

**Focus Macomb: A Partnership for Economic Development**  
Education and Workforce Development Committee Meeting  
September 6, 2007 – Henry Ford Macomb Hospitals' Board Room  
Meeting Summary

**Members Present:**

Dominic Abbate (Wakely Associates)  
Frank Blowers (Lakeside Community Bank)  
Michael Devault (MISD)  
Judy Hartwell (Congressman Sander Levin)  
Ursel Mayo (Mayo Real Estate Group)  
John Nitz (O'Reilly & Rancilo)  
Daniel Nowicki (Anderson Cook, Inc.)  
DiAnne Pellerin (L'Anse Creuse Public Schools)  
Donald Torline (Baker College)  
Shirley West-Meeks (Nu-Legacy J.E.T.S., Inc.)

**Members Missed:**

Misty Delegato (Relevar Home Care)  
Scott Goemmel (PMV Technologies)  
Jim Jacobs (Macomb Community College)  
Al Lorenzo (Macomb Community College)  
Lou Moss (Unlimited Enterprises)  
Barbara Rossmann (Henry Ford Macomb Hospitals)  
Paul Saad (Signature Associates)  
Scott Smith (Comcast)  
Jon Switalski (Macomb County Board Commissioner)  
Joe Wentrack (Plante & Moran, P.C.)  
John White (TechWrite, Inc.)

**Guests:**

Victoria Corriveau, Associate Director, Workforce Development Institute (M-TEC)

**Staff:** Jeff Schroeder, Maria Zardis, Cheryl Bushbaker

**Opening:** Co-Chair Frank Blowers opened the meeting at 2:10 p.m.

Mr. Don Torline, Co-Chair of Focus Macomb spoke to the members and noted that the Education Committee is moving forward as expected with their recommendations. The Executive Committee will have a meeting in a few weeks and will be formulating processes and thoughts as to the future of Focus Macomb.

Mr. Blowers introduced Victoria Corriveau, Director of Workforce Development Institute (Macomb Community College) who explained how companies are identifying or determining what is a market ready work-force. Ms. Corriveau stated her role with WDI is to work with business and industry to determine their needs and try to bring together the resources that meet those needs.

Ms. Corriveau also stated one of the things WDI has done recently is a Research Study. One of the questions asked to businesses in Macomb County, "Is education and training a significant part of your business plan and if it was, what do you need?" Of the top ten responses, the top seven had absolutely nothing to do with technical skills. They needed communication and team building. The technical skills will always be important, but employers are stating they can teach technical skills, but cannot teach personalities and job ethics. This survey is available to the public.

The Workforce Development Institute, along with the Department of Labor, has developed three models (under one work group) – Retail Industry, Financial Industry and the Advanced Manufacturing Industry.

- You cannot teach soft skills (integrity, ethics, working relationships, etc.) utilizing grant money or State funding. This definitely needs to be addressed with businesses/companies and their employees – they just need to support it.
- Adaptability and flexibility – willingness to learn (Is it better to teach children or their parents)
- You cannot teach motivation – you model motivation
- There is a need to educate in basic skills (math, reading, writing, ability to learn).
- Schools, in general, are trying very hard to address these issues
- There is an overabundance of people who do not have a college education
- We know what the needs are – we need to create the program to train these individuals
- Identify and target individuals who are motivated to continue their education

Mr. Torline suggested combining a meeting with Focus Macomb Business Development Committee and Education Committee to share these ideas since focus is on the same issues.

Few statistics:

- 75-80% of students go on to some type of post-secondary education
- Unfortunately, only 21-22% will complete a 4-year degree program (general population)
- 30-40% -called " traditional students" – finish college within 5 years of completing high school (5 years for a 4-year program and 3 years for a 2-year program)
- Macomb has always been above the State average in MEAP and ACT – what is changing is the increased number of reduced lunch population in the County
- 1 out of 5 children live in poverty

All of the information gathered will assist this committee in making further recommendations to the County Commissioners and then the actual process of utilizing this data.

**Next Meeting:** Scheduled for September 27, 2007 from 2-4 p.m. – same location.