

Workforce Development Board (WDB)
Meeting Minutes
May 29, 2024
10:00 a.m.
Otsego County Library, Gaylord

I. **CALL TO ORDER** – 10:08 a.m.

II. **PLEDGE OF ALLEGIANCE**

III. **INTRODUCTIONS**

WDB MEMBERS PRESENT

Todd Miner
Deb Larson
Jason Campbell
Jason Reed
Doug Baum
Kathleen Fox
Heather Proctor
Sheryl Coyne
Lauren Ososki
Katrina Burtwell
Kristi Bristley

WDB MEMBERS ABSENT

Brooke Sprenger
Julie Waldron
Brian Klele
Seth Reichard
Ilene Fanzini
Courtney Ryan
Mandy Daily
Tony Ommani

GUEST

Linda Damer

STAFF PRESENT

Jessica Topp, Director
Marisue Moreau
Ashley Udell, Business & Youth Solutions Manager
Alicia Wallace, Marketing & Communications Manager
Tricia Selke, Quality Assurance Specialist
Christina Southwell, Lead Career Navigator

IV. WDB ELECTIONS

a. *Election of Chair*

The current Chair is Sheryl Coyne

Are there any Nominations for Chair?

Kristi Bristley nominated *Sheryl Coyne* with support from Deb Larson.

Are there any other Nominations for Chair?

No

Are there any other Nominations for Chair?

No

Chair nominations are now closed.

Motion to approve Sheryl Coyne as Chair was made by Kristi Bristley and supported by Deb Larson. All voting Aye. Motion carried.

b. *Election of Vice-Chair*

The current vice-chair is vacant

Are there any nominations for Vice-Chair?

Sheryl Coyne nominated *Doug Baum* with support from Kathleen Fox

Are there any other nominations for Vice-Chair?

No

Are there any other nominations for Vice-Chair?

No

Vice-Chair nominations are now closed.

Motion to approve Doug Baum as Vice-Chair was made by Sheryl Coyne and supported by Kathleen Fox. All voting Aye. Motion carried.

c. *Election of two additional WDB Members from the private sector for the Executive Committee*

The current positions are held by Brian Klele and Jason Campbell

Are there any nominations for the Executive Committee?

Sheryl Coyne motioned to keep Brian Klele and Jason Campbell as the Executive Committee members and was supported by Jason Reed. All voting Aye. Motion carried.

Executive Committee consists of *Sheryl Coyne, Doug Baum, Brian Klele and Jason Campbell.*

V. WDB ACTION ITEM: CONSENT AGENDA

- December 4, 2023 meeting minutes
- Local Policy- Supportive Services for Adult, Dislocated Worker, Youth, BRES, MiLEAP and MiREACH
- Local Growth Industries and Demand Occupations Policy

- PATH Refugee Cash Assistance (RCA) Plan
- Stipend Policy
- Talent Action Team (TAT) Plan
- WIOA Title II Adult Education and Family Literacy Act (AEFLA) Grants Review

Motion to approve the Consent Agenda items as listed made by Doug Baum and seconded by Deb Larson. Voted: All Ayes. Motion Carried.

VI. DIRECTOR'S REPORT

- Marisue's last day today (5/29/24), celebration afterwards. Help us celebrate her 30 years of service at NEMC in the roles of Fiscal Officer and Director.
- Legislative Day March 2024 - spoke with Rep. Borton, Rep. Cavitt, Sen. Hoyenga, and Sen. Damoose's aid regarding NEMC's legislative priorities. These priorities include Barrier Removal Employment Success, Youth Career Exploration, and Going Pro Talent Fund. All were receptive to our concerns and the asks we had support.
- Impact Awards April 2024 - Aubrey from Grayling and River House (employer). Each MWA selects one awardee for the "biggest impact" made. Aubrey was a homeless single mom when we met her. Through her tenacity and the help of NEMC, she now has a place to live with her kids, a vehicle, a job, and higher confidence to succeed.
- Attended Northern Lakes Economic Alliance Symposium and the MI Rural Prosperity Summit within the last week. Requesting WDB members assistance if they hear/see anything they feel NEMC should attend, please let me know. toppj@nemcworks.org

VII. CAREER & EDUCATIONAL ADVISORY COUNCIL (CEAC) UPDATE

Ashley Udell updated the board on things that are happening in the CEAC.

- Career Education Planning Districts (CEPD)
 - Natalie Davis- received SME Prime grant to purchase 3D printers to support CNC, machining and industrial maintenance. COOR's millage for Career and Technical Education (CTE) did not pass, but continuing to work on strategies. Discussed Federal Perkins Funding and explained the yearly application process.
 - Ryan McClintic- spoke about the certified welding and auto programs at the Cheboygan Area Schools.
 - Utilizing Perkins money to incorporate supports for math and reading in Career and Technical Education (CTE).
 - Natalie and Ryan attended the CTE showcase in Lansing, over 150 students representing different occupations.
- MiSTEM
 - Summer camp opportunities for high school students across the region for welding and construction to earn as they learn. The registration for the construction camp is low. Trying other marketing strategies to get the numbers up.
 - Teacher externships is an opportunity for teachers to learn alongside the students. The goal is for the teacher to bring back this knowledge to the classroom to open up career discussions.
 - COPESD Career & Technical Education (CTE) online survey was open to parents of school aged children, school employees and all other adult residents of the Cheboygan, Otsego and

Presque Isle counties. One-thousand two hundred and seven (1,207) responded with a 69% in favor response on a CTE-related tax proposal.

VIII. YOUTH UPDATE

- Received Young Professionals grant for 2024. Will be working with Laura P from MiSTEM to hold a welding academy w/IAI again, also a construction and building trades academy.
 - 14 registered for welding, struggling with construction. There are three enrolled currently.
- Ran a self-paced career exploration program for youth – students complete a career cluster to receive a stipend of \$100. Each cluster contains 5 career units that include
 - Reviewing all videos associated with the chosen career
 - Completing quizzes and career journals
 - Identifying employment opportunities for the chosen careers
 - Other tasks assigned by the Youth Career Advisor
 - Youth will still be encouraged to participate in WE
- USDOL announced 1st Youth Apprenticeship Week – May 5-11
 - BSP lead and Apprenticeship Specialist worked with Youth Career Advisors to set up info sessions, guest speakers/presenters, and talent tours.
- YCAs and 6 youth attended JMG Legislative Days meeting with Rep. Ken Borton, Rep. Cam Cavitt and Senator Michele Hoytenga.
- Rogers City Career Expo on 2/22 – BSP and YCA worked with Mainstream Downtown Director and RCHS counselors to bring 18 employers together. Around 300 youth attended the event and learned about different occupations, the education needed and career pathways to reach the occupation. Alpena/Alcona area CU also on site to discuss financial literacy
 - 6-12th grades, came in during English class and were given an assignment to make sure they were engaged. Answer questions about who they talked to, what they learned.
 - Feedback was very positive from employers and students – would like to see it again.

IX. BUSINESS SOLUTIONS UPDATE

- Going PRO Talent Fund cycle 1 awards – 12 employers awarded for a total of \$273,677.50
 - Employer Led Collaborative application period is anticipated to open in March.
 - Cycle 2 – 6 applications submitted, awards should be announced end of June with training to start July 1.
- Held 3 childcare apprenticeship info sessions in Alpena, Cheboygan, and Gaylord.
 - Working with NEMSCA to build a RAP for early childcare, working on revisions w/USDOL.
 - Employer info session in Alpena at MW office tomorrow at 11:30.

X. SPECIAL INITIATIVES UPDATE

The update was provided during the Director's Report.

XI. FRONTLINE STAFF

Christina Southwell, Lead Career Navigator

- Spoke about program participation in On the Job Training, Classroom Training and Direct Placement programs explaining what they are and how they are utilized.
- Went over the importance of knowing community resources so we can guide customers that we cannot directly assist with our programs.
- Went over our partnership with Unemployment and how we assist with the hotline, RESEA Workshops and general guidance.
- Went over the tests we proctor for HiSET, TABE and Work Keys answering questions about all of those.

XII. MICAREERQUEST

Alicia Wallace, Marketing Manager, reported on the recent MiCareerQuest event held on May 16th at the Ellison Place in Gaylord. The 2024 MiCareerQuest Northeast event was attended by 1,215 students from 22 schools across the 11-county region (Alpena, Alcona, Cheboygan, Crawford, Iosco, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, and Roscommon). There were 542 students in Session 1 and 673 in Session 2. The attrition rate was 30% (meaning 30% didn't attend that were registered, which is typical for a free event). The event featured 71 exhibiting organizations, showcasing more than 125 in-demand occupations. Over 65 volunteers from Michigan Works! agencies, partner organizations, local community groups, and businesses assisted with the event to make sure everything ran smoothly. More than 350 working professionals participated in the event, volunteering their time and eager to share their passion for their respective industries. Healthcare had 25 registered exhibits, with 22 attending, manned by 14 companies. Manufacturing had 18 registered exhibits, with 17 attending, representing 16 companies, Technology had 24 registered exhibits, with 22 attending, representing 21 companies. Construction had 23 registered exhibits, with 21 attending, representing 20 companies. The 2025 event is scheduled for Thursday, May 15.

XIII. GROUP DISCUSSION

Doug Baum discussed the Talent Attraction intern that was hired to get success stories of 18 to 35-year old residents that have stayed in the area. They are exploring different marketing strategies within the 11 counties. He also spoke about the education session with the MEDC which included economic strategies, site readiness, talent and talent solutions.

XIV. OTHER BUSINESS

None

XV. PUBLIC COMMENT

None

XVI. ROUND TABLE

A few of the members spoke about things that are taking place within their business or organization.

XVII. ADJOURN- 11:20 a.m.

A motion to adjourn was made by Jason Campbell and supported by Jason Reed. Voted: All Ayes.

Next meeting scheduled for July 10, 2024 @ 10:00 a.m., Location: Otsego County Library