

Washtenaw County
Workforce Development Board
General Session
Meeting Minutes

Meeting Date: Thursday, November 04, 2004 **Time:** 8:00 am

Members Present: Anne Williams, Cindy Harrison, David Potter, Diana McKnight-Morton, Diane Davidson, Donn Wolf, Steven Gulick, Edward Resha, Gene Graber, Gregg Weaver, James Frenza, Keith Peters, Mark Ouimet, Sabrina Keeley, Timothy Robinson and Bill Miller.

Members Absent: Al Robinson, Amy Giles, Andrea Tolle, Clifford Smith, Deloris Hunt (excused), Dennis Norton, James Magyar, Janie Jones, Jim Beougher, Mary Kerr, Rebecca David and Suzanne Clausnitzer.

Staff Present: Trenda Rusher, Jenny Bivens, Rana Alzoubi, Deryl Beasley and Lynn Fountain

Guests Present: Paul Welday and Kim Haefner – Renaissance Strategies

1. Call to Order

Wolf called the meeting to order at 8:10 a.m.

2. Approval of the Agenda

Graber moved to approve the meeting agenda. Gulick supported. Meeting agenda approved.

3. Public Comment

There was no public comment.

4. Consent Agenda Items

A. Minutes from the 09/09/04 meeting.

There were two corrections made to the 09/09/04 meeting minutes:

- i. Under the Business Update, Barb Shoffner announced that the State Chamber (not the Ann Arbor Area Chamber) Forum will be held.
- ii. Under the Report of the Director, due to State monitoring and guidelines, Trenda reminded the WDB that only Commissioners who are voting members on the WDB can make motions. Accordingly, Williams moved (instead of Gunn) that the ETCS Group devote resources to serve as conveners for the two strategies outlined in the Blueprint to End Homelessness.

Weaver moved to approve the minutes with the noted changes. Ouimet supported. Minutes approved with the noted changes.

B. Resolution ratifying the signature of the Chair of the Board on the Employment Training and Community Services (ETCS) Group's Fiscal Year 2004 Displaced Homemaker Program in the amount of \$36,173 for the period of July 1, 2004 through June 30, 2005.

Williams moved to approve the resolution. Resha supported. Resolution passes.

Discussion

Frenza asked how the funds were awarded. Rusher replied that the States implemented a statewide competitive process, selects the vendors and basically, these are pass-through funds for our WDB / Michigan Works! Agency to oversee on behalf of the State.

5. Report of the Chair – (Wolf)

A. Announcements and Updates

- The 2005 meeting calendar is being prepared and will be distributed once it is finalized.
- Wolf attended the Washtenaw Contractor’s Association’s “Just Build It” Career Expo. He noted that several bus loads of students participated and there were many interesting displays. Gulick also attended and participated in the iron workers display. There is going to be a partnership with the engineers next time to make sure that the students are able to interact. Wolf reported that there was a lot of interest by the students who submitted surveys. Miller added that this Career Expo is a great opportunity for students to participate in lieu of the elimination of career prep funding. Another similar event will be this Saturday and Sunday morning in Ann Arbor that is statewide.
- Keeley announced the names of those whose resumes she has received so far for reappointment to the WDB. There are some openings in the private sector, so if anyone knows people who are interested, they should apply. The BOC has extended the deadline to receive and will consider additional applications.

B. Report of the Nominating Committee – (Frenza)

Frenza announced the 2005 Slate of Officers and noted that all have agreed to serving.

i. 2005 Slate of Officers

- Chair – Donn Wolf
- Vice-Chair, Workforce Development – Anne Williams
- Vice-Chair, Youth and Educational Services – Bill Miller and Cindy Harrison
- Vice-Chair, Community Action – Steven Gulick

ii. Election of 2005 Officers

Frenza asked (three times) if there were any nominations from the floor.

Frenza moved the 2005 Slate of the Officers on behalf of the Nominating Committee.

Resha moved to accept the 2005 Slate of Officers as recommended by the Nominating Committee. Davidson supported. 2005 Slate of Officers passes.

Wolf thanked the WDB for their support and expressed excitement for the upcoming year.

C. Business Update

i. Ypsilanti Area Chamber of Commerce – (Peters)

- Peters announced that the Ypsilanti Area Chamber of Commerce will be involved in a Business Expo March 7-8 at the Ypsilanti Marriott. The Ann Arbor News is partnering with both Chambers to host this Expo. Peters stated that booth space is still available for anyone interested. There will be a reception the night before for those who will be running a booth.
- Representatives from Visteon, General Motors and other partners will be talking with area students. Anyone who is interested in volunteering to talk at schools should contact Diane Keller. On November 18th, a presentation will

be made at Willow Run High School and yet another will made on the 19th at Ypsilanti High School.

- The Chamber's Education Division is hosting the "Future Force Career Fair" on Monday, December 6, from 10:00 am to 2:30 pm at the Washtenaw Community College (WCC) Morris Lawrence Building. Diane Keller is the Chamber contact for this project.
 - Ypsilanti is experiencing a lot of interest from large and small businesses. One business that is opening in the Ypsilanti area is Toyota. The Chamber is presenting all employees with a welcome packet. If anyone wants to contribute information to the packet, they can forward to Peters.
 - The Chamber will host its Post Holiday Gala on Friday, January 21, 2005 from 5:30 pm to 10:00 pm at the WCC Morris Lawrence Building. All are invited to attend. The event is free, and there will be a cash bar. Rusher has auto raffle tickets for sale.
 - Leadership Ypsilanti classes kicked off this year and has been a success with its participants.
- ii. Ann Arbor Area Chamber of Commerce – (Keeley)
- The two Chambers are doing much more together, including the upcoming Expo.
 - Keeley reported that the economy is still a bit sluggish for the smaller businesses.

D. Labor Update

- Gulick announced that road construction is moving along and that many road projects are almost done. A lot of new construction is being planned for next year.
- The Career Expo went really well this year. The exhibit that Frenza was a part of kicked off last week. The children are really enjoying it and everyone should go to the Ann Arbor Hands on Museum to view it.

E. City of Ann Arbor Update – (None)

6. **Report of the County Board of Commissioners (BOC)**

- Wolf congratulated Ouimet and Gunn on the recent elections.
- Gunn welcomed Ouimet to the BOC. She noted that he brings a great deal of information to the Board.
- Ouimet has agreed to be a champion on the County's Blueprint to End Homelessness.
- Gunn congratulated Miller on the millage that was passed.
- The BOC agreed at last night's meeting to put a millage for the jail expansion on the ballot. There will be a millage committee advocating for this along with members of the BOC. Millage will take place in February 2005.
- The County is continuing with its reorganization, trying to minimize the impact on direct services.
- Wolf also congratulated Carlberg, Sizemore and Hieftje who were all reelected.

7. **Knowledge and Information Feature** – (Renaissance Strategies)

- The Communications and Marketing Committee met yesterday with Paul Welday and Kim Haefner from Renaissance Strategies (RS) regarding the Business and Community Awareness Initiative. Frenza reported that Committee members are very pleased with the way this initiative is moving along.

- Welday thanked staff with their support and noted that he found a diversity of services in the organization. RS's approach was to boil this down to the essence and come up with a proposal. He noted that they wanted to keep this simple without complicating of all of the programs.
- Welday and Haefner created a mission statement for the organization to help them understand it better. The draft mission statement was read:

“The Washtenaw County ETCS provides leadership and services designed to promote positive strategies and outcomes to develop the human, social and economic strengths of the people of Washtenaw County. ETCS develops the mutual interests of the community designed to improve the quality of life for residents and opportunities for employees and employers. As an essential part of Washtenaw County, ETCS is central to the development of public policies at the national, state and local levels while delivering effective management of public resources in the successful pursuit of its mission.”
- Some specific goals were established to help with prioritizing. These include:
 - Increase overall general awareness of the mission of the Washtenaw County ETCS among residents
 - Increase specific knowledge of the services of the Washtenaw County ETCS among community opinion leaders and elected officials
 - Develop effective relationships among the Washtenaw County and area media outlets
 - Increase participation from prospective employers of the services offered by the Workforce Development Board
 - Develop enhanced relationships and awareness among Washtenaw County's growing multi-cultural and physically challenged communities
- Timing is very important, especially when starting this initiative. Elections are over and currently there is a large supply of labor.
- Welday explained that in order to take on the goals, they needed to brand the organization. They wanted to keep the brand as simple as possible and looked at previous attempts at marketing. They determined that branding the organization “ETCS” was the best solution.
- RS developed a new tagline that they proposed: *“Working for You.”* It is simple, it incorporates the word “work” that is very important and can be used for all of the services that ETCS provides.
- RS wanted to incorporate a system that Welday referred to as the “culture of consistency and inclusion.”
- Welday proposed having a series of focus groups in the RS plan. They have already met with both boards, in addition to the County commissioner. At least two focus groups with other constituencies are proposed. They also propose in the action plan, a series of tactical approaches including:
 - Redesigning and reprinting all literature, brochures, reports and printed materials under ETCS to reflect new logo and message (in different languages)
 - Redesigning ETCS website incorporating new logo and message
 - Developing and launching both a traditional newsletter and an “e-newsletter” specifically designed to address the employer community
 - Developing a comprehensive “outreach kit” that will outline the mission and services of ETCS in full detail
 - Developing a “Road Show” presentation for the leadership of the WDB and the CAB
 - Institutionalizing a consistent schedule of press releases and media advisories regarding ETCS.
 - Seeking placement of regular update reports in local print media
 - Launching a television show hosted by Rusher to regularly place in the rotation of local public access cable outlets.

- Creating “Success Stories” to be inserted as letters-to-the-editor by clients of ETCS to personalize the services of the organization.
- Creating and emphasizing placement of public service announcements to generally increase overall awareness and focus on specific services.
- The purpose of today’s presentation is to get feedback from Board members and to ensure that RS is moving in the correct direction.

DISCUSSION

- Frenza reiterated that this plan was presented primarily for informational purposes and reminded board members that the plan is work in progress. He suggested that if Board members liked the plan, then an acclimation that we move ahead with at least the focus groups should be made.
- Graber noted the importance of keeping consistent with the initiative.
- Gunn felt that the internet site for employers was a good idea as discussed before. She would like an employer to go a website to post a job and be able to interact with prospective employees. She suggested that this link with the Michigan Works! Service Center. Rusher noted that we already have these capabilities through the state system called the “Talent Bank.” The problem is that not enough people know about this.
- Davidson added that under the goals it is clear that raising the visibilities is important, but it should be clarified what we do.
- Davidson added, and Keeley reiterated that the mission statement should be shorter, perhaps one sentence, that is easy to remember.
- Harrison suggested that some method of measurement be incorporated to tell us what is working and what isn’t. Ouimet agreed and added that the website should be user friendly and tested.
- Peters reminded members that a separate linkage should lead one directly to the webpage. Weldon added that we could go to other organizations and ask that they have a link to our website.
- Frenza reminded everyone that there would be a marketing committee meeting on Monday where these topics will be discussed.

8. Report of the Executive Director – (Rusher)

A. Updates

i. Blueprint to End Homelessness

- Rusher distributed the Blueprint to End Homelessness Implementation Guide from the last meeting. Gunn noted that the meeting was very productive. Ouimet thanked the Washtenaw Housing Alliance for their focus and ability to accomplish things.
- The Implementation Guide lists the specific strategies and outlines the community champion, convener, team/resources and the next steps. ETCS will be supporting all who are acting as champions in the community.

ii. 2-1-1

- The County is engaging in the new 211 system. The United Way, Pfizer, Huron Valley Ambulance, along with Washtenaw County, are funding the 211 call center line initiative. This is what communities are doing across the State so that the community has an information line to call. ETCS will be listed in the system.
- Rusher noted that this is going to go live in a couple of weeks. Davidson added that this will not be a triage system, but more of a funneling system to ensure that people are receiving the information that they need.

- The number will start out as a seven-digit number and will become 211 when it receives national recognition.
- iii. Earned Income Tax Credit (EITC)
 - One of ETCS's newest programs is the EITC. This program is for individuals who wish to receive help with filing their taxes. Deryl Beasley is the contact staff for this project.
- iv. Youth Mentoring Program
 - Staff has the mentoring program for youth in Washtenaw County placing out of Foster Care up and running. This program was supported by the WDB at the last meeting. ETCS is working in partnership with the Family Independence Agency (FIA) on this.

B. Handout(s)

- The latest copies of The Workforce Times were included in the meeting packets.

9. Report of the Committees

A. Strategic Planning Committee – (Williams)

- Williams gave an update of the Report Card, which the Committee is still working on.

B. Education Advisory Group (EAG) – (Miller)

- There will be a kick off for project Great Start. This program is intended to improve early start for children (ages 0 - 5). Miller noted that a great start with children relates to economic development. Rusher suggested that children take a field trip to work places to become exposed to the workplace.
- A leadership committee will meet in December to discuss planning for this project.

C. Community Action Board (CAB) – (Gulick)

- Gulick reminded board members of the upcoming food distribution on Thursday, November 18 from 9 a.m. to 2 p.m.
- The American Dream Rally will take place on the steps of the Capitol in Washington DC on November 22, 2004.
- Gulick offered to attend the upcoming Communications and Marketing Committee meeting on Monday on behalf of the Community Action Board.

10. Other Business Committees

There was no other business to discuss at this time.

11. Next Meeting(s)

The Joint Annual Meeting will be on Monday, January 10, 2005 at the Ypsilanti Marriott Eagle Crest at 5:30 p.m.

12. Adjourn

Wolf adjourned the meeting at 9:55 a.m.