



CITY OF DETROIT

MAYOR'S WORKFORCE DEVELOPMENT BOARD

Tuesday, December 8, 2020

10:00am-12:00pm

Location: Virtual Meeting

Proposed Meeting Minutes

Co-Chairs: Cindy Pasky & Dave Meador

Call to Order

Co-Chair Cindy Pasky called the Mayor's Workforce Development Board Meeting to order.

Approval of Agenda

Co-Chair Cindy Pasky asked for a motion to approve the Draft Agenda as presented.

Approval of March 3rd 2020 Meeting Minutes

Co-Chair Cindy Pasky asked for a motion to approve the Draft Meeting Minutes as presented.

REPORTS

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

Co-Chair Dave Meador opened by summarizing the efforts of Detroit Means Business to support Detroit businesses during the pandemic. Ultimately, 60 local organizations came together to develop support resources for businesses in Detroit. The main priorities of Detroit Means Business going forward are to create new jobs and new businesses, with a focus on businesses owned by people of color. Other specific goals are to facilitate coordination between large businesses around procurement to increase awards for small and minority owned businesses, and to bridge the digital divide. Detroit Means Business started by developing a "North Star Memo," which set overarching goals and priorities, and they are now working to translate this memo into a strategic plan and fundraise.

Co-Chair Cindy Pasky noted that 2020 marks the five-year anniversary of the Mayor's Workforce Development Board, and thanked all of the board members for all they have accomplished. Cindy said the board has become one of the best in Michigan and the U.S., and that other cities and states look to the board as a leader in workforce development. Dave Meador then reviewed some of the prominent accomplishments of the board thus far, such as expanding CTE vocational schools, developing Grow Detroit's Young Talent, and helping to employ over 4,000 Detroiters at the FCA facility.

Executive Director's Report - Nicole Sherard-Freeman

Nicole Sherard-Freeman began her presentation thanking Co-Chairs Cindy Pasky and Dave Meador, other board members, and Detroit at Work partners for their hard work.

Nicole Sherard-Freeman detailed how 4,000 Detroiters have been made offers with FCA through Detroit at work, with many jobs paying over \$15. This has allowed more Detroiters to secure middle-class incomes, and has established a proven track record of success for the Detroit at Work system. Workforce talent and training is in the top three areas of interest for major automotive suppliers other than FCA, and there is more work to be done in this sector.

Small and micro-businesses are projected to be the largest generator of new jobs in Detroit over the next few years. Medium and large sized businesses need support too, but Detroit at Work's primary focus is currently on small businesses. Another priority is closing the digital divide. The Connected Futures project has been immensely successful in expanding technology and internet access to public school students, and now our work is to build that out to the rest of Detroit. Detroit at Work is quickly expanding strategies in this area and has seen positive outcomes.

Then, Nicole announced the development of the People Plan, a new Detroit at Work fundraising initiative aimed at reducing poverty and creating opportunity for Detroiters left behind. Poverty fell 12% in Detroit between 2012-2019, which is not a victory lap but is a signal that our work has made an impact. Detroit now has the tenth highest poverty rate in the nation, rather than the highest, and the goal of the People Plan is to cut the poverty rate to 20% in the next five years. We estimate that this work will require a \$10 million investment to support enhanced policies and programs aimed at increasing residential employment, reducing poverty, and increasing economic mobility. The goal is to serve 2,000 additional Detroiters in 2021, and 25,000 more Detroiters over the long-term.

Finally, Nicole provided a brief update on CTE programs in Detroit. All classes for youth have transitioned online, and onsite learning for adults is currently on pause. Some providers are continuing to provide paid training programs. Nicole said the CTE programs have been important in showing Detroiters there is more opportunity in the city than they realize.

Alice Thompson thanked Nicole for the report, and asked if there are strategies in place to train more healthcare workers and school teachers. Cindy Pasky said the board is working to reengage some healthcare organizations after leadership changes, and that the board will reactivate the committee on health care work. Wright Lassier added that the most pressing workforce need in the health care industry is critical care nurses, which are very highly trained and cannot be quickly certified. Nicole Sherard-Freeman said strengthening working relationships with community colleges and universities is a key workforce and economic development priority for 2021, and that training more teachers and nurses is a racial equity issue as well.

PRESENTATIONS

City of Detroit's Economic Outlook: Risks & Mitigation Strategies: David Massaron, Chief Financial Officer, City of Detroit

David Massaron began by providing an economic and financial update. Baseline public services are a prerequisite for economic growth and opportunity, and Detroit has made strategic efforts

to ensure long-term sustainable funding for basic services. Detroit created the retiree protection fund to meet the FY2024 pension funding cliff, and because of six years of balanced or surplus budgets and a doubling of the rainy-day fund, Detroit has had a reserve of savings to address budget losses related to the pandemic. Detroit also developed a revenue forecasting team that enabled the city to more quickly respond to budget losses.

As an immediate response to the pandemic, Detroit worked to maximize available federal funding and implemented strategic cuts and cancellations to balance the budget. Casinos contribute 20%-30% of city revenue, and estimates predict up to half of the general revenue fund will be lost in a 16-month period. Detroit is the only large city other than Baltimore that develops a 10-year budget, which has better enabled the city to respond to this crisis, but more work is needed to help Detroit fully recover from this recession.

Workforce and economic development are key components to strengthening Detroit's financing, and work in this area has better positioned Detroit to be resilient to this crisis and grow out of it. Recent projects like FCA Detroit Assembly, real estate gains, increasing business attractions, internet gaming, and the prospective implementation of sports gambling are reasons to be hopeful. However, we predict a deep and long-lasting recession, and inequality is being exacerbated by the pandemic.

Career & Education Advisory Council (CEAC) Report Out: CEAC Co-Chairs Tonya Allen, President & CEO, The Skillman Foundation & Alycia Meriweather, Deputy Superintendent, Detroit Public Schools Community District

Alycia Meriweather began with an update on the Career and Education Advisory Council (CEAC). The CEAC meets regularly and circulates information back with this board, and has been focusing recently on addressing the impacts of the pandemic. Over 10,000 students signed up for in-person learning this year, and now all learning has transitioned online. 2,300 students and families have visited tech resource hubs across the city, typically for face-to-face technological assistance. The goal is to offer as much in-person services as possible to people who want it, but this must be done safely. The CEAC is also focusing on maintaining and building new partnerships, and on addressing the prevalent mental health needs of youth and adults in Detroit.

Tonya Allen added that a teaching shortage is not a current issue for Detroit Public Schools, but it is for the 40% of youth not enrolled in public school. In order to help students to succeed, we need to support our students and their families who are balancing competing needs. We do not want students to have to choose between earning and learning, and must improve employer engagement to increase employment opportunities for students that do not conflict with education.

Alice Thompson asked how do public schools measure student engagement. Alycia and Tonya responded that basic attendance is measured by whether the teacher can see the student on the screen, and each student has to have at least two prolonged engagements with a teacher per week.

Philanthropy's COVID19 Response: Dr. Darienne Hudson, President & CEO, United Way of Southeastern Michigan

Dr. Darienne Hudson said there were five main components of United Way of Southeastern Michigan's (UWSEM) strategic response to the pandemic: relaxing grant restrictions, forming

networks to learn about community needs, creating and fundraising for the COVID-19 Community Response Fund, award additional grants while maintaining existing grants, and to focusing on being the strongest lieutenants possible.

Prior to the pandemic, 74% of Detroit households were unable to meet basic needs according to the ALICE index, and UWSEM launched the COVID-19 Community Response fund on March 16, 2020, in anticipation of significant need. The first grants were awarded within a week, and the fund has now raised over \$37 million. UWSEM also worked with Slalom to develop a data dashboard with real-time information on grant funding, 211 connections, volunteers, health data, and ALICE households.

UWSEM's 211 service experienced from 5,000-15,000 more calls per month during the pandemic. Even after deploying 3,500 volunteers since the beginning of the pandemic, UWSEM has only had the capacity to meet about two-thirds of the total need. For services UWSEM does not provide, they refer customers to other community organizations.

Key lessons learned during the pandemic have been the importance of equity and social justice, the need for strong partnerships with local and national governments and organizations, and the importance of utilizing data and integrating resources while also responding to immediate needs. UWSEM is beginning to implement a winter crisis relief strategy to increase capacity and resources, expand microgrants for individuals, and increase the number of personal care kits donated.

Public Comment

Co-Chair Cindy Pasky asked for public comment.

Adjournment

Co-Chair Cindy Pasky asked for a motion to adjourn.

Attendees

Nicole Jackson, Nicole Sherard-Freeman, Calvin Sharp, Cindy Pasky, Dave Meador, Bishop Edgar Vann, Sue Sturza, Wright Lassiter, Alice Thompson, Alycia Meriweather, Andra Rush, Angela Polk, Bill Robinson, Bri Brazell, Bruce Dall, Chioke Mose-Telesford, Dana Williams, Dave Massaron, Dr. Colleen Allen, Dr. Curtis Ivery, Dr. Darienne Hudson, Faye Nelson, Gregory Anderson, Heaster Wheeler, Jeff Donofrio, John Carter, Kevin Naud, Marie Hocker, Marita Grobbel, Mark Gaffney, Michelle Rafferty, Mike McLauchlan, Nia Winston, Omar Hasan, Rick Blocker, Robin Johnston, Sandro DiNello, Scott Thiele, Sheilah Clay, Spencer Lucker, Stephanie Nixon, Sylvia Gucken, Terri Weems, Tonya Allen, Elizabeth Hennessey