



A Michigan Works! Agency

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<b>MEETING:</b>	<b>DESC Corporate Board Meeting</b>	<b>DATE:</b>	<b>August 28, 2018</b>
<b>IN-PERSON ATTENDEES:</b>	<b>DESC Board/Committee Members:</b> Cal Sharp, Michael Aaron, Lena Barkley, Don O'Connell, Ric Preuss, Chris Uhl, Jeff Donofrio <b>DESC Staff:</b> Nicole Sherard-Freeman, Michelle Rafferty, Terri Weems, Stephanie Nixon, Alessia Baker-Giles, Robin Johnston, Ericka Page, Lester Gayden, Jason Spann, Brian Frick, Misty Evans, Sheena Saffold, Nick Piper, Robert Shimkoski, Paquita Adams <b>Guests/Presenters:</b> John Allen – Corporate Counsel, Veronica Peavey, Regelio Landin, Raymond Jones, Jerome Washington, Brenda Davis, Benita Sanchez, Asia Harris	<b>LOCATION:</b>	<b>440 E. Congress, Corporate Conference Room, 3R, Detroit, MI 48226</b>
<b>VIA TELEPHONE:</b>	<b>DESC Board/Committee:</b> Alice Thompson <b>DESC Staff:</b> N/A	<b>CALLED TO ORDER:</b>	<b>9:45 am</b>
<b>ABSENT:</b>	<b>Excused:</b> Laura Hughes, Toney Stewart, Maria Woodruff-Wright <b>Unexcused:</b> N/A	<b>ADJOURNED:</b>	<b>11:17 am</b>
<b>FACILITATOR:</b>	Cal Sharp, Board Vice Chair	<b>DATE MINUTES APPROVED/ADOPTED:</b>	<b>October 23, 2018</b>

ITEM	DISCUSSION	OUTCOME/ACTION ITEM(S)
<b>I. Welcome</b>  <ul style="list-style-type: none"> <li><b>Approval of Agenda 08/28/2018</b></li> <li><b>Meeting Minutes of 06/26/2018</b></li> </ul>	<p>Cal Sharp, Board Vice Chair, called meeting to order at 9:45 am, welcomed everyone to the meeting.</p> <p>Cal Sharp, Board Vice Chair, called for a motion to approve of Agenda with changes/additions:</p> <ol style="list-style-type: none"> <li>Change in Facilitator from Laura Hughes, Board Chair to Cal Sharp, Board Vice Chair</li> <li>Addition of Contracts for Motion</li> </ol> <p style="text-align: center;"><b>Motion:</b> Jeff Donofrio  <b>Seconded:</b> Lena Barkley  <b>Motion Carried. Passed/Approved Unanimously.</b></p> <p>Cal Sharp, Board Vice Chair, called for a motion to approve Meeting Minutes of 06/26/2018:</p> <p style="text-align: center;"><b>Motion:</b> Lena Barkley  <b>Seconded:</b> Alice Thompson  <b>Motion Carried. Passed/Approved Unanimously.</b></p>	<p>Approval of 08/28/2018 Agenda with Changes/Additions.  <b>Motion Carried. Passed/Approved Unanimously.</b></p> <p>Approval of 06/26/2018 Meeting Minutes.  <b>Motion Carried. Passed/Approved Unanimously.</b></p>
<b>II. Board Chair Report</b>  <b>Introductions</b>	<p>The Board Chair Report was excluded from Agenda due to Laura Hughes Board Chair unable to attend.</p> <p>Cal Sharp, Board Vice Chair requested of those present to please introduce themselves and state where</p>	



<p><b>Annual Items:</b></p> <ul style="list-style-type: none"> <li>• <b>Annual Signing by Board and Committee Members of Policy EA 2017-200; Conflict of Interest and Nepotism</b></li> <li>• <b>Board and Committee Appointments</b></li> <li>• <b>For Motion: 2019 DESC Board and Committee Meeting Calendar</b></li> </ul>	<p>they are from/title; Board, Committee and Staff Members of DESC introduced themselves as well as multiple visitors and guests participated in fulfilling the request.</p> <p><b>The Annual Items below were addressed:</b> Attention was called to Policy 2017-0200; Conflict of Interest and Nepotism Policy. Board and Committee Members will need to sign as is required annually. Will be addressed toward the end of the meeting.</p> <p>Confirmation of Board and Committee Member Appointments; Laura Hughes, Board Chair will be reaching out to members regarding their assignments. Re-appointment of three Board Members whose term was to expire 2018;</p> <ol style="list-style-type: none"> <li>1. Cal Sharp</li> <li>2. Don O’Connell</li> <li>3. Toney Stewart</li> </ol> <p><b>Cal Sharp, Board Vice Chair, called the Board’s attention to the 2019 DESC Board and Committee Meeting Calendar and asked for confirmation via affirmative answer from the Board Members; “All in favor say ‘Aye’ ”; all voted in favor.</b></p> <p><b>The 2019 DESC Board and Committee Meeting Calendar Motioned and Seconded; Passed/Approved Unanimously.</b></p>	<p>The 2019 DESC Board and Committee Meeting Calendar <b>Passed/Approved Unanimously.</b></p>
<p><b>III. CEO Board Report Highlights and 2017-2018 Corporate Metrics Review</b></p> <p><b>Guest Speakers</b></p>	<p><b>Cal Sharp, Board Vice Chair, introduced Nicole Sherard-Freeman, DESC President and CEO.</b> Board report submitted to Board on Saturday, 08/25/2018. With no questions or comments from the Board regarding the CEO Board Report that was previously submitted, the meeting moved forward to the Corporate Metrics.</p> <p><b>Ms. Sherard-Freeman noted the topics to be covered during this section including:</b></p> <ul style="list-style-type: none"> <li>• Review of Corporate Metrics</li> <li>• Performance of Programs and Providers</li> <li>• Key Funding</li> <li>• Key Programs</li> <li>• Content / Format</li> <li>• Internal/External Changes</li> <li>• Personal shares from JAG Students, GDYT Students and Randolph Graduates</li> </ul> <p>The presentation, “DESC by the Numbers”, gives a consolidated overview of two to three years of data. Ms. Sherard-Freeman reviewed and highlighted multiple key metrics including:</p> <ul style="list-style-type: none"> <li>• Increase in services and reach</li> <li>• As a direct result of the MWDB’s emphasis on training for the five high-growth/high-demand industry sectors: Health Care, IT, Construction and Skilled Trades, Retail/Hospitality and Entertainment, and Manufacturing, those trained has increased significantly and expect the trend to continue: <ul style="list-style-type: none"> <li>○ 2016 - 2017; 872 job seekers trained</li> </ul> </li> </ul>	

- 2017 - 2018; 2,045 job seekers trained
- Increase in average hourly wage:
  - 2015 - 2016; \$10.66/hour
  - 2016 - 2017; \$11.16/hour
  - 2017 - 2018; \$14.39/hour
- Though job placements are lower from 2015-2016 to 2016-2017 and 2017-2018; due to change in unemployment numbers as well as the ramp-up time being longer however, wages have increased. Thus, this is to be looked at as positive.
- Increase in revenue streams: 40 in 2015-2016 to 59 in 2017-2018; no other MWA! has the number of revenue streams as DESC.

**Ms. Sherard-Freeman turned the floor over to Terri Weems, CFO of DESC, Michelle Rafferty, COO of DESC and Stephanie Nixon, CPO of DESC.**

**Ms. Weems presented on the funding streams:**

- Early years of DESC; 2013 funding \$36M to \$41M, now operating near \$60M in 2018
- Funding sources are more diversified now than in the past; previously 90% of funding from Federal Funds. In 2017-2018 Federal Funds have fallen below 80%. Increase in private/philanthropic funds allows for more flexibility, blending/braiding of funds thus better able to serve our customers.

**Michelle Rafferty, COO of DESC presented on training and completion metrics of the One Stop Career Service Centers (3) and PATH Centers (8):**

- Exceeded goals for PY 2017
- Successes due to increase in required participants being trained. Thanks to SERCO, they have risen to the challenge and with hard work processed an increased number of participants.
- 90% completion rates in training
- Increase of 280% in training for Q4 of PY 2017 vs. Q4 of PY 2016

**Stephanie Nixon, CPO of DESC Presented on Youth Programs; GDYT, CAP, JMG/JAG, WIOA Youth:**

- GDYT
  - 2018 goal of 8,000 youth; passed goal with 8,210 youth
  - Budget of \$11.5M met; funds raised
  - 13,000 youth applied (prior to cut-off date); goal was 12,000 applicants
  - Plan to engage 150% of goal; due to drop--off
- CAP
  - Exceeded goal. Original goal 400 but adjusted to 200 due to late start of program.
    - 267 CAP participants
- WIOA Youth
  - Can participate for multiple years; start in program 9<sup>th</sup> grade and follow through college graduation
  - 452 in-school youth, 872 out of school youth
  - 268 new in-school youth participants, 520 new out-of-school participants
- JMG/JAG
  - Program exceeded all measures
  - Nationally recognized and awarded 5 of 5 Award in New Orleans at conference for exceeding 5 of 5 top goals

**Nicole Sherard-Freeman wrapped up the section with the following pertaining to Detroit at Work and asked DESC to assist in moving into the next part of the program; Guest Speakers:**

- Robin Johnston, Communications Manager, DESC with Dee Prosi (Diane Marx-Prosi) Detroit at Work Brand Strategist, MWDB – designed and lead Detroit at Work marketing campaign
  - April-June 2018 51,587 users of Detroit at Work, an increase of 206.1%; twice as long spent on page as previously 1 year prior
  - Information, training, resources and wrap-around services accessible for Detroiters at Detroitatwork.com
- Robin Johnston, Communications Manager, DESC; introduced guest speakers; GDYT CAP Participants; Terrence Davis and Skylar Patton:
  - Skylar Patton: Senior Benjamin Carson High School. Looking to attend the University of Michigan either nursing or anesthesiology. Worked at DTE as IT Specialist; digital collaboration tool audit and scheduling volunteers. Things learned at DTE: improve self and work ethics. Increased Excel skills and learned Office 365 and Power BI. Enjoyed attend meetings. Treated as employee not an intern by DTE.
  - Terrence Davis: Senior at Western Special High School. Worked at PCI, Medical Instrument Technician. Worked to improve recruitment sand education information shared. Created PowerPoint explaining Health Instrumentation Technician program. Shared his experience in visiting wastewater plant and processes. His take-aways from the program included: increase in his communication skills, working as a team and how to create a PowerPoint presentation.

Nicole Sherard-Freeman clarified for the Board that both speakers, Skylar and Terrence are GDYT CAP program participants; CAP is new extension of parent program GDYT; intensive work readiness with support from Ralph Wilson Jr. Foundation, Bloomberg Philanthropies and strong support from DTE.

- Robin Johnston, Communications Manager, DESC; introduced guest speakers; JAG Participants; Asia Harris and Brenda Davis.
  - Brenda Davis: graduated valedictorian Cody High School. Attended Randolph 9-11 grade, Cody senior year. Paquita Adams was her JAG Coach. Going through the JAG Program Branda learned: interviewing skills, communication skills and how to present herself. The program also solidified her interest in construction and what she wanted to do. Completed Carpentry class but prefers being an Operator over a carpenter.
  - Asia Harris: Graduated Cody; Detroit Institute of Technology 2017. Interned Summer of 2017 at DTE; field work; visited substations, met CEO. Genie Davis was her JAG Coach. DTE paid her college training. Now working in office at DTE as an office assistant. Learned a lot including use of Word, PowerPoint and Excel, skills increased. Moving in to own apartment in September. Very proud of herself. Will be going back to school.

Nicole Sherard-Freeman clarified for the Board that DESC stays in contact with participants even after graduating; this is evidence of that.

- Robin Johnston, Communications Manager, DESC; introduced guest speakers; Randolph Adult Graduate; Jerome Washington and Raymond Jones.
  - Raymond Jones: Native Detroit, graduated Martin Luther King Jr. High School. Graduated from Construction Program. Completed Osha Training as well as CPR class. Skills learned include: Silica, Blueprint reading, increased math skills. Visited and applied at Local 324 – Operator; waiting for a call. Program has allowed him to better care for his family. His son asks Raymond each day, “What did you build today?”

	<p>Raymond tells him, "Another road". Will be starting construction on the Southfield Freeway soon.</p> <ul style="list-style-type: none"> <li>○ Jerome Washington: Graduated Ferndale High School. Did not know how to get into construction, received Associates Degree. Had degree and house but no long term career/plans. His mother sent him a text message regarding the construction job training the same day he injured his back working for Fed-Ex. Attended information session not sure if interested but found out he wanted to pursue skilled trades. Completed training now has a 5-year plan and is enjoying making money. The program helped him find direction and may go back to college for Bachelor's.</li> </ul> <p>Nicole Sherard-Freeman stated that DESC has a good relationship with HRDI and Access for All; program providers. Bringing in the speakers today helps to keep us connected with the work. Cal Sharp thanked and encouraged the guest speakers.</p>	
<p><b>IV. Looking Ahead: MWDB Highlights</b></p>	<p><b>Cal Sharp, Board Vice Chair, introduced Jeff Donofrio, Executive Director of the Mayor's Workforce Development Board.</b></p> <p><b>Mr. Donofrio, Executive Director of the Mayor's Workforce Development Board addressed the Board and attendees and shared the following:</b></p> <ul style="list-style-type: none"> <li>● Third year as Executive Director of MWDB</li> <li>● Economy is strong but there are signs of slow-down; need to prepare for changes while still providing services.</li> <li>● From 2015 to 2018 Industry training enrollment has increased 10-fold</li> <li>● Detroit has highest residential employment in 8 years but still trails peer cities; Baltimore, Atlanta, Cleveland, etc. even tough outpacing them.</li> <li>● Individuals seeking training / employment now have more barriers; longer more intensive services needed thus increase in funding for these individuals needed.</li> <li>● Need to discover ways to expand funding.</li> </ul> <p>Driver Responsibility Forgiveness Fees:</p> <ul style="list-style-type: none"> <li>○ 5,000 Individuals (Detroit) signed up for early forgiveness of Driver Responsibility Fees</li> <li>○ 1,500 so far have received complete Driver Responsibility Fee forgiveness with more to come.</li> <li>○ These numbers equate to approximately \$3M in debt forgiveness</li> <li>○ Looking at \$120M total</li> <li>○ There are still approximately 50,000 individuals that have something holding them back from obtaining re-instatement of their driver's license; failure to appear, outstanding ticket. Still need to facilitate driver's license re-instatement for these 50,000.</li> <li>○ Until the end of 2018, State of Michigan is waiver the \$125.00 re-instatement fee, by helping these individuals now it saves money.</li> </ul> <ul style="list-style-type: none"> <li>● MWDB goals of increasing residential employment; decreasing poverty and increasing economic stability (income).</li> <li>● Three Strategic Pillars:       <ol style="list-style-type: none"> <li>1. Expand Career Pathways           <ul style="list-style-type: none"> <li>● Instead of 1K – 2K participants, increase intake to 3K – 4K</li> <li>● Finishing Breithaupt, starting on Golightly; will give us 3 CTE's. Golightly will focus on the 5 industries of priorities that will train for job now and in the future.</li> </ul> </li> </ol> </li> </ul>	

- Any Detroit High School Graduate can attend the CTE's, looking at opening it up and expand to other districts and charter schools. Capacity is there, money not lost, funds come in with participants.
  - Offer advanced manufacturing and tech
  - Need to still build out entry levels positions
  - Detroit Promise; guaranteed 2-year Associate Degree for Detroit High School Graduates. Some can obtain 4-year degree (based on grades)
  - Promise Zone in Detroit, currently funded by philanthropic monies. State legislature looking at a Tax Capture (property taxes) for funding: 50% to Detroit Promise, 50% to Legislature.
  - State needs to approve
  - College fees; Pell Grant applied first, Detroit Promise money pays rest.
  - "Promise of the Promise" Career, College Degree, Expanded Certification
2. Remove All Barriers
- Driver Responsibility Fee Forgiveness is one program to remove barrier
  - DDOT and SMART integrated fare; now using a Common Fare System
    - Top 10 lines of DDOT are being re-branded and re-numbered
    - Transportation => Mobility for Jobs and Life
  - Returning Citizens; Expand Work
    - 151K people with criminal record in City
    - Need to reach-out and connect returning citizens with the workforce now as opportunities are at their peak and before employer hiring practices and mindsets changes.
  - Work requirements for Individuals on Public Assistance; Medicaid 2019, SNAP in September/October 2018
    - SNAP recipients; 20K in Detroit will need training / work to meet new work requirements.
    - Need to proactively contact and connect these individuals
    - Federal re-imburement of 50% for training.
  - System Changes Citywide
    - Foundational skills gap; need to improve these skills
    - Currently approximately 500 individuals drop-out/ leave high school in Detroit each year; only awarding 400 diplomas each year to those that leave school. Need to bridge the gap.
    - Leverage resources already here in community
    - Looking at possibility of third party to provide foundational skills training; pay with Federal Funds
3. Elections Matter
- 2018 Fall Election; governor, representatives, etc.
  - Possible changes in programs
  - Need to watch currents

**Questions/Comments from the Board to Mr. Donofrio:**

Q: Branding for the CTE's and is there more going on than being talked about?

A: The CTE's will have majors and minors; looking at the most popular programs around city. Need funding for branding. Could take a few years to build brand. Davis Aerospace would like to be back in

	<p>separate building; may move to airport depending; in 2 to 3 years. DPSCD School Board and Superintendent need to decide on Davis; whatever the decision, DESC will help.</p> <p>Q: #1 training restaurant worker and then Medical; nothing currently in place for medical; what is being / can be done?  A: Each High School will have a branded career academy. Ben Carson High School career academy. Working on Marshall Pan for healthcare; looking into is there something else we can participate in or a hospital; create a training facility, create something new with CVS and hospital systems(?)</p> <p>Q: Is it a possibility to collaborate with WC3 resource in City? Institutions represented on the MWDB, should collaborate and build relationships.  A: CEAC, Conrad Mallett – focus on nursing; meeting with Sinai Grace. Certified nursing program, WC3 not certified / accredited, they are seeking a waiver for it.  Sinai accredited; SG has own foundation and Detroit Promise monies can help pay for training.</p> <p>Q: When will Golightly start adult training?  A: Looking at fall 2019; dependent on Davis Aerospace in facility.</p>	
<p>V. <b>Detroit Workforce Development System Re-Design</b></p>	<p><b>Cal Sharp, Board Vice Chair, introduced Michelle Rafferty, COO of DESC.</b>  Ms. Rafferty highlighted the following related to System Re-design and data:</p> <ul style="list-style-type: none"> <li>• Beginning of August (2018) published a report on the website for the public and stakeholders; Reports out on; data, goals, stakeholder engagement process, design</li> <li>• Timeline: currently assessment of WIMDES, will be releasing an RFP in Fall =&gt; new system</li> <li>• Refinement of Business Services and Engagement; expansion of MWDB team</li> <li>• Integration of PATH and WIOA Services; better serve participants. Serco currently providing.</li> <li>• On track to release an RFP December 2018 for the Career Centers. Decision in early 2019, ramp up in spring, open in July 2019.</li> </ul>	
<p>VI. <b>Program Services Committee Update</b></p> <p>Motion request: SER Metro Contract Modification</p>	<p><b>Cal Sharp, Board Vice Chair, introduced Alice Thompson, Program Services Committee Chair and Board Secretary who provided a brief update on Program Services and SER Metro Contract Renewal.</b></p> <p>Ms. Thompson shared and presented the following followed by Stephanie Nixon, CPO, DESC:</p> <ul style="list-style-type: none"> <li>• August 17<sup>th</sup>, 2018 Special Meeting of the Program Services Committee <ul style="list-style-type: none"> <li>○ SER Metro Detroit Contract Renewal; third year. WIOA in-school / out-of-school youth.</li> <li>○ Will expand services of education enhancement and job readiness services to Detroit youth ages 14 – 24.</li> <li>○ SER Metro Detroit's performance has been outstanding; meeting and exceeding goals</li> <li>○ Increase of \$200K, total contract: \$1,377,250.00</li> </ul> </li> </ul> <p><b>Cal Sharp, Board Vice Chair, called for a motion:  SER Metro Contract Renewal: Motioned and Seconded; Motioned Carried.  Passed/Approved Unanimously</b></p> <p><b>Michelle Rafferty, COO of DESC presented on the following items for motion:</b></p> <p><b>SERCO Contract Modification: WIOA – Adult &amp; Dislocated Worker and PATH:</b>  The increase in funds will be used to support:</p>	<p>Approval of SER Metro Detroit WIOA Contract Renewal.  <b>Motion Carried. Passed/Approved Unanimously.</b></p>

- Pilot integration of PATH and WIOA. PATH customers will be better served through dedicated career advisors and intake specialists, education workshops, employment events and other resources that will also enhance experience for other Career Center customers.
- Intake, registration, assessment, career advisement, barrier removal and job readiness services for adult trainees at Ryan Correctional Facility and Randolph CTE.
- Establish job sourcing liaison positions at each Career Center to work with selected Job Development and Placement provider
- Increase of \$932K, total contract: \$5,132,000.00

**Cal Sharp, Board Vice Chair called for a motion:**

**SERCO Contract Modification: WIOA – Adult & Dislocated Worker and PATH: Motioned and Seconded; Motion Carried. Passed/Approved Unanimously.**

**Downriver Community Conference Contract Renewal; Wagner-Peyser and RESEA**

Third and final renewal of contract under current procurement.

- DCC will continue to provide Employment Services to job seekers and employers, including registering all unemployment insurance claimants.
- DCC will provide more intensive services to UI claimants identified by state for the RESEA program.
- WP: \$700K
- RESEA: \$96,771.00

**Cal Sharp, Board Vice Chair, called for a motion:**

**Downriver Community Conference Contract Renewal: Motioned and Seconded; Motion Carried. Passed/Approved Unanimously.**

**RFP for Job Development and Placement Provider released in June 2018:**

**MAXIMUS Contract : WIOA – Adult, Dislocated Worker; PATH - Administration and Program; Gordie Howe Bridge Fund (City of Detroit); Executive Order Fees**

The selected provider will directly place at least 2,500 customers per year into jobs that help them and their families become more financially stable, through following activities:

- Develop and maintain relationships with employers
- Identify immediate employment opportunities that are aligned with skills, experience, career interests and potential barriers (e.g., criminal background) of the Detroit at Work customer candidate pool.
- Match job seekers with identified employment opportunities. Utilize technology and direct communication with customers and staff from Career Centers, PATH sites, occupational training providers and other service locations to connect customers to employment.
- Provide candidate feedback and coaching.
- Collect and share data on employer needs and hiring trends.
- Amount: Up to \$700K/year

**MAXIMUS Contract: WIOA – Adult, Dislocated Worker; PATH - Administration and Program; Gordie Howe Bridge Fund (City of Detroit); Executive Order Fees**

**Cal Sharp, Board Vice-Chair, called for a motion:**

Approval of SER Metro Detroit WIOA Adult and Dislocated Worker Contract Modification.  
**Motion Carried. Passed/Approved Unanimously.**

Approval of Downriver Community Conference Wagner-Peyser Contract Renewal.  
**Motion Carried. Passed/Approved Unanimously.**

Approval of Maximus Contract.  
**Motion Carried. Passed/Approved Unanimously.**



	<b>Motioned and Seconded; Motion Carried. Passed/Approved Unanimously.</b>	
<b>VII. Audit &amp; Finance Committee Update</b>	Cal Sharp, Board Vice Chair, introduced Chris Uhl, Audit & Finance Committee Chair and Board Treasurer who provided a brief update on the Audit and Finance Committee.	
<b>VIII. Public Comment</b>	Cal Sharp, Board Vice Chair, opened the floor to Public Comment; None Given.	No Public Comment
<b>XI. Adjournment</b>	Cal Sharp, Board Vice Chair, called for a Motion to Adjourn.  Call to Adjourn: Motioned and Seconded; Motion Carried. Passed/Approved Unanimously.	Approval to Adjourn. <b>Motioned and Seconded; Motion Carried. Passed/Approved Unanimously.</b>

**DRAFT SUBMITTED BY: Lisa Roberts**

Printed Name: Lisa Roberts

Title: Executive Assistant

Signature: *Lisa Roberts*

Date: 09/05/2018

**DATE MINUTES APPROVED/ADOPTED: 10/23/2018 Initials: CM**

**NEXT MEETING: Tuesday, October 23, 2018 (tentative)**

