



CITY OF DETROIT  
MAYOR'S WORKFORCE DEVELOPMENT BOARD

---

Tuesday, June 9, 2020  
8:00 am - 10:00 am  
Virtual Meeting (Zoom details in calendar invite)

**AGENDA**

*Co-Chairs: Cindy Pasky & Dave Meador*

- I. Call to Order**
- II. Approval of Agenda**
- III. Approval of March Meeting Minutes**
- IV. Reports**
  - Co-Chairs' Report – Cindy Pasky & Dave Meador
  - Executive Director's Report – Nicole Sherard-Freeman
- V. New Business**
- VI. Presentations**
  - Connected Futures & Grow Detroit's Young Talent
- VII. Public Comment**
- VIII. Adjournment**



## CITY OF DETROIT MAYOR'S WORKFORCE DEVELOPMENT BOARD

---

Tuesday, March 3rd, 2020  
10:00am-12:00pm  
Location: Detroit Public Safety Headquarters  
1301 Third Avenue, Detroit, MI 48226

### ***Proposed Meeting Minutes*** ***Co-Chairs: Cindy Pasky & Dave Meador***

#### **Call to Order**

Called to order at 10:20am

#### **Approval of Agenda**

Cindy asked for a motion to approve the Draft Agenda as presented.

#### **Approval of December 2019 Meeting Minutes**

### **REPORTS**

#### **Co-Chairs Report – Cindy Pasky & Dave Meador**

Co-Chair Dave Meador applauded Detroit's employment rate. 18,000 unemployed looking for work right now. We need to keep focusing on the participation rate – there are 150,000 people not working right now.

The ALICE report showed that 43% of people can't afford the necessities, such as housing, childcare, etc. People are looking for better jobs.

We have some slides coming from the State of the City recap. Our north star is to employ 100,000 people. Our near-term goal is 40,000 Detroiters employed and we're half-way there. About 20,000 have been employed since we started this work as a Board. The work we've done with FCA is one of the largest projects we've done. When we're finished, this deal will change the narrative to show that Detroiters want to work and are qualified for this type of work.

When the Mayor delivers the State of the City, it's his annual report card. The Mayor has brought equity into the language and the work.

#### **Executive Director's Report – Nicole Sherard-Freeman**

Nicole thanked everyone for attending this morning. The Mayor's Equity Council is focusing on 5 key areas: housing, land, procurement, jobs, and entrepreneurship. As a place to start in our

thinking, our strategic anchor is to be data-driven, we will only take steps that can have an effect from a systems-change point of view. We want our change to be sustainable. We want to remove barriers in City government and for local businesses to achieve better outcomes for jobseekers. Denise Starr is co-chairing the Jobs subcommittee of the Equity Council with Nicole.

Alycia Meriweather and Nicole identified three areas where the work of their respective teams aligns: youth programming, career technical education, and adult basic education restructuring.

Alycia Meriweather shared insights from the District's work. DPSCD has historically offered adult education in two locations – and they are generally focused on ESL not GED work. The primary locations are on the eastside and the westside. With the number of adults that need to complete their high school diploma – having only two centers in the entire City is just not the most effective way to reach the most people. The District has been subsidizing adult education at a pretty high rate – however, we need to balance the budget. They started thinking about how to make these locations more geographically dispersed. The District will continue to pay the salary of 14 Adult Education teachers to be placed in Detroit At Work Career Centers. When you change the lives of the adults, that ultimately touches our children.

From the District's perspective, they're strengthening the K-12 program, and also changing the landscape for adults. They're working together alongside the Workforce Development team.

Bishop Vann asked: What is the number of Detroit residents without a high school diploma? Based on American Community Survey data, there are around 85,000 residents without a diploma. Our initial pilot will be for 500 Detroit residents.

Dr. Darienne Driver asked: Is it a possibility to have an early learning center? United Way is happy to work with anyone. Launching 211 in the community and they would love to put them in the career centers. Could start with 2 career centers.

Alice Thompson: Have you thought about a marketing strategy?  
Yes, we have and we're working with Dee Marx-Prosi.

Conrad Mallett: If the workforce requirements are to move forward, then Jeff Donofio needs to take this back to the state and make it an eligible activity. For Sheilah Clay – we need to assist with as many barrier removal strategies as possible.

Cindy Pasky: We're going to do multiple things at one facility across the city; we can be in the same place and don't need separate brick and mortar. We want to think about creating capacity where we are and not being duplicated.

Dave Meador: Are we working with the partners to make sure we make accommodations to people with disabilities?

The Mayor is bringing this lens to this work.

Nicole returned to the slides for an update on CTE Centers. The programming in both Randolph and Breithaupt facilities is the same and we may have additional updates on the youth side.

Southeastern/Golightly update: The corporate & philanthropic community came together for Breithaupt and Randolph and raised \$20 million dollars. Have to raise \$10+ million dollars for Southeastern/Golightly and we're at \$6 million right now with \$4 million to go.

Alycia Meriweather added that this project is different in that we are establishing a brand new Career Academy with input from FCA and the City. As we determine fundraising and construction, that will dictate how quickly we can get additional programs to move to Southeastern. Previously we had just strengthened programs that already existed. We're building out access to pretty intense equipment. The evening use would be for adult training. There is a fundraising need for this to come to fruition.

Nicole Sherard-Freeman: We're going to package all of our work into a portfolio of investment opportunities that the corporate and philanthropic community can review.

FCA Update:

FCA still plans to add 5,000 jobs. FCA has been a tremendous partner in this work. We're re-upping our outreach and recruitment. We've launched the phase II. Our efforts now are recruiting new Detroiters that didn't apply for them the last phase and circling back to those that didn't complete their application the last time to make sure that they're more ready. Our goal is to submit a minimum of 12,500 again. Working on 2,300 supplier jobs and they're staggered.

Dr. Collen Allen: Is a high school diploma required for the job?

A diploma or equivalent is required for FCA jobs, but not for all supplier jobs.

Mark Gaffney applauded the team for circling back to the people who didn't complete their initial application.

Nicole thanked the career center partners.

Healthy Michigan Plan Work Requirements: the most recent update we have is that there are roughly 22,000 Detroiters who would have to report their work. Healthy Michigan Plan participants who don't meet reporting requirements won't lose coverage until April.

Bill Robinson: Recognized Colleen for her work on the disabilities committee. Applauded the leadership of the Board. And praised Jeff for putting employment and training together. Bill Robinson shared how they can collaborate and work closer together.

Nicole Sherard-Freeman ended with an update on Grow Detroit's Young Talent. We have raised \$7.1MM. Of our 8,000 job commitments we are firm in 6,275.

## **NEW BUSINESS**

### **PRESENTATIONS**

#### **Leading with Data Part II: Understanding Job Match – H. Luke Shaefer & Joshua Rivera, Poverty Solutions at the University of Michigan**

Luke is the Director of Poverty Solutions at the University of Michigan. Goal is work with policymakers to alleviate poverty. They've done a lot of work around housing stability and tax foreclosure. The Digital Inclusion Director is rolling out a Digital Inclusion Agenda for the City that includes laptop and hotspot checkout at libraries. Working on auto-insurance and the connection to mobility from poverty. We can be proud of the Detroit labor market and it has to do with the great work done by the people in this room.

Challenges remain in removing poverty. Many Detroiters remain outside of the labor market, even in the strongest economy that we've had in years. Many have work-limiting disabilities and many other barriers. These factors compound and make it difficult to work. Temporary Work Experiences are a sure-fire way to get people to participate in the labor market and reduces hardships.

Now we're looking at the jobs that are out there and how they match up with the people out there that we'd want to fill them.

The question that we used to guide this work: why are so many people out of work when there are so many jobs being created?

There has been a tremendous decline in unemployment since 2010. Right now only 7% of Detroiters are unemployed. Statewide unemployment is lower and indicates that there is still work to be done.

How do opportunities compare to the attributes of the Detroiters we need to fill them?

Do Detroiters have the right skills?

There's a lack of demand for lower-skilled jobs. For those with lower levels of educational attainment, they don't see as many opportunities available to them and are being screened out.

John James: Has there been any study of whether a college degree is required (is this a barrier)? There might not be that level of attainment in many minority neighborhoods.

Some employers are actually relaxing some of the requirements overall. One of the recommendations is that employers reevaluate whether or not some listed degree requirements are actually necessary. Luke: want to focus on whether these requirements are truly necessary or are they actually just screeners?

Cindy Pasky – We see this in action when hiring Veterans, if they don't have a college degree this requirement weeds them out.

Josh: We also need to think about what wage will get people to re-enter the job market. Regional Transit would be really helpful in getting residents to opportunities further out.

Dr. Darienne Driver: Have to couple statistics and barriers to employment with social and emotional supports to be able to get them through.

Josh: Look at jobs that require over 1 year of experience. Longer unemployment length puts workers at a disadvantage in the labor market. They might need more supports in barrier reduction.

Find that if you look at jobs that only require a state occupational license. If you look at unemployed residents, the unemployed population hasn't gone through any training. Want to look at pathways to get license and also reassess whether or not if we need licensing at the state level.

Jeff Donofrio – licensing is legislative. This is an issue that is taken to the poverty taskforce. There are groups of people who like barriers to entry into their profession. Makes sense to want to maintain a level of quality.

Luke: Shouldn't have to leave the city of Detroit to make licensure more attainable.

Josh: looked at the digital knowledge gap may prevent 45% of unemployed Detroiters from accessing 75% of Detroit At Work jobs.

Beth Niblock and Josh Edmunds have built a plan for Detroiters to have some level access to a device (tablet, laptop, phone) and access to a hotspot and check it out of library. Our team is working on a way to get a device and hotspot to everyone who completes a training program through Detroit At Work.

Bishop Vann – reading and literacy is an issue.

Colleen Allen raised an issue about compliance and increasing the number of steps to achieving.

Josh: Drug screenings and background checks are not commonly mentioned in job postings. Driver's licenses and auto-insurance may prevent unemployed residents from accessing jobs.

Josh Rivera ended the presentation by sharing the 8 takeaways that could make a difference for unemployed Detroit residents:

1. Improve computer and internet access
2. Reform driver's license suspension policies
3. Reduce the cost of auto-insurance
4. Examine the prevalence of occupational licenses
5. Analyze educational requirements of job opportunities
6. Ensure job accessibility to workers with disabilities
7. Assess perceived risks as barriers to employment (criminal records, drug screening)
8. Create more low barrier jobs in Detroit

Roy Wilson: if we had a decent regional transit system, would that mitigate driver's license/auto insurance issues? Yes.

### **Systems-Level Barrier Removal – Sheilah Clay & Chioke Mose-Telesford**

We are presenting the ways that we're addressing barrier mitigation and barrier removal at a systems level.

Behavioral health: Launched a joint taskforce/working group Detroit Wayne Integrate Health Network. Planning behavioral health service integration in all Detroit Work Career Centers. Detroit Wayne will perform mental health first aid training for all the career centers. They have 11 supportive employment providers that aren't yet connected to Detroit At Work.

Secretary of State – people driving without a license is the 3<sup>rd</sup> most common reason that people were jailed. The average length of stay is 11 days. Need to think about retention.

Chioke: working to align the work of the homeless system and the workforce system. CAM did a short study over a course of 6 months and found that a majority of people were out of work for less than 6 months. We don't have a process to connect those seeking shelter to resources for a job.

Childcare – Hope Starts Here, launching a childcare development training in the spring. Hope Starts Here has participated in FCA hiring events.

Detroit SOARS is working alongside Black Family Development to develop a scholarship to allow parents to enroll their children in a program.

Essential Soft Skills – employers are voicing that they’ll support with occupational skills and they’d prefer that we develop essential (soft) skills among job applicants.

Streetwise has a program that’s free and offers door-to-door transportation. We want to integrate essential skills into occupational skills training.

Nicole – grand openings for the 5 career centers listed.

Cindy thanked U of M and Sheilah/Chioke for their presentations.

### **Public Comment**

Motion to adjourn at 12:04pm.

### **Attendees**

Cindy Pasky, Co-Chair

Dave Meador, Co-Chair

Nicole Sherard-Freeman, Executive Director

Mike McLauchlan, Dr. Darienne Driver, Marita Grobbel, Dr. Roy Wilson, Bruce Dall, Bishop Edgar Vann, Mark Gaffney, Alycia Meriweather, Conrad Mallett, Alice Thompson, Dr. Colleen Allen, Bill Robinson, John James, Jr., Jeff Donofrio, Mike Haller, Mike Aaron