



## Economic and Workforce Development Subcommittee Meeting Minutes

May 2, 2019

8:30am – 10:00am

Meeting Attendees:	Chad Patton, Tammy Britton, Sara Magnuson, Tawana Brown, Lynne Bosma, Nancy Oliver, Jennifer Summers, Jamon Alexander, Cassandra Wolf, Betty Beth Johns, Jodi Petersen, Tia Zeien, Sharlene Organ, Monica Light, Adriene Pendery, Neil Carlson, Bob McKown, Shawn Arapovich, Dick Bulkowski, Deb Martis, Mary Engle, Trinity Clemens, Daniel VanderMolen, Jamon Alexander, Jayme Vosovic, Tony Calcagno, Tia Zeien, Wende Randall, Brianne Czyzio		
Time Convened:	8:40	Time Adjourned:	10:10

<b>Introductions</b>	
Name, organization, how did an organization make you feel welcome?	
<b>Roosevelt Park Discussion</b>	<b>Eleanor Moreno</b>
Discussion	
<p>Eleanor is a resident of the Roosevelt Park neighborhood and has been involved with community listening around the Roosevelt Park development. There were three phases in the Roosevelt Park development. The first phase included a lot of resident involvement around creation and collaboration. This included focus groups and surveys to find out what the community wanted. The goal was that the community would be at the center of this project. However, between phase 1 and phase 2, communication dropped.</p> <p>Phase 2 began after 3 year. The lack of communication led to a gray area that eventually led to frustration and anger. A group of neighbors was created to express the resident voice. However, this group was mostly comprised of stakeholders and people outside of the neighborhood. Habitat hired a community engagement manager to try to reach out to neighbors. Neighbors began to get tired because of the lack of communication. Eleanor and her group got involved to try to bridge the gap between neighbors and stakeholders. They found that is involved a lot of bringing information back to neighbors. They found a lot of frustration, sadness, and anger in the neighbors. The NPC (Neighbor Partner Council) grew to 80 members. They created a vision, mission, bylaws, to show that they are engaged. In addition, they did some canvassing throughout the neighborhood. They found the vast majority of neighbors did not know what was happening in the space. They asked families what they needed to be engaged. This included better communication, listening, transparency, etc. Of all the development happening, only 2 are the things that the neighbors expressed they wanted at the beginning of phase 1. For example, GRPS is planning to open a theme school, but the neighbors wanted a neighborhood school where all the children around can attend. There is still a lack of trust and lack of communication. To get the neighborhood voice out, CO2 Storytelling began releasing episodes around what the community wants and fears around the development.</p> <p>It seems that the partners are working in their silos and bringing their expertise into the neighborhood instead of being willing to pivot based on what the neighbors want. What can ENTFF learn from this? Relationships are extremely important and valuable in this process. Eleanor has found that social connections have been the most valuable in this work. There is a need to make sure there is trust and openness. From a resident experience, it seems that the partners have limited their engagement based on when they have funding available. WFD came together around the fact that there are neighborhoods in Kent County that are receiving services, and others that are not. Often,</p>	



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organizations engage with neighbors on a service-level, not on a full neighborhood level. This could be really powerful moving forward.

The episodes can be found at CO2 Storytelling on Facebook.

<b>Evaluation Framework Update</b>	<b>Jodi Petersen</b>	
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Discussion		
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Jodi is working on a process and outcome evaluation. The outcome evaluation plan looks at how ENTF can be set up for success moving forward. Large findings from the process evaluation: there are mixed levels of people from organizations at meetings; there is a need to some type of orientation; capacity is a concern on all fronts. Overall, the strategic direction can get lost. When thinking about the WFD system, the overall goal is financial independence and sustainability. To get here, neighbors need education and training, availability of living wage jobs, and other things. There are agencies through the workforce development system that provide these services. System alignment is looking at how these pieces fit together and work together.

Jodi has drafted a rubric to measure whether the system is working the way we want it to. Jodi has drafted a rubric. Each member in attendance filled out a rubric. Then, as a table group, everyone considered whether the rubric matches the understanding of the goals for each action team. Groups provided comments and suggestions. If there is other feedback not listed on the sheets, please reach out to Jodi at [jodi@petersenresearchconsultants.com](mailto:jodi@petersenresearchconsultants.com)

Action Items	Person Responsible	Deadline

<b>Data Collection Update</b>	<b>Neil Carlson, Adriene Pendery</b>	
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Discussion		
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Calvin’s Center for Social Research has reached out to 24 organizations involved with ENTF. 9 have signed the Data Sharing Agreement. 10 are considering participation. 5 organizations are in the process of pulling data. They will start their analysis later this month. Please connect with Adriene ([arp23@calvin.edu](mailto:arp23@calvin.edu)) if you are interested in being involved with the Data Sharing Agreement. The ENTF Data Sharing Agreement does not put much burden on either party, just formalizes the process. The first step in the process is talking with orgs about the data points CSR is hoping to collect. The goal is to gain an understanding of what data points they are collecting. The next step would be signing the data sharing agreement. After the agreement is signed, agencies can collect data with Adriene’s help (if desired). There is both urgency and value in this process. CSR is hoping to document steady increase in the availability of data from all orgs across all fields. Connect with Adriene if you are unsure if your data is something that could be collected.

Action Items	Person Responsible	Deadline

<b>Community Engagement Flyer Draft</b>		
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Discussion		
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The Community Engagement team has been working together for several months to put together flyers that can be shared with community agencies, employers, and job seekers. This flyer is about how each of these audiences connects with WFD agencies. The group is asking for feedback on the



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draft. In addition, please share what your agency thinks is compelling for each audience to help them connect with your agency.		
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<b>Action Team Updates</b>		
Discussion		
<p><u>System Navigators</u>: first training was last week. They had 28 learners and 6 staffers. They got a lot of positive feedback and suggestions for next time. They are planning to schedule another training in the next few months. They have decided that the training was too close to the May Navigators Convening. The Convening has been rescheduled for June 13.</p> <p><u>Policy</u>: thanks to Jayme for hosting the Idea to Action event! This event was a great opportunity to learn more about the legislative budgeting process and opportunities for advocacy. In addition, the group is working on creating a flowchart to help understand when a policy issue is relevant and who this should be communicated to in the subcommittee.</p> <p><u>Measuring System Success</u>: They will be meeting this morning to debrief what has been learned from the data decision tree. Principally, they will be talking about pulling in organizations throughout zones so that the right people are at the table.</p> <p><u>Equity</u>: A few months back, the action team facilitated a discussion around how organizations feel about equity. If you remember comments made during the discussion, please send them to Wende and Jamon. If you have feedback on the following questions, please share this as well. What would be helpful moving forward? What gaps in equity exist in our system? The goal is to see what themes emerged to see what steps should happen next.</p>		
<b>Agency Updates</b>		
Discussion		
<p><u>ENTF events calendar</u>: organizations can start submitting events to the ENTF website. Brianne will be sending out the link with more information. Please share this link with whoever does marketing at your organization does marketing. Brianne and Wende can share events on Facebook as well.</p> <p><u>Walk for Good Food</u> is coming up on Sunday, UCOM would like to have a few more team members. If you are interested, come to Park Church at 2pm on Sunday to raise awareness for good food.</p> <p><u>The Literacy Center and WMCAT</u> are partnering to do an ESL program for Pharmacy Technical trainings. Stay tuned for additional details, this will be rolled out later in the summer.</p> <p><u>KDL</u> has hired a Workforce Development Specialist. They have their Year of Learning tool that focuses on diversity, equity, and inclusion. In addition, the Career Online Highschool is now live. Visit: <a href="https://www.careeronlinehs.gale.com/kdl/">https://www.careeronlinehs.gale.com/kdl/</a> They are referring applicants who aren't eligible for this program to other education programs in the county.</p> <p><u>Michigan League for Public Policy</u> – 2 bills were released a few weeks ago that focused on adult education, they are keeping an eye on these. Jayme will share updates as applicable.</p>		