



**West Michigan Works! (WMW) Workforce Development Board (WDB)
Annual Meeting
Frederik Meijer Gardens (Huizenga Grand Room North)
1000 East Beltline NE • Grand Rapids, MI 49525
Monday, December 10, 2018
11:30 a.m. – 1:30 p.m.
(Lunch begins at 11:45 a.m.)**

AGENDA

1. Welcome and Call to Order
2. Public Comment – Agenda Items
3. Approval of the October 8, 2018 Minutes **(WDB Members Only) Action Required**
4. Presentation and Recognitions
 - a. Partner of the Year – Literacy Center of West Michigan
Brittany Lenertz, Talent Solutions Director
 - b. Employer of the Year – FlexFab
Amy Lebednick, Business Solutions Director
 - c. Impact Award – Gina Mancha, Grand Rapids Community College, and Spectrum Health
Angie Barksdale, Chief Operating Officer
5. Adjournment

**Next Scheduled Workforce Development Board
Meeting: February 11, 2019 at 12:00 p.m. located at:
Westside Service Center
215 Straight Ave NW, Grand Rapids, MI 49504**



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

Westside Service Center

215 Straight Ave. N.W.

Grand Rapids, MI 49504

Monday, October 8, 2018

Lunch 11:30 A.M. • Meeting 12:00 P.M.

MINUTES

Workforce Board Members Present: Dave Smith (Chairperson), Cindy Brown (Vice-Chairperson), Travis Alden, Mark Bergsma, Norm Brady, Kenyatta Brame, Jordan Clark, Cathy Cronick, Jay Dunwell, Bob Ferrentino, Jim Fisher, Heather Gluszewski, Kiesha Guy, Rebecca Herrington, Jon Hofman, Dave Kitchen, Valorie Putnam, Dan Rinsema-Sybenga, Michelle Seigo, Samantha Semrau, Dan TenHoopen, Therese Thill, Mark Thomas, Shana Welch, Patricia VerDuin

Workforce Board Members Absent: Randy Boss, John Buchan, Angela Huesman, Scott McLean, Bill Pink, Jonas Talbott, Darryl Todd, Sherry White

Staff Present: Brenda Isenhardt, Amy Lebednick, Brittany Lenertz, Jacob Maas, Jennifer Mitchell, Janette Monroe, Nancy Wiest

Guests Present: David Lovell (GRCC), Benjie Williams (Human Learning Services), Jason Palmer (DTMB, Bureau of Labor Market Information and Strategic Initiatives, BLMISI), Nick Gandhi (BLMISI), Nora Balgoyen (ITC Holdings)

1. Call to Order, Chairperson Dave Smith at 12:00 p.m.

2. Public Comment- Agenda Items- None

3. Approval of the August 13, 2018 Minutes

Action Required

Motion – Jim Fisher

Second – Mark Bergsma

Item Approved by Vote – Motion carried

4. Policy Approvals

Action Required

a. WMW 15-02c1: Service Center Rules

Nancy Wiest, Staff Attorney, reported that two additional rules are being proposed to the West Michigan Works! Service Center Rules as follows: 1.) prohibit unauthorized solicitation of WMW jobseekers and our employees by non-employees of WMW and 2.) prohibit an individual from bringing an animal into the service center, except a service animal as defined by the WDB-approved Service Animal policy (WMW 18-04). Nancy requested approval of the two proposed rules.

Motion – Bob Ferrentino

Second – Jon Hofman

Item Approved by Vote – Motion carried

b. WMW 15-04c2: Adult and Dislocated Worker Eligibility Policy

Brittany Lenertz, Talent Solutions Director, reviewed that in 2015, the WDB approved the Workforce Innovation and Opportunity Act (WIOA) Adult and Dislocated Worker Eligibility Policy, which defined local eligibility criteria for these programs administered by WMW. Brittany

reported that in Policy year 2017-2018, only 6% of the individuals enrolled into WIOA programs were enrolled into the Dislocated Worker program due to restrictive guidelines. This policy seeks to expand the acceptable documentation for Unlikely to Return and by doing so, can focus on increasing Dislocated Worker enrollments. Brittany answered board members' questions and reported that WMW is requesting approval of the WMW 15-04c2 policy.

Motion – Mark Bergsma

Second – Rebecca Herrington

Item Approved by Vote – Motion carried

- c. WMW 15-06c2: Workforce Innovation and Opportunity Act (WIOA) Support Services
Brittany reviewed that in 2016, the WDB approved the WIOA Support Services Policy, allowing WMW to provide guidance for providing supportive services to job seekers enrolled in WMW WIOA programs. In August 2018, WMW staff reported that the opportunity to pilot dual enrollment of Food Assistance Employment & Training (FAE&T) participants into WIOA programs would require changes to the local support service policy. The addition of expanding the transportation allowances includes required activities for these individuals. Brittany answered board members' questions and requested approval of the WMW 15-06c2 policy.

Motion – Bob Ferrentino

Second – Michelle Seigo

Item Approved by Vote – Motion carried

5. Presentation: Shifts in Labor Force **Information Item**
Jason Palmer, Director, DTMB, Bureau of Labor Market Information and Strategic Initiatives (BLMISI), reported that West Michigan Works! reached out to BLMISI and requested a presentation be provided on the following topics: 1.) shifts in labor force, 2.) contingent labor force, and 3.) Potential future impact of autonomous vehicles to the Workforce Development Board. Jason introduced Nick Gandhi, Economic Analyst, DTMB BLMISI. Nick provided a PowerPoint presentation to the board on the above listed topics. A copy of the presentation can be found here <http://www.westmiworks.org/wp-content/uploads/2018/10/WDB-Presentation-WMW-10-8.pdf>. Nick and Jason answered board members' questions.
6. General Updates **Information Item**
 - a. Business Solutions Updates
Amy Lebednick, Business Solutions Director, reported that Discover Manufacturing Week occurred October 1-5. Over 188 manufacturing employers throughout West Michigan hosted more than 350 events and opened their doors to students for an opportunity to see, first-hand, what manufacturing looks like. Discover Manufacturing Week ties into the National Manufacturing Day initiative by the National Association of Manufacturers. Students participating will have the chance to win one of six \$500 scholarships for training in manufacturing. Next, Amy reported that the West Michigan Tech Talent (WMTT) council is hosting an event to showcase the impact they have had in West Michigan over the last year. The attendees will learn about WMTT, their initiatives and how to get involved. This event takes place on October 22nd at West Michigan Center for Arts and Technology (WMCAT). Amy reviewed the Going PRO Talent Fund (formally known as the Skilled Trades Training Funds (STTF)) employer meetings and the West Michigan Works! Department of Labor (DOL) Registered Apprenticeship Programs and employer numbers with the board.
 - b. Talent Solutions Updates **Information Item**
Brittany Lenertz reported that State of Michigan released Adult Education funds in the form of competitive grants. WMW is part of three grant proposals that were awarded. Allegan and Ottawa County Adult Ed providers collaborated to submit a combined proposal that was accepted and

Kent ISD also received one of the grants. Brittany reported that both programs will offer GED or High School completion concurrently with the technical skills training, and WMW will coordinate with the partners on employability skills training. Brittany further reviewed that WMW is one of several partners participating in Grand Rapids Community College's America's Promise Grant, which is a four-year grant focused on increasing awareness and participation in healthcare. The Department of Labor (DOL) has indicated that they have been very pleased with the grant performance and that it is one of the most successful America's Promise Grants. Furthermore, Brittany reported that WMW has been working closely with the Unemployment Insurance Agency (UIA) staff to make better connections between dislocated workers to valuable employment services to quickly connect them to employers. Brittany reviewed that some of the collaborated work includes UIA and WMW staff shadowing each other to better understand the others' roles and processes, a pilot program development that is working to better understand the needs of the unemployed, and better sharing of WMW materials and services to individuals working with the UIA.

c. WMW WDB Dashboard

Brittany reviewed the WMW Service Summary Dashboard metrics for October 1, 2017 through June 30, 2018.

d. Retention Solutions Updates

Angie Barksdale, WMW Chief Operating Officer, reported that WMW has contracted with WorkLab Innovations and The SOURCE to provide WMW technical assistance and training in the development of our Retention networks. WorkLab Innovations is a network of organizations like The SOURCE that assists communities in implementing and expanding strategies to improve retention, attendance, engagement, and productivity. Angie reported that on September 25th, the first employer information session took place in Ottawa County. Seven employers were present to learn about these efforts. Zeeland Lumber, a current SOURCE member, was present to provide insight on their experience being a member of the network. WMW is in the process of following up with the seven employers and are also working to schedule information sessions in Allegan and Muskegon counties in the next couple of months.

e. HireReach

Angie Barksdale reported that HireReach has been hosting employer awareness events across the region to introduce evidence-based selection processes to employers. There have been 211 invitations sent out, and seventy-four (74) employers have registered to attend. As of September 25, twenty-seven (27) unique employers have attended events. Angie noted that there are two additional events scheduled in October in Muskegon and Grand Rapids. Angie reported that the goal is to have 10-15 employers committed to participate in the first cohort of the community practice beginning in January 2019. Information regarding the HireReach initiative can be found here. <https://www.hirereach.org/>

f. 2019 WDB Meeting Calendars

Angie Barksdale reported that the Executive Committee of the WDB approved the majority of the 2019 meeting schedule, with the exception of the September and November 2019 meeting dates. The committee agreed to schedule these two dates at the beginning of 2019.

7. WMW WDB Subcommittees Updates

Information Item

a. Executive Committee

Dave Smith, Chairperson, reported that the Executive Committee will be going back to meeting on the opposite months of the WDB to have a better opportunity to plan objectives accordingly. Dave also reviewed the July 2018 Michigan Works! Board financials which were presented to the Executive Committee, and there are no major concerns to note. Dave further reported that the Executive Committee had discussion regarding one of the current providers of the West Michigan Works! WIOA Out-of-School Youth and Foster Summer Youth Services in

Kent County. Staff reported that there have been multiple concerns with the contractor and requested further recommendations from the Executive Committee on action to be taken. The Executive Committee recommended providing funds to cover a 30-day (1 month) period with additional funding to cover another 3-month period if the contractor submits a written plan to address identified deficiencies and demonstrated progress towards implementation of the plan. Dave also reported that the Executive Committee approved the initial goals for the legislative committee as follows: 1.) educate and inform policy makers and legislators, and 2.) review legislation.

- b. Talent Solutions: Shana Welch, WDB Member, reported that the subcommittee is continuing to move forward with the employability skills curriculum and is looking at starting assessments at the Franklin Service Center. Shana reported that the subcommittee is today to further look into bringing in a third-party evaluator to review the curriculum. Brittany Lenertz further noted that the goal is to have a “piloted” implementation of the curriculum at all the West Michigan Works! Service centers in early 2019.
- c. Employer Solutions: Amy Lebednick reported that the subcommittee is reviewing the feedback from the Employer Satisfaction survey that was sent out in July. The subcommittee will also be reviewing nominees for the Employer of the Year award that will be presented at the annual Workforce Board meeting in December. Amy also noted that the subcommittee will be reviewing the Marshall Plan for Talent and any additional grant funding that directly impacts Employer engagement.
- d. Strategic Partnerships: Heather Gluszewski, WDB Member, reported that the last committee meeting took place on September 18. Heather reported that due to an unforeseen cancellation regarding a report about the partnerships, WMW staff provided the subcommittee with current updates on initiatives and partnerships. Heather stated that the next meeting has not been scheduled yet, but that the subcommittee plans to discuss future goals and objectives.
- e. Outreach and Communications: Mark Bergsma, WDB Member, reported that highlights on the 11th Annual Beverly A. Drake Essential Service Awards (ESA) were provided in the board packet. Mark reported that this year, there has been a significant increase in nominations received throughout the region. Mark did indicate that there are still a couple of counties with low nominations, and Mark encouraged board members to spread the word in the future to increase the employee recognition. Mark reviewed the handout with board members and highlighted the number of years of service in which most of the nominees have been employed with the same employer. Mark reported the ESAs will be presented at the Economic Club of Grand Rapids meeting on November 12th. Kenyatta Brame, WDB Member, inquired about having a “Manufacturing” category added to the criteria due to many of his employees not classifying themselves under “General Labor”. Mark indicated that he would bring this recommendation back to the subcommittee to add for the upcoming years.
- f. Career Educational Advisory Council (CEAC): Cindy Brown, WDB Member, reported that the Council met in September, and information on MiBrightFuture was presented. Cindy noted that there was also an update from the Michigan Department of Talent and Economic Development regarding Marshall Plan summaries, and to-date, they have received eighty-eight. Cindy stated that out of those summaries, the next four consortiums have requested letters of support from WMW. The next meeting is scheduled for January.

8. Other Business

Information Item

a. Cannabis Summit

Jacob Maas reported that on October 18th at 8:00 am, the Grand Rapids Chamber of Commerce is hosting a Cannabis Summit. Jacob noted that WMW hopes to gain some additional insight on data and labor force shifts. Jacob noted that having more information for the jobseekers and employers will be beneficial. Cindy Brown noted that there are plans for an additional panel

event sometime in the near future, which will focus primarily on Human Resource specifics. Angie Barksdale reported to the board that even if the marijuana ballot proposal is passed in Michigan in November, the use or possession of marijuana would still be a federal crime. WMW would not be able to grant funding to employers involved in the production of marijuana.

- b. Save the Date: December 10, 2018 Annual Workforce Board Meeting
Jacob requested that board members save the December 10th date for the 2018 Annual Workforce Board meeting at Frederik Meijer Gardens.
- c. Angie introduced Benjie Williams, President & CEO, Human-Learning Services, who is contracted with the Gerald R. Ford Job Corps in Grand Rapids. Benjie introduced himself to the board.

9. Public Comment- None

10. Adjournment at 1:30 p.m. by Chairperson Dave Smith.

Recorded by: _____ Received by: _____