**Welcome**

Dr. Rose Bellanca, President of Washtenaw Community College, welcomed everyone and provided a few opening remarks. Dr. Bellanca recognized that this is collaboration between communities that are accustomed to working in silos and often vying for the same resources. This is an opportunity for identifying common needs and creating economic prosperity. This is important because our communities now must compete on a global scale for businesses and jobs, and attracting and expanding business is all about the talent.

Several first time participants introduced themselves and which organization they represent. There were approximately 40 participants representing over 20 organizations at the meeting.

**Meeting Purpose**

The purpose of this meeting is to learn about the status of the Region 9 RPI 2nd round funding proposal and 5 year strategic plan, and give input on the Talent Council’s work groups’ goals and industry clusters’ strategies.

**Region 9 Job Demand Snap Shot**

Lisa Katz, Director of the Workforce Intelligence Network, shared the highlights of WIN’s 3rd Quarter Real Time Labor Market Report for Region 9. (See PowerPoint) During the 3rd quarter there were 17,037 job postings, a 13% drop over the last quarter and a 28% drop over the last year. Livingston County experienced the biggest drop over last year (35.4%) while Lenawee was the only county to experience an increase (11.1%).

Of those 17,037 job postings, 4,102 were in retail and hospitality, 2,286 in health care, 1,290 in IT and 1,174 were in manufacturing. Health care postings showed the smallest decline over last year (26.5%) while skilled trade postings experienced the largest decline (37.8%). Overall, the labor force decreased during the last quarter while employment continued to trend upward.

**RPI 2nd Round Funding Proposal**

Shanna Draheim, lead consultant from Public Service Consultants, shared highlights from the RPI 2nd round funding proposal due to be submitted by November 1st for $250,000.

Build a Sustainable Regional Collaborative Framework

* Convene regional stakeholders and business, political and philanthropic leaders, for a one-day summit;
* Establish an action plan for implementing a selected regional prosperity collaborative structure and the five-year prosperity strategy;
* Develop collaborative solutions for one or two high-priority and potentially game-changing economic development projects in the region using a “SWAT team” approach.

Expand on the Success of the Functional Teams

* Organize and formalize the Regional Prosperity Council;
* Create and align a Region 9 Talent District Career Council with a Regional Prosperity Initiative Talent Council;
* Identify necessary adult education services and protocols to consolidate, and initiate adult education system changes;
* Agree on how to align and possibly merge Michigan Works! operations and begin the transition process;
* Evaluate regions current transportation infrastructure;
* Establish a challenge grant program to support the functional teams’ early implementation of some of the most strongly supported and timely strategies.

**Adult Education Workgroup**

Tim Jackson, Director of Career & Technical Ed for Livingston ESA and Washtenaw ISD, reported that this workgroup is putting together an application for the region. The application identifies where new programs are needed (Jackson& Livingston Counties); and stresses the need for providers to change their mindset from assisting with job obtainment to skill acquisition.

Feedback from Talent Council Meeting Participants

* Is this group working directly with employers to understand their talent skills needs? Need to develop adult education courses to specifically meet the employers’ needs, not just offer what education has available to offer.
* The key is contextual learning as it relates to jobs and needs of employers.
* Tie adult education competency-based to actual jobs
* What about open-entry/open-exit for access?
* Contextual learning? Both online and on-ground.
* I think a lot of assumptions are being made about what is and is not happening in adult education programs.

**Workforce Alignment Workgroup**

Sarah Hartzler, President of South Central Michigan Works, reported that SCMW, Washtenaw County MW and Livingston County MW are looking at sharing or possibly consolidating resources. Representatives from their respective Boards have met to begin discussion on these and other topics. Member of their staffs have begun to meet as well. Their goal is to reduce overhead costs and direct as much funding as possible into meeting participant needs.

There is also conversation about how to best to create a regional Talent District Career Council as required by the State of Michigan. The hope is to combine the functions of the TDCC and the Region 9 Talent Council to help increase the involvement of employers, and reduce any redundancy in meetings and activities.

Feedback from Talent Council Meeting Participants

* To determine whether we can achieve efficiencies by consolidating service we must analyze our current spending patterns.
* For workforce development services for “permanently authorized” immigrants (so generally green card holders), connect with Upwardly Global ([www.upwardlyglobal.org](http://www.upwardlyglobal.org)).
* Consider using WorkKeys NCRC for all unemployed in order to categorize clientele for rapid response for economic development.
* The funding plan should include the Community Colleges New Jobs Training Program for New Hires and Skilled Trade Training Funds for incumbent Workers.
* Does this group have anyone from the WDA at the State level on the team to tie in all available resources?

**IT Industry Cluster**

Lisa Katz reported that the IT Industry cluster now has approximately 50 employers. They have formed several workgroups to address some of the most critical issues identified in earlier meetings. These include:

* Company culture: employer of choice models
* Soft skills: communication, team work, collaboration in the work place
* Hard to fill positions: solving today’s talent gaps in high demand areas
* Skills gap: addressing longer-term talent pipeline issues
* Talent attraction/retention: promoting the area as a regional IT hub

Feedback from Talent Council Meeting Participants

* Connect this cluster with UpGlo to help connect employers with foreign talent.
* Explore a MAT2 type program for IT.
* Employers need to be more engaged in providing internships, co-ops, etc…
* How are they engaging employers to help develop and retain talent? How are they engaged to support the pipeline of talent?
* Schools are not teaching modern computer languages. Need to speed up the curriculum to meet current work requirements in IT.

**Health Care Industry Cluster**

The Health Care Industry Cluster includes both health systems and long-term care employers. The issues they have identified include:

* Skills gap: addressing longer-term talent pipeline issues (K-12 and career pipelines).
* Leadership development/succession planning (especially in long term care).
* Talent matching: pre-screening strategies to improve recruit-to-hire ratios.
* Understanding talent supply: creation of a health care workforce database to better understand health care workforce supply issues, including expected retirement levels in highly specific occupation categories.
* Talent attraction/retention: compact licensure for nursing (policy).

Feedback from Talent Council Meeting Participants

* Focus on screening is critical. How can the workforce system help?
* As the health care system becomes more controlled by government and less by the private sector (e.g. Medicare, Medicaid, Obamacare) we will see the best and brightest move out of health care, and the career bureaucrats move in. We should be worried about a mediocre talent pool taking over health care.
* Connect with LARA to address foreign national or out-of-state nurse licensure issues.
* How are they working with Community Colleges in terms of leadership development?
* Reciprocal licensing is a great idea.
* Develop fast tracks from Associates Degrees in Nursing to Bachelor Degrees.
* Does this cluster include Dental?

**Manufacturing Industry Cluster**

Al Lecz from WIN reported that the Manufacturing Industry Cluster is still looking for a company to champion this group. Please send names to [al.lecz@win-semich.org](mailto:al.lecz@win-semich.org).

Feedback from Talent Council Meeting Participants

* Include MAT2 program in manufacturing plan.
* Make sure training programs are aligned with employer needs

**Other Comments**.

* Is an Energy Cluster under consideration?
* Consider a Transportation Industry cluster.
* Need to collaborate around engaging employers, competing for talent, creating a talented workforce and workforce development.
* I see PSC, WIN and CSW and their consultants involved in this project. How much of our meager resources are being spent on non-providers?

**Talent Council Workgroups**

David Shevrin, the Talent Council Workgroup facilitator, reported that all four workgroups had met and identified stakeholder needs and best practices, and developed draft goals and possible strategies. Representatives from each group reviewed the respective goals and strategies and why they are important.

Participants then broke out into 4 groups. Participants shared which strategies they thought were the most important and achievable and why. All participants were then asked to rank the top 5 strategies for each workgroup. Below is the aggregate ranking of strategies.

**Draft Curriculum Alignment Goals and Strategies as Ranked by Talent Council**

Goal: Develop Regional Employer Engagement Strategies

1. **Explore regional employer “advisory” council(s). (26 points)**
2. Develop a common regional approach. (20 pts)
3. Collect and share similar data from employer advisory groups. (14 pts)

Goal: Develop Common Career Pathways

1. **Explore transitioning to competency based education and assessment. (33 pts)**
2. **Develop common pathways. (23 pts)**
3. Research policies that facilitate development of common competencies. (18 pts)

Goal: Build on Middle College Model

1. **Encourage agreements that allow stackable credentials & dual enrollments. (35)**
2. **Expand number of schools / ISDs w/ middle colleges. (28 pts)**
3. Share and utilize best practices. (10 pts)
4. Embed structured pathways into middle colleges. (11 pts)
5. Explore convening regional ISD meetings. (0 pts)

**Feedback on Draft Curriculum Alignment Goals and Strategies**

* Figure out a better way to extract knowledge because not everyone tests the same.
* Why not require a co-op or internship at the High School level?
* What about employer-engaged project based learning? Pickney New Tech is an example. They work with Lowry Computer Products in Brighton.
* Engage with existing industry advisory council members to ask them to take on Interns.
* Add soft skills, problem solving and innovation to curricula.
* These strategies all go together! This will all fall out of engaging employers first and finding commonalities in what they need.
* Have WIN facilitate the creation of common Career Pathways for the region.
* Math competencies are critical to engineering & manufacturing.
* Investigate policy issue with Math.
* Use Campus Cruiser assessment tool throughout K – 12, Community College & Adult Ed.
* Using Career Pathways and Career Jump Start will help people make informed choices.
* Use grant money to compensate employers for providing effective internships.
* Expand use of credentials centered on competencies. Credit for all learning.

**Draft Career Awareness Goals and Strategies as Ranked by Talent Council**

Goal: Develop a Career Awareness Campaign – Targets Community and Employer Audiences

1. **Educate teachers, counselors, parents, students about high demand jobs. (56 pts)**
2. **Partner with employers to ID skill gaps and employment opportunities. (33 pts)**
3. **Identify and expand on existing career awareness activities. (25 pts)**
4. **Develop consistent messaging that can be used throughout region. (23 pts)**
5. Use Social Media to reach out to younger people and promote high demand jobs (11pts)

Goal: Develop Experiential Learning Opportunities

**3 Educate and assist with development of internships. (26 pts)**

1. **Provide more context, real work applications for students. (24 pts)**
2. Explore using **ccinspire** tool to support experiential learning pathways. (19 pts)
3. Engage students early, using a variety of creative learning methods. (18 pts)
4. Educate and engage employers on benefits of partnering with schools. (17 pts)
5. Assess students throughout their education to guide career development. (8 pts)
6. Post career awareness best practices on Region 9 website. (0 pts)

Goal: Build on College Access Networks

1. Inform students in middle school or earlier about CAN / opportunities. (0 pts)

**Feedback on Draft Career Awareness Goals and Strategies**

* Utilize MEDC’s Jump Start Program. (3 comments)
* Develop experiential learning opportunities should be in Curriculum Alignment workgroup.
* Develop Quality Internship Opportunities.
* Develop relationships between employers and educators.
* Work with Region’s Career Liaison to communicate employer talent needs to educators, parents and students.
* Who are we making aware? Students? Teachers? At what level and age?
* This is really a Career Awareness “Marketing” Campaign.
* Who is implementing these strategies???
* Employers should be the driver for our activities! Where are they??
* MCANs need to promote post-secondary learning opportunities outside of 2 yr. /4 yr. colleges (e.g. apprenticeships, certificates, licensure, certifications, MOOCs).
* WIN needs to be hired to put the regional partnership together so we are all singing from the same hymnal. After having this, we can create a way to communicate which educational programs align with the occupations in the career pathways.
* Early assessment (e.g. 7th – 8th grade, 9th – 10th grade).
* Employers must be willing to provide internships and externships pro-bono, initially.
* Infuse Career Awareness activities at earlier education levels.
* We need career counselors in the high schools and workforce development agencies.
* Bring counselors & teachers w/ employers to educate them on the challenges they face.
* Build in adult-centered strategies like helping adults get career advising at transition points throughout their work life.
* Know more about structure of organizations like JAMA.
* Although the teachers and counselors are overwhelmed with current responsibilities, start by educating teachers and counselors.

**Draft Special Populations Goals and Strategies as Ranked by Talent Council**

Goal: Improve Access to Transportation

1. **Identify available resources and current gaps in services (28 points)**
2. Develop partnerships with private providers. (10 pts)
3. Apply for federal funding and request waivers (e.g. crossing county lines). (9 pts)
4. Work w/ MDOT to access funds for region. (7 pts)

Goal: Educate and Engage Employers

1. **Provide support services that assist special populations after hiring. (13 pts)**
2. Identify training and employment needs (esp. for entry level positions). (10 pts)
3. Inform about benefits / incentives to hiring special populations. (9 pts)
4. Encourage supportive employers to reach out to others. (8 pts)
5. Educate about realistic expectations re. wages, barriers, obligations. (8 pts)
6. Develop partnerships with employers who hire and provide supports. (7 pts)
7. Help employers to easily find people who match their employment needs. (7 pts)
8. Explore partnering w/ MEDC’s re. Community Ventures in region, etc…(4 pts)
9. Explore creating Employer Resource Networks or Service Providers Networks. (4 pts)

Goal: Provide Career Readiness and Job Placement Services

1. **Identify available resources and gaps in services. (16 pts)**
2. **Educate job seekers about the job market and work expectations. (14 pts)**
3. Identify and help address barriers to employment. (12 pts)
4. Train job seekers for the skills employers need. (12 pts)
5. Remove silos and coordinate service delivery. (11 pts)
6. Explore viability of using common assessments and readiness certifications. (6 pts)
7. Train job seekers in life skills / employability skills…(4 pts)
8. Help develop strong job search skills and assist with placement. (3 pts)
9. Plan to make sure services available throughout region. (2 pts)
10. Provide support services and training (e.g. technology) after employment. (1 pt)

Goal: Advocate to Address Systemic Issues

1. **Advocate for access to mental health, housing, substance abuse treatment. (14 pts)**
2. Advocate for funding for outreach, training and support services. (7 pts)

**Feedback on Draft Career Awareness Goals and Strategies**

* Many Special Populations need career counseling.
* Counselors need to be aware of resources.
* Employers should not be asked to provide support.
* Look to work together and share resource regarding Career Fairs, preparing clients for job interviews, internships, etc…
* Need to identify individual populations because there may be specific strategies to address their needs on top of the general needs.
* When assessing, drill down, to draw out aptitudes.
* Use ccinspire to help special populations learn about careers.
* Train career advisors, school counselors, etc… on career opportunities for special pops.

**Draft Talent Attraction & Retention Goals and Strategies as Ranked by Talent Council**

Goal: Develop healthy and effective 2-way relationships with employers

1. **Develop a rapid response process. (34 pts)**
2. **Develop a scorecard to help employers improve hiring practices. (28 pts)**
3. **Provide employer benchmarks (look at ASE) re. “Employer of choice”. (23 pts)**
4. **Develop guidelines for partnering to meet employer needs. (21 pts)**
5. Educate employers about availability of talent (19 pts)
6. Provide assistance with recruitment. (18 pts)
7. Coordinate stakeholder activities. (8 pts)

Goal: Inform job seekers about the region and jobs opportunities

1. **Educate students about jobs and where to get training. (31 pts)**
2. **Pilot a Linked In Student Outreach Project. (20 pts)**
3. Help workers eliminate barriers (e.g. spousal employment, licensure issues). (14 pts)
4. Develop registries to help job placement. (9 pts)

Goal: Continue to develop process for attracting and job matching foreign nationals. (4 pts)

**Feedback on Draft Talent Attraction and Retention Goals and Strategies**

* Combine developing a scorecard to help employers improve hiring practices and becoming employer of choice. This could help employers raise awareness of their practices.
* Get employers and potential employees to listen to each other. A panel of potential employees (incl students) could share their perspectives about employment.
* Bring together job seekers and employers to understand each other’s’ perspectives, processes and expectations.
* Provide resources for employers.
* Have students provide guidance to employers on what they need to do to attract talent.
* More specifics around recruitment assistance and coordinating stakeholder activities.
* It is important to know about available talent pool for attraction purposes.
* Scorecards and Benchmarks… Great ideas.
* Raise awareness of MEDC Talent Enhancement Employer Services, MICHAgain and Michigan Virtual Career Fairs (e.g. Dreamjob).
* MEDC’s recruits nationally at IT &and engineering new grad and alumni job fairs.
* Inform MWAs & Colleges about Soft Skill eLearning on mitalent.org (and Michigan eLibrary).
* For foreign nationals, be sure this group is connected to the Global Talent Retention Initiative (GTRI) and Upwardly Global (UpGlo).
* Tap into GTRI & Upwardly Global to help eliminate barriers
* Educate employers about realistic wage expectations.
* Advocate and lobby Michigan’s congressional delegation re. Attracting foreign nationals.
* Connect with Valerie Jemmerson at MEDC re. Jump Start
* Employers need to be real about job ready employees. Every employer’s needs for skilled workers vary and even subtle differences make a huge difference in the types of education, training and experience a perspective employee needs.
* Develop guidelines for partnering & coordinate stakeholders with rapid response.
* Employer of Choice accountability measures should include retention and turnover rates.
* Informing job seekers goal also fits in Career Awareness Workgroup.