**Welcome and Introductions**

Dr. Rose Bellanca, President of Washtenaw Community College, welcomed everyone and provided a few opening remarks. Dr. Bellanca recognized that there was a good mix of stakeholder groups in the room and acknowledged that the process to date has been somewhat fluid. She explained that was by design and would allow the process to emerge more organically, which will help assure that form follows function.

Everyone attending introduced themselves and which group they represented. There were a total of 42 participants representing over 25 organizations.

**Overview**

Shanna Draheim, from Public Sector Consultants (PSC), provided an overview of the Regional Prosperity Initiative (RPI) and the Counties that comprise Region 9 (Hillsdale, Jackson, Lenawee, Livingston, Monroe, Washtenaw).

She explained that the intent is to build relationships among geographies that have not worked together extensively, and establish a prosperity vision and five-year strategy for how regional partners will work together to enhance economic prosperity in the region.

Region 9 is being convened by the Region 2 Planning Commission, based out of Jackson. The Planning Commission received the grant funds to develop a five-year prosperity strategy. They have contracted with PSC to help manage the overall process. They also have contracted with the Workforce Intelligence Network (WIN) to facilitate the Talent Council and several industry subgroups and the Corporation for a Skilled Workforce (CSW) to facilitate the adult learning and workforce subgroups. PSC is also facilitating a transportation team separate from the talent council.

These groups will work through the rest of the year to “bubble up” priorities, goals, strategies and measures to be included in the five-year strategic plan and submitted to the State of Michigan for implementation and possible 2nd round RPI funding. The Talent Council will help draft the five-year strategy and develop work plans.

Adult Education and Workforce Subgroups

Larry Good from CSW explained that, because of a new State of Michigan adult education law, the Adult Education Subgroup has an opportunity to develop next generation strategies, and help ensure that all six counties have adult education programs.

He also explained that the Workforce Subgroup, comprised of the four MWAs in the region, will explore options for integrating and coordinating programs and services that meet employer and job seeker needs. These changes are being driven by changes in state policy requiring MWAs to consolidate and/or coordinate administrative functions and delivery of services.

Industry Subgroups

Lisa Katz from WIN explained that they are convening Industry Subgroups in health care, IT and manufacturing to identify and address employment and skills gaps. Industry representatives from all three subgroups spoke briefly about the challenges in their respective industries, and what their plans are for engaging employers and developing strategies. Those notes will be available on a Region 9 website that will be shared in the near future.

**Developing a Vision for the Region 9 Talent Council**

Lisa Katz reviewed results from a survey of Talent Council members. Respondents had questions about why the Council was convened, what everyone’s role was on the Council, what was their ability to shape the Council’s direction, and whether the Council will add value to their organization and employer talent needs. Most people felt the Council had potential and would be able to add value to regional employers. People also identified that they primarily work with partners within Region 9, but also work with partners in Region 10 (Oakland, Macomb, Wayne) and Region 6 (St. Clair, Genesee, Shiawassee and Thumb Area).

Why Are You Here?

Meeting participants were asked to share why they are here today. Responses included:

* Re-think how prosperity manifests itself
* Address silos and use funding to collaborate
* Reshape adult education
* Support higher education in better addressing talent needs
* Develop competency-based modules that help address skill gaps
* Explore how schools can become more entrepreneurial
* Integrate how transportation can help with talent development
* Help meet employment demands in the railroad industry
* Build communities that attract people
* Address perceptions about manufacturing and other industries
* Improve communication and increase awareness about how to get a job
* Help employers with workforce planning and incumbent worker training
* Help manufacturing meet talent and transportation needs so they can succeed and grow
* Meet requirements to consolidate and align MWAs
* Realize benefits of working across boundaries
* Serve the best needs of our customers
* Strengthen our organizations by sharing best practices
* Address how Toledo fits into everything
* Help job seekers find opportunities in and around the region
* Build on work done by WIN, MWAs in SE Michigan and other initiatives
* Develop career pathways that meet employment and skills gaps
* Align resources to secure more regional grants
* Learn how to collaborate with each other, and secure leadership support for change

Top Priorities Identified in Talent Council Survey (In PowerPoint and on Flip Charts)

* System Performance and Practice
  + Use data better to understand real time and future talent demand
* Employer Engagement
  + Make sure college curricula align with longer term talent demand
* Career Awareness, Readiness and Advancement
  + Stackable and portable credentials
  + Use of Workkeys and other assessment and learning methods
  + Career pathway development and implementation
  + Raise awareness and encourage workers to pursue high demand careers
* Meet the Needs of At-risk Populations
  + Including those with special needs, long-term unemployed, vets, etc…
* Talent Attraction and Retention
  + Local talent retention
* Microenterprise and Entrepreneurship

Priorities by Organization Type In Survey (in rank order)

* Economic Development – data, early warning, curriculum alignment, talent asset mapping, career awareness/pipeline, special populations, talent retention, global talent, entrepreneurship.
* Community Colleges – early warning system, data, curriculum alignment, talent asset mapping, stackable/portable credentials, special populations, talent retention, entrepreneurship.
* K-12 – data, curriculum alignment, custom education/training, stackable/portable credentials, career pathways, special populations, talent retention, entrepreneurship.
* MWAs – data, federal policy, curriculum alignment, custom education/training, stackable/portable credentials, career pathways special populations, talent retention, entrepreneurship.

What’s Missing

Participants called out other priorities that may need to be addressed. These were added to the priorities listed above. Responses included:

* Need to educate students, parents teachers about career opportunities
* Overcoming negative perceptions about certain jobs and industries
* Attracting long term unemployed into training
* Addressing needs at a multigenerational level
* Educating and providing professional development to service providers
* Training providers on how to give good career advise
* Getting employers more involved in talent development
* Improving collaboration and communication

Prioritization Process Outcomes (See Addendum)

Participants engaged in a multi-vote process to ID following top priorities for Council to work on:

1. Align curriculum with long-term employer demand(12 votes)
2. Experiential learning to help young people gain awareness of high demand jobs (11 votes)
3. Meet the needs of left-out populations - older, long term unemployed (10 votes)
4. More opportunities for student exposure and involvement (9 votes) [NOTE: Staff feel this closely aligns/mirrors #2, experiential learning.]
5. Market the region to employers and job seekers (7 votes)

**Next Steps for Talent Council**

The Region 9 Talent Council is tentatively scheduled to meet on October 28th and December 17th.

Lisa Katz explained that several subgroups would be formed based on the priorities identified in the survey and multi-vote process. These subgroups would meet virtually at least once between Talent Council meetings to:

* Identify what is already being done in their area.
* Identify exemplary practices.
* Identify barriers and supports.
* Identify possible goals, strategies and measures.
* Identify what resources are needed to accomplish these goals.

WIN will also conduct a Social Network Analysis to measure how collaboration occurs.

**Addendum**

Participants were given 3 sticky dots, color coded by stakeholder group, each to place on the top 3 strategies they thought should be priorities. These were tabulated to identify the top priorities.

Employers (1 vote)

* **Align curriculum with long-term employer demand (12 votes)**
* Identify regional assets & gaps in talent and training (2 votes)
* Employer engagement (1 vote)
* Industry perception and image (0 votes)
* Customer training for near term talent needs (0 votes)

Career Awareness, Readiness and Advancement

* **Experiential learning to help young people gain awareness of high demand jobs (11)**
* Encourage pursuit & raise awareness of how to get high demand jobs (3 votes)
* Stackable and portable credentials (1 vote)
* Cross industry connections and alignment (1 vote)
* Technological change outpacing educational alignment (0 votes)

At-risk Populations

* **Meet the needs of left-out populations - older, long term unemployed (10 votes)**
* Address other barriers to employment (3 votes)
* Soft skill training (1 vote)
* Align K-12 and adult learning strategies (0 votes)

Policy

* **More opportunities for student exposure and involvement (9 votes)**
* Educational requirements (0 votes)

System Performance and Alignment (1 vote)

* Better use data - Real-time and future labor market data and job trends (3 votes)
* Understanding Federal policy changes – WOIA (1 vote)
* Enhance outcomes and accountability mechanisms and reports (0 votes)

Collaboration and Communication

* **Market the region to employers and job seekers (7 votes)**
* Market the talent system (1 vote)
* Develop tools and resources and practices for collaboration (1 vote)

Talent Attraction and Retention (3 votes)

* Retain local talent (3 votes)
* Attract global talent (2 votes)
* Attract national talent (0 votes)

Other

* Address needs of self-employed (2 votes)
* Microenterprises and entrepreneurship (0 votes)