for CEOB

**Motion carried**

### **ALUMNI OF THE YEAR**

Board members viewed a DVD shared by staff from the Michigan Works! Association's Alumni of the Year event that took place in Lansing this past January. Each year one outstanding participant is recognized from each Michigan Works! Agency to honor the success of customers of the Workforce Development system. This year Diedra Hosek, a nominee from the Calhoun County WIA Adult Intensive & Training Program, was selected to represent our Michigan Works! Area.

### **WORK KEYS, NATIONAL CAREER READINESS CERTIFICATES & KEY TRAIN – RACHAEL JUNGBLUT, GRAND RAPIDS COMMUNITY COLLEGE**

A Power Point presentation was provided by Rachael Jungblut, of Grand Rapids Community College and Executive Director for the Michigan NCRC Advocates, regarding the Work Keys assessment process involved with obtaining the National Career Readiness Certificate (NCRC). Rachel stated that Michigan is one of 42 states that are in some stage of adopting the NCRC and ranks third in the U.S. in using NCRC. Three levels of NCRC certification are currently available, including bronze, silver and gold certificates. Rachel said she has learned that a new platinum level certificate has just been introduced for individuals scoring higher than a level six on the assessments. Assessments are provided in Reading for Information, Locating Information and Applied Mathematics. Rachel stated that participants of Michigan Works! programs are to be provided with Work Keys testing and will receive official NCRC certificates signed by Governor Granholm. The testing process has also been implemented within the Michigan school system at the high school level. Rachel stated that more emphasis needs to be placed on increasing employer awareness of the NCRC process. M.J. Bruns advised that business involvement with NCRC is on the agenda for the upcoming Job Market/Employer Involvement Committee meeting. It was noted that advantages to employers who use NCRC credentialing for their workforce include reduced turnover, improved skills, job success, and reduced training costs.

### **ACTION ITEMS**

Dr. Haley asked for a joint motion for consent agenda to approve Agenda Action Items A, B, and C. She explained the usual procedure whereby one motion takes place for all action items, followed by reports and discussion, with final approval taking place after discussion.

**Motion was made for a joint vote by the WDB and CEOB to approve Action Recommendations in Agenda Items A, B & C.**

**Motion by:**                    **Karr for WDB**                    **Haadsma for CEOB**  
**Supported by:**            **Mainstone for WDB**            **Chinery for CEOB**  
**Motion carried.**

**MEMBERSHIP COMMITTEE REPORT – COLLEEN KNIGHT – REVISED EXHIBIT C**

Colleen Knight, Membership Committee Chair, directed members to the revised exhibit on blue paper that was distributed at the meeting. Knight reported that the Membership Committee met on April 17 and discussed suggestions for improvements to the Board orientation manual and other ideas to help Board members better understand the “business” of the Board. The Membership Committee also suggested that staff initiate brief electronic surveys following Board meetings to solicit feedback on the meeting materials, presentations and suggestions to improve Board experience. Staff indicated that a Zoomerang survey has been developed and would be forwarded to members following the meeting.

The Board also reviewed the Plan to Refill Vacancies in the Private Sector of Branch and Calhoun Counties (David George of Infinisource and Don Yarzebinski of DENSO, respectively), which was detailed on page 3 of Revised Exhibit C. Also reviewed were the recommended appointments to the Michigan Prisoner ReEntry Steering Team and the nominations for two alternate appointments to the Workforce Development Board, including Martha Thawngmung as alternate for Doyle Hayes and Kevin Andrews as alternate for Rocky Marsh.

Kris Jenkins, Career and Technical Education Director for the Calhoun Area Career Center, pointed out that meeting space is available at the Branch Area Careers Center in Coldwater and welcomed staff and Board members to consider visiting the center for a tour to determine feasibility for future Board or Committee meetings.

Colleen Knight advised that the next Membership Committee meeting will be via conference call on June 5, 2009.

**PLANNING & DEVELOPMENT COMMITTEE – JERRY MAINSTONE – EXHIBIT D**

Chairperson Jerry Mainstone advised that the Planning & Development Committee met on April 24 and May 8 to discuss the following recommendations as documented in Exhibit D:

**Ratification of 2009 Recovery Act Summer Youth Contract Awards**

Mainstone noted that approval was given by the Board in March to shorten the timeframe for the RFP process and allow the Executive Board to approve the recommendations of the Planning & Development Committee prior to the full Board meeting. Accordingly, the Executive Committee of the Workforce Development Board approved the awarding of contracts for the Barry, Branch and Calhoun counties Recovery Act Summer Youth Employment Programs. Ratification was recommended by the full Board for the contractors and budget amounts listed in Exhibit D. It was noted that this ratification also

approves the budget increase for the Branch County contract to the full 20% allocation and that, according to policy received since the March Board meeting, this program will only operate during the summer of 2009.

#### **Ratification of Modification for Usage for GF/GP Funding**

Full Board ratification of Executive Board action was also requested for a modification of a revised funding proposal to unencumber funds intended for the United Solar Ovonix project and allow those funds to be used for training and services with other job seekers and employers. It was pointed out that this revised plan for the funding was approved by DELEG, but is now likely a moot point since the Governor's May 5<sup>th</sup> rescission of about half of the General Fund/General Purpose funding for No Worker Left Behind statewide, which is the source of this funding. It was also pointed out that the Recovery Act Adult & Dislocated Worker funding will help to offset this rescission.

#### **Adjustment to WIA Dislocated Worker Excess Carry-in Funding**

The Board reviewed a chart showing a correction to information presented at the March meeting regarding the amount of carry-in funds for the WIA Dislocated Worker Program. It was noted that the actual carry-in amount is \$11,340, about half of what was reported in March, and will allow service to five, rather than nine, additional participants.

#### **Comprehensive Plan Revision Recommendations**

Jerry Mainstone referred the Board to page 3 of Exhibit D for the recommended updates to the Comprehensive Plan, a lengthy document describing how coordination and non-duplication of mandated programs in our Michigan Works! Service Centers will be achieved. He stated that the plan must be revised to add the services related to the Recovery Act of 2009 and also incorporate recent Board-approved policy changes. Finally, it recommends the continuation of the consortium of One Stop partners to serve as the designated One Stop Operator in our Michigan Works! area.

#### **PY09 Youth, Adult & Dislocated Worker, Incumbent Worker and Employment Service Program Plans and Contract Recommendations**

Planning & Development Committee member Robert Smith briefly reviewed the section of Exhibit D showing the plan and contract recommendations for programs that begin their new year on July 1. These include program descriptions, intended outcomes, funding levels and estimated performance information. He stated that actual funding beginning July 1 is currently not known, so allocations are based on estimates. Staff will provide a report and recommendations when the final allocations are received.

#### **Recovery Act WIA Adult & DW Plan & Contract Recommendations**

The Board was also updated on the actual allocations for the Recovery Act WIA Adult & Dislocated Worker funding. Robert Smith advised that the Planning & Development Committee is recommending that these funds be allocated to existing WIA Core and Intensive & Training Program contractors, using the standard funding allocations, and that these funds be used for the same purposes as the standard funding.

**Branch County Work Readiness RFP Recommendation**

The details and timeline of the recommended Fiscal Year 2010 Branch County Work Readiness Request for Proposal (RFP) process were explained in Exhibit D. It was noted that this RFP is for one year only, since the current year's program was not funded in Branch County.

**Update to FY09 JET Plan & Contract Revision Recommendation**

The Board was informed that the addition of Jobs, Education and Training (JET) Incentive Payments in the amount of \$47,384 approved at the March Board meeting were rescinded on April 28, 2009 by the Department of Energy, Labor & Economic Growth (DELEG). Recommended changes resulting from this funding rescission were reviewed in a table shown in Exhibit D. The Planning & Development Committee recommended full Board approval to revise the JET Plan to incorporate the reduction in total funding and to amend the FY09 JET contract with the Foundation for Behavioral Resources to reflect the new budget amounts.

**MPRI Budget & Contract Revision Recommendations**

Vickie Ward reviewed proposed revisions to the current year Michigan Prisoner ReEntry Initiative (MPRI) budget and contracts as a result of \$233,774 in additional funding. The MPRI Steering Team met on May 5 and determined where to best allocate this funding, based on anticipated needs through the end of the fiscal year.

**MPRI Workforce Development RFP Recommendation**

Details were presented to the Board for the MPRI Request for Proposal (RFP) recommendation for the Workforce Development Services contract. The RFP package is scheduled to be released in May in order to select the contractor for the two-year period beginning October 1, 2009. The Board was provided with an overview of the program, as well as the recommended changes or additions. It was noted that the MPRI Steering Team has recommended that the Workforce Development and Career Assessment contracts be condensed into one contract in order to interlink services. The Planning & Development Committee recommended full Board approval to combine the two contracts and for approval of the RFP timeline.

**IMPACT Award Nominee Approval**

Vickie Ward reported that a new award category has been established for presentation at this year's Michigan Works! Annual Conference—the IMPACT Award, which recognizes the significant role that frontline staff members play in making a difference and improving Michigan's workforce. Each Michigan Works! Agency has been given the opportunity to nominate one frontline staff member from within their local Michigan Works! area. Sub-contract supervisors and managers were asked to nominate an exemplary frontline staff for this award. The Planning Committee reviewed the four nominations submitted and recommended Board approval to select Gail Granville, Education Facilitator/MPRI Facilitator for HRDI, for this award. It was also recommended that the other three nominees be recognized individually at upcoming Workforce Development Board meetings scheduled in their respective county. The other three nominees are:

- Kendra Gibbs, Program Manager-Goodwill Works! Program, Goodwill Industries of Central Michigan's Heartland
- Pearlie McNutt, Customer Service Specialist, KCC Employment Services-Calhoun County
- Emily Gingrich, Adult Programs Case Manager, Barry ISD

### **No Worker Left Behind Excess Carry-in Funding Recommendation**

The final action item was added after the board book was posted. A handout was provided on salmon colored paper in regard to No Worker Left Behind carry-in funding that is to be expended by June 30. Staff was notified of this funding following the Planning & Development Committee meeting and is recommending that this funding in the amount of \$17,254 be allocated to the Intensive & Training Program contractors, as presented in the table shown in the handout.

### **MONITORING & EVALUATION COMMITTEE – BOB CHOJNOWSKI – EXHIBIT E**

#### **Recommendations for 2nd Year Incumbent Worker Training and W.I.A. Youth Contracts**

Robert Chojnowski advised that the Monitoring & Evaluation Committee met at Calhoun ISD on April 24, 2009 to review and evaluate the performance of the Barry, Branch, and Calhoun Workforce Investment Act (WIA) Youth contracts and the Kellogg Community College Incumbent Worker Training contract and to develop recommendations for second-year funding.

The Monitoring & Evaluation Committee expressed their satisfaction with the overall performance of the Barry ISD WIA Youth Contract, but did state concerns with the low placement rate by the Branch County WIA Youth Program and the need for more proactive recruiting within the school districts and communities, as well as using a different recruiting approach with employers. They recommended that the Branch County WIA Youth Program provide an action plan to improve employer recruitment, the development of work experience sites and the provision of post-secondary training. It was also recommended that the Youth Program contractors meet quarterly to discuss issues such as enrollments and exits and to place more focus on placements.

In addition, the Monitoring & Evaluation Committee recommended that the Foundation for Behavioral Resources staff make it a priority to schedule daily file updates on the Management Information System (MIS) in order to keep information on performance standards up to date.

The Monitoring & Evaluation Committee recommended approval by the full Board of the WIA Youth contracts for Barry ISD, Battle Creek Public Schools and the Foundation for Behavioral Resources (FBR), as well as the Kellogg Community College Incumbent Worker Training contract. The FBR contract shall be contingent upon FBR's acceptance of the submission of an action plan to improve in the areas of job placement, work experiences and post-secondary training and a plan for improved MIS data entry.

**A motion was made to approve the recommendations for the Barry and Branch programs and to take the vote off the table in regard the Battle Creek Public Schools WIA Youth contract in order to allow further discussion.**

**Motion by: Bratcher for WDB**  
**Supported by: Macfarlane for WDB**  
**Motion carried**

George Bratcher stated that he did not support approval of second-year funding for Calhoun County WIA Youth Contract until in-depth discussion takes place in regard to corrective action for increasing program outreach to the outlying areas of Calhoun County. It was recommended that language be included in the WIA Youth Contract for specific numbers of youth participants to be recruited in each community and that contract staff make a concerted effort to improve outreach throughout Calhoun County.

**Motion was made to place the vote back on the table for the Calhoun County WIA Youth Contract.**

**Motion by: Chojnowski for WDB**  
**Supported by: Macfarlane for CEOB**  
**Motion carried**

**An amended motion was made to approve second-year funding for the Calhoun County WIA Youth Program, with the stipulation that staff evaluates the contractor for their outreach efforts and issues corrective action, if necessary, for the contractor to increase program outreach and develop more creative recruitment efforts.**

**Motion by: Bratcher for WDB**  
**Supported by: Macfarlane for WDB**  
**Opposed by: Haadsma for CEOB**  
**Motion carried**

Al Miller noted for the record that he believes the current 8% statewide employment goal for the youth programs needs to be increased.

## **DISCUSSION ITEMS**

### **PLANNING & DEVELOPMENT COMMITTEE DISCUSSION – EXHIBIT D-2 - JERRY MAINSTONE**

#### **Memorial Award for Elaine**

George Bratcher reported that the Committee discussed ideas for a memorial award that could be provided on an annual basis in Elaine Furu Baker's honor. Some ideas included providing a scholarship, awarding volunteerism, having the nominees to receive the award be nominated by participants, and establishing standards that nominees need to meet in order to encourage those eligible to receive the award to strive to meet those standards. The Committee requested additional time to consider recommendations for this award, so this item will be placed on their July meeting agenda. The Committee

would also welcome input from other Board members, contractors or others who knew Elaine.

### **Committee Input for RFPs**

As more Planning & Development Committee members have recently been involved in the proposal review process, Committee members have made suggestions for improving the RFP documents and process, including: better matching of the proposal application with the scoring criteria, ensuring that the RFP is clear regarding the expectations for the proposal, having Committee members involved in a less technical level of proposal review, meeting with bidders earlier in the process, and clarification of the minimum standards to be met in order for a proposal to be reviewed. Committee members will be invited to a work session with staff to further discuss these suggested changes. The Board was asked to notify staff of any other suggestions or interest in being invited to the work session.

### **NWLB & Board Manual Updates**

The final discussion item was an update from staff on activities related to the No Worker Left Behind initiative concerns, as well as revisions to the Board manual. George Bratcher referred the Board to the summary of these updates listed in Exhibit D. He also noted that a survey of Board members will be initiated after Board meetings beginning with the May Board meeting. The purpose will be to solicit feedback regarding the meeting itself, the meeting materials, presentation topics and other suggestions Board members may have to improve their experience as a Board member.

The next Planning & Development Committee meeting is scheduled for Friday, July 17, at the Calhoun ISD.

### **MONITORING AND EVALUATION REPORT – BOB CHOJNOWSKI – EXHIBIT E-2**

Monitoring & Evaluation Committee Chair Robert Chojnowski summarized the following reports, as presented in Exhibit E-2:

1. Contract Performance Reports (E-3)
2. DELEG Cycle II On-Site Monitoring Visit
3. FY 2009 JET State Reports
4. PY 2008 Third Quarter WIA Performance Report

### **FY2009 Second Quarter Mystery Shopper Report & Awards**

Robert Chojnowski reported on the recent ratings for the Second Quarter Mystery Shopper Report for Job Seeker Phone Calls and Employer Phone Calls. He stated that out of four contacts, two were scored a perfect “10.” Laura Miller, Recruiter/Job Developer for Michigan Works!-KCC Employment Services, provided the excellent customer service during the Mystery Shopper Employer Phone Call to the Coldwater Michigan Works! Service Center. Laura was described as “pleasant and friendly,” had “good communication skills” and was “confident in helping and asked many questions.” The interviewer stated that “Laura did an excellent job and was willing and eager to

help.” Laura was presented with a plaque on behalf of the Board for her achievement in the area of customer service.

The second excellent Mystery Shopper Employer Phone Call was handled by Emily Gingrich, Adult Programs Case Manager at the Hastings Michigan Works! Service Center. The interviewer stated Emily was “upbeat and friendly,” businesslike and comfortable to work with.” The interviewer stated that “this was an outstanding interview with well organized information” and that “the interviewer would recommend this center to others.” Emily will be recognized with a plaque for her accomplishment at the July Board meeting in Hastings.

The report also listed the Service Centers in the state that mentioned or provided information on the No Worker Left Behind initiative during the call or visit. All four service centers were included on that list for this report.

#### **JOB MARKET EMPLOYER INVOLVEMENT COMMITTEE**

Staff reported that the Job Market/Employer Involvement Committee plans to meet on May 27 and will have a report at the next Board meeting.

#### **EDUCATION ADVISORY GROUP – MIKE HOFFNER & KRIS JENKINS – EXHIBIT F**

Education Advisory Group (EAG) Chair Mike Hoffner provided an update on EAG activities, which were detailed in Exhibit F. He pointed out the information that was included in the Board Packet regarding a Career and Technical Education Program/Pathway Review survey, which is being provided to all students Career and Technical Education students to evaluate the program. He also discussed information from the Green Today, Jobs Tomorrow Conference and referred the Board to a handout highlighting the Michigan Green Jobs Report for 2009. An additional handout was provided with information relating to the April 15-16 Health Careers Summit held in Branch County, which was attended by 52 health care professionals and more than 300 students and teachers from Branch and Calhoun Counties.

#### **CITIZEN’S TIME**

Craig Reed, Interim Director of the Michigan Works! KCC Employment Services Program, reported on a recent job fair sponsored by Kellogg Community College. The job fair included 32 employer/university participants and was attended by approximately 360 people. Survey results received to date from 184 attendees report positive comments. Another job fair is being planned for October.

#### **MEMBER’S TIME**

CEOB Member Jim Haadsma advised that Administrative Law Judge Stephen Washington of the Michigan Unemployment Insurance Agency will speak at 6:30 p.m. tonight at the Battle Creek Urban League Building. He will discuss the eligibility requirements for receiving unemployment benefits as well as the process for appealing unemployment claims.

Nancy Macfarlane commented on the steadily climbing rate of Michigan residents who are receiving unemployment benefits. She pointed out that by this August 80,000 Michigan unemployment claimants will have exhausted their benefits, and this rate will increase to 250,000 by December 2009. The need for intervention at the federal level was stressed.

## **PRESIDENT'S TIME**

### **Committee Appointments**

Dr. Haley thanked Robert Smith for his interest in being appointed to the Monitoring & Evaluation Committee as well as the Planning & Development Committee.

### **2009 Michigan Works! Annual Conference**

Dr. Haley advised Board members who are interested in attending this year's Michigan Works! Annual Conference to contact staff by July 6 in order to qualify for the early bird registration rate. The conference will be held September 13-15 at the Soaring Eagle Resort and Casino in Mt. Pleasant, Michigan. A handout with additional details was provided for the Board.

### **Thank You**

Dr. Haley shared a note of appreciation to the Board from George Bauer of the Michigan Works!/CISD Workforce Development Team for condolences expressed during the recent loss of his mother, Dorothy Bauer.

### **Next Meeting**

The next Workforce Development/CEO Board Meeting is set for July 21, 2009 in Hastings; however, the meeting location may not be at the Hastings Michigan Works! Service Center as currently scheduled.

## **ADJOURNMENT**

There being no other business, the meeting was adjourned at approximately 10:30 a.m.