



CITY OF DETROIT

MAYOR'S WORKFORCE DEVELOPMENT BOARD

Friday, March 23, 2018, 10:00 am-12 noon

Location: Randolph CTE

17101 Hubbell, Detroit MI 48235

Approved 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 10:16 am by Workforce Development Board Co-Chair Cindy Pasky.

Approval of Agenda:

Chair Pasky asked for a motion to approve the Draft Agenda as presented. A motion was made and supported to adopt the draft as presented. Motion carried unanimously.

Approval of Draft Minutes from November, 2017 Meeting:

Chair Pasky asked for a motion to approve the Draft Minutes of the November 27, 2017 meeting of the City of Detroit-Workforce Development Board. A motion was made and supported to adopt the Draft Minutes of the Meeting. Motion carried unanimously.

REPORTS:

Co-Chairs Report: Cynthia Pasky and Chair Dave Meador

Cindy Pasky welcomed everyone in attendance at Randolph CTE. A thank you to the Golightly CTE students and principal, Neal Morrison for preparing the breakfast. Introduced new board members, Scott Thiele, Fiat Chrysler Group and Tonya Heidelberg-Yopp, United Way of Southeastern Michigan.

Dave Meador:

We continue discussing the ongoing complexity of the workforce system. Half of the adult population in Detroit are not participating in workforce due to barriers. We continue to identify the barriers and solve the problems, like Driver's Responsibility Fees. This was a major issue. It became a new revenue stream line item in the state budget while incurring compounding penalties for individuals with \$600M owed to the State of Michigan. Eighteen percent of the population couldn't get driver's licenses and owed an average of \$1629. The good news is that the problems surfaced and bi-partisan legislation has been passed. The fee to apply for license renewal is also waived at this time. Having a license is critical for people to go to work. We still have to work on the Insurance bill.

CEO Group has also been formed for summer youth employment. The business community is aligned to provide point of entry jobs for first job, job seekers as are the suppliers in the supply base. Jobs that were outsourced are now coming back. DTE is looking at their purchased services and how to get Detroiters for those opportunities. Tree trimmers need grounds keeper support. Grounds keepers' jobs lead to tree trimmer jobs lead to overhead line crews' jobs.



April 30th is a meeting of chief procurement folks to discuss point of entry leads. Large companies that employ large numbers of people are being pulled to the table to discuss. Right now, Walbridge is doing the build out for the Amazon distribution center in Romulus. This is a twelve week assignment. Point of entry jobs include rack builders for example. Outcome potential is that Walbridge will take good workers to their next job and Amazon can hire as well. Lots of potential opportunity.

Breithaupt CTE renovation will start shortly--looking for contributions and in kind work. Looking for volunteers, equipment (especially automotive, diagnostic), and teachers-from industry and DPSCD teachers. Want to ensure that students are industry ready. Will also be looking to update Golightly, the third CTE, during or after Breithaupt.

GDYT program is 70% closer to fundraising goal for over eight thousand students. These are important opportunities for engagement-internships & evaluations of performance. Looking for thoughtful ways to engage students.

Executive Director's Report: Jeff Donofrio

Driver's Responsibility Fee Update: Happy to report that there will be full amnesty in October, 2018. Reinstatement fee of \$125 will be waived until the end of the year. \$75 for reapplying for license if suspended for over four years will also be waived. No cost to Detroiters to get their license back. We will have a mobile Secretary of State office & Treasury representative attend a community meetings, a couple of opportunities per month to clear their records and get their licenses reinstated.

Conrad Mallet made the comment that we need to ensure that the support staff that will be required to process these claims will be in place-budget in place, direct mail, social media, whatever it takes.

CM Janee Ayers stated that people of Detroit don't believe this good news is for them. We all need to commit to participate in whatever it takes to get the word out.

Also, need to include the DPSCD, Dr. Vitti, to reach the parents of the students as well.

Sam Marvin, from the Workforce team, is working hard to get jobs for our Returning Citizens. Working to get information from the State to understand the scope of the numbers we are dealing with and also investigating opportunities for temporary transitional work. Greenlight fund analyzing need for temporary work experiences. \$600K is needed for CEO model as it looks into municipal participation.

System Redesign: the three year contract cycle is up and a good time to reshape the model to our service centers to reach more Detroiters. We have a One Stop committee, Barriers to Employment committee, and have hired Accenture as a consulting group to identify where are our gaps and how do we fill.

Healthcare Program: Introduce Timika Clarke. Working at St. John's Hospital.

Thank you to Detroit at Work. I would still be at home. I have worked service jobs, wasn't making very much money. I got into the program by hearsay, attended training and graduated in August 2017. I was hired in September 2017 at St. John's. So happy to be working, I have a purpose, a career to be proud of. I know where I am going every day, I love working at the hospital, love the RN's. I have a story to tell. I have a smiling face every day. My patients are important. I am the person they want to see! I had been existing, now I am living. I now have enough money to buy a house. It is not hard if you want to do it. I still receive contact information from Detroit at Work. I was a single mom with no job, I just recently had a redetermination for public assistance, I was able to tell them no. Thank you to the Mayor and everyone who had a hand in helping me. I have a career! I am glad you cared for me!



Career and Educational Advisory Council (CEAC):

The State of Michigan has directed the workforce board to form CEAC. Specific membership has been identified and this council replaces the regional advisory councils. The CEAC will advise on career pathways, apprenticeships, career technical education and work based learning and internships. This item will be taken to the Executive Board meeting (April 12th).

Branding: Dee Marx Prosi

I started in October 2017 and immediately fell into the rebranding effort with the Detroit at Work brand and website. Everything we looked at had multiple logos. We interviewed testimonials, there were references to four or five different companies. There were a lot of different optics. We have reworked the Detroit at Work brand-redone the entire website, Detroitatwork.com, added communications, made the path clear. We have a lot of support in communications and are able to update the site daily. Employers can now go there to post jobs. We have 131 training programs. We have support buttons for child care, license, transportation, etc. Adding information, events and access as we find out. We have had an increase in the website traffic since State of the City address and the numbers have been sustained. Providing an actionable website. We have gone from 300 calls to the One Stop to 600 calls per day. Will be providing assistance for the job opportunity fairs in the districts, Northwest Activity Center, Social Media, etc. We just had a Skilled Trades Contractor Fair at Randolph. Channel 2 did a positive report. We are also doing co-branding with our Detroit at Work logo and various partners.

Toney Stewart commented that there are stories out there (like Timika's story) that regular Detroiters need to hear. People like Timika need to be ambassadors. Dee assured him that is the focus of the next campaign. Will have billboards across the city featuring Detroiters who have been successful in training or their job search.

Jeff Donofrio emphasized the need for real stories. Attention to the key fobs at each seat. These are to give to anyone that needs training or a job—website and phone contact on it. Also, the Mayor announced the Detroit Promise program. Free college education for all high school graduates in Detroit. At the Contractor event, it was clear that employers are ready to hire Detroiters.

Hilarie Chambers stated that it is important to work with the community partners-there are community based organizations to join, career centers, and advisors to help place interested citizens.

We have an electronic newsletter now that states all the exciting things happening. We are using city channels and other social media to push our message out.

Jeff Donofrio introduces Jason Lee, new GDYT Executive Director. Jason will manage our partners and be the head of DESC oversight connecting Detroiters.

Grow Detroit's Young Talent Update: Jason Lee, Executive Director

We have four strategic pillars: work readiness and credentialing; career exposure and pathways; improved academic achievement; & continuous improvement. We have 8K opportunities and 9600 applications this year for students. We have expanded to include a year round career academy program (CAP) for five high schools this year. The cost of the GDYT program is \$11.1M with a funding gap of (\$2.8M) at this time. Program improvements are to ensure a high quality experience, credentialing for 12 hours of work, and the CAP program. CEO working council is facilitating core competencies, attendance, and ensuring their experience aligns with students' interests.

We pitched Detroit concept to Bloomberg board and submitted an application. We are one of 35 cities that are part of the Bloomberg Finalists. Will receive \$100K to test concept. Four cities will win \$1M and one



city will win a \$5M grand prize.

2018 GDYT placement goals are : 4200 community based first jobs, 450 industry lead training which would be credentialed and aligned with industry expectations, 500 career path internships-corporate which exposes students to the corporate environment, 1750 affiliates, 1100 Police and Jr Fire Department cadets. We will be holding 2 career fairs in May and June. We need MWDB members to be employers that are engaged, close our shortfall gap (\$2.8M), and for our industry led employers to engage their supply base and vendors.

CTE Update: Nicole Stallings, Deputy Director

Welcome to Randolph! We have developed a rich partnership with DPSCD in Dr. Vitti and Krista McKinney. We will be using the model set at Randolph for the other two CTE centers. We have worked with the district to ensure our goals are aligned. Our team: Jeff, Omar, Jay Williams, and I try to do things that might be hard for DPSCD to do. Our next project will be Breithaupt which offers customer service industries, welding, automotive services, and the high interest culinary program. There are a large number of customer service opportunities in the city and this is an industry in high demand which will lead to a great career path. The auto services program needs some equipment to make sure that we provide state of the art teaching for interested students so they can be industry ready.

Jerome Crawford, Automotive teacher, has been teaching for 29 years. We have to prepare students for the industry. Make sure they have the social skills as well as the knowledge to get jobs. We can provide NATAP certification for our students but we need to update our equipment. We need industry to partner with us so we can make sure we provide the correct level of experience. Right now the students are servicing drivers training vehicles, they have built a 65 Daytona racing vehicle that was shown at AutoRama.

Toney Stewart stated that today's auto servicing is not a mechanic. They are technicians. We need to teach them electronics and computer skills.

The opportunity at Breithaupt are to modernize the building and upgrade equipment. Looking at how we can draw the public into the facility-like a coffee shop for example. Looking for community college partnerships and employer engagement. Our goal for Fall, 2018 is 500 students in CTE programs and 200 adults. Our core programs will run \$9M in fundraising for a three year investment for capital improvements and operating costs. We are about half way. We are also looking for volunteers and in-kind labor. If there is equipment, vehicles to donate, please contact Nicole directly.

We are having 150 seniors graduating Randolph this June. We are looking to connect this training to employment for these students.

Dr. Vitti stated that these students need to cross the finish line and we must be intentional about employing them.

Closing remarks: Jeff Donofrio

We will table the CEAC proposal and take to the Executive Board meeting (April 12) and then bring back to the next MWDB meeting.

Public Comments

None

Adjournment

With no further business to come before the City of Detroit- Workforce Development Board, Chair Pasky requested adjournment of the meeting. The meeting was adjourned at 11:56 am. Motion carried unanimously.