



CITY OF DETROIT WORKFORCE DEVELOPMENT BOARD

APPROVED MEETING MINUTES

Monday, March 28, 2016 – 2:00 p.m.
College for Creative Studies – Taubman Center
460 West Baltimore Avenue, Detroit, MI 48202

DIRECTORS PRESENT

Cynthia Pasky, David Meador, Mike Aaron, Dr. Colleen Allen, Tonya Allen, Rick Blocker, Paula Brown, John Carter, David Dauch, Joe Daughtery, Wright Lassiter, III, Thomas Lewand, Jr., Jean Meyer, La June Montgomery Tabron, Andra Rush, Frank Venegas, Carla Walker-Miller, Steven White, Roy Wilson, John E. James, Michelle Sourie Robinson, Joe Mullany, General Michael Stone, Alice Thompson, Bishop Edgar Vann

MEMBERS ABSENT

Jimmy Settles, Toney Stewart, Matt Simoncini, Calvin Sharp, Rod Miller, Mark Gaffney, Tom Finelli, Matt Cullen, Joe Hinrichs, Mark Reuss, Steve Marquardt

STAFF PRESENT

Jeff Donofrio, Tom Lewand, Sr., Nicole Stallings

GUESTS

Laura Hughes, Vice President, Communications, Strategic Staffing Solutions
Nicole Sherard-Freeman, Sr. Fellow & Sr. Director, Sustainable Communities
Jose Reyes, Interim CEO, Detroit Employment Solutions Corporation
Ed Duggan, Grow Detroit's Young Talent Chief Recruitment Officer
Ricardo Marble, Youth Services Director
Alexis Wiley, City of Detroit Chief of Staff
Larry Good, Founder/Chairman, Corporation for a Skilled Workforce
Jeanine LaPrad, President and CEO of Corporation for a Skilled Workforce

CALL TO ORDER

The meeting of the City of Detroit - Workforce Development Board was called to order at 2:02 p.m. by Workforce Development Board Co-Chair Cynthia Pasky.

APPROVAL OF AGENDA

Chair Pasky asked for a motion to approve the Draft Agenda as presented. A motion was made and supported to adopt the draft agenda as presented. Motion Carried Unanimously.

APPROVAL OF DRAFT MINUTES OF MEETING OCTOBER 23, 2015

Chair Pasky asked for a motion to approve the draft minutes of the October 23, 2015 meeting of the City of Detroit - Workforce Development Board. A motion was made and supported to adopt the Draft Minutes of the Meeting. Motion Carried Unanimously. Chair Pasky welcomed all Directors to the meeting and informed board members that were not aware that Ms. Pamela Moore, President/CEO of Detroit Employment Solutions Corporation, has submitted her letter of resignation and accepted a position with the Detroit Public Schools (DPS) Foundation. Chair Pasky lauded the work Ms. Moore has done and introduced members to Mr. Jose Reyes, Chief Operating Officer of the Detroit Employment Solutions Corporation who will serve as Interim CEO until a successor has been named, assuring Mr. Reyes that he has the full support of the Board.

Chair Pasky welcomed Mr. Tom Lewand, Sr. and thanked him for attending today's meeting. Mr. Lewand, Sr., shared that he is sitting in for Mayor Duggan who had a conflict today. Mr. Lewand, Sr. thanked all for attending the meeting and for the dedication

they are showing to the City of Detroit. He stated that getting Detroiters working is a major priority for the Mayor, whom we all serve at the pleasure of and a major priority for this community.

REPORTS

Co-Chairs Report – Cynthia Pasky and Dave Meador – Co-Chairs, City of Detroit - Workforce Development Board
Chair Dave Meador referred to a previous meeting, explaining that out of 460,000 working age Detroit residents, around ½ are employed; and 30% of Detroiters not in the labor force have less than a high school diploma. Detroit has jobs for only 37% of its population, whereas cities like Atlanta have nearly 200%. There are more than 300 entities that are focused on workforce development, but there is a lack of alignment and common goals and the connection between employers and workforce stakeholders is low.

46% of the Detroiters between the ages of 16 – 64 are not employed, of those employed in Detroit 26% are residents and 74% non-Detroit residents explaining that jobs do exist but individuals are coming in to Detroit from outside to work. Chair Meador stated this Board needs to create a shared vision for employment for Detroiters in Detroit, stating we must organize our shared agendas and common operating principles to apply a system approach to solving complex program problems. The bottom line here is to employ more Detroiters.

Chair Pasky shared every Detroiters she meets wants a job and wants to work. The duty of this group is to remove the barriers that Detroiters are running into. This is a CEO/Leadership mixed-Board that serves at the discretion of the Mayor. The members at this table have the jobs and the resources to get this done. Chair Pasky implored members to go back to their human resource departments and change the rules or make new rules, explaining the main purpose we are here is to create a pathway for Detroiters with the training and tools they need to gain meaningful employment.

Jeff Donofrio – Executive Director of the City of Detroit - Workforce Development Board - Mr. Donofrio shared the Board is working with employers and workforce providers, making sure to pay attention to our special populations such as our youth. The Workforce Development Board divides its work into two basic buckets. (1) Supply side - How we are preparing Detroiters for work (2) Demand Side - How we are connecting Detroiters to jobs; this body must have resources and data to make sure we are able to make informed decisions.

Transportation, Literacy and other barriers – Paula Brown – Director Paula Brown shared this committee has met twice and are talking about people that have many challenges in life. Bus routes that are late or sometimes do not make it at all are a part of the discussion, among other issues. This committee also wants to look at what happens to an individual trying to get a job, such as: what obstacles did they face, what services do/did they need, and what was the end result.

Healthcare – Joe Mullany, Director Joe Mullany shared that this committee has met and are following the *One Detroit Model*. This committee looked at the special needs – employment needs and barriers.

The pathways this committee will need to look at are (1) who the partners will need to be (2) The other focus will be the returning citizens population. Director Mullany shared the Returning Citizens program utilized in Baltimore has been very effective.

Youth – Tonya Allen - Director Tonya Allen shared a supplemental document was handed out that lays out the vision for Detroit youth, which is that all students have access to a world-class education fueled by educators, employers and the community. Students graduate high school with the knowledge and skills to complete globally, but find their best opportunities here at home. Director Allen reviewed the three bodies of work that help support the development of youth talent in Detroit: (1) The CTE program (Career Tech Ed) (2) GDYT – summer youth employment program and (3) Opportunity Youth Collaborative. Director Allen shared the Youth Subcommittee is positioned to connect and align these bodies of work to make a significant contribution to the Board's 100,000 jobs goal, leveraging the work done in other subcommittees to identify employer demand. The Youth Subcommittee will help realize synergies across the youth workforce development landscape, ensuring a greater ROI for investments in this space, and will make the clear pathways for corporate engagement, ultimately helping to foster a strong pipeline of talent equipped to fuel Detroit's new economy.

One Stop Operations – Alice Thompson – Director Alice Thompson shared that her co-chair is Director Cal Sharp. This committee is reviewing the operations of the three One Stop Service Centers, explaining they are called one stop centers for a reason as they offer a myriad of services. Board members have toured the 5555 Conner location which was very active with job seekers. Board members spoke with job seekers and several staff members. A tour is scheduled for Tuesday, April 26, 2016 at the Northwest Activities Center and SER Metro locations. Director Thompson invited board members that would like to be a part of the tour to let her know and she will apprise of the time of the tours. Director Thompson also spoke briefly about *Workforce One*, the Mobile Unit is designed to serve as a one stop shop and travels from site to site providing job search options for individuals. Director Thompson stated the goal of this committee is to do its due diligence and follow up on outcomes, impact on quality of life and will collect data accordingly.

Chair Meador shared there is lots of work to be done and believes that the individuals around these tables are the ones that can get the job done. Chair Meador recommended that the committees work together to assist with the challenge of getting disabled persons employed, which is doubly hard for Detroiters.

Chair Pasky agreed, stating this group can decide how they want to do things. This Board must be able to be accountable for what we do.

OLD BUSINESS

No old business to come before the Board

NEW BUSINESS

Approval of By-Laws and Liability Insurance for Board Members

Mr. Donofrio explained that due to changes in federal laws and the makeup of this Board, the Board must adopt revised set of By-Laws. A copy of the revised By-Laws was emailed to each member and provided at the meeting. Chair Pasky allowed for questions regarding changes to the By-Laws.

Mr. Donofrio stated that per the By-Laws Board Members will be covered under DESC's Insurance Plan. A motion was made and supported to accept the revised By-Laws. Motion Carried Unanimously.

PRESENTATIONS

Workforce Mapping – Ms. Nicole Sherard-Freeman, joined today by Ms. Jeanine LaPrad and Mr. Larry Good (Corporation for a Skilled Workforce (CSW)), both of whom have been assisting the city on workforce issues. Ms. Sherard-Freeman explained there are almost 400 programs and partners self-identified as providing workforce services to Detroiters with \$119MM in funding and investments over a 2 year period. Although there are almost 400 organizations that offer workforce development services not all provide the same services. The areas that need to be looked at are: (1) Who is providing that service and where (2) what is the impact (3) Looking at metrics. All that is being done is with one intention to better connect employers to job seekers. Three hundred and ninety-two (392) organizations provide some form of workforce services and thanks to the recent study sponsored by Chase we now know what services are being provided to whom by whom. We now know these are a wide range of services that are being offered to a wide range of job seekers.

Detroit Employment Solutions Corporation (DESC) Report – Mr. Jose Reyes and DESC Board Chair, Laura Hughes

Mr. Reyes shared that the mission statement of DESC is to “Cultivate local workforce talent to align with the needs of the business community through partnerships with key workforce agencies, faith and community-based and philanthropic, economic development and government agencies”. Mr. Reyes shared that the Core Functions of the agency are:

- Dual Customer Approach: Supporting Workers and Employers
- Integrate Funding Streams and Programs
- Idea and Innovation Generators
- Orchestrating Many Services and Partners

Mr. Reyes also reviewed the goals, processes and expected outcomes.

- **Structure an expert organizational assessment** of DESC's strategy, structure, funding and key functions.
- **Identify the resources needed to optimize DESC** in its role as the MWDB's fiduciary of Federal and State workforce development funding
- **Retool DESC to be the lead implementation partner** of the MWDB's One Detroit vision.
- **Diversification of funding base** to strengthen capital structures
- Mr. Reyes stated when we see an unemployed adult we also see a youth we have failed. We must reinvent the one stop system and be better equipped to support the needs of the community we serve.

Grow Detroit's Young Talent (GDYT) – Mr. Ed Duggan, Ms. Alexis Wiley and Mr. Ricardo Marble- GDYT (Grow Detroit's Young Talent) is Detroit's summer youth employment program and is gearing up to employ 8,000 youth this summer. Mr. Duggan told the Board this program is a top priority of Mayor Duggan and the community. Ms. Alexis Wiley stated this is a six-week summer youth employment program for young adults ages 14 – 24. Currently there are 150 employers on board and the program has raised about \$8M with the intent to raise 10.5M. To date 11,000 youth have registered for the program, stating these jobs are not thought of as a summer jobs but rather a first job. Mr. Ricardo Marble shared that they have tried to identify things that worked well last year.

Mandatory Youth/Program Evaluation – All employers will be required to complete a youth evaluation on all participants and on the GDYT program.

Only youth with at least one (1) year experience will be matched with donor employers - Employers who are participating in the 50/50 match program will receive youth who are better prepared and ready for work.

Ongoing training – A workbook will be provided to participant as a part of their ongoing training. Youth will participate at their workplace for 20 hours per week as opposed to Friday trainings at a different location.

Interview Day – Youth will be given the opportunity to interview with employers and have the option to review employer profiles prior to interviewing to allow them to be better prepared. The program does need increased employer participation. The timeline for

the GDYT program is: April 30th – employer pledges; May 30th – Payment Due; June 10 – Training begins, July 6th – First day of work. Mr. Duggan briefly talked about the program over the next two years.

Building Career Pathways: Tech Hire – Mr. Jose Reyes and Mr. Larry Good - Mr. Reyes stated that IT is a growing sector in Detroit, and that there is a demand in employment for IT staff. Mr. Reyes spoke briefly about the Experience IT Developer Boot Camps explaining 90 participants participated in training, 96% completed training and 86% were placed in employment, the average annual salary is \$45K.

Mr. Reyes discussed the application Detroit submitted to the Tech Hire Initiative whose goal is to get more Americans rapidly trained for well-paying technology jobs. Mr. Larry Good stated that DESC has put its toe in the water to see how Detroiters can enter into these jobs and how a partnership, led by DESC can assist them in getting them. Detroit Tech Hire Partnership has multiple pathways linked directly to in demand IT jobs. Individuals may enter into an 8 – 10 week bootcamp with Grand Circus Bootcamp, an apprenticeship run by Focus Hope or a bridge program to provide basic skills training run by Southwest Solutions. Mr. Good explained that Experience IT and other employers with IT needs will guide the work, offer training settings and hire graduates. Five-hundred Detroit residents ages 17 – 29 will receive training through these opportunities. Detroit TechHire is an example of the One Detroit strategy. Detroit has applied for \$4million in funding, and should know by mid-June if the program will be funded by the Department of Labor.

Chair Pasky reminded members that we care all working together to compete for dollars. Chair Pasky stated DESC must identify employer needs, take a look at the workforce agencies and forge ahead. This will only result in greater employment for Detroiters.

Mr. Lewand underscored the leadership of DESC Board Chair Laura Hughes and Interim President/CEO Jose Reyes.

Next Steps – Chair Pasky, Mr. David Meador and Mr. Jeff Donofrio – Mr. Donofrio shared that 3,500 citizens return to Wayne County every year, the majority of which live in Detroit. Thousands more Detroiters have previously returned from prison. There is currently a 76% unemployment rate among returning citizens and the recidivism rate is 32%. Mr. Donofrio shared steps to change this downward spiral are (1) Workforce Infrastructure Mapping Project Level Two funded by JP Morgan Chase, (2) Returning Citizens & Persons with Disabilities Sub-Committee and lastly the funding of the USDOL Demonstration Grant.

Chair Pasky advised the Board that receiving the grant was the first step and then getting our healthcare workers on board. Chair Meador suggested any ideas that members have are welcome. We must look at how we can help each other.

Brief discussion ensued on how many of the 8,000 youth to be employed are from the special needs population. One other request is to begin to measure the success of DESC.

PUBLIC COMMENT

No public comment was presented to the Board.

ADJOURNMENT

With no further business to come before the City of Detroit – Workforce Development Board, Chair Pasky requested adjournment of the meeting. The meeting was adjourned at 3:38 p.m. Motion Carried Unanimously.

Respectively Submitted,

Jeffrey Donofrio