



CITY OF DETROIT
MAYOR'S WORKFORCE DEVELOPMENT BOARD

Wednesday, September 11th, 2019
2:00pm – 4:00pm
Location: Detroit Public Safety Headquarters
1301 Third Avenue, Detroit, MI 48226

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 10:00 am by Workforce Development Board Co-Chair Cindy Pasky. Co-Chair Cindy Pasky officially welcomed Nicole Sherard-Freeman as Executive Director of Workforce Development.

Approval of Agenda:

Cindy Pasky asked for a motion to approve the Draft Agenda as presented. Motion passed unanimously.

Approval of Draft Minutes from June 2019 Meeting: Cindy Pasky asked for a motion to approve the minutes from June, 2019. Motion passed unanimously.

Reports

Co-Chair's Report: Cindy Pasky & Dave Meador:

Chair Meador announced the reception for former Executive Director Jeff Donofrio following the meeting.

Jeff Donofrio spoke about the work of the Mayor's Workforce Team and DESC since 2015. We had 203,734 Detroit residents working and now we're at 230,665. Jeff now sees the uniqueness of this Board - powerful leaders from business leading a demand-driven system. We have people that are bought in to make progress. Jeff thanked Cindy and Dave for their four years of leadership as business leaders and public servants.

Jeff Donofrio thanked Nicole Stallings Bates for her impact on the office's career and technical education work, Chioke Mose-Telesford, Dee Prosi for launching the Detroit at Work brand, Rachel Perschetz for her work on youth, and the whole workforce team. He also thanked Nicole Sherard-Freeman for authoring the roadmap that laid out our path forward and credited Mayor Duggan for his leadership and the progress we've made.

Donofrio noted that we've seen 7,000 enroll in industry-training over the last 4 years. 8,000 young people are employed each year with measurable outcomes through Grow Detroit's Young Talent. Program participants have higher attendance and better SAT scores. We have a \$30 million dollar partnership to revitalize career and technical education and a \$20 million partnership with economic development to help build Gordie Howe Bridge and Corktown. Barrier removal activities



include driver fees of \$600M worth of debt was wiped away.

Chair Meador asked how this work can be replicated around the State. We hope to grow this work regionally and at the state level.

Executive Director's Report: Nicole Sherard-Freeman, Executive Director Workforce Development, City of Detroit

Nicole Sherard-Freeman thanked Cindy, Dave, and Jeff; recognizes the Mayor's Office and DESC. Terri Weems is introduced as Interim President and CEO of DESC and Sheilah Clay as Director of Training Quality and Retention, Mayor's Workforce.

Nicole Sherard-Freeman shared updates on three fronts: fiscal year 2018 results, CTE work at Randolph and Breithaupt, and the FCA talent recruitment and job readiness project. Detroit had 6,061 job placements in fiscal year 2018. We measure what happens after they've been employed at 30, 60, 90 days. The number of placements is increasing, but so is the quality of placements.

We've entered into our third year of our 10-year partnership with DPSCD. Physical and capital improvements have been completed and we anticipate that we'll hit enrollment numbers of 300 adults and 400 students at Randolph. Community members are launching a Randolph alumni group to connect to the neighboring community and business leaders. Breithaupt has 550 high school students and 200 adults in culinary, customer service, automotive training programs. Ford and FCA will sponsor the programs at Southeastern/Golightly. We've signed an official agreement to partner with Wayne County Community College on the east side and will offer Detroit at Work services at the college to the community and students starting in the fall.

New Business

FCA Hiring Update: Nicole Sherard-Freeman & Nicole Stallings Bates

Nicole Stallings Bates noted that the agreement that the City enacted with FCA was that after UAW priorities, 100% of opportunities would be offered to Detroit residents first in the initial wave of hiring. People who live right around the plant have a four-week window to apply first. All Detroit residents will then receive priority access to the application starting this Monday.

We have launched a full-scale communications campaign. We made sure that Detroiters would be prepared for the process itself, had confidence that these jobs were available to them, and they had the skills they needed to be successful. We ran 400 job readiness events between June 17th and August 7th, 2019.

At the events, we used passports to make sure attendees knew what was required and we used this data internally to validate their status. We took attendees through a presentation, practice math and reasoning assessment, and offered a number of other resources on-site. Had a huge outpouring of interest. There were 38,000 people who expressed interest in these jobs.

As of September 6th, we sent FCA 11,748 Detroit residents. 23% of these candidates have a criminal background and we exceeded our goal of sending a list of 10,000 residents.



Math and reasoning tutoring: Offered 40 different cohorts at faith-based partners in Detroit neighborhoods. The tutoring is still going on and it's focused on what a participant would need to do well on the math assessment. We will continue to focus on interview skills and the behavioral assessment. We have secured a number of computers at libraries to ensure broader access to the internet.

For those who get a conditional offer, we'll offer a job readiness training to help them be successful once they receive the offer.

Nicole Sherard-Freeman added that we are fortunate to have \$5.8 million one-time grant award from the State of Michigan to do this work. We are finding new requirements as we learn more about this population. We haven't address the readiness requirement and ongoing retention. We don't have enough data yet to answer this question. We will evaluate our need to secure additional resources and work to secure additional funding if needed.

Career and Technical Education: Southeastern High School will house CTE programs in Advanced Manufacturing and Technology. The school district is working with FCA, Ford and other partners on the curriculum. Students who go to this school will be well prepared for a career in manufacturing. We're putting together the budget for this school. FCA is contributing \$4 million and there will be additional fundraising. The programs are expected to launch in Fall 2020.

Alycia Meriweather, DPSCD added that Southeastern is a full comprehensive high school and we are adding the career and technical education from Golightly into the fully-functioning high school. Students will go around to the other wing, it's all in the same building. This will benefit the FCA impact area, but we also want to be inclusive of all Detroiters and moving the whole city forward.

Detroit at Work Career Center Update - Michelle Rafferty

Michelle Rafferty shared information about the career centers that were selected and now will announce the final set of providers. We have 8 career centers across the city. We are adding a 9th center with our new partnership with Wayne County Community College.

The new system features changes to way services are delivered to the customer at career centers. We are doing this with putting the employer at the center. We are making sure that our services are aligned with the local economy.

LaunchPad is a tool for our frontline staff, it is changing the way we are engaging jobseekers, and there are opportunities to expand this further. There are automated steps to figure out which programs someone is eligible for to better serve them. LaunchPad includes an automated job matching function. It will match jobs with skills and credentials of our jobseekers.

We are also building out our industry engagement and job development team. We're looking to our career centers to leverage their expertise and existing relationships. LaunchPad will allow us to do this in a coordinated fashion.

GDYT 2019 Outcomes - Marie Hocker

Marie Hocker thanked the Board for the opportunity to serve as the new Executive Director following the departure of Jason Lee.

We met our fundraising goal to support 2019 programming. We provided 8,281 meaningful work



experiences. Some were traditional and some were industry-led training opportunities in digital literacy and engineering, among other professions. Last year we provided 253 CAP students with a meaningful experience.

Moving forward, the GDYT team is looking forward to strengthening the culture of quality across the program. She is looking to enhance work-readiness training. It's key to expose youth to some sense of what it's like to be a welder or work in an office environment for example. Additionally, we would like to look at ways to diversify funding streams. Want to begin leveraging TANF funding. Looking to bring new partners to support GDYT and are looking to building their talent pipeline. The MWDB can be helpful in sharing their feedback if they employed youth directly, identify their commitment to participating in 2020, and identify their internal leaders that Marie Hocker will work with closely.

Collen Allen asked: By looking at the numbers about 50% of interested youth are actually placed? Is there a goal to increase this summer?

Marie Hocker indicated we will hold steady for a target of 8,000 next year and need high-quality jobs to place students into. Stephanie Nixon added that the Mayor did understand the need for quality and we will stay steady at 8,000 as we improve services and delivery. We have worked over the past years to ensure the program improved the quality of the experience. Nicole Sherard-Freeman commented that the number of youth we place is driven by the number of employers who commit to participating in the program. It is our goal to be less reliant on public funding and we are thankful for strong support from the employers on the Board.

Public Comment

Chair Cindy Pasky asked for public comment. There was none.

Adjournment

Chair Cindy Pasky asked for motion to adjourn.

Attendees:

Cindy Pasky, Co-Chair

Dave Meador, Co-Chair

Nicole Sherard-Freeman, Executive Director

John Carter, John James, Conrad Mallet, Andra Rush, Calvin Sharp, Carla Walker-Miller, Alessandro DiNello, Mike Haller, Bruce Dall, Mike McLauchlan, Mark Gaffney, Toney Stewart, Nia Winston, Faye Nelson, Alice Thompson, Edgar Vann, Dr. Darienne Driver Hudson, Dr. Roy Wilson, Alycia Meriweather, Marita Grobbel, Dr. Colleen Allen, and Bill Robinson