



CITY OF DETROIT

MAYOR'S WORKFORCE DEVELOPMENT BOARD

Friday, March 23, 2018, 10:00 am-12:00 pm

Location: Randolph CTE Center
17101 Hubbell, Detroit MI 48235

Proposed Meeting Minutes

Co-Chairs: Cindy Pasky & Dave Meador

Call to Order:

The meeting of the City of Detroit –Workforce Development Board was called to order at 10:16 am by Workforce Development Board Co-Chair Cindy 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 as presented. Motion carried unanimously.

Approval of Draft Minutes from November, 2017 Meeting:

Chair Pasky asked for a motion to approve the Draft Minutes of the November 27, 2017. A motion was made and supported to adopt the Draft Minutes. Motion carried unanimously.

REPORTS:

Co-Chairs Report: Cynthia Pasky and Chair Dave Meador

Cindy Pasky welcomed everyone in attendance at Randolph CTE. A thank you to the Golightly CTE students and principal, Neal Morrison for preparing the breakfast. Introduced new board members, Scott Thiele, Fiat Chrysler Group and Tonya Heidelberg-Yopp, United Way of Southeastern Michigan.

Dave Meador:

We continue discussing the ongoing complexity of the workforce system. Half of the adult population in Detroit are not participating in workforce due to barriers. We continue to identify the barriers and solve the problems, like Driver's Responsibility Fees. This was a major issue. Eighteen percent of Detroit's adult population (76,000) couldn't get driver's licenses because of outstanding debt, owing on average \$1629 each. The good news is that the problems surfaced and bi-partisan legislation has been passed. Having a license is critical for people to go to work. We still have to work on the Insurance bill.

CEO Group is working to provide jobs and support for GDYT and will be kicking off an initiative with Chief Procurement Officers to help establish career pathways for Detroiters. This effort stems from a DTE initiative looking at their purchased services and how to connect Detroiters for those opportunities.

Another good example of a company helping Detroiters connect with opportunity is Walbridge who have recruited Randolph adult students to work at building out the Amazon distribution center in Romulus.

Breithaupt CTE renovation will start shortly. Board and staff are seeking financial contributions, in kind assistance



including volunteers, equipment (especially automotive, diagnostic), and teachers-from industry. We hope to continue this CTE partnership with DPSCD in 2019 and will also be looking to update Golightly.

GDYT program is close to fundraising goal to provide employment for over eight thousand students. These are important opportunities for career pathway development for our youth and talent pipelines for employers.

Executive Director's Report: Jeff Donofrio

Driver's Responsibility Fee Update: Happy to report that there will be full amnesty in October, 2018. Reinstatement fee of \$125 will be waived until the end of the year. We are also in the process of developing an early forgiveness program that will provide Detroiters the ability to have fees forgiven immediately. We will promote throughout the community and partner with Secretary of State's office & Treasury Dept to help Detroiters clear their records and get their licenses reinstated.

Conrad Mallet made the comment that we need to ensure adequate support team and marketing is in place for the program.

CM Janee Ayers stated that Detroiters may be skeptical of a too good to be true program. We all need to commit to participate in whatever it takes to get the word out.

System Redesign: the three year contract cycle is up and a good time to reshape our career center model to reach and serve Detroiters. The One Stop Committee, Barriers Committee are engaged in helping us shape this effort, and we have recently hired Accenture to identify gaps in our system and best practices from around the country that could be brought to Detroit.

Healthcare Program Graduate: Introduce Timika Clarke. Working at St. John's Hospital.

Thank you to Detroit at Work. I would still be at home without this training program. I graduated in August 2017 and was hired in September 2017 at St. John's. So happy to be working, I have a purpose, a career to be proud of. I know where I am going every day, I love working at the hospital, love the RN's. I was a single mom with no job, now I have enough money to buy a house. Thank you to the Mayor and everyone who had a hand in helping me. I have a career!

New Business:

Career and Educational Advisory Council (CEAC):

The State of Michigan has directed the workforce board to form CEAC. Specific membership has been identified and this council replaces the regional advisory councils. The CEAC will advise on career pathways, apprenticeships, career technical education and work based learning and internships. This item will be taken to the Executive Board meeting (April 12th).

Detroit at Work Branding: Dee Marx Prosi

To better connect Detroiters with our training programs and job opportunities we have reworked the Detroit at Work brand and our website, Detroitatwork.com. The website currently has information on over 131 training programs and almost 6000 job openings. We also provide information on support services for jobseekers like child care, obtaining a driver's license returning citizens support, etc. Website traffic and call volume to our career centers have hit record levels.

Our expanded branding campaign will also include billboards, job and opportunity fairs and social media.



Toney Stewart commented that there are stories out there (like Timika's story) that regular Detroiters need to hear. People like Timika need to be ambassadors. Dee assured him that is the focus of the next campaign. Will have billboards across the city featuring Detroiters who have been successful in training or their job search.

Hilarie Chambers stated that it is important to work with the community partners to get the word out.

Grow Detroit's Young Talent Update: Jason Lee, Executive Director

We have four strategic pillars: work readiness and credentialing; career exposure and pathways; improved academic achievement; & continuous improvement. Fully expect that we will reach our goal of employing 8,000 youth and currently have 9600 applications. The program has expanded to include a year-round Career Academy Program (CAP) for five high schools this year which is based off a model out of Boston and supported heavily by the CEO group companies. The cost of the GDYT program is \$11.1M with a funding gap of (\$2.8M) at this time. Program improvements this year are to ensure a high quality experience, credentialing for 12 hours of work, and the CAP program.

2018 GDYT placement goals are: 4200 community based first jobs, 450 industry lead training which would be credentialed and aligned with industry expectations, 500 career path internships-corporate which exposes students to the corporate environment, 1750 affiliates, 1100 Police and Jr Fire Department cadets. We will be holding 2 career fairs in May and June. We need MWDB members to be employers that are engaged, close our shortfall gap (\$2.8M), and for our industry led employers to engage their supply base and vendors.

CTE Update: Nicole Stallings, Deputy Director

Welcome to Randolph! We're glad you're able to see firsthand our work over the last year, in partnership with DPSCD, and supported by many of you in the room. Last fall we reached our goal of enrolling over 300 high school students and are well on our way to training 300 adults in the same classrooms, using the same equipment. Over 100 seniors will be graduating from Randolph this year, and we're working to assure that each of them has a defined next step to employment or education. Using the Randolph model, our next CTE project will be Breithaupt, which offers culinary, welding, automotive services training. There are many service sector job opportunities in the city which can lead to a great career path.

Just as with Randolph, we will renovate the facility, purchase new equipment, update curriculum and add adult training in the evening and weekends. Our enrollment goal at Breithaupt for Fall, 2018 is 500 high school students and 200 adults. We have a \$9M fundraising goal to provide three years of support for the project.

Guest Speaker: Jerome Crawford, Automotive teacher at Breithaupt. Mr. Crawford has been teaching for 29 years. Our focus is preparing students for the industry, making sure they have the social skills as well as the knowledge to get and keep jobs. We provide industry certification training but need industry to partners and new equipment to assure our training matches what happens in the real world.

Toney Stewart stated that today's auto servicing is not a mechanic. They are technicians. We need to teach them electronics and computer skills.

Dr. Vitti stated that these students need to cross the finish line and we must be intentional about employing them.

Public Comments

None

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 11:56 am. Motion carried unanimously.