

**DRAFT MINUTES**  
Detroit Employment Solutions Corporation Board  
Strategic Planning Committee Meeting  
Monday, September 15, 2014

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Time: 8:30 – 10:30 a.m.  
Location: 440 East Congress, 4<sup>th</sup> Floor, Detroit  
Facilitating: Dr. George Swan, Chair

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Directors Present: George Swan, Lena Barkley, Art Dudley, Cal Sharp, Karl Gregory  
Directors Absent: Kenyetta Bridges  
Staff Present: Pamela Moore, Robert Shimkoski, Kristin Bailey, L'Tanya Clegg, Jose Reyes  
Guest Present: Jeannine LaPrad, Corporation for a Skilled Workforce

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**Proceedings**

The meeting of the Detroit Employment Solutions Corporation (DESC) Board Strategic Planning Committee was called to order at 8:40 a.m. by Dr. George Swan, Chair. A motion was made by Director Lena Barkley to approve the Draft Agenda of September 15, 2014 and Draft Minutes of May 12, 2014, supported by Director Karl Gregory. Motion Carried Unanimously.

**Discussion: Board Strategic Planning Session**

Ms. Jeannine LaPrad from Corporation for a Skilled Workforce (CSW) reviewed the draft annotated agenda for the upcoming Board Strategic Planning Session. She shared that she and Mr. Larry Good (CSW) would like to hear the committee members' opinions on the most critical items for the planning session so that CSW could structure the agenda accordingly. The group shared that fund development strategy is a key item, particularly given the agency's 501(c)3 status and service delivery model. Ms. Pamela Moore, President/CEO at DESC, also emphasized the importance of assessing the business that DESC is in now as well as the direction that the agency would like to pursue going forward. Chair Swan noted that it is important that the Detroit Workforce Development Board (DWDB), the DESC Board, and the agency are aware of their respective roles and responsibilities. He also stated that that the Boards should have a planning session together in order to ensure that a strategic discussion takes place between members of both entities.

The Committee and Ms. Moore reviewed the draft agenda for the planning session and recommended modifications to Ms. LaPrad. The group expressed interest in having the following questions answered at the session: (1) Who is our customer; (2) What is our core competency; (3) What does the environment look like; and (4) How can DESC make an impact?

Director Sharp asked Ms. LaPrad about the session's projected outcomes. She shared that the outcomes would be: (1) A consensus around strategic priorities; (2) A clear meaning about what DESC could use public funds to support; (3) What are the levers as far as philanthropic concerns go and how they will fit into DESC's strategic plan; (4) Where are other resources and are they being used effectively or not; and (5) How community partners could become more of an asset for the agency going forward.

The group then discussed next steps regarding Board development. During the discussion, Chair Swan noted that the Board assessment survey conducted by CSW is an informative snapshot of how current Board members assess the Board and the agency.

### **Policy Changes**

Mr. Robert Shimkoski, Director of Planning at DESC, briefly reviewed policy changes and new projects. New projects being implemented are:

**Jobs for America Graduates (JAG)** is a new project for three school years beginning with the 2014 school year. JAG is a high school class on career readiness. This project is designed to inform at-risk students on career opportunities to prevent them from dropping out of school. DESC delivers the JAG curriculum to the students and remediates barriers to graduation. This program is being implemented through Cody and Osborn High Schools.

**Supplemental Nutrition Assistance Program (SNAP)** pilot is a program from the United States Department of Agriculture and Labor, WDASOM, State of Michigan Department of Human Services and DESC. There are 300 participants in this program and runs from April 1, 2015 to March 30, 2017. The SNAP program is designed to provide job training for SNAP employment and training recipients. This program is designed to develop waivers and expand services through leveraging additional funding.

**Job-Driven National Emergency Grant** is a WDASOM, WIN, Macomb/St. Clair and DESC program with 21 long-term unemployed participants that provides job training for long-term dislocated workers. Services are being provided at the Detroit One-Stop Training Sites and will run July 1, 2014 to June 30, 2016. The program is designed to reconnect long-term unemployed to the workforce.

**Detroit Environmental Employment Program (DEEP)** is implemented by the United States Environmental Protection Agency, Detroit Building Safety Engineering and Environmental Department and DESC and will have 60 participants. Services will be implemented through the Detroit One-Stop Training Sites and will run October 1, 2014 to September 30, 2017. The program is designed to provide workers for blight remediation in the City of Detroit by providing asbestos and lead abatement remediation training and job placement.

Mr. Shimkoski explained that due to the JAG Program and changes to DESC's service delivery system, the Five-Year Plan would need to be amended. In addition, Ms. Moore asked Mr. Shimkoski to add JP Morgan Chase and Aspen to the Project Summary and discuss both projects with the group.

### **Future Funding Planning**

Ms. Moore shared that since DESC's 501(c)(3) status has been granted, DESC has received a donation of \$800,000.00 over two years from JP Morgan Chase and the Ilitch family donated \$50,000.00, which will be directed for use with the Detroit Registered Apprenticeship Program (D-RAP).

### **Public Comment**

No public comment was presented.

### **Adjournment**

With no other business to come before the Strategic Planning Committee, a motion was made by Director Gregory to adjourn the meeting at 10:00 a.m., supported by Director Sharp.

Submitted by: L'Tanya Clegg