
Time: 8:30 – 10:30 a.m.
Location: 440 East Congress Street, 4th Floor, Detroit, MI
Facilitating: Director Lena Barkley, Acting Chair

Directors Present: Lena Barkley, Veronica Madrigal (via conference call), Kenyetta Bridges (via conference call)
Director(s) Absent: Cal Sharp
Staff Present: Pamela Moore, Robert Shimkoski, Kristin Bailey, Chauncey Samuel, L'Tanya Clegg

Proceedings

The meeting of the Detroit Employment Solutions Corporation Board (DESC) Strategic Planning Committee was called to order at 9:26 a.m. by Director Lena Barkley, Acting Chair. A motion was made by Director Veronica Madrigal to approve the Agenda of Monday, February 9, 2015, supported by Director Kenyetta Bridges. Motion Carried Unanimously. A motion was made by Director Madrigal to approve the Draft Minutes of November 11, 2014, supported by Director Bridges. Motion Carried Unanimously.

Recommendation: Education and Youth Committee/DESC Board

Ms. Kristin Bailey, Compliance Manager, DESC, shared a conversation she had with Director George Swan about the Education and Youth Advisory Council. Since the State of Michigan would no longer require an Education and Youth Advisory Council under the local workforce boards, Director Swan expressed an interest in moving the Council under the DESC Board governance structure as a standing/ad-hoc committee. This committee would have a more programmatic focus as opposed to a policy focus under the Detroit Workforce Development Board. In addition, this type of committee is permitted and would not require any revisions to be made to the DESC Board Bylaws. A recommendation to create the committee would be presented to the DESC Board for review and approval during its next meeting on February 19, 2015.

A motion was made by Director Bridges to approve forwarding a recommendation to the DESC Board to maintain the Education and Youth Advisory Council as the Education and Youth Committee, a standing ad-hoc committee under the DESC Board, supported by Director Madrigal. Motion Carried Unanimously.

Strategic Plan 2015 Priorities

The committee reviewed the Board's seven (7) priorities for 2015: (1) Develop a master plan for workforce development in Detroit; (2) Create a youth employment master plan; (3) Define and strengthen the DESC brand; (4) Complete and implement the change to DESC directly managing the city one-stop centers rather than subcontracting that work; (5) Implement Employer Solutions 2.0; (6) Develop and implement a fund development strategy; and (7) Engage workforce Board members more strategically. Staff will report at the end of each quarter to both boards with red, yellow and green "traffic lights" in order to indicate progress with each priority.

The priority regarding DESC directly managing the One-Stop centers needs to be re-assessed given recent discussions about DESC continuing to operate as a manager of contractors. The committee agreed that this re-assessment should be brought before the DESC Board for continued discussion.

Discussion: Local Procurement of One-Stop Operator

Mr. Robert Shimkoski, Director of Planning, DESC, explained that the One-Stop Operator is the designated entity that controls the One-Stop delivery system and is responsible for its operations. He reviewed some differences

between the Workforce Investment Act (WIA) and the new Workforce Innovation and Opportunity Act (WIOA), and provided an update about One-Stop Operator procurement.

Discussion: Fund Development Planning

The committee discussed the fact that some boards request that members provide a financial contribution and noted that it is common practice today. The group also discussed several items relating to fund development strategy, including a gala and reframing of the agency's messaging and how it is communicated.

Public Comment

No public comment was presented before the committee.

Adjournment

With no other business to come before the Strategic Planning Committee, the meeting was adjourned at 10:00 a.m.

Prepared by: L'Tanya Clegg