



Economic and Workforce Development
 Subcommittee Meeting Minutes
 February 4, 2021
 8:30am – 10:00am

Meeting Attendees:	Aaron Estrada, Adriene Pendery, Aimee Derr, Amanda Aguirre, Andrew Sisson, BettyBeth Johns, Bill Kirk, Carra Oteto, Chad Patton, Claudia Pohlen, Colene Johnson, Daniel VanderMolen, Emilio Zamarripa, Emily Madsen, Jamon Alexander, Jayme Vosovic, Jenna Hoekwater, Jennifer Summers, Jodi Petersen, John Rumery, Juan Rosario, Kaedyn Cheek, Kel Haney, Lisa Venema, Lorena Aguayo-Marquez, Lynne Bosma, Maddie Strom, Marisol Garcia, Martel Posey, Nicole Smith, Niesa Nelson, Oogie Lamar, Sara Proano-Motta, Sharlene Organ, Tawana Brown, Tia Zeien, Wanda Couch, Wende Randall, Jillian, Derek <i>(List may not be complete- please contact Brianna if you were on the call but are not listed here.)</i>		
Time Convened:	8:33	Time Adjourned:	10:03

Introductions	
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Equity Reflection:	
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Discussion

Last month, the Equity Action Team encouraged folks to attend a J-Series presentation. This month, the group broke into rooms to reflect on the presentations. Reflections/takeaways:

- Discussed faith, complicity, and silence
- Discussed lack of civic engagement and the low amount spent per child on civics education. ([report](#))
- We have power in shaping a narrative; must be intentional in shaping the narrative with our values. Consider:
 - o What are the narratives communicated by your organization?
 - o Who contributes to the creation of those narratives?
 - o Would you talk *with* the population you serve how you talk *about* them with donors, board members
- Capitalism and West MI - long-standing pride in frugality has led to depression in wages; exploitation is inherent in capitalism. Action steps include advocacy around tax reform and calling out structures in which folks are seen as disposable.

Call to Action:

- Use the equity toolkit within your organization: [Equity Toolkit - ENTf \(entfkent.org\)](http://entfkent.org)
- Reflect on individual and organizational action steps

Action Team Planning	
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Discussion

The subcommittee recently developed a theory of change and then ranked activities based on effort and impact. Action Teams discussed this prioritization and used this to plan action steps for 2021.

Updates:

- Community Engagement: This group is re-forming and will work to increase connectivity to business and employers in the workforce development system as well as incorporate clients into the larger process of ENTf in a way that removes barriers and values their and expertise.
 - o if you are interested in joining this team, meeting on 2/9 at 9:00am, connect with Chad if interested (cpatton@literacycenterwm.org)
- Measuring Systems Success: 2021 action steps are based around multiple reports - the Service Analysis is currently underway and results will be shared with the group in March. The Best



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Practices Scorecard and Outcomes Analysis will be completed later in 2021 and results will be shared with the subcommittee in Q3 and Q4 respectively. The committee meets on the second Monday of each month, connect with Emily if you are interested in joining (emadsen@hwmuw.org)

- Equity: the group will be firming up 2021 plans later this morning.
- Navigators: Navigator Convening on Thursday, 2/11. Convening will focus on multiple resources that are available. [Register here](#).
- Policy: discussed prioritizing policy areas for 2021; will be hosting educational opportunities as well as opportunities to engage in advocacy.

System Scan Presentation

Discussion

Jodi, from Petersen Research Consultants, looked at updating the mapping of zones from the data decision tree work and identified new ways of clustering census tracts that are most similar based on demographics and economic need. Clusters are not geographically contiguous. Strong indicators for similarity were race and ethnic makeup, unemployment rate, single parent households, and education. The hope to use this data and overlay service analysis data. They also want to ensure that all have the access to data that is helpful to their organization. View the Systems Scan Dashboard here: <https://public.tableau.com/profile/jodi7066#!/vizhome/ENTFKentCounty-Story/WfdClusterStory?publish=yes>

Questions/Reflections:

- Jodi looked at disability status and found it was not a differentiator. But it can be included on the data tool.
- Suggestion to add neighborhood information to help geographically identify areas.
- Suggestions to added employment clusters and industry. Could also include data on commute times as many folks do not work where they live and look at where jobs were lost. ([link](#))
- Cedar Springs and Wyoming areas are in the same cluster. They are not demographically similar, but workforce development needs are similar in both.
- Conversation around including an original nations category. This is difficult with current census data, but can be done with locally-collected data. There is also opportunity to advocate for national-level changes in decolonizing data collection.
- Think about the stories we tell ourselves when we look at data like this – would it be helpful to have someone from the data team help craft language around why there is concentration of poverty in certain areas.

Thanks to Jodi and team for all their work on this project. Will be using this data and considerations combined with service analysis results to have zone level conversations.

Service Analysis Update

Discussion

Thanks to everyone who has provided data. Emily is finishing up data collection and beginning to clean up data. The Measuring Systems Success team will be presenting early results from analysis next month. From there, they will look into launching conversations between organizations who provide similar services and revitalizing data decision tree conversations. Connect with Emily if you have any questions (emadsen@hwmuw.org).



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Community Partner Updates	
Discussion	
<p><u>WMCAT</u>: enrollment is open for Adult Workforce Development programs - https://work.wmcat.org/enrollment/, please share!</p> <p><u>Hispanic Center</u>: hearing clients who are having employment-related issues, looking for spaces and resources to connect with; connect with Amanda (aaguirre@hispanic-center.org) or Marisol (mgarcia@hispanic-center.org)</p> <p><u>MLPP</u>: 2022 Budget Priorities: https://mlpp.org/budget-priorities/</p> <p><u>Literacy Center</u> and Grand Circus partnering to offering an Intro to Coding Workshop for English Language Learners on February 25 from 6pm-8pm: https://www.eventbrite.com/e/intro-to-coding-workshop-with-the-literacy-center-of-west-michigan-tickets-138619132557</p> <p><u>The Rapid</u>: they have a couple projects in their final phases, please check out these project sites and feel free to reach out to Bill if you have any questions. www.therapidmobilityforall.com - www.divisionunited.org - bkirk@ridetherapid.org</p> <p><u>MRS</u> has been hosting virtual events with organizations. They recently we able to connect their customers with employment through this series.</p> <p><u>Kent County DHHS</u> has some funding available for families (child under 18 or pregnant group member) to help them remove barriers to self-sufficiency (including vehicle repair, work-related expenses, etc). The funding source is called Direct Support Services (DSS) and can be requested by completing the attached form and submitting it to mdhhs-kent-ucl@michigan.gov or fax 517-346-9888. Connect with Colene if you have any questions: johnsonc18@michigan.gov</p>	