



**KENT COUNTY ESSENTIAL NEEDS TASK FORCE
ECONOMIC AND WORKFORCE DEVELOPMENT COMMITTEE MEETING
West Michigan Works – West Side Complex
November 1, 2018
8:30-10:00am**

MINUTES

1. Welcome/Introduction

- a. Your Name, Organization, Role, first voting experience or weird voting experience

Attendees: Amanda Reimink, Cassaundra Wolf, Chad Patton, Deb Martis, Lisa Derr, Juan Rosario, Lorena Aguayo-Marquez, Lynne Bosma, Shawn Arapovich, Michelle Bryk, Betty Beth Johns, Tawana Brown, Dick Bulkowski, Jennifer Summers, Milinda Ysasi, Valerie Butler, Bob McKown, Tammy Britton, Arick Davis, Valerie Butler, Patti VanderVeen, Jeran Culilna, Ann Marie Riveria, Danielle Veldman, Shavon Doyle-Holton, Wende Randall, Brianne Czyzio

2. ENTFF Updates and Housekeeping

Please fill out exit ticket before you leave the meeting.

3. Steering Committee Nominations

All Steering Committee members with one-year terms will have their seats up for election. There will be an email sent out to nominate yourself or someone else with questions about experience, etc. As a Steering Committee member, the obligation is to meet monthly to debrief, plan forward, plan methods and techniques, and discuss feedback. Melinda shared the Steering has really defined clear objectives to help keep the group on track. Melinda would love to buy you a coffee and chat about Steering if you are on the fence. Chad shared that Steering Committee wants input from everyone, so bring your voice. Wende can appoint two people if she so desires if the seats are not filled.

4. Action Team Updates

Engaging External Systems/Communicating Systems Resources:

- This group was tasked with creating some type of marketing material. They have a flyer draft for three top areas to target. Today's document is simply a draft, the goal of today is to work on the language. The flyer provides an avenue for a 'soft handoff' and helps connect agencies who do not provide the same resources. The flyer will help share what ENTFF does and how people can be engaged.
- If anyone has graphic design or marketing connection, let Wende or Lisa or Juan know.
- The group is also looking for input for anecdotal stuff such as stories of best practices between organizations. If you have a small story that highlights participants, send that to Lisa.
- The bullets on page 2 are ideas of what organizations can provide, please add more.
- Want input with verbiage as well, it would be ideal to have a common language around services.
- Tawana noted that the flyer would allow for organizations to promote other organizations, so job seekers can take their next steps once they see what ENTFF offers. She suggested the ENTFF brand is minimized so people are not trying to find ENTFF.
- Wende shared that staff is working on updating the ENTFF website as well, so that link to each agency is up to date.
- One of the goals is to get people to realize that the workforce development sector is connected.
- Danielle asked if there will be a list participating agencies. She suggested the logos of all agencies are in the contact section, so people can recognize the agencies. Possibly have job seeker in the middle with all agencies around that help.

- This will be translated into Spanish, if anyone wants to help translate that'd be great!

Equity Action Team Update

Cassandra Wolf from Disability Advocates presented about her organizations' use of the Equity Tool Kit. The kit contains all sorts of tools to help agencies get input they need from all the voices in the community. The power matrix has been extremely helpful. In addition, the toolkit is helpful to break down big ideas into smaller steps. She really encouraged everyone to use this tool in their agencies! Wende also encouraged everyone to think about how this can be applied with organizational peers and teams.

System Navigators

One week from today is the first Navigator convening, 42 people are registered to attend. If you are still interested in coming, please let Betty Beth know, so they can have an accurate count. They ask the people that come to bring information on your organization and bring your business cards with you. If people were voluntold to attend, you need to make sure you follow up with whoever you voluntold.

5. Plan for 2019

Where we've been: Created equity tool kit, launched data project, created navigator training, launched pilot with Local First, Created Data Decision Tree. The tree will be presented in January and will be based on Service Analysis data. That information is not up to date but should be updated every three years. Hopefully this will help clarify why data analysis is needed. Communicating System Resources is working on one-pagers flyers. Wende thanked everyone for getting out in the community and making connections.

Staying Rooted:

At Your Tables consider the 3 indicators:

- % of households with income above ALICE Threshold (or 200% Poverty?)
- % service recipients served by best practice WD providers
- % of residents with adequate transportation access to workforce development sites.

For each indicator respond to these 2 questions:

1. How have we made progress toward those indicators?
2. What do we still need to work on?
3. What are next-steps to work on the items listed in number 2?

6. Action Team Planning

This will be moved to next month

7. Agency Updates

- Steepletown and Literacy Center Information session next Wednesday. Participants will prepare food, take a reading test, and then eat.
- One of the most influential conversations in getting people to vote is having conversations with people. Ask at least one person what their plan is, if they know who they are voting for. If you live in Grand Rapids, you can vote absentee in person.
- If you are looking for individuals who need a placement, let Milinda/the SOURCE know. They would love to make connections with their employers who are looking.

8. Adjourn

- a. Get out and Vote!! November 6!

Next Meeting: December 6, 2018. 8:30-10:00am

West Michigan Works! 215 Straight Ave.