

CAMWC COMMUNITY OUTREACH COMMITTEE

February 18, 2009

Maxfield's Inn, Edmore

Members Present: Don Burns, Steve Foster, Jeff Knox, Tim Flynn, Carolyn Bennett, Don Schurr, and Sheral Simon

Members Absent: Robin Whitmore and Franz Mogdis

Staff/Guests Present: Diane Hazlewood, Kimberly Becker, Janet Bloomfield, Tom Batchelder, Phil Wilson, and Chris Waters.

Meeting Summary

With a quorum present, Steve Foster called the meeting to order at 5:38 p.m.

Review/Approval of Minutes from the June 18, 2008, Meetings

MOTION WAS MADE AND SUPPORTED TO APPROVE THE JUNE 18, 2008, MINUTES.
Motion carried unanimously.

Public Comment

There was no public comment.

Introductions

Bloomfield introduced Kimberly Becker, the replacement for Diana Jones, and Chris Waters, Alma College Intern. Chris shared information about himself and the experiences he was getting with CAMWC.

Demand Occupations

Staff recommended the removal of occupations from the demand list due to individuals not being able to gain employment after training. All recommendations regarding medical occupations had been reviewed by Robin Whitmore and Terri Romel. Both suggested the retention of CNAs on the demand list. It was their opinion that the market had not been saturated and additional qualified individuals were needed. Also, Bloomfield suggested the inclusion of two emerging industries: Entrepreneurial and the Film Industry. Bloomfield stated that assessment would be critical to make an appropriate match for either of these industries. The industries would not be added to printed material, but staff would have the authority to approve training for those two industries in the event there was an appropriate person.

MOTION WAS MADE AND SUPPORTED TO RECOMMEND TO THE WIB APPROVAL OF THE STAFF RECOMMENDATION TO DELETE OCCUPATIONS AND TO ADD THE

FILM INDUSTRY AND ENTREPRENEURIAL TRAINING AS EMERGING INDUSTRIES.
Motion carried unanimously.

Training Alliance

Due to the success of the Central Area Training Alliance (CATA) course offerings, present participation by area employers, projected growth, and its purpose to provide business/industry training programs to a broader cross section of employers at a lower cost per employee, the following changes to our current Incumbent Worker Training Program were recommended:

- The current program requires a 50/50 cost match, annual funding of \$115,000 and a training cost ceiling of \$12,000 per employer. We propose the following changes:
 - Total funding allocation would remain ~~the same at \$115,000~~ consistent. Actual funding level will be determined once PY 09 allocations have been made.
 - The total training dollars available per employer would be reduced to \$6,000, but would not require a match. This will allow more employers access to funds (the average cost per employer has been running just under \$6,000 for the past couple of years).
 - Currently, funding in our four counties is fairly equally divided. In the event one county does not utilize all of their funding, the excess should be designated to the Central Area Training Alliance.
 - A maximum CATA cost per contact hour of \$300.
 - The Outreach Committee act as the appeal board rather than the Operations Committee for training providers to appeal award decisions and for companies to request specific training.

MOTION WAS MADE AND SUPPORTED TO RECOMMEND TO THE WIB APPROVAL OF THE PROPOSED CHANGES TO THE INCUMBENT WORKER TRAINING PROGRAM. Motion carried unanimously.

National Career Readiness Certificate (NCRC) – WorkKeys

The CAMWC staff is recommending that the WIB formally adopt the NCRC as a local, approved credential based on the following policy:

A diploma, certification, license, award, or training to count as a credential must:

- have significant vocational or job-readiness content;
- involve valid, objective testing;
- be portable from one employer or region to another; and
- be meaningful to employers.

The NCRC meets these four credential criteria. In addition, based on the recommendations from the Council of Labor and Economic Growth, the State of Michigan is adopting a Michigan NCRC based on these criteria and endorsed by the Governor. Staff is requesting that the Outreach Committee recommend to the WIB that any NCRC assessment at or above the Bronze

level meets the credential obtainment measure for the WIA population as a locally-recognized WIB credential.

MOTION WAS MADE AND SUPPORTED TO RECOMMEND TO THE WIB THE FORMAL ADOPTION OF THE NCRC AS A LOCAL, APPROVED CREDENTIAL. Motion carried unanimously.

Keep Learning Initiative Update – An update was provided to the members.

- Capitol Area Program
- Needs to be business led
- Take it slow and deliberate
- Promise Zone Investigation

Welding Training Program Update

Staff gave an update on the survey that has been done with companies that employ welders. Eleven (11) companies were contacted with the assistance of Carolyn and Don. The majority of companies use MIG welding, followed by TIG. However, Merrill uses Flux Core welding. Some companies were aware of the welding training, but felt it was specifically for Merrill; other companies were not aware of the training.

The results will be shared with the economic developers, and they will verify the survey results. Information will be provided to training providers following the verification.

Dislocation Report

Bloomfield indicated the region has been experiencing recent dislocations. Information was shared about each of the dislocations...those impacted, numbers, and timelines. CAMWC has been providing Orientation services at those dislocations.

Other Business

WIB Meeting – The next WIB meeting is March 18, 2009, at 5:30 pm at Maxfield's Restaurant.

Tim Flynn introduced Aaron Gasper. Aaron owns a dairy operation in the Belding area. Tim is recommending Aaron as his designated alternate on the WIB.

MOTION WAS MADE AND SUPPORTED TO RECOMMEND TO THE WIB THE APPOINTMENT OF AARON GASPER AS THE DESIGNATED ALTERNATE FOR TIM FLYNN. Motion carried unanimously.

Adjournment

The meeting was adjourned at 8:20 p.m.