



**West Michigan Works! (WMW) Workforce Development Board (WDB)
Executive Committee Meeting
Westside Service Center
215 Straight Ave. NW
Grand Rapids, MI 49504
Monday, April 9, 2018 • Meeting 11:00 a.m.**

AGENDA

1. Call to Order, Chairperson Dave Smith
2. Public Comment – Agenda Items
3. Approval of the January 8, 2018 Minutes **Action Required**
4. WMW WDB Member Resignation/Nomination **Action Required**
Jacob Maas, Chief Executive Officer
5. Career Educational Advisory Council (CEAC) Roster **Action Required**
Angie Barksdale, Chief Operating Officer
6. Other Business
7. Public Comment
8. Adjournment

**Next Scheduled Executive Committee Meeting:
May 14, 2018 located at: Westside Service Center, 215 Straight Ave N.W. Grand Rapids, MI 49504**



**West Michigan Works! (WMW) Workforce Development Board (WDB)
Executive Committee Meeting
Westside Service Center
215 Straight Ave. NW
Grand Rapids, MI 49504
Monday, January 8, 2018 • Meeting 11:30 a.m.**

MINUTES

Members/Alternates Present: Dave Smith, Cindy Brown, Mark Bergsma, John Buchan, Jay Dunwell, Shana Welch, Sherry White

Members/Alternates Absent: Heather Gluszewski, Rebecca Herrington, Jon Hofman, Scott McLean

Staff Present: Jacob Maas, Angie Barksdale, Brenda Isenhart, Jane Kreha, Brittany Lenertz, Deb Lyzenga, Janette Monroe, Melanie White, Nancy Wiest

Guests Present: None

1. Call to Order, Chairperson Dave Smith at 11:33 a.m.
2. Public Comment- Agenda Items- None
3. Approval of Minutes **Action Required**
 - a. September 20, 2017 Minutes
 - b. November 13, 2017 Minutes

Motion – Jay Dunwell

Second – Sherry White

Item Approved by Vote – Motion carried

4. WMW WDB Member Application- Darryl Todd **Action Required**
Jacob Maas, WMW Chief Executive Officer (CEO), reported that WMW was notified that Mr. Ed Garner was leaving his position with Muskegon Area First and would no longer represent an Economic Development Agency, thus leaving a vacant seat on the workforce board. WMW has since received an application from Mr. Darryl Todd who is serving as the Interim President at Muskegon Area First. Jacob highlighted some of Darryl's experience. WMW is requesting approval from the Executive Committee to support nomination of Darryl Todd to the Governing Board for appointment to serve on the Workforce Development Board as an Economic Development member representative. The term for this seat expires October 2018.

Motion – Sherry White

Second – Cindy Brown

Item Approved by Vote – Motion carried

5. Report on Financial Activities: Notes to November 2017 Board Financials **Information Item**
Brenda Isenhart, WMW Chief Financial Officer (CFO), reviewed WMW's 2017 Board Financials, Statement of Revenue and Expenditures by program for the five months ending November 30, 2017. Discussion took place. Brenda answered committee members' questions.

6. Career Educational Advisory Council (CEAC) formally known as Talent District Career Council (TDCC) **Information Item**
Angie Barksdale, WMW Chief Operating Officer (COO), reported that a draft policy from the State of Michigan is in the beginning stages of replacing all existing Educational Advisory Groups (EAG's) and Talent District Career Councils (TDCC's) for all 16 Michigan Works! Agencies in Michigan. Angie reported that each Workforce Development Board (WDB) is required to have an advisory group that will now be known as the Career and Educational Advisory Council (CEAC). The CEAC will focus on youth services and advise the WDB on career and educational issues for youth. Each WDB will appoint members to the CEAC, along with establishing metrics with specific targets to determine progress on their success in implementing career and educational priorities. Metrics for the following priorities include, for example, MiCareerQuest, Manufacturing/Energy Week and National Registered Apprenticeship Week. Angie reported to committee members that additional information regarding the policy and development of the CEAC will be forthcoming to the WDB. Discussion occurred, and a suggestion was made that Snap Chat and social media could play a role in connecting with youth especially those between the ages of 20-24. Angie answered committee members' questions.
7. WMW WDB Subcommittees **Information Item**
- a. Talent Solutions: Shana Welch reported that the subcommittee is working on the Employability Skills Curriculum. Shana noted that the Request for Proposal (RFP) was posted and should close next week. The estimated timeline for the consultant to begin would be February, with potential approval of the curriculum in June and launching the new curriculum in July 2018. The subcommittee is still working on what clients will receive upon completion and whether it would be a "credential or certification".
 - b. Employer Solutions: Sherry White reported that several local Chambers of Commerce agreed to send out the Employer Engagement surveys to businesses that are presently not using the services of WMW. Deb Lyzenga stated that three of the nine Chambers had sent out surveys in December, but only forty responses had been returned so far. The remaining Chambers are sending out surveys this month in January. Brief discussion took place on additional resources that could be used to send the surveys to more employers.
 - c. Strategic Partnerships: Angie Barksdale reported that the subcommittee is beginning to work with Janie McNabb of Strategic Consultants which WMW has contracted with to serve as the One-Stop-Operator (OSO). Janie is assisting in developing the creation of a map for strategic partnerships. Janie will be collecting data from all of our service centers and partners so that it can be determined where we have strong partnerships and where gaps may exist in the region.
 - d. Outreach and Communications: Mark Bergsma reported that the committee just finalized the winners of the Essential Service Awards, and notifications are being sent out this week. The winners will be honored at the Economic Club of Grand Rapids meeting scheduled to occur on February 5, 2018. Mark also mentioned that the subcommittee is looking for a replacement member who represents Healthcare. Shana Welch indicated that she will ask the Healthcare Industry Council for referrals and then hopefully bring some recommendations to Mark in the next month or so.
8. Executive Committee Meeting: March 12, 2018 **Action Required**
Jacob reported that WMW needs to either reschedule or cancel the March 12th meeting due to staff attending the Governor's Education Summit. Executive Committee members agreed to reschedule on March 19, 2018. An updated calendar invitation will be sent out with the revised date. All committee members present came to consensus regarding the March 19th date.
9. General Updates
Angie reported that the 2018 HotJobs list should be coming out at the end of January.

10. Other Business

Information Item

- a. Governor's Education & Talent Summit 2018, March 12-13 (Novi, MI)
Jacob requested that if any members are interested in attending to let WMW staff know as soon as possible. Cindy Brown requested to attend.
- b. NAWB Forum 2018, March 25-27 (Washington, D.C.)
Jacob indicated that WMW staff and the WDB Chair and Vice-Chair are attending the Forum in March. Jacob stated that WMW will be conducting four to five presentations at the Forum.

11. Public Comment

Jay Dunwell inquired about metrics and what our goals are for the future 2018-19. Jacob responded regarding employer resource networks, business resources, employability skills, and MiCareerQuest. Discussion occurred regarding metrics and what the most important metrics are.

12. Adjournment at 12:54 p.m. by Chairperson Dave Smith

Recorded by: _____ Received by: _____



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
1550 Leonard NE
Grand Rapids, MI 49505
(616) 336-4100

SERVICE CENTERS

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3255 122nd Ave
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Ionia County
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Muskegon County
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Ottawa County
121 Clover St
Holland, MI 49423
(616) 396-2154

MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
Executive Committee

FROM: WMW Staff

DATE: April 9, 2018

RE: Resignation and Nomination of WMW WDB Member

Thomas (Tom) Freeland: Resignation

As of February 26, 2018, WMW has been notified that current board member Thomas (Tom) Freeland has had a change in his current role with Meijer, thus leaving his current seat on the board open. Tom has made a recommendation for Mr. Jordan Clark, Director of Human Resources-Northern Region, Meijer, Inc. to fill his vacant seat on the board. WMW staff reached out to Mr. Clark whom indicated he is able and willing to serve on the board and has since submitted an application.

Jordan Clark: Nominee recommendation

Jordan currently leads the overall HR support for 34 of the 235 Meijer Inc. stores in addition to 2 smaller stores, 2 remote gas stations and 1 stand-alone pharmacy; employing 9,500 individuals in West Michigan. Jordan’s past experience serving on a board has been with student organizations and leadership roles during his graduate program at Michigan State University. Jordan indicates that he has been actively been seeking to join a professional organizational board.

WMW staff is requesting approval from the Executive Committee to support nomination of Jordan Clark, Director of Human Resources-Northern Region for Meijer, Inc. to the ACSET Governing Board for appointment to serve on the Workforce Development Board as a Regional Employer representative. The term dates for this seat expire October 2019.



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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
Executive Committee

FROM: WMW Staff

DATE: April 9, 2018

RE: Career Educational Advisory Council (CEAC) Members

The Michigan Talent Investment Agency Policy Issuance (PI): 17-24, regarding the new Career Educational Advisory Council (CEAC), states that the CEAC has been created to replace all existing Employer Advisory Groups (EAG's) and Talent District Career Councils (TDCC's). This policy assists the local workforce development board in facilitating and formally establishing a collaborative partnership between employers, labor, workforce development advocates, local school districts, postsecondary institutions, and training centers to identify and collectively develop and implement training strategies that effectively address Michigan employers' talent needs.

Applications for nomination were available mid-February and were accepted through March 23, 2018.

WMW is requesting support from the West Michigan Works! Executive Committee to present the attached slate of nominations to the Workforce Development Board for appointment to the newly formed CEAC Committee.

CAREER & EDUCATIONAL ADVISORY COUNCIL (CEAC) ROSTER
April 1, 2018 - June 30, 2019

WDB: West Michigan Works! 4b																				
CEAC Lead Contact: Amy Lebednick																				
Name & Title: Amy Lebednick - Business Solutions Manager																				
Telephone Number: 616-648-3366																				
Email Address: alebednick@westmiworks.org																				
A. NAME & TITLE OF MEMBER (Indicate Voting or Ex Officio)		B. NAME AND TYPE OF ORGANIZATION (or School District for Public School Parent)		D. CHAIR		E. SECTOR/CATEGORY(S)							6. COUNTY REPRESENTATION							
						1. WDB Member	2. Non-WDB Employer	3. Labor	4. Other Member	5. EDUCATION					Allegan	Barry	Ionia	Kent	Montcalm	Muskegon
						Local District	Postsecondary Institution	CTE Administrator	Academic Educator	ISD	Parent	Allegan	Barry	Ionia	Kent	Montcalm	Muskegon	Ottawa	Regional	
Linda Blankenship	Allegan ISD							x		x		x								
Dave Searles	Ottawa ISD									x								x		
Rich Franklin	Barry ISD									x		x								
Ted Patton	Ionia ISD									x			x							
Patricia Walstra	Kent ISD (Adult Ed.)									x				x						
Kyle Fiebig	Muskegon Area ISD (CTC)						x	x		x	x						x			
Celena Mills	Montcalm Area ISD							x		x					x					
Susan Hatto	Montcalm Community College							x						x		x				
Michael O'Connor	Zeeland Adult Education Consortium						x					x						x		
Dan Remenap	Allendale Public						x		x		x			X				x		
David Tebo	Hamilton Community Schools						x					x						x		
Kristopher Pachla	GVSU																			
Jen Schottke	GRPS - Parent										x									
Jay Edinger	Junior Achievement																		x	
Kevin Stotts	Talent 2025																		x	
Joe Schippa	IUOE 324																		x	
Cheryl Burmeister	Arconic							x											x	
Jeanene Kallio	Trans-matic											x								
Ron Fukui	BCN Technical Services							x					x							