###### Workforce Development Board (WDB)

###### Meeting Minutes

**October 9, 2024**

**10:00 a.m.**

**Otsego County Library, Gaylord**

1. **CALL TO ORDER** – 10:00 a.m.
2. **PLEDGE OF ALLEGIANCE**
3. **INTRODUCTIONS**

**WDB MEMBERS PRESENT**

Todd Miner

Jason Campbell

Jason Reed

Doug Baum

Katrina Burtwell

Kristi Bristley

Mandy Daily

Brian Klele

Seth Reichard

Sheryl Coyne

Julie Waldron

Whitney Dettmer

Lauren Ososki (Alternate)

Barbara Walden

**WDB MEMBERS ABSENT**

Ilene Fanzini

Tony Ommani

Deb Larson

Heather Proctor

Courtney Ryan

**GUEST**

Mike Evans

**STAFF PRESENT**

Jessica Topp, Chief Executive Officer

Ashley Udell, Youth Programming Manager

Laura Budreau, Planning & Operations Manager

Mary Davis, Planning & Program Manager

Nicole Welsh, Business Solutions Manager

Alicia Wallace, Marketing & Communications Manager

Tricia Selke, Quality Assurance Specialist

Chelsea Bertagnoli, Career Advisor

1. **WDB ACTION ITEM: CONSENT AGENDA**

* July 11, 2024 meeting minutes
* Local Michigan Training Connect (MiTC) Policy
* Career & Educational Advisory Council Change in Membership

**Motion to approve the Consent Agenda items as listed made by Doug Baum and seconded by**

**Todd Miner. Voted: All Ayes. Motion Carried.**

1. **DIRECTOR’S REPORT**

* Job title has been updated to Chief Executive Officer (CEO) and approved by the Administrative Board.
* New partnership with the Secretary of State mobile units in the offices is going well.
* I am now a Certified Grant Writer and am writing for various grants that align with our mission and vision.
* I met with each staff member individually in July and August to discuss their goals, ideas, challenges, etc. and implemented changes as I could.
* The Michigan Works! Association annual conference was last month. Marisue attended and received an award for her 30 years of dedicated service. Christina Southwell, Career Navigator in Grayling who presented to this board in May 2024, received an award called Shining Star. The former chair of our Employee Engagement Committee and I presented in a workshop on employee engagement and the importance of having an engaged workforce.
* Our Workforce Innovation Opportunity Act programmatic review and data validation review took place last month. We passed the programmatic review with no issues. We passed the data validation review with 98%.

1. **YOUTH UPDATE**

* Summer Welding Academy/Partnership with Industrial Arts Institute and MiSTEM- a very successful program this year, 15 out of the 16 students completed the program.
  + Have already met with Laura P. and Tammi W. to start planning for next year.
  + Hoping to add a construction trades academy next summer, met with Northern MI Building Trades Council to discuss what that might look like.
* Youth Career Advisors attended Jobs for Michigan’s Graduates (JMG) Summer Summit in Mt. Pleasant.
* Wonderful opportunity to learn from affiliates on best practices.
  + 2 staff volunteered to participate in the 1st cohort of the Certified Specialist Training
* Received the following awards for our region:
* Jobs for America’s Graduates (JAG) 6 of 6 Award per Affiliate
* JAG National 6 of 6 Award per Program- three programs (Cheboygan/Presque Isle, Otsego/Montmorency, Crawford)
* JMG Living Our Values- Leadership (Jeanie): Leaders inspire others by their actions more than their words. They support not only their youth, but their co-workers. They go above and beyond. They also understand the critical need to get input from a variety of perspectives on any given topic. A range of opinions leads to a better outcome. Finally, leaders’ coach, mentor, advocate, and are trusted role models.
* JMG Living Our Values - Solutions Focused (Erin): These words carry a strong message; our name is in it. We work to find THE solutions that will work for THAT young person. We will search for opportunities to remove barriers and persist in addressing challenges and celebrating successes. The ultimate solution is graduating with a postsecondary plan and following a path to a family sustaining career.
* JMG Tech Trailblazers Award: This award recognizes those enthusiastic users of JMG’s innovative tools and resources with demonstrated positive impacts to their programming.
* Youth CAs are at Camp Daggett in Petoskey with the area for JMG Leadership Day.
* Relaunched our Virtual Career Readiness and Exploration program - students complete a career cluster to receive a stipend of $100. Each cluster contains 5 career units which 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 (YCA).
* Youth will be encouraged to participate in a Work Experience (WE).
* Developing a College Preparation Series to share with schools in our area.
* College Applications, FAFSA Support, Financial Literacy, etc.
* College 101- moving and what you can take, campus basics.
* Diversity, Equity & Inclusion (DE & I) on campus.
* Attended multiple school open house events in the area.
* Working on another Career Expo in Rogers City 2/20/25 – Last year our Business Solutions Professional (BSP) and Youth Career Advisor (YCA) worked with Mainstream Downtown Director and Rogers City High School 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 Credit Union was also on site to discuss financial literacy.
* 6-12th grades participated during English class and were given an assignment to makes sure the students were engaged. The students were expected to answer questions on who they spoke with and what was learned.
* Currently working with Cheboygan Area schools with a possibility of expanding this opportunity.
* Submitting Talent Tour requests to the BSP Team.

1. **BUSINESS SERVICES UPDATE**

* Going PRO- a grant that help business gain targeted high quality training for their new and existing workers. This grant fund can help pay for training, developing and retaining current and new employees.
  + We held two employer information sessions in September.
  + Cycle 1 officially opened October 1 and so far, we have received multiple authorization requests.
  + Continue to reach out to local employers who have expressed interest in applying.
* Talent Tours- allowing students first hand experience at in demand jobs in the area. They are able to visit businesses, gain valuable insight into various industries and help them understand the training needed to attain employment.
* Youth Career Advisors, Youth Business Solution Processionals and multiple school districts working together to visit local businesses including Moran Iron Works, Industrial Arts Institute, Cadillac Products and Kalitta Air.
* Employer of the Day- hiring event where we feature an employer in our office and conduct on the spot interviews. This event is shared through social media and also posted on the Pure Michigan Talent Connect website.
* There has been an increase in employers expressing interest and have held multiple events recently.
* Just completed an Employer of the Day for Ollie’s Bargain Outlet in Alpena that involved 4 days of open interviews and orientations with over 131 people.
* There is another one scheduled in Alpena on October 10 and have spoken with three other local businesses who are interested.
* On the Job Trainings (OJT)- This allows businesses to hire and retain individuals that do not have all of the skills needed for the job opening by providing funding to help with training. We can cover up to 50% of the wages during this time frame.
* Continue to see high interest from multiple employers all over the region.

1. **MICHIGAN STATEWIDE WORKFORCE PLAN PRESENTATION**

Susan Corbin, LEO Director, presented the Michigan Statewide Workforce Plan virtually.

1. **MiCAREERQUEST UPDATE**

* Alicia Wallace discussed the upcoming 2025 MiCareerQuest, sharing that the school registration and volunteer registration emails had been sent out and that 7 schools and 36 volunteers had already registered. She also shared that the exhibitor registration would be going out soon as well.
* In addition, she shared information regarding another upcoming event, the EcoCareers Expo, which is an event that Michigan Works! is partnering with NEMCOG and NEMIGLSI (Northeast Michigan Great Lakes Stewardship Initiative). This event, which will be held at the Alpena Aplex on October 22 is somewhat of a mini-MiCareerQuest, but focused on Eco Careers (land, water, green energy, etc.), and aimed at 8th graders. So far 26 exhibitors are slated to be at the event and over 600 students have registered to attend. This event is funded by a grant obtained by NEMCOG.

1. **FRONTLINE STAFF SUCCESS**

Chelsea Bertagnoli, Career Advisor discussed her role with Michigan Works! Northeast Consortium, she is responsible for the case management of the Partnership. Accountability. Training. Hope. (PATH) Program and the Workforce Innovation and Opportunity Act (WIOA) Adult and Dislocated Worker Program. Chelsea also shared success stories of two participants.

**Chelsea & Mathew success story**

Chelsea was considered a single-parent of three children at the start of her participation in the PATH program because her significant other, Mathew, had been arrested for possession of controlled substances. She was unemployed, but had a history of working in housekeeping, healthcare, and the food industry. When Mathew completed probation, he wanted to become a more supportive father- both financially and emotionally- and to be in his family’s lives.

The two had no childcare for their three children except for a willing family friend. However, they had no backup plan. Mathew and Chelsea were using a family member’s vehicle for transportation that Chelsea would drive to transport their family. Because of his legal issues, Mathew’s driver’s license was rescinded and he was unable to be reinstated until August 2024.

Chelsea was assigned to the Work Experience Program activity at New Life Pregnancy of Gaylord in October 2024 where she remained as a volunteer until March 2024 when she was hired as a full-time employee.

Mathew struggled to gain employment due to his background. He wanted to return to the construction or production fields, but due to the time of year and history, he wasn’t getting any responses to his applications. He was disheartened by these results and needed much encouragement. I worked one-on-one with Mathew to create a new resume in order to entice more employers to consider him as a potential employee. In March 2024, the hiring manager at GDS Construction visited the Michigan Works! Northeast Consortium office in Gaylord in search of individuals to hire. They were provided Mathew’s new resume which included a concise history, listing of skills and work experience. Because of this, GDS Construction hired him the same day as a full-time, year-round employee and were willing to transport him to and from worksites.

We were able to assist with work attire and tools, transportation funds, and job search skills. Most importantly, the two were able to gain self-sufficiency through the support they gave each other. Chelsea tearfully told her Career Advisor, “If it wasn’t for your help, we wouldn’t be where we are now. We wouldn’t have what we have today”. The two are still employed and are now happily married.

**Kalub Success Story**

[Quote from Kalub]

Before I came to Michigan Works! to ask for help with furthering my education in skilled nursing, I felt lost. I didn't know what I wanted to do with my career, because I've been a caregiver for many years and felt like I wasn't going anywhere. So, I started seeking for career advancements and what I could be interested in [for a possible new career]. I then came across a fast-track certified nursing assistant [program at NCMC]. I felt like I had a calling to that class, but knew I couldn't afford it. I [felt disheartened] but I remembered that MW! is here to help.

I came into the office [on 10/2/2024] and found out [more] about the class. The wonderful [CN] helped me out tremendously with my paperwork because of the deadline I was on [as classes started on 10/16/2024]. I completed all steps [and my Career Advisor] let me know I was accepted for full funding for the class. The immense amount of relief and joy I had was unreal. I was so thankful for these two ladies. The schooling was such an eye opener. I learned so much from it and gained so much knowledge for this field. I am officially a board-certified nurse’s assistant. I couldn't be anymore happy. All thanks to Michigan Works!

1. **OTHER BUSINESS**

None

1. **PUBLIC COMMENT**

None

1. **ROUND TABLE**

No round table

1. **ADJOURN-** 11:10 a.m.

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

**Motion carried.**

*Next meeting scheduled for December 2, 2024 @ 11:00 a.m., Location: Otsego County Library*