

DRAFT MINUTES
Detroit Employment Solutions Corporation
(DESC) Board
Strategic Planning Committee Meeting
Monday, November 10, 2014

Time: 8:30 – 10:30 a.m.
Location: 440 E. Congress, 4th Floor Conference Room, Detroit, MI
Facilitating: Dr. George Swan, Chair

Directors Present: Dr. George Swan, Lena Barkley, Cal Sharp, Art Dudley, Dr. Veronica Madrigal, Dr. Karl Gregory (via phone)
Directors Absent: Kenyetta Bridges
Staff Present: Pamela Moore, Jose Reyes, Robert Shimkoski, Kristin Bailey, L’Tanya Clegg, Robin Johnston
Guest Present: Larry Good, Corporation for a Skilled Workforce (via phone)

Proceedings

The meeting of the Detroit Employment Solutions Corporation (DESC) Board’s Strategic Planning Committee was called to order at 8:45 a.m. by Dr. George Swan, Chair. A motion was made by Director Veronica Madrigal to approve the Draft Agenda of November 10, 2014, supported by Director Lena Barkley. Motion Carried Unanimously. A motion was made by Director Barkley to approve the minutes of Draft Minutes of September 15, 2014, supported by Director Karl Gregory. Motion Carried Unanimously.

Review of DESC Priorities /Draft Strategic Plan 2015

Mr. Larry Good, Consultant from Corporation for a Skilled Workforce, reviewed the PowerPoint presentation from the Strategic Planning Session and requested feedback from the committee. The committee recommended the following revisions to the Strategic Plan 2015 theme lines and five of the priorities:

Theme Lines

- Page 5: These are cross-cutting themes, cutting across agencies and funding sources, and spanning the continuum of needs.
- Page 5: In the third bullet point, Director Madrigal suggested using a descriptive other than “deeper partnerships”. The committee agreed that “strategic partnerships” would be a better choice of words.

Develop a Master Plan for Workforce Development in Detroit

- Page 7: It was agreed that the first bullet point is clear in its direction.
- Page 7: The second bullet point needs more clarification as to who it is specifically referring to and how that point would be accomplished.

Create a Youth Employment Master Plan

- Page 8: Mr. Good stated that all bullet points on this page point to the direction that the Board would like to move in, expanding the focus with P – 12 with regards to employment and training.

Ms. Pamela Moore, President/CEO at DESC, noted that the agency can only reach high school aged youth at this point based upon DESC’s current funding. She stated that it would be great for the agency to reach younger youth as well. Director Gregory agreed that DESC is limited by the funding but feels the committee

should still research and come up with a comprehensive workforce plan. Director Barkley agreed and noted that the agency could receive funding that could expand its reach.

In addition, Chair Swan recommended revising the wording in the first bullet point to say “Expanding partnerships, including Detroit Public Schools with a focus on P – 12”. The committee agreed that a Youth Employment Master Plan should be a separate piece.

Reposition & Build the DESC Brand

- Page 9: Mr. Good stated the bulk of this conversation was about branding and being clear on what DESC does, does not do, and is aspiring to do.
- Page 9: Subject line should read as “Define and Build the DESC Brand”.

Implement DESC Directly Managing One-Stop Centers Rather than Subcontracting

- Page 10: Mr. Good will add the first bullet point from page 11.

Implement Employer Services 2.0

- Page 11: Under the first bullet point, remove the word “partnerships”

Ms. Moore recommended that this section should show the value that DESC adds to businesses. She also noted that veterans should be incorporated into this priority as well.

- Page 11: Second bullet point should replace “could employ” with “would employ”

Discussion: Fund Development Priorities

Mr. Good reminded the committee that Board members agreed at the Strategic Planning Session to continue the discussion of fund development (in light of DESC obtaining its 501(c)3 public charity status). The committee discussed its interest in considering ways to increase corporate support. Mr. Good suggested using the following as a starting point:

1. Having a strategy and goals
2. Ms. Moore and her team implement that strategy
3. Engage Board members more strategically

Committee members agreed that this is a good starting point.

In addition, Mr. Robert Shimkoski, Director of Planning at DESC, shared key points that he obtained from a grants conference that he recently attended.

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 10:30 a.m.

Written by: L’Tanya Clegg