

STATE WORKFORCE INVESTMENT BOARD
MISSISSIPPI HOSPITAL ASSOCIATION
FULL BOARD MEETING MINUTES
APRIL 26, 2017

The public meeting of the State Workforce Investment Board (SWIB) convened at the Mississippi Hospital Association in Madison, Mississippi on April 26, 2017.

Board Members in attendance:

Ron Aldridge	Cheryl Millender (for Billy Hewes)
John Arledge	Chris Howard
Jacqueline Beasley	Edmond Hughes
Brad Bounds	J.R. Jones
Glenn Boyce	Ed Langton
Robert Clark	Andrea Mayfield
John Davis	Glenn McCullough
Jason Pugh (for Mary Graham)	Garry Mercer
Stan Gray ((for Steve Gray)	Mary Powers (for Mike Monk)
Jeremy Robinson (for Michael Hall)	Laurie Smith
Josh Harkins	Lex Taylor
Mark Henry	Michael Thomas
Jean Massey (for Carey Wright)	Robbie Brown (for Shari Veazey)

There were approximately 24 guests in attendance.

Call to Order

Chairman Mark Henry called the full board meeting to order at approximately 10:05 a.m. Ms. Yolonda Boone, Senior Policy Analyst for the SWIB, conducted roll call and it was determined a quorum was present.

Approval of Minutes

Chairman Henry directed the members to the minutes in the packets for the Full Board Meeting held on October 24, 2016. He called for a motion to approve the minutes.

MOTION: Lex Taylor made a motion to accept the minutes, and Andrea Mayfield seconded the motion. The motion passed unanimously.

Officer's Reports

Mark Henry, Chairman stated that SWIB has not done a good job of marketing our workforce development system, not only in Mississippi, but also across the country. We are leaders. And the opportunity falls on our shoulders. We need to play as a team in this global economy. The people in MS deserve a better career path. Mark then provided the following report:

- o Chairman Henry has asked Michael Thomas to serve as Vice Chair of SWIB. He also asked Edmond Hughes to serve on the Executive Committee and both have agreed to serve.
- o Chairman Henry then announced that Board member, Lex Taylor has been appointed to serve as Chairman of the MEC for 2019-2020. The board is looking forward to working with Mr. Taylor to increase employer involvement in workforce development.
- o Chairman Henry reported in March, unemployment is below 5%, which is the lowest recorded unemployment rate in Mississippi history. It has remained at that rate for the past 10 months. He also reported that our labor force has increased. Mississippians over the age of 16, who have a job, or are looking for a job, has increased in the past 2 years. In the past MS has had the lowest percentage of workforce participation. Lower unemployment rates and higher workforce participation rates are encouraging. It demonstrates the importance of the Board.
- o Chairman Henry stated that we are making progress on the HUB, which will allow WIOA, MDE, MDES, DHS, and MDRS to store and share information on individuals seeking workforce services. Hopefully Medicaid will be added to this program. The system should be available in June 2017.

Executive Director of SWIB, James Williams provided a presentation to update the Board on statewide strategies to improve access to workforce training. He made the following report:

- o HUB - James provided additional comments on the HUB stating that the board needs to add more partners to the system. He also stated that we are fighting cultures, and have now begun the work to engage with business as well. James shared his vision to implement the use of business engagement software to have a better tracking system.

Credentialing – James stressed the importance of employer valued credentials in closing the middle-skill gap. Employers now want verified skill sets. Credentials and certificates are part of the process. Lex Taylor asked if the SWIB could adopt a credentialing process? The answer was yes – the SWIB and workforce partners will develop a comprehensive system. Mary Graham informed the board that MGCCC was included in a pilot program implemented by the Lumina Foundation to validate credentials. They work with several employers to validate credentials and have had a lot of success. The tools seem to be working.

- o James then discussed Career 101 which has 4 components and forms the foundation for Smart Start classes:
 - Key Train Foundation Skills – Trainability, Transferable skills

- Soft Skills in the workplace
- Job Search skills
- Career Exploration

There are 7,500 students enrolled in the Smart Start Classes, and the students can now earn up to two semester hours of college credit.

Committee Reports

Mark Henry asked the Southcentral Works Local Workforce Area and the MS Partnership Local Workforce Area (LWA) to provide the SWIB with an update on their sector strategy planning process.

Sector Strategy Committee

Mary Powers and Jimmy Giles made the following report for Southcentral:

- o There are 17 counties in the Southcentral LWA, and the sector strategy planning team committee has identified 3 industry sectors, manufacturing, transportation, and healthcare in which to focus workforce resources. The Mississippi Hospital Association (MHA) has served as the lead convener for the healthcare initiative.
- o The health care industry is a major provider of jobs in the Southcentral LWA with over 3,800 employees. MHA formed a leadership team that has worked very well together. The teams have identified the middle skill gaps. They are currently completing the industry sector assessment tool. The plan will be presented to the SWIB Sector Strategy committee.

Bill Renick and Greg Stewart, Director of Development at Aurora gave a presentation on behalf of the MS Partnership.

- o Greg Stewart shared a video presentation on Aurora and the Team America Rocket Challenge. He indicated that education and training is very important to Aurora.
- o Greg informed the SWIB of the work the sector strategy planning committee has completed. They identified manufacturing, healthcare, transportation and logistics, and information technology as the target sectors. The process has been collaborative and useful to participating business and industry. They expect the plan to be completed in June and submitted to the SWIB sector strategy committee.

Marketing and Branding Committee

Pamela Weaver made the following report to the SWIB.

- She stated that developing a strategy that allows us to speak with a unified voice on the Mississippi workforce is the goal of the Marketing and Branding committee. There are so many agencies that are doing some wonderful things. We want to be of one voice, with two separate messages. One is for employees, a centralized place where they can find all the services available to them. The 2nd audience the committee wants to market to is businesses both new and existing. A strategic planning firm has been retained – Boyette Strategic Advisors. The company has assisted multiple states with strategic planning. They will take an “outsiders’ look” and see how to build a plan around the positive assets in MS, and identify what can be done better.

- o We are currently in the “asset mapping” stage.
- o The second step is to take all of the information and analyze it, and develop a draft report. The information will be compiled and include recommendations on specific messaging, marketing, and branding into the MS Works program. It will then be presented to the board.

System Alignment Committee

Jackie Beasley reported to the SWIB that the system alignment committee met by conference call on April 20, 2017 to review and take action on four proposals.

- MS Community College Board – approved recommendation to provide \$150,000 for support services for individuals who participate in Smart Start classes.
- o MSU Extension Center for Technology - approved recommendation to provide \$20,000 for training that will prepare individuals for work-from-home Customer Service jobs.
- o MS Delta Community College – approved recommendation to provide \$125,000 to be used to improve the laboratory facilities for the certified automotive technician program.
- o MS Manufacturing Association/MEP – approved recommendation to approve \$200,000 to support 50 internships with various companies’ that are hosting college interns, business engagement training and business start-up training. The funds will be used for administrative cost as well as cost to the interns.

The committee recommended additional language be incorporated into the proposals as part of its recommendations to the full board.

- Dr. Andrea Mayfield – recommended that MMA/MEP include as one of its deliverables to be actively engaged with the MS Apprenticeship Program.
- o Kathy Sykes recommended that recruitment of the Digital Works Training include DHS clients and that MS employers have priority with hiring anyone who completes the training.

Jackie Beasley asked for a motion that the report and the recommendations of the committee be approved.

MOTION: Robert Clark made the motion Edmond Hughes seconded the motion. The motion passed unanimously.

Performance and Accountability (P & A)

Mike Thomas reported that the P & A committee met in the morning and discussed defining middle skills jobs and strategies to determine success at closing the gap. After much discussion, it was decided that after 5 years \$18.80 would be the wage filter used to determine success. Mike Thomas asked that a motion be made to accept the P & A report and that the information be sent to Boyette for incorporation into the middle skills report.

MOTION: The motion was made by Andrea Mayfield and seconded by Garry Mercer. The motion passed unanimously.

Old Business

There was no old business.

New Business

Bill Renick introduced Rusty Berryhill, of Furniture Academy representing the 5 Core industries. Rusty gave a synopsis of the academy explaining the background, the partners, and the curriculum.

In September 2016, Three Rivers Planning and Development submitted an application to the MDA for consideration as a MS Works fund Project. The furniture Academy was the 1st funded project under the MS Works Fund. The Furniture Academy is providing scholarships to 300 individuals; 100 individuals who complete training may receive an 80-hour internship within the furniture industry. Currently, training is held at Northeast Community College in New Albany and Itawamba community college in Belden.

Since the Furniture Academy began training in February 2017:

- 23 Furniture Manufacturers in Alliance
- 101 Graduates
- 33 Graduates hire by Alliance Companies (32.67%)

SWIB Budget - Yolonda Boone asked the SWIB to review the budget contained in their packets and explained each line item. Mark informed the board that some of the amounts are placeholders. He doesn't expect to spend the entire budget. After some discussion, Mark called for a motion.

MOTION: Edmund Hughes made the motion to accept the budget, and Terrance Nellum seconded. The motion was passed unanimously.

Mark announced that Mississippi State University would be hosting its annual Data Summit on September 15, 2017. The conference will be held in Starkville, MS. He is encouraging everyone to attend.

Adjournment

MOTION: Robert Clark made a motion that the meeting be adjourned, and Shawn Mackey second. The motion passed. Meeting adjourned at 2:04 p.m.