

DRAFT MINUTES

Detroit Employment Solutions Corporation
Strategic Planning Committee Meeting
Monday, February 11, 2013

Time: 8:30 – 10:30 a.m.
Location: 707 West Milwaukee, 2nd Floor, Room 2A
Facilitating: Dr. George Swan, Chair

Members Present: George Swan, Karl Gregory, Lena Barkley, Cal Sharp, Art Dudley
Members Absent: Kenyetta Bridges, John Harris
Guest Present: Larry Good, Corporation for a Skilled Workforce
Staff Present: Pamela Moore, Jose Reyes, Robert Shimkoski, Kristin Bailey, Robin Johnston,
L'Tanya Clegg

PROCEEDINGS

- The meeting of the Detroit Workforce Development Board Strategic Planning Committee was called to order at 8:40 a.m. by Dr. George Swan, Chair.
- A motion was made by Member Dudley to approve the Draft Agenda of February 11, 2013, supported by Member Barkley.
- Motion Carried.

Ms. Pamela Moore introduced Ms. Kristin Bailey, Detroit Employment Solutions Corporation's new Administrative Manager, to the Committee and provided her with an opportunity to expound briefly on her background. Ms. Bailey was welcomed by all. Ms. Moore explained that Ms. Bailey will be high level support to the Board along with assistance when needed from consultant Mr. Larry Good, Corporation for a Skilled Workforce.

Chair Swan briefly reviewed items on today's agenda:

- Vision and Mission Statement
- Strategic Plan 2013
- Five Year Plan Development Plan
- Detroit Workforce Development Board Policy By-Laws (2004)
- Detroit Employment Solutions Corporation By-Laws (2012)

STRATEGIC COMMITTEE CHARGE

Chair Swan explained that this committee has a combined effort since the Strategic Planning Committee serves both the Detroit Employment Solutions Corporation Board and the Detroit Workforce Development Board. The Strategic Planning Committee has the charge of looking at where we are now and where we are going.

REVIEW OF BOARD VISION AND MISSION STATEMENT

Chair Swan explained that the Vision and Mission Statement was approved by the Detroit Workforce Development Board (hereby referred to as “the Board”) during the September 2011 Meeting where the Board was in the process of defining the direction of the Michigan Works! Agency/Workforce Investment Board. The Board was aware of the need to leverage resources with other organizations that provide services within the Detroit area for the long-term in order to achieve and diversify the economic independence for members of the community.

Chair Swan explained that the Strategic Planning Committee will need to decide going forward the purpose of the organization, stating that the challenge for this body is to look at the priorities and metrics of how the Board has aggressed toward the comprehensive plan.

Member Gregory would like to go on record that he feels a mission statement should be a stand-alone statement of what we are trying to accomplish without needing any other documentation to explain it. Chair Swan stated that the Mission and Vision Statement will be one of the items for this Committee to review as it is up to this committee to decide how these documents should look.

STRATEGIC PLAN

Ms. Moore explained that Mr. Larry Good put together high level notes taken from discussions and major points that came out of the Strategic Planning Session. Detroit Employment Solution Corporation’s (DESC) Management Team then met together to fill in the blanks to reflect the Board’s priority items. The Management Team met several times to create the Detroit Workforce Development Board & Detroit Employment Solutions Corporation 2013 Strategic Plan (hereby referred to as “the Strategic Plan”).

Ms. Moore briefly reviewed areas within the Strategic Plan, explaining that the DESC staff is working to expand upon several program areas to meet the goals laid out in the plan. The Strategic Plan will be taken before the Board on March 15, 2013 for adoption.

Ms. Moore also talked about last week’s Urban Strategies Meeting hosted by Janet Howard with the State, acknowledging that the event brought together a lot of partners and community advisors. This was a good group to launch over to DWDB/DESC’s Community Advisory Council which would enable the Board to hear from the community, partners and businesses as to what specific needs are and how we fill the gaps.

Ms. Moore also stated that we will hopefully hear from the IRS soon with approval of our 501C3 status.

FIVE YEAR PLAN DEVELOPMENT

Chair Swan shared that it is important that the Board knows that measures are set in the Five Year Plan Development (hereby referred to as “the Five Year Plan”) which relate to our attainment. He explained that the Board is responsible for providing oversight and looking at the metrics, assuring that we are meeting specific outcomes mandated by the State. Mr. Shimkoski explained the metrics in this plan were adopted by the Board in 1998. Chair Swan noted that the Board did not have this responsibility in the past but now has it as a new entity.

Discussion continued that this document has to be reviewed and/or revised to assure all numbers and metrics are accurate for this service delivery area. Mr. Shimkoski stated one of the most significant changes made was in the area of discussion of MICA clusters within the Michigan industry cluster approach. He noted that the State asked that we identify the clusters that we work under and that we submitted three to the State. Mr. Shimkoski also explained that the State has a very comprehensive approach for what is considered a cluster.

Changes can be made to this document at any time. Mr. Good recommended making sure the Five Year Plan is amended to align with the Strategic Plan.

Chair Swan discussed the fact that The Kresge Foundation, The W.K. Kellogg Foundation and The Ford Foundation are all looking at initiatives that will move the priorities of the framework forward within the districts and the activities that relate to them.

Chair Swan stated that when it comes to being public officials, the Board now has the accountability that it asked for. It is important that members know that as a collective group the Board has a lot of responsibility.

BY-LAWS REVIEW AND MODIFICATIONS

Chair Swan explained that the packet included DESC's Corporation By-Laws (2012), filed and approved by the Corporation Board for the Fiscal and Administrative Agent and the Detroit Workforce Development Board Policy By-Laws (2004) (hereby referred to as "the Policy By-Laws") which have been in a state of revision for the last year and a half. Structure of the committees have changed and will need to be addressed. Although some things have remained the same within the Policy By-Laws, the way we operate has changed.

Two things that will need to be looked at during the next meeting of this committee are the Mission and Vision Statement and the Policy By-Laws. We want to make certain that the Mission and Vision Statement clearly state, market and advocate what we are about wherever we have the possibility to do so. The Policy By-Laws have not been reviewed recently and will need modifications.

Chair Swan stated that as a new entity, with regard to being the investment board for the region, it is our responsibility to our constituents that people understand we represent everyone in the region. Therefore, we must put forth our comprehensive plan that looks at the delivery of services throughout the area, including both the public and private sector. There must be a strategic way in which we engage others to show that we are looking to leverage and collaborate with other entities and show that they have the opportunity to provide input for the Five Year Plan.

Suggestions for making the Five Year Plan available to the public:

- Plan to be posted in the newspaper
- To be an agenda item for the March 15th Detroit Workforce Development Board meeting allowing for public comment
- Posted on the website
- Possible outreach to our mailing list
- Plan to be made available during Educational Forum

If feedback is received that needs to be addressed, a vote by the Board can postpone adoption of the plan.

Ms. Moore introduced Mr. Robin Johnston, DESC's Communications Manager, who has been with the organization for approximately two weeks and has worked extremely hard in the past two weeks. Currently working on a newsletter and the website, Ms. Moore stated Mr. Johnston has done a great job so far. Ms. Moore shared that the Detroit Workforce Development Board is in the Mayor's speech for the State of the City address, explaining she was able to provide great numbers and show a 20% savings in operating expenses for the city.

Member Gregory suggested the development of a two or three page summary of the Strategic Plan for circulation purposes. Ms. Moore agreed this was a great idea and will see that it is done.

Discussion followed about whether the Mission and Vision Statement is too broad or whether it could possibly be re-worded to better identify who we are and what we want to accomplish. The current Vision Statement reads as follows: "To achieve and sustain a strong and diversified economy that creates opportunities for employment leading to economic independence for members of our community." The following was suggested for an updated Vision Statement: "Driving to achieve and sustain a strong and diversified economy that creates opportunities for employment leading to economic independence for members of our community."

ADJOURNMENT

With no other business to come before the Strategic Planning Committee, the meeting was adjourned at 9:54 a.m.