



West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting

Westside Service Center

215 Straight Ave. N.W.

Grand Rapids, MI 49504

Monday, April 9, 2018

Lunch 11:30 A.M. ▪ Meeting 12:00 P.M.

AGENDA

1. Call to Order, Chairperson Dave Smith
2. Public Comment – Agenda Items
3. Approval of the February 12, 2018 Minutes **Action Required**
4. Approval of Policy: WMW 18-XX WIOA Follow-Up Services Policy **Action Required**
Brittany Lenertz, WMW Regional Service Center Director
5. Career Educational Advisory Council (CEAC) Members **Action Required**
Angie Barksdale, WMW Chief Operating Officer
6. Medicaid Work Search Requirements **Discussion Item**
Jacob Maas
7. General Updates **Information Item**
 - a. Service Center Updates, *Brittany Lenertz*
 - b. Business Solutions Updates, *Deb Lyzenga, WMW Regional Business Solutions Director*
8. WMW WDB Subcommittees Updates **Information Item**
 - a. Executive Committee, *Dave Smith*
 - b. Talent Solutions, *Shana Welch*
 - c. Employer Solutions, *Sherry White*
 - d. Strategic Partnerships, *Heather Gluszewski*
 - e. Outreach and Communications, *Mark Bergsma*
9. General Updates **Information Item**
 - a. Governor’s Marshall Plan
 - b. National Association of Workforce Boards (NAWB) Forum 2018 Update
 - c. SAVE THE DATE: April 25- MiCareerQuest 2018 (Grand Rapids, MI)
10. Other Business
11. Public Comment
12. Adjournment

Next Scheduled Workforce Development Board Meeting:

June 11, 2018 located at: Westside Service Center, 215 Straight Ave N.W. Grand Rapids, MI 49504



West Michigan Works! (WMW) Workforce Development Board (WDB)

Westside Service Center

215 Straight Ave. N.W.

Grand Rapids, MI 49504

Monday, February 12, 2018

Lunch 11:30 A.M. ▪ Meeting 12:00 P.M.

MINUTES

Workforce Board Members Present: Dave Smith (Chairperson), Cindy Brown (Vice-Chairperson), Mark Bergsma, Randy Boss, Norm Brady, Kenyatta Brame, Jay Dunwell, Jim Fisher, Heather Gluszewski, Rebecca Herrington, Jon Hofman, Scott McLean, Val Putnam, Dan Rinsema-Sybenga (at 12:35 p.m.), Michelle Seigo, Samantha Semrau, Dan TenHoopen, Mark Thomas, Patricia VerDuin, Sherry White

Workforce Board Members Absent: Travis Alden, John Buchan, Cathy Cronick, Bob Ferrentino, Tom Freeland, Kiesha Guy, Angela Huesman, David Kitchen, Bill Pink, Jonas Talbott, Therese Thill, Bob Thompson, Shana Welch

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

Guests Present:

1. Call to Order, Chairperson Dave Smith at 12:00 p.m. Dave asked for introductions from the board.
2. Public Comment- Agenda Items- None
3. Approval of the December 11, 2017 Minutes **Action Required**

Motion – Jim Fisher

Second – Mark Bergsma

Item Approved by Vote – Motion carried

4. WMW Policy Approvals **Action Required**

- a. WMW 15-03c1: WIOA Youth Eligibility Policy

Brittany Lenertz, WMW Regional Service Center Director, reported that in November 2015, the WDB approved the Workforce Innovation and Opportunity Act (WIOA) In and Out-of School Youth Eligibility policy. Brittany reviewed necessary changes needed to update the policy which include: 1.) new information, 2.) corrections and updates to language, 3.) procedure to follow the 5% exception criteria and 4.) a required local policy regarding the signature of another responsible adult of the youth. Discussion took place, and Brittany answered board members' questions.

Motion – Sherry White

Second – Mark Thomas

Item Approved by Vote – Motion carried

- b. WMW 15-11c1: WIOA Youth Incentive Policy

Brittany Lenertz reported that in June 2016, the WDB approved the WIOA Youth Incentive Policy which allows WMW to provide incentives to WIOA Youth participants for recognition and achievement upon completion of specific performance-related outcomes and/or goal

attainment. Brittany reported that the policy has been updated to include an incentive for successful completion of a work experience activity. Brittany requested board approval of these changes reflected in the policy.

Motion – Jon Hoffman

Second – Mark Bergsma

Item Approved by Vote – Motion carried

c. WMW 18-XX: TAA Protest and Appeal Policy

Brittany Lenertz reported that the State of Michigan Talent Investment Agency (TIA) requires Michigan Works! Agencies (MWA's) to establish a local policy and disseminate procedures governing requests for redeterminations by Trade Adjustment Assistance (TAA) applicants/participants, including the granting and revocation of training waivers. Brittany reviewed that the policy includes further guidance for WMW staff to cooperate with State agencies when requests for redeterminations are beyond the local level. Discussion took place regarding the processes employers and affected workers have to take for TAA. Brittany requested board approval of the draft policy.

Motion – Mark Thomas

Second – Dan TenHoopen

Item Approved by Vote – Motion carried

d. WMW 18-XX: TAA Policy for the Issuance, Review, Extension and Revocation of Waivers

Brittany Lenertz reported that the TAA program seeks to provide adversely affected workers with opportunities to obtain the skills, credentials, resources and support necessary to be reemployed in suitable employment. Brittany further reviewed that one support is the worker's ability to draw income support payments from the State Unemployment Insurance Agency (UIA), classified as Trade Readjustment Allowances (TRA), once their UIA payments and any federal extended benefits are exhausted. In order to draw basic TRA payments without being enrolled in approved full time training within a certain amount of time, the worker must be issued a waiver of the training deadline requirement. This policy is restricted to those people who apply to or who were enrolled by WMW, and the policy addresses issuance, review, extension and revocation of waivers. Brittany answered board members' questions and requested board approval of the draft policy.

Motion – Jim Fisher

Second – Mark Bergsma

Item Approved by Vote – Motion carried

5. Career Educational Advisory Council (CEAC) formally known as
Talent District Career Council (TDCC)

Information Item

Angie Barksdale, WMW Chief Operating Officer (COO), reported that the official policy from the State of Michigan for replacing all existing Educational Advisory Groups (EAG's) and Talent District Career Councils (TDCC's) for all 16 Michigan Works! Agencies (MWA's) in Michigan has been established. Angie reported that the intent and focus of this newly created council is much the same as the TDCC; however, the new CEAC's are to be aligned with the local MWA area instead of the entire 13-county Regional Prosperity Initiative region. Angie reported that WMW will be re-establishing this group and appointing new members. Angie further reported that the intent is to form the CEAC as a working sub-committee of the full WDB and assign a staff person to the council, similar to the other WMW WDB subcommittees. Angie reviewed the roles and responsibilities chart and answered board members' questions. The applications will be due on March 5, 2018, and the Executive Committee members will review at their next meeting. Formal nominations will be presented to the full WDB in April. Discussion took place. Angie advised members that a list of the previous members' roster and the new CEAC application and processes would be emailed to the board.

6. 2018 Hot Jobs

Information Item

Angie Barksdale provided a handout of the 2018 Hot Jobs list, which is a guide to high demand careers in West Michigan. Angie reviewed the document and demonstrated online how to view and download the list from the West Michigan Works! website. Discussion took place, and Angie answered board members' questions.

7. General Updates

Information Item

a. Service Center Updates

Brittany Lenertz reported that a host of partners have come together to offer three tracks of Integrated Education and Training (IET) in Allegan County. The IET will consist of GED or high school completion alongside technical training, allowing adult learners the ability to complete their diploma or GED and obtain an industry-recognized skill. The cohorts will serve approximately 25 students in three tracks, consisting of Certified Nursing Assistant, Pre-Apprenticeship Construction Training and Certified Production Technician and prepare them for in-demand occupations in Allegan County. Brittany also reported that the Literacy Center of West Michigan has been offering 11-week English as a Second Language (ESL) classes at the Franklin Service Center in Grand Rapids since November 2017. Brittany further noted that beginning in February 2018, the Literacy Center will begin offering open entry classes that will allow WMW to immediately engage ESL learners in classes for immediate instruction alongside job readiness activities. Brittany further reported that as WMW has continued to align services across the region, it has become apparent that the services for the youth population varies and is in the process of working with the One-Stop Operator (OSO) to unify and coordinate Out-of-School Youth (OSY) services across the region. Brittany reported that the goal is to increase outreach and engagement in order to connect with this hard-to-reach population into the workforce. WMW plans to conduct a series of focus groups to learn how to better meet the needs of youth.

b. Business Solutions Updates

Deb Lyzenga, WMW Regional Business Solutions Director, reported that WMW has been awarded a \$180,000 "Going Pro Apprenticeship Readiness Grant" to collaborate with regional manufacturing employers and Intermediate School Districts (ISD's) in Allegan, Kent, Muskegon and Ottawa counties. Deb reported that upon completion of the apprenticeship, each of the 75 participants will receive pre-apprenticeship training and paid employment leading to a United States Department of Labor (USDOL) registered apprenticeship. Deb reported that WMW has also been awarded a \$77,000 "American Health Information Management Association (AHIMA) grant to support the expansion of the USDOL Medical Assistance Apprenticeship for Sterile Processing Technician program. Deb reported that the funds will be used for the design of the program, registration of the apprentices, and provide additional financial supports for individuals enrolled in the program. Deb further reported that the Talent Pipeline Management (TPM) Academy is a new methodology developed by the U.S. Chamber of Commerce that has been adopted into practice with Consumers Energy and DTE acquisition teams which applies supply chain management principals to talent. Deb reported that WMW will be the host organization, supported by Lakeshore Advantage, Talent 2025 and The Right Place. Lastly, Deb reviewed training numbers for the WMW DOL Registered Apprenticeship Programs, noting that for Fiscal Year 2018, there are currently 95 participants enrolled in 15 programs of 4 sectors with 32 employers.

Board member Jim Fisher inquired about MiCareerQuest 2018. Deb reported that employers have until February 23rd to sign up for space and there are approximately 9,000 students registered. Deb reported that the Talent Investment Agency (TIA) is the main sponsor of the event this year. Deb reported that the total budget for the event is about \$200,000 with approximately 100 employers participating.

8. WMW WDB Subcommittees Updates

Information Item

- a. Executive Committee: Dave Smith, WDB Chairperson, reported the committee met in January and discussed much of the information that will be reported from the other subcommittees. Dave reported that the WMW Financials were reported and the committee is comfortable with the organizational decisions made by WMW.
- b. Talent Solutions: Brittany Lenertz reported that WMW received two (2) proposals for the Employability Skills Curriculum. Brittany reported that in the next couple of weeks, the subcommittee should begin to proceed with the curriculum.
- c. Employer Solutions: Sherry White, WDB Member, reported that the employer surveys are continuing to be distributed to regional employers to ascertain feedback that can be provided to the WDB. The results should be provided in the next quarter.
- d. Strategic Partnerships: Heather Gluszewski, WDB Member, reported that the next subcommittee meeting is scheduled at the end of February. Heather stated that the subcommittee is working with Talent 2025 to develop the creation of a partnership ecosystem map for WMW throughout the 7-county region.
- e. Outreach and Communications: Mark Bergsma, WDB Member, spoke about agenda Item #9a, the 2017 Essential Service Awards (ESA). Mark reported that the ceremony took place on February 5, 2018, at the Grand Rapids Economic Club meeting. There were nine (9) award recipients from the service industry, which included the areas of: 1.) Child Care, 2.) General Labor, 3.) Government, 4.) Healthcare, 5.) Transportation, 6.) Cleaning, 7.) Nonprofit, 8.) Hospitality, and 9.) Food Service. The ESA highlight the important role that service workers play in our economy and recognize individuals who display pride in their job, a positive attitude and a strong work ethic. A total of 35 individuals were nominated from six (6) out of the seven (7) WMW counties. Mark reviewed the handout provided in the packet and noted that no nominations were received from Barry County. Jim Fisher indicated that he attended the meeting and made a suggestion that the winners go up on the stage to be recognized in the future rather than standing at his/her table. Jim offered to assist with this recommendation to the Econ Club for the future.

9. General Updates

- a. Discussed in Item #8e above.
- b. Dave commended Chief Executive Officer Jacob Maas on his panel participation and speaking at the 2018 Urban League's Martin Luther King Unity Breakfast on January 15, 2018 in Grand Rapids. Board member Kenyatta Brame also commended Jacob on his insight surrounding diversity topics within our communities. Board member Mark Thomas recommended that board members continue to extend our knowledge to other organizations about WMW and its functions.
- c. Jacob Maas stated that the Governor's Education & Talent Summit will occur March 12-13th in Novi, MI. Jacob reported that staff and WMW WDB Vice-Chairperson Cindy Brown plan on attending.
- d. Jacob Maas reminded board members that MiCareerQuest 2018 will occur on Wednesday, April 25th. If any board members are interested in volunteering, they can sign up through www.micareerquest.org/volunteer or speak to Business Solutions Director Deb Lyzenga.

10. Other Business

- a. Kenyatta Brame inquired about manufacturing recruitment. Jacob stated that Governor Snyder is creating a "Marshall Plan" that will focus on talent development in Michigan. Angie Barksdale further commented that there is not much detail yet on the plan, but it is estimated that about \$100 million will be set aside for this particular redesign. Board Members Val Putnam and Mark Thomas added some additional insight regarding Career Technical Education (CTE) money and

how it may be distributed per pupil in training. Discussion briefly continued regarding talent development for the region.

- b. Val Putnam thanked the board and WMW staff for the Partner of the Year award that was received at the Annual meeting in December.

11. Public Comment- None

12. Adjournment at 1:16 p.m. by Chairperson Dave Smith.

Recorded by: _____ Received by: _____



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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: Brittany Lenertz, Regional Service Center Director
DATE: April 9, 2018
RE: WMW 18-XX WIOA Follow-up Services Policy

Background

The Workforce Innovation and Opportunity Act (WIOA) manual requires local policy for follow-up services that includes the appropriate follow-up services and when to provide follow-up services. Follow-up helps to ensure positive outcomes by maintaining a connection with the participant and offering follow-up services, as needed, to help retain employment.

Requested Action

WMW is requesting that the WDB approve WMW 18-XX WIOA Follow-up Services.



Title: Draft WMW 18-XX WIOA Follow-up Services

Effective Date: April xx, xxxx

Approved by: West Michigan Works! Workforce Development Board on April xx, xxxx
Area Community Services Employment and Training (ACSET) Governing Board on April xx, xxxx.

Programs Affected: Workforce Innovation and Opportunity Act (WIOA)

Supersedes: N/A

Reference: WIOA sec. 134(c)(2)(A)(xiii), WIOA Rules, 20 CFR 681.580, 680.150, 678.430(c), WIOA Manual, and TEGL 21-16

Background: Follow-up services are categorized as a career service and must be provided, as appropriate, for adults or dislocated workers placed in unsubsidized employment for up to twelve months after the first day of employment. For WIOA Youth, monthly contact and offering follow-up services are required and considered a critical services following a youth's exit from the program to help ensure the youth's success. Local areas must establish policies that define appropriate follow-up services, as well as identifying when to provide follow-up services to participants.

Policy: Participant follow-up includes contact made with a participant to maintain a connection and offer follow-up services, as needed, to help ensure positive outcomes. Follow-up services must be provided, as appropriate, for up to twelve (12) months after the exit date. Follow-up will begin at the manual exit date and continue for twelve (12) months from that date unless additional services extend the system exit date.

While follow-up services must be made available, not all of the adults and dislocated workers who are registered and placed into unsubsidized employment will need or desire such services. Likewise, WIOA Adult and Dislocated Workers who have been manually exited as involuntary after 90

Draft WMW 18-XX WIOA Follow-up Services

days of non-participation may be considered unable to locate. All exited WIOA Youth, excluding those exited for a global exclusion, must be offered an opportunity to receive follow-up services that align with their Individual Service Strategy (ISS) for a minimum of 12 months following exit.

Follow-up Services: Follow-up contact is required once per quarter for adults and dislocated workers to determine if any additional services are needed for the jobseeker to retain employment.

For all exited **WIOA Youth**, a thirty (30) day follow-up contact must be made monthly to offer follow-up services for twelve (12) months following exit (except those who exit as a global exclusion).

Follow-up services for adults and dislocated workers include, but are not limited to:

1. Additional career planning and counseling;
2. Contact with the participant's employer, including assistance with work-related problems that may arise;
3. Peer support groups;
4. Information about additional educational opportunities and referral to supportive services available in the community;
5. Case management administrative follow-up; and
6. Other services.

Follow-up services for WIOA Youth may only include:

1. Supportive services;
2. Adult mentoring;
3. Financial literacy education;
4. Services that provide labor market and employment information about in-demand industry sectors, career awareness, career counseling and career exploration services;
5. Activities that help youth prepare for and transition to post-secondary education and training; and
6. Incentives that align with local policy which are available during the follow-up period.

Any supportive services required after exit shall be addressed as a *referral* to a community partner for adults and dislocated workers. Supportive services funds are not available for adults and dislocated workers following exit. Youth supportive services that align with the youth's Individual Service Strategy (ISS) and WMW support service policy may be provided with youth funds.

Draft WMW 18-XX WIOA Follow-up Services

Opting Out: If at any point during the program or during the 12 months following exit, the participant requests to opt-out of follow-up services, they may do so. The request to opt out or discontinue services must be documented with a detailed case note. No further follow-up contact is necessary. Participants **must not** be encouraged to opt out.

Unable to Locate: Various contact methods must be attempted and case noted in the participant record. The attempts to locate and contact the participant must be made for a minimum of the first two quarters following exit and case noted. Once all efforts to contact the participant over the two quarters post exit have been exhausted, follow-up contacts may be discontinued.



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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
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 was 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 approval from the Workforce Board to designate the slate of members to the newly formed CEAC Committee.



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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: WMW Staff
DATE: April 9, 2018
RE: Medicaid Work Requirements

WMW staff was notified that on March 8, 2018, Senators Shirkey, Pavlov, Hildenbrand, MacGregor, Hune, Emmons, Brandenburg, Colbeck, Proos, Schmidt and Robertson also referred to as the Committee on Michigan Competiveness, introduced an amended Senate Bill No. 897 which may be further enacted in the future for individuals receiving Medicaid for “the purpose of adding work requirements to the medical assistance program”.

The Michigan Works! Association (MWA) has been discussing these work requirements with the Department of Health and Human Services (DHHS) staff as well as lawmakers to further flexibility in the requirements and to assist in shaping the actual requirements, financial impacts and ensure that education is an allowable activity.

An excerpt from Senator Shirkey’s bill outlines the requirements is as follows: “A requirement of 30 hours per week of work, job training in an industry with proven demand, or education, or a combination of any of the 3, to count toward the work requirement under this section.”

WMW staff will continue to update the board as additional information regarding the Medicaid Work requirements become available.



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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: Brittany Lenertz, Regional Service Center Director
DATE: April 9, 2018
RE: Service Center Updates

Service Center Certification

As required by the Workforce Innovation and Opportunity Act (WIOA), the Michigan Talent Investment Agency (TIA) must certify Michigan Works service centers every three years using criteria developed in consultation with the Governor's Talent Investment Board (GTIB), local Chief Elected Officials (CEOs), and local Workforce Development Board (WDB) Chairs which covers effectiveness, programmatic and physical accessibility, and continuous improvement. In February, TIA staff came to West Michigan and visited all eight service centers for the first Service Center Certification visit since West Michigan Works! was formed. West Michigan Works! passed the visit with no recommendations or concerns. TIA also recognized several areas of best practice, including the standardization of services across the region, the use of data by the board and for developing services, and the professional staff development that is occurring within the organization.

Employability Skills Curriculum

The Request For Proposal (RFP) was awarded to the "Talent Triangle", consisting of representatives from Kent ISD, Muskegon Area ISD, Ottawa Area ISD, and Talent 2025. There is a three-phase plan in place, consisting of validating the needs with employers, conducting a scan of existing curriculum and assessments, and the development of the curriculum for West Michigan Works!. We are confident that the expertise from this group, the skills of the educators, and the ability to scale a curriculum across the region will bring great value to our employers, job seekers, and partners.

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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: Deb Lyzenga, Regional Business Solutions Director
DATE: April 9, 2018
RE: Business Solutions Updates

NAWB Presentations on Industry Sectors and Apprenticeships

Business Solutions presented at the National Association of Workforce Boards in collaboration with our local and national partners.

- Leveraging Industry Sector Strategies to Advance Registered Apprenticeships
- 21st Century Apprenticeship and the Workforce System
- Creating Hope in Healthcare: Equity and Equality through Good Jobs

STTF Appropriations Committee Testimony

On March 22, 2018, in partnership with the Grand Rapids Chamber Public Policy Coordinator and Bill Rohr, CFO from Flexfab we gave public testimony to the Appropriations Committee about one of the priority budget issues - Skilled Trade Training Funds (STTF). The goal is for the committee to recommend to Governor Snyder that STTF remain in the budget at current or increased levels. Deb Lyzenga gave data related to the number of new hires, new apprenticeships, and leveraged funds invested from employers, and Bill Rohr gave personal testimony on how the funds have increased the skills for their workforce. The Chamber reported the top obstacles facing their membership:

- 96% responded a favorable or very favorable perception of West Michigan's business climate.
- Of the top 5 obstacles to growth for our membership, talent-related issues were 4 of those 5.
- 43% of members ranked availability of skilled labor as their #1 issue and general talent retention was ranked second.
- More than 85% of respondents hired and/or added new positions within the past 12 months as a result of business growth, a 8% increase from last year's survey.
- However, nearly 80% of the same audience stated difficulty in finding qualified applicants to fill these roles - a dramatic increase from the last few years.

Job Seekers Served

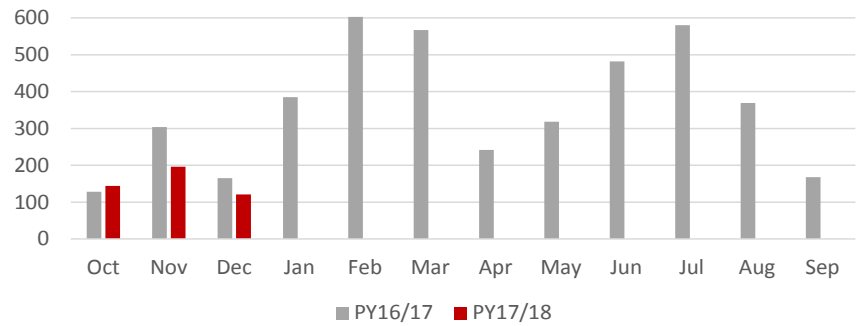


Talent Connect Registrations: 9,249
Staff Assisted Services: 3,121

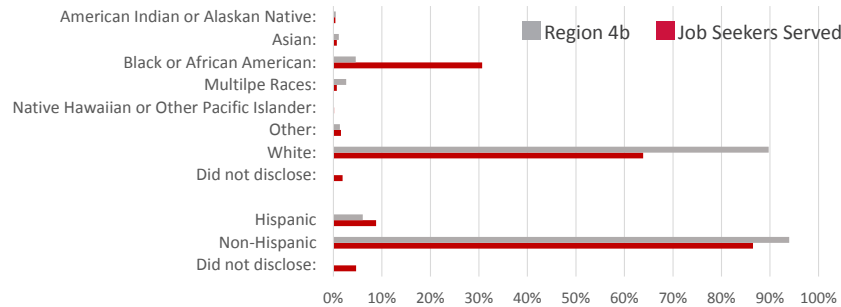


Employers Served: 461
Jobs Filled: 2,066

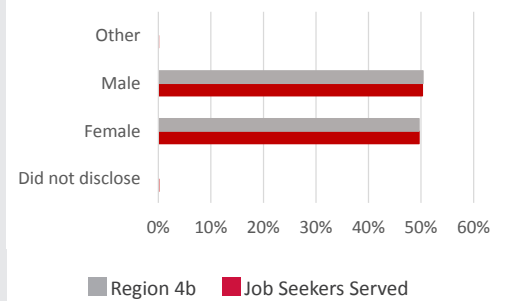
Employers Served PY 6/17 vs PY 17/18



Race & Ethnicity



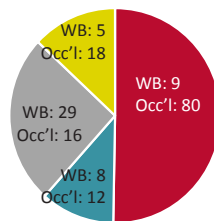
Gender



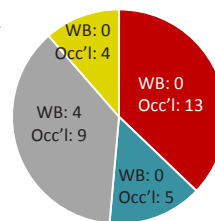
Training Pipeline

- Health care
- Information Technology
- Manufacturing
- Construction & Transportation

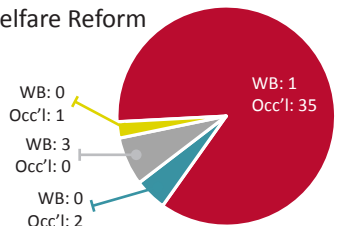
WIOA



TAA



Welfare Reform



Total Work-based: 51
 Total Occupational: 126

4
 31

4
 38

Occupational Training Completed & Credentials Earned

Program	Total Concluded Training	Health Care	IT	Manufacturing	Construction & Transportation	Other	Total Credentials Earned
WIOA	49	25	2	1	11	7	46
TAA	3	0	0	0	1	1	2
FAE&T	0	0	0	0	0	0	0
PATH	39	10	0	0	1	2	13
Total	91	35	2	1	13	10	61

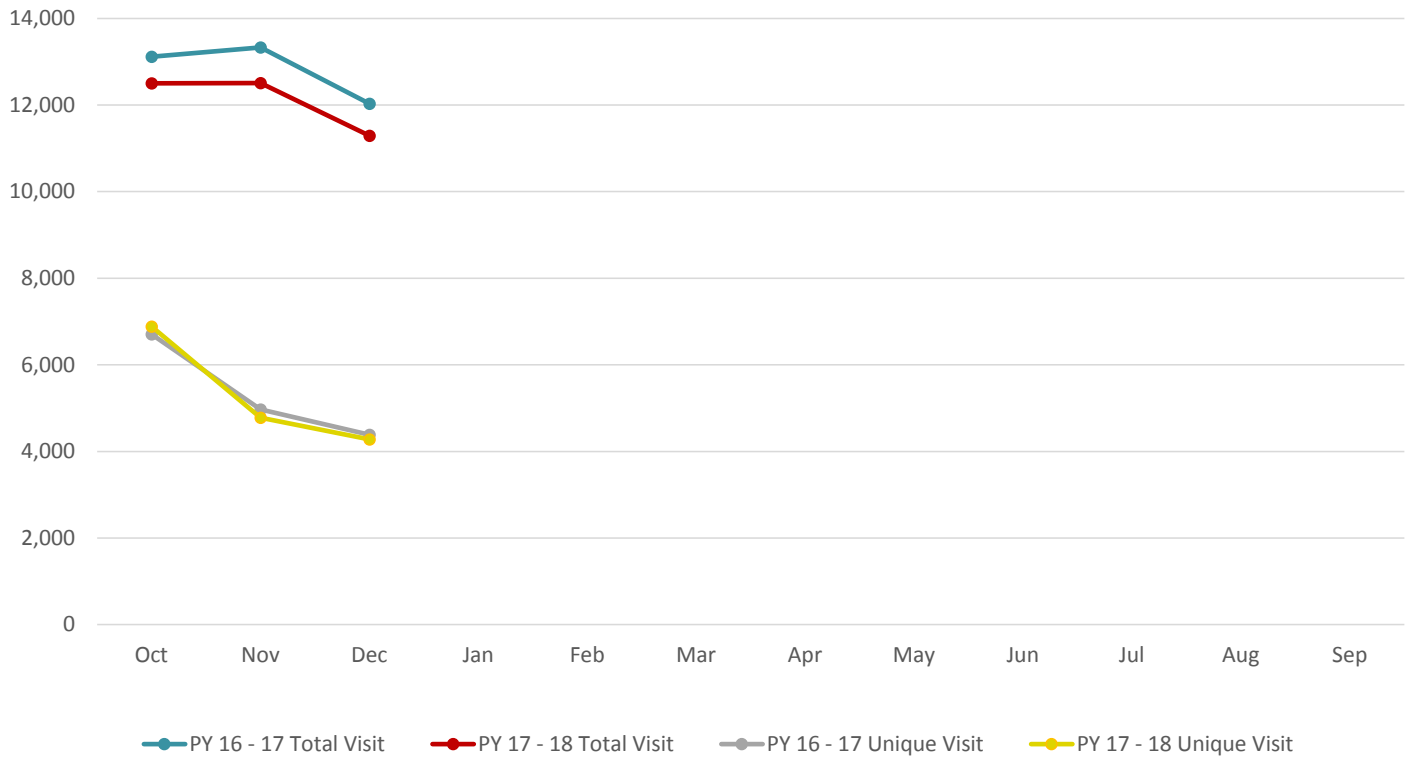
Employment Rate & Average Hourly Wage

	WIOA AD & DW	WIOA Youth	TAA	FAE&T	PATH
Employment Rate	94%	66%	100%	49%	34%
Average Hourly Wage	\$14.66	\$14.53	\$15.36	\$10.93	\$10.52

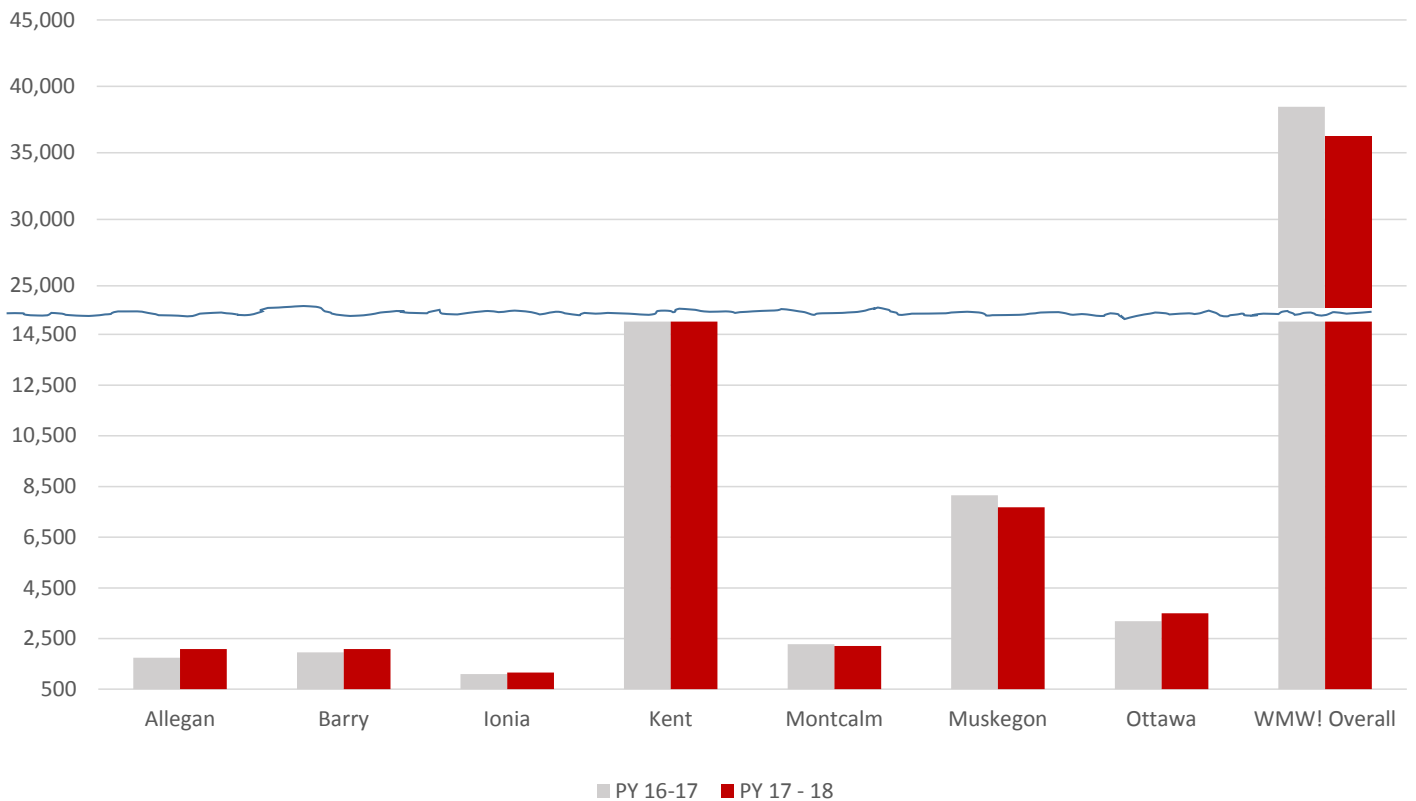


- PY Program Year
- WIOA Workforce Innovation and Opportunity Act
- AD Adult Worker
- DW Dislocated Worker
- TAA Trade Adjustment Act
- FAE&T Food Assistance Employment & Training
- PATH Partnership, Accountability, Training, Hope.
- WB Work-based

Overall Traffic by Month



Unique Traffic by County



Workforce Development Board Dashboard Narrative

Race & Ethnicity

WMW served a higher percentage of minority populations than is representative of the entire regional population. This falls in line with the data collected last year. As a whole, jobless rates of minorities are higher than the jobless rates of non-minorities in West Michigan, contributing to the higher percentage served.

Training Pipeline

The training pipeline for the first quarter suggests an appropriate distribution of talent for the four (4) industries represented. Health care continues to lead in occupational training while manufacturing reflects more work-based training. However, West Michigan Works! sponsored work-based apprenticeship programs continue to grow in both health care and manufacturing. Although some construction and transportation careers require a certification or license, four (4) new apprenticeships were recently added. Overall, work-based training expenditures were less than planned due to the employer preference for Skilled Trades Training Fund (STTF) on-the-job training.

Occupational Training Completed & Credentials Earned

In this section, apprenticeships are also counted as Occupational Training and Credentials Earned due to the formal classroom portion of apprenticeships that result in a recognized credential. Other credentials earned represent the professional and administrative services sector and those credentials that may be applicable across sectors such as business degrees. TAA shows a low number of credentials earned due to the decline in TAA certified employers.

Employment Rate

Employment rate is determined by the number of individuals employed at “exit” of a program divided by the total number of exiters. For FAE&T, the employment rate includes all individuals who attend an orientation and choose to participate in the voluntary program. For those who choose not to participate, wage records and employment information is currently unavailable. WIOA Youth can also be exited from the program due to entering post-secondary education, thus making the overall employment rate lower than Adult and Dislocated Worker participants who are not exited for this reason.

Overall Traffic by Month

Unique visits for the first quarter almost mirrors the unique visits for the same time period last year while total visits slightly decreased. This could be due to multiple factors; however, increased use of technology to minimize transportation costs and continued trends of overall decreased unemployment durations may be contributing.

Suggested Targets and Comparisons

The annual report provided for 2016-2017 represented the first year that some of the data in this report has been tracked and will be used as a baseline for setting suggested targets and comparisons noted below.

Suggested Targets:

- Consider setting Talent Connect Registrations targets, as recommended in the Strategic Plan. This shows the number of new job seekers to the system.
- Consider setting targets for Welfare Reform trainings. WMW has very little control over the number of TAA job seekers who enter training and have expended the maximum amount of training funds in WIOA in past years, so increasing the number of individuals trained in WIOA is also somewhat outside of our control. However, setting targets for the number of individuals trained in Welfare Reform would help to prepare entry-level job seekers and assist in increasing the talent pool, as called for in the strategic plan. While setting a target for a single program and not others may not be ideal, it truly is the area of concern.

Suggested Comparisons:

- Continue to compare job seeker traffic year over year, looking for trends in specific communities and the region overall. Setting targets is difficult, because much of it relies on the current unemployment rate and is beyond our control.
- Compare employment rates and average wages year over year. We already have targets from the state for these benchmarks for WIOA and TAA.