West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting
Westside Service Center
215 Straight Ave. N.W.
Grand Rapids, MI 49504
Monday, October 14, 2019
Lunch 11:30 A.M. • Meeting 12:00 p.m. – 1:30 p.m.

AGENDA

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of the August 12, 2019 Minutes  Action Required
4. Approval of Career Educational Advisory Council (CEAC) Member  Action Required
   Angie Barksdale, Chief Operating Officer
5. WMW WDB Bylaws, Angie Barksdale  (2/3 vote of members present)  Action Required
   Cindy Brown, WDB Vice-Chairperson
6. WMW WDB Chairperson and Vice-Chairperson Biographies and Terms of Office November 2019-October 2021 Ballot  Action Required
   Nancy Wiest, Staff Attorney
   Jacob Maas, Chief Executive Officer
8. WMW WDB 2020 Meeting Calendars  Action Required
9. WMW WDB Quarterly Dashboard: Quarter 3, WMW Staff  Information Item
10. Solutions Driven Updates, WMW Staff  Information Item
11. WMW WDB Subcommittees Updates  Information Item
    a. Executive Committee, Dave Smith, WDB Chairperson
    b. Talent Solutions, Shana Welch, Subcommittee Chairperson
    c. Employer Solutions, Sherry White, Subcommittee Chairperson
    d. Strategic Partnerships, Heather Gluszewski, Subcommittee Chairperson
    e. Outreach and Communications, Mark Bergsma, Subcommittee Chairperson
    f. Career Educational Advisory Council (CEAC), Cindy Brown, WDB Vice-Chairperson
    g. Legislative Subcommittee, Jim Fisher, Subcommittee Chairperson
12. Announcement of WMW WDB Chairperson and Vice-Chairperson:  Information Item
    Terms of Office November 2019-October 2021
    Cindy Brown, WDB Vice-Chairperson
13. Other Business  Information Item
    a. Strategic Plan Update
    b. Save the Date: December 9, 2019 Annual Meeting a Fredrick Meijer Gardens
14. Public Comment
15. Adjournment

Next Scheduled Workforce Development Board Meeting: December 9, 2019 at 11:30 a.m.
located at: Fredrick Meijer Gardens, 1000 East Beltline NE, Grand Rapids, MI 49525
West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting
Westside Service Center
215 Straight Ave. N.W.
Grand Rapids, MI 49504
Monday, August 12, 2019
Lunch 11:30 a.m. • Meeting 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Dave Smith (Chairperson), Cindy Brown (Vice-Chairperson), Travis Alden, Nora Balgoeyen, Randy Boss, Norm Brady, Kenyatta Brame, Jordan Clark, Cathy Cronick, Jay Dunwell, Jim Fisher, Heather Gluszewski, Rebecca Herrington, Angela Huesman, Dave Kitchen, Bill Pink, Michelle Seigo, Samantha Semrau, Dan TenHoopen, Sherry White

Workforce Board Members Absent: Ryan Bennett, Mark Bergsma, John Buchan, Bob Ferrentino, Kiesha Guy, Mike Helsel, Jon Hofman, Scott McLean, Val Putnam, Dan Rinsema-Sybenga, Therese Thill, Mark Thomas, Darryl Todd, Shana Welch, Patricia VerDuin

Staff Present: Angie Barksdale, Brenda Isenhart, Amy Lebednick, Brittany Lenertz, Jacob Maas, Janette Monroe, Melanie White, Nancy Wiest

Guests Present: Janie McNabb (One-Stop Operator)

1. Call to Order, Chairperson Dave Smith at 12:04 p.m.

2. Public Comment- Agenda Items- None

3. Approval of August 12, 2019 Minutes
   Motion – Jim Fisher
   Second – Cindy Brown
   Item Approved by Vote – Motion carried

4. WMW WDB Terms of Office Member Applications (Executive Committee only) Action Required
   Dave Smith, WDB Chairperson, reported that on August 5th, the Nomination Committee met to review board member applications for the upcoming terms of office of November 1, 2019 through October 31, 2021. WMW received 19 applications in total which include applications from 17 current board members. The two (2) additional applications were from Private/Business sector representatives. Dave reported that staff reviewed with the committee potential changes to the board composition and with the addition of two members, the WMW WDB would continue to meet State requirements and the WDB would be represented by 36 members. Dave reviewed the slate of applicants and requested approval from the Executive Committee to support the slate of applicants to the ACSET Governing Board for appointment to serve on the workforce board.
   All 6 Executive Committee members present voted unanimously.
   Item Approved by Vote – Motion carried

5. Call for Nomination of Workforce Development Board Officers Information Item
   Dave Smith reported that in accordance with the WMW WDB bylaws, the selection of board officers needs to be conducted for the term dates of November 1, 2019 through October 31, 2021. Dave requested that board members fill out the nomination form and return to WMW staff by August 31, 2019. Dave noted that members filling the Chairperson and Vice-Chairperson seats, must represent the
Private/Business sector, and that a list of those current members is provided in the board packet. Once all nomination forms are received, the Nomination Committee members will contact nominees in September regarding their interest and willingness to serve as officers of the board. The nominees will be given opportunity to speak at the October board meeting prior to a final vote taking place.

6. Chart: Roles of the Workforce Development Board and the Area Community Services Employment and Training Council (ACSET) 
   Nancy Wiest, Staff Attorney, reported that both the ACSET Governing Board and West Michigan Works! Workforce Development Board (WDB) members approved the agreement which outlines the individual and shared responsibilities of each board as required by the Workforce Innovation and Opportunity Act (WIOA). Nancy provided board members with a one-page document which charts the roles of each board.

7. Policy Approvals 
   a. WMW 19-XX: Non-Employee Equal Opportunity (EO) Complaint Procedure
      Melanie White, Staff Attorney/EO Officer, reported that WIOA requires that WMW establish a procedure for the resolution of complaints that allege illegal discrimination in programs that are part of the One-Stop System established by WIOA and administered by WMW. Melanie reviewed the policy and answered board members’ questions.

      Motion – Jay Dunwell
      Second – Dan TenHoopen
      Item Approved by Vote – Motion carried

   b. WMW 15-11c2: WIOA Youth Incentive Policy and WMW 18-02c1 TAA Policy for the Issuance, Review, Extension and Revocation of Waivers
      Brittany Lenertz, Talent Solutions Director, reviewed that the National Reporting System approved alternate assessments for measuring educational gains in WIOA programs. The changes to the two policies update the assessment information that is currently being used. Brittany answered board members’ questions and requested approval to the changes in each policy.

      Motion – Sherry White
      Second – Rebecca Herrington
      Item Approved by Vote – Motion carried

   c. WMW 19-XX: Michigan Training Connect (MiTC) Approval of Training Providers Policy
      Brittany Lenertz reviewed that as a demand-driven workforce system, the Michigan Works! Agencies in consultation and collaboration with local employers must ensure that training programs posted on the State’s Eligible Training Provider (ETP) list, the Michigan Training Connect (MiTC), are high quality and related to in-demand occupations. Brittany reviewed that this policy seeks to outline the process for determining the approval or denial of training providers. Brittany reviewed the policy and requested approval of the policy.

      Motion – Randy Boss
      Second – Norm Brady
      Item Approved by Vote – Motion carried

8. WMW WDB Quarterly Dashboard: Quarter 2 
   Brittany Lenertz reviewed the WMW Service Summary Dashboard metrics for October 1, 2018 through March 31, 2019.

9. Solutions Driven Updates 
   a. Human Centered Design
      Brittany Lenertz reported that WMW has contracted with West Michigan Center for Arts &
Technology (WMCAT) to provide Human Centered Design training and project guidance for WMW staff. The cohort has divided into groups to develop multiple projects that will improve the customer experience across the organization.

b. **West Michigan Talent Innovation Network (TalNet)**

Brittany Lenertz reported TalNet is a voluntary network of employers, educators and workforce organizations. West Michigan Works! is engaged in TalNet, particularly in the areas of Job Analysis and Career Pathways. Brittany reviewed that the CareerPathways initiative is designed to assist in improving career navigation skills of students, employees and clients served by the workforce system. Amy Lebednick, Business Solutions Director, reviewed how Job Analysis is implemented in that it is a tool assisting employers to define competencies that are related to job performance and evidence of competencies. Discussion took place, and WMW staff answered board members’ questions.

c. **Forward March-Veteran Hiring Event**

Amy Lebednick reported that on June 26th, WMW held a 2-hour hiring event for Veterans. All employers stated that they gained strong leads from the event, ranging from 1 to 3 jobseekers they would be calling back for interviews.

d. **Grow with Google**

Amy Lebednick reported that Grow with Google looks to create economic opportunities and close the digital skills gap around the State of Michigan by providing workshops and free online resources to jobseekers, skill seekers, schools, and nonprofit organizations. WMW has become an official partner with Grow with Google, as well as Digital Skills workshops for individuals seeking training.

e. **Going PRO Talent Fund (GPTF) FY20 Information Sessions**

Amy Lebednick reviewed the handout provided in the packet which outlines the upcoming GPTF information sessions throughout the region.

f. **Retention Solutions Network (RSN)**

Angie Barksdale, Chief Operating Officer, reported that the initial state funding (Community Ventures) that WMW received for RSN development has been extended through September 2020. WMW has signed two employers, Herbruck’s Poultry Ranch and DeWys Manufacturing.

g. **Added discussion: MiCareerQuest 2020**

Jim Fisher, WDB Member, inquired about MiCareerQuest 2020 in regards to the limited space at DeVos Place. Discussion took place. The event is scheduled for May 13, 2020.

10. **Presentation: One-Stop Operator (OSO), Janie McNabb**

Janie McNabb, Strategic Policy Consultants, provided a presentation to the board on her role as the One-Stop Operator for West Michigan Works! Janie reported on the following: OSO Projects, Strategies and Action for Youth, Partnerships, and the Strategic Plan Updates. Janie answered board members’ questions.

11. **WMW WDB Subcommittees Updates**

a. **Executive Committee:** Dave Smith, WDB Chairperson, reported that WMW staff presented financial activities, including the 2019 budget modification and 2019-2020 budget, to the Executive Committee at the last meeting. Dave also reported that the committee discussed future meetings and strategic plan updates.

b. **Talent Solutions:** Brittany Lenertz reported that 19 WorkReady curriculum certificates have been completed, with 50 invitations sent to complete the post assessment. The curriculum is fully implemented at all the WMW service center locations. Brittany further noted that work is being done with a 3rd party assessment evaluator and that the subcommittee is working with
the Employer Solutions subcommittee on the feedback from partners, staff and employers. Brittany stated that the subcommittee is looking at what projects/tasks are ahead.

c. **Employer Solutions:** Sherry White, WDB Member, reported that the subcommittee has been reviewing the Industry Talent Councils brand updates. Sherry reported the next subcommittee meeting is in October and will focus on 2019 goals. Amy Lebednick reported that the subcommittee will continue to look at employer satisfaction survey results.

d. **Strategic Partnerships:** Heather Gluszewski, WDB Member, reported that the subcommittee collaborated with Janie McNabb, One-Stop Operator, on partnership level definitions, definitions on partnership strengths, and the tracking system. Heather further reported that Tammy Britton, Talent 2025, discussed workforce barriers and work being done to identify and process data on services offered.

e. **Outreach and Communications:** On behalf of WDB Member Mark Bergsma, Jacob Maas, Chief Executive Officer, reported that the subcommittee is working on the Essential Service Awards in partnership with the Economic Club of Grand Rapids. Jacob noted that representation from all seven counties is needed. Jacob requested that board members advocate for the awards and inform as many of their contacts as possible. Jacob highlighted the flyer provided in the board packet.

f. **Career Educational Advisory Council (CEAC):** Cindy Brown, WMW WDB Vice-Chairperson, reported on the formation of the CEAC in 2017 and its duties to assist the WDB on youth curriculum, education, apprenticeships, students and training providers. Cindy reported that the CEAC meets 4 times a year, and the next CEAC meeting is scheduled for September 27, 2019.

g. **Legislative Subcommittee:** Jim Fisher reported that the subcommittee has met twice, and the next meeting should take place in September or October. The subcommittee approved the addition of two new members, Nora Balgoyen and Milinda Ysasi. Jim reported that three tours with legislators have been completed, most recently with Representative Terry Sabo at the Muskegon Service Center. The fourth service center visit is scheduled for August 30th with Senator Jon Bumstead and Representative Greg VanWoerkem. The subcommittee will continue working on scheduling more legislator visits at the WMW service centers and making those connections to bring awareness about WMW services.

12. **Other Business**

   a. **Michigan Works! Association Annual Conference:** Jacob Maas reported that the annual conference is scheduled to take place September 8-10 in Kalamazoo. Jacob stated that WDB members should notify WMW staff if they are interested in attending.

13. **Public Comment:** WDB Member Travis Alden thanked WMW Staff Member Emily Gary (Talent Solutions Manager, Allegan/Barry) for all of her hard work in Barry County.

14. **Adjournment at 1:31 p.m. by Chairperson Dave Smith.**

Recorded by: ___________________________ Received by: ________________________________
MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: WMW Staff
DATE: October 7, 2019
RE: Career Educational Advisory Council (CEAC) Membership Change

Background

Current CEAC member, Celena Mills has submitted a resignation due to changes in her current position. Celena has named Shannon Tripp as her replacement. Shannon is currently the Associate Superintendent for Career and Technical Education (CTE) and Career Center Principal with Montcalm Area Intermediate School District (MAISD).

Attached is the currently appointed members of the CEAC.

Action

WMW staff is requesting approval from the WMW WDB to appoint Shannon Tripp to replace Celena Mills on our Career Educational Advisory Council (CEAC).
### CAREER & EDUCATIONAL ADVISORY COUNCIL (CEAC) ROSTER

**July 1, 2019 - June 30, 2020**

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<tr>
<th>A. NAME &amp; TITLE OF MEMBER (Indicate Voting or Ex Officio)</th>
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<td>Linda Blankenship</td>
<td>Allegan ISD</td>
<td>Address: 2891 116th Ave, Allegan MI 49010 Phone: 269-377-8264 Email: <a href="mailto:lblankenship@alleganaesa.org">lblankenship@alleganaesa.org</a></td>
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<td>Dave Searles</td>
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<td>Ionia ISD</td>
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<td>Patricia Walstra</td>
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<td>Kyle Fiebig</td>
<td>Muskegon Area ISD (CTC)</td>
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<td>Celena Mills</td>
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<td>Susan Hatto</td>
<td>Montcalm Community College</td>
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<td>Michael O’Connor</td>
<td>Zeeland Adult Education Consortium</td>
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<td>Dan Remenap</td>
<td>Allendale Public</td>
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<td>David Tebo</td>
<td>Hamilton Community Schools</td>
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<td>WDB: West Michigan Works! 4b</td>
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<tr>
<td>CEAC Lead Contact: Kiosha Jeltema</td>
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<td>Name &amp; Title: Kiosha Jeltema - Business Solutions Manager</td>
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<td>Telephone Number: 616-336-3590</td>
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<td>Email Address: <a href="mailto:kjeltema@westmiworks.org">kjeltema@westmiworks.org</a></td>
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MEMORANDUM

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

FROM: WMW Staff

DATE: October 7, 2019

RE: WMW WDB Bylaws

Background

West Michigan Works! staff members were notified by the State of Michigan that there are updates needed to the current WDB bylaws. The requested updates are as follows:

1. The by-laws must address the proxy and alternate designee process that will be used when a WDB member is unable to attend a meeting and assigns a designee as part of the requirements of §679.110(d)(4).

2. The by-laws must address the use of technology, such as phone and Web-based meetings that will be used to promote WDB member participation.

3. The by-laws must address the process to ensure WDB members actively participate in convening the workforce development system’s stakeholders, brokering relationships with a diverse range of employers, and leveraging support for workforce development activities.

WMW staff have prepared draft changes to the current WDB bylaws and are attached.

Action

WMW staff received support from the Executive Committee on September 23, 2019 and are seeking approval from the WDB. WMW staff will also request approval from the Governing Board on October 28, 2019.
Bylaws of the
West Michigan Works Workforce Development
Board

ARTICLE I: IDENTITY

These Bylaws are established on the ninth day of December 2015, for the West Michigan Works Workforce Development Board (hereinafter referred to as WDB). WDB is recognized in accordance with the Workforce Innovation and Opportunity Act (WIOA) P. L. 113-128, by the Governor of the State of Michigan, the Interlocal Agreement of Area Community Services Employment and Training Council (ACSET), and the Agreement between the WDB and the Governing Board of ACSET. The WDB collaborates with ACSET, in accordance with the provisions thereof, and with any other entities or institutions provided by law.

ARTICLE II: ROLE AND FUNCTIONS

Section 1: Role. The WDB in collaboration with the Governing Board of the Area Community Services Employment and Training Council (ACSET) shall establish programs under WIOA and other similar Federal and State laws to train unemployed and economically disadvantaged individuals for entry into unsubsidized employment in in-demand occupations, particularly those in the private sector, and in collaboration with ACSET or other entities provided by law, serve as conveners and catalysts of the many stakeholders within its service area to identify and resolve workforce development issues and opportunities. The WDB shall create and maintain comprehensive workforce investment plans for its service area, and engage diverse constituents in the process. The WDB shall promote or participate in programs which expand employment opportunities in the private sector. The WDB will accomplish these goals through the implementation of its Strategic Plan for a Demand-driven Workforce System. The WDB will work in collaboration with ACSET by participating with the Governing Board or other entities provided by law in the. The WDB, in partnership with the Governing Board of ACSET, will oversee the local development, implementation, and evaluation of employment and training activities as detailed in the "Agreement Between The Workforce Development Board and the Governing Board of ACSET".

Section 2: Functions. The WDB will function in a manner which will increase private sector employment and training opportunities for eligible persons as defined in WIOA as it may be amended, as well as other publicly or philanthropically-funded programs. The WDB’s functions include but are not limited to the following:

A. Provide policy and program guidance for all activities funded under any WIOA grant or Workforce Development Grant in the West Michigan Works Service Delivery Area in collaboration with the Governing Board;

B. Developing and submitting the local Four-Year Comprehensive Plan, or collaborate with other workforce development boards in the development of any regional plan, if required by section 108 of WIOA, in collaboration with the Governing Board;

C. In collaboration with the Governing Board, conduct oversight over workforce investment activities for youth and employment and training activities for adults and dislocated
workers under WIOA to ensure the appropriate use and management of funds for such activities, and to ensure the appropriate use, management and investment of funds to maximize performance outcomes under WIOA; and, in collaboration with the Governing Board, to oversee and monitor any other programs subject to its oversight administered by ACSET.

D. **Acting as Selecting** the One-Stop Operator, with the agreement of the Governing Board, the WDB delegates the responsibility of enforcing rules of conduct in One-Stop Service Centers in the West Michigan Works MWA area to ACSET;

E. Initiating Memoranda of Understanding (MOU’s) with local partners in the workforce system, with the agreement of ACSET, including methods for funding the infrastructure costs of one stop centers, as provided by section 121 (h) of WIOA;

F. Entering into an agreement with the Governing Board which describes the respective roles and responsibilities of the parties, together with such other issues permitted by law;

G. Selecting the following providers in the West Michigan Works! area and, where appropriate, terminating such providers, in accordance with 2 CFR Part 200 and the Agreement between the WDB and ACSET:
   1. Providers of youth workforce investment activities;
   2. Providers of training services, consistent with the criteria and guidelines established by the WDA and section 122 of WIOA; and
   3. Providers of career services.

H. Develop budgets for the purpose of carrying out the duties of the WDB, with the approval of the Governing Board;

I. Negotiating and reaching agreement on local performance measures under WIOA with the Governing Board and the Governor;

J. Make analyses and regular updates of economic conditions, needed knowledge and skills, workforce development (including education and training) activities, including an analysis of strengths and weaknesses of such services, to address identified education and skill needs of the workforce and workforce employers.

K. Assisting the Governor in developing the statewide employment statistics system under the Wagner-Peyser Act;

L. Engage with employers and other entities in the region to:
   1. Promote business representation on the WDB, particularly from employers offering employment opportunities in existing or emerging businesses in the West Michigan Works! area;
   2. Develop linkages with employers in the West Michigan Works! area to support employer utilization of the local workforce development system and local workforce
investment activities;

3. Ensure that local workforce investment activities meet the needs of employers and support economic growth in the West Michigan Works! area by enhancing communication, coordination, and collaboration among employers, economic development entities and service providers; and

4. Develop and implement strategies for meeting the employment and skill needs of workers and employers that provide the skilled workforce needed by employers in the West Michigan Works! area and that expand employment and career advancement opportunities for participants in in-demand industries and jobs.

M. With representatives of secondary and post-secondary education programs, lead efforts to develop career pathways within the area by aligning the employment, training, education and supportive services needed by adults and youth, particularly those with barriers to employment.

N. Develop strategies for using technology to maximize the accessibility and effectiveness of local intake and case management systems for employers and customers by:

1. Facilitating connections between the intake and case management systems of the one-stop partner programs to support a comprehensive workforce development system in the West Michigan Works! area;
2. Facilitating access to services provided through the one stop system, including access in remote areas;
3. Identifying strategies for better meeting the needs of individuals with barriers to employment, and providing more access to services and programs, such as improving digital literacy skills; and
4. Leveraging resources and capacity within the local workforce development system, including resources and capacity for services for individuals with barriers to employment.

O. Coordinate activities with education and training providers in the West Michigan Works! area, including:

1. Reviewing applications to provide adult education and literacy activities under Title II of WIOA for the West Michigan Works! area to determine whether such applications are consistent with the local plan;
2. Making recommendations to the eligible agency to promote alignment with such plan; and
3. Replicating and implementing cooperative agreements to enhance the provision of services to individuals with disabilities and other individuals, including efforts at cooperation and coordination.

P. Assess, on an annual basis, the physical and programmatic accessibility of all one-stop centers in the West Michigan Works! area.

12/2015
Q. Convene local workforce development stakeholders to assist in the development of the local plan and to identify non-Federal expertise and resources to leverage support for workforce development activities.

R. Work with the Michigan Workforce Development Agency (WDA), or any successor or designee agency, to ensure that there are sufficient numbers and types of providers of career and training services serving the West Michigan Works! area and providing services in a manner that maximizes consumer choice, as required by WIOA and its regulations.

S. Approval of additional, non-mandatory One-Stop Partners to provide services in the West Michigan Works! service system, with the approval of the Governing Board;

T. Participate in the administration of other federal, state or privately-funded employment and/or training programs in the West Michigan Works! area, to the extent provided by law;

U. Participate in the selection of the Chief Executive Officer of ACSET by having representation on a selection committee;

V. Provide such recommendations as it wishes to the Governing Board regarding major personnel, organization and fiscal policies of ACSET; and

W. Appoint the local members of the Talent District Career Council (TDCC)/Career and Educational Advisory Council (CEAC) for Prosperity Region 4, and participate in the appointment of its chairperson, as provided by law.

Section 3: Coordination. The WDB will, to the maximum extent possible, enhance the involvement of the private sector with related employment and training activities in order to increase the effectiveness of activities under WIOA and other programs designed to secure employment for eligible persons. The WDB will comply with the Governor’s Recertification Criteria and the Certification Criteria for Michigan Works! Service Centers as outlined in the local Four-Year Comprehensive Plan, Michigan Works! System Plan, or other statute, regulation or grant.

ARTICLE III: MEMBERSHIP

Section 1: Geographic Representation. The Executive Committee shall attempt, to the maximum extent practicable, to ensure that all areas of the West Michigan Works area are adequately represented when it makes recommendations to the ACSET Governing Board for appointment of members to the WDB.

Section 2: Appointment. The WDB shall be made up of members appointed by Governing Board of ACSET, in accordance with law and the ACSET Interlocal Agreement. Members representing the following sectors must have been nominated prior to appointment as follows:
A. Business Sector: Business sector representatives must be nominated by business associations and business trade associations in the West Michigan Works! agency area.

B. Organized Labor: Organized labor representatives must be nominated by labor federations in the West Michigan Works! agency area.

C. Adult Education/Literacy: Eligible providers that administer adult education and literacy activities under Title II of WIOA. If there are multiple eligible providers administering such programs under Title II of WIOA serving the West Michigan Works! area, each representative on the WDB shall be appointed from among persons nominated by such eligible providers. The adult education/literacy representative may be nominated by the TDCC CEAC, or any successor organization, for Prosperity Region 4, by majority vote, and the ACSET Governing Board shall give considerable priority to this nomination.

D. Higher Education. Institutions of higher education that provide workforce investment activities, including community colleges. If there are multiple such institutions of higher education in the West Michigan Works! area, each representative on the WDB shall be chosen from among individuals nominated by such institutions. The higher education representative may be nominated by the TDCC CEAC, or any successor organization, for Prosperity Region 4, by majority vote, and the ACSET Governing Board shall give considerable priority to this nomination.

E. Any member of the WDB that represent an organization or entity must have optimum policymaking authority, which means that the member may reasonably be expected to speak affirmatively on behalf of the organization or entity and have authority to commit the entity to a chosen course of action.

F. Nomination/Appointment Process:
   1. Members will be appointed to a two-year term of office with the members being appointed to fixed and staggered terms. In the first year following the effective date of these bylaws, approximately one-half of the membership of the WDB shall have a term of three years, but all members shall have a two-year term of office thereafter. Those members whose term shall be three years shall be determined by lot.
   2. The Chief Executive Officer of ACSET, or his or her designee, shall solicit nominations for membership on the WDB from the associations, federations, providers and institutions indicated in this section whenever the WDB needs to fill vacancies in the following sectors: (a) Business Sector; (b) Labor; (c) Adult Education/Literacy; and (d) Higher Education. The solicitations shall indicate that the nominations must be submitted to the Chief Executive Officer, or his or her designee, by the date indicated in the solicitation and shall describe any documentation that must accompany the nomination.
   3. Other organizations eligible to represented on the WDB may submit nominations for membership to the Chief Executive Officer, or his or her designee.
   4. The Chief Executive Officer, or his or her designee, shall submit nominations received for membership of the WDB to the Executive Committee, which shall review the nominations and submit its recommendations to the ACSET Governing Board. If the Executive Committee has appointed a Nomination Committee to review such nominations, the Nomination Committee shall first review the nominations and submit its recommendations to the Executive Committee. When making its recommendations to the ACSET Governing Board
for membership of the WDB, the Executive Committee shall indicate which candidates, if any, have been nominated by the TDCC CEAC, or any successor organization.

5. The WDB shall exercise and embrace the principle of equal opportunity on the basis of race, color, religion, sex, age, national origin, disability, and political affiliation or belief in its membership, appointment to committees, and approval of programs.

Section 3: Business Sector Representation.

A. A majority of the members of WDB shall consist of persons who are owners, chief executives, chief operating officers, or other business executives, of private for-profit employers and major nongovernmental employers in the West Michigan Works Agency area who

1. Have optimum policymaking or hiring authority;
2. Represent businesses, including small businesses, or organizations representing businesses, that provide employment opportunities in in-demand industry sectors or occupations, as defined by WIOA;
3. Provide high-quality, work-relevant training and development opportunities to its workforce, or the workforce of others (in the case of organizations representing businesses); and
4. Are appointed from individuals nominated as provided by Section 2.

B. The business sector membership of the WDB shall reasonably represent the industrial and demographic composition of the business community. At least two (2) business sector members must be representatives of small businesses, as defined by the U. S. Small Business Administration.

C. Businesses that have been certified as Disadvantaged Business Enterprises, as defined by the Small Business Administration, shall, to the extent possible, be represented on the WDB consistent with their representation in the business community, and the WDB shall strive to ensure that its private sector members reasonably represent, to the extent possible, the industrial/demographic composition of the business community of the West Michigan Works! Agency area.

D. Private not-for-profit entities and public entities that operate as businesses and are employers may be represented on the WDB in the business sector if they align with the key industry sectors in the West Michigan Works! area, such as a nonprofit hospital or prison, identified in the West Michigan Works! local plan. Representatives of proprietary schools may not be representatives of the business sector.

E. ACSET must document how members of the WDB who represent the business sector qualify as representatives of businesses that provide employment opportunities in in-demand industry sectors or occupations and retain such documentation on file.
Section 4: Other Members. In addition to business sector membership, WDB shall include at least one member from each of the following groups, unless indicated otherwise:

A. Organized labor (2);
B. Representative of joint labor – management, or union – affiliated, registered apprenticeship program who must be a training director or a member of a labor organization;
C. Providers of Adult Education and Literacy activities under Title II of WIOA;
D. Higher Education;
E. Rehabilitation Agencies;
F. Economic/Community Development.

Section 5: Economic/Community Development. This representative may be a representative of an Economic Development Organization, a local planning or zoning commission or board, a community development agency, or another local agency or institution responsible for regulating, promoting, or assisting in local economic development.

Section 6: Community-Based/Youth Organizations.

A. The WDB may also include one or more representatives of private nonprofit organizations, including faith-based organizations, that have demonstrated experience and expertise, as defined in WIOA regulations, in addressing the employment, training, or educational needs of individuals with barriers to employment, including organizations that serve veterans or that provide or support competitive integrated employment for individuals with disabilities.
B. The WDB may also include one or more representatives of organizations that have demonstrated experience and expertise, as defined by WIOA regulations, in addressing the employment, training, or education needs of eligible youth, including representatives of organizations that serve out-of-school youth.

Section 7: Labor and Community-Based Organizations. The representation from Labor (Section 4 A and B) shall constitute at least 20 percent of the total WDB membership. However, any representatives of community-based or youth organizations on the WDB shall count toward meeting the 20 percent requirement for Labor representation.

Section 8: Dual Representation. An individual WDB member may represent more than one group or sector, provided that the member meets all the qualifications for each sector that he or she represents, including the nomination process.

Section 9: Representation of Sector. Members must be employed in the sector that they represent, except that:

a. An educational representative can be a member of a school board and not an employee of a school district.

b. An organized labor representative may be a member of a labor organization or steward without being employed by a labor organization.
Section 10: Chambers of Commerce. Individuals representing local Chambers of Commerce may be appointed to the WDB as a representative of a community-based organization or, if the Chamber functions as the local economic development agency, as an Economic Development representative.

Section 11: Loss of Membership. A member will forfeit membership on WDB should that member no longer represent the sector or group from which he/she was originally selected. A resignation is not effective until it has been accepted by the ACSET Governing Board or a successor appointed. A vacancy on the WDB must be filled within 120 days from the time it was created. Persons missing two regularly scheduled consecutive meetings will be sent written notice from the Chair inquiring as to their interest in continued membership on WDB. Persons missing three regularly scheduled consecutive meetings, except persons who have attended two regularly scheduled meetings of a standing committee during the months in which they missed the three WDB meetings, will be removed from WDB by the Executive Committee at a regularly scheduled meeting. The Executive Committee will send written notice to a member of the time and place of the meeting at which his or her removal from membership in the WDB is proposed to be considered. Exceptions may be made by the Executive Committee based on information provided by the member.

ARTICLE IV: ORGANIZATION

Section 1: Officers. There shall be two Officers of WDB. These are:

A. The Chairperson, and
B. The Vice-Chairperson.

Section 2: Selection. The Chairperson and the Vice-Chairperson shall be elected by the WDB to a two-year term of office. For the initial election of the officers in 2015, the Ad-hoc Steering Committee will seek nominations for Chairperson and Vice Chairperson from the WDB at the first regular meeting. Following the close of the time period for making nominations, the Ad-hoc Steering Committee will prepare any necessary recommendations and present nominations to the WDB at the second regular meeting in December 2015. At that meeting, the Chairperson and Vice Chairperson will be elected by the WDB. For subsequent elections, nominations for these offices will be sought by the Executive Committee prior to the meeting at which the elections shall take place. The Executive Committee will present such nominations to the WDB at the meeting at which officers are to be elected. If the Executive Committee has established a Nominations Committee, the Nominations Committee shall solicit nominations for these positions from the membership of the WDB and present the nominations to the Executive Committee. The Chairperson and Vice-Chairperson, by law, shall always be chosen from among members representing the business sector, and no local elected official may serve as chairperson or vice-chairperson. No officer may serve more than two consecutive terms in that position.

Section 3: Duties. The Chairperson shall preside at all WDB Council meetings, report to the Governing Board on WDB activities, and appoint members to committees. The Chairperson shall have the right to vote on matters as a member of the WDB. In the absence of the Chairperson, the Vice-Chairperson will perform these duties.
Section 4: Executive Committee. There shall be an Executive Committee composed of the WDB Chairperson and Vice-Chairperson, the Chairperson or his or her designee of all committees described herein (except ad hoc committees), together with any additional members of the WDB appointed by the Executive Committee; provided that the total membership of the Executive Committee shall not exceed eleven (11). To establish a quorum, a majority of the membership must participate in any decision made by the Executive Committee. The Executive Committee will perform two functions: to meet when urgent action is required by the WDB but circumstances do not permit a special meeting to be called; and to provide coordination and broad guidance to the work of the WDB,

A. When circumstances require an emergency meeting, the Executive Committee is authorized to meet at such times as may be determined by the WDB chairperson and act on behalf of the WDB. All actions taken by the Executive Committee shall be reported to the WDB in writing and this communication shall be mailed to the members within two working days following the action of the Executive Committee.

B. The Executive Committee will provide coordination and broad guidance to the WDB in the following areas:

1. Recommend Bylaws for the WDB including procedures for selecting a chairperson and other officers, as well as determinations of the size of the WDB;

2. Make recommendations for the standardization of procedures for initiating, evaluating and monitoring programs, and for orientation and in-service training of the WDB;

3. Recommend the use of sub-committees and/or technical advisory committees;

4. Initiate long-range planning for WIOA or any other federally-funded programs in the West Michigan Works! Area.

5. Review the nominations for membership on the WDB received from the Chief Executive Officer and submit its recommendations for membership on the WDB, from among those candidates properly nominated, to the ACSET Governing Board, pursuant to Section 2.F. of Article III. The Executive Committee may appoint a Nomination Committee to receive nominations for membership on the WDB received from the Chief Executive Officer, which Nomination Committee would make its recommendations for membership on the WDB to the Executive Committee. Any such Nomination Committee shall consider the principle of geographic representation described in Section 1 of Article III when making such recommendations.

6. Develop meaningful system-wide metrics and monitoring indicators of progress toward demand-driven system goals and the results of employer-driven training programs.
Section 5: Ad-hoc Proposal Review Committee. Whenever ACSET receives proposals from potential service providers for programs administered by ACSET which are within the responsibility of the WDB, the Chairperson shall appoint an ad hoc proposal review committee for the purpose of reviewing and evaluating such proposals and making funding recommendations to the WDB. A Proposal Review Committee shall consist of WDB members and ACSET staff and shall be discharged when the WDB has chosen a proposal from among those which the committee has reviewed and evaluated.

Section 6: Committees. The WDB may appoint standing committees to assist the WDB in dealing with its responsibilities. Any such committee must be chaired by a member of the Local Board, may include other members of the Local Board, and must include other individuals appointed by the Local Board who are not members of the Local Board and who have demonstrated experience and expertise in accordance with WIOA regulations and as determined by the WDB.

The Chairperson of WDB, as he/she deems it appropriate, may designate a special committee(s) to carry out a specific assignment. The Chairperson of any such special committee shall be a member of the Executive Committee, or their designee, during the term of the special committee’s existence. Special committee(s) shall be given a specific charge and shall be discharged when their task is completed. The WDB may appoint standing committees to assist the WDB in dealing with its responsibilities. Any such committee must be chaired by a member of the Local Board, may include other members of the Local Board, and must include other individuals appointed by the Local Board who are not members of the Local Board and who have demonstrated experience and expertise in accordance with WIOA regulations and as determined by the WDB.

ARTICLE V: STAFF AND ADMINISTRATION

Section 1: Staff. Staff support for the work of WDB will be provided by the Chief Executive Officer of ACSET at a level commensurate with the responsibilities of WDB, and in accordance with the provisions of the ACSET Interlocal Agreement, and the WDB and ACSET Governing Board agreement. Staff support will be determined through mutual agreement between WDB and ACSET.

Section 2: Staff Coordination. The WDB will communicate with staff members who have been designated by the Chief Executive Officer of ACSET to coordinate WDB activities with those of the other elements of ACSET.

Section 3: Administration and Fiscal. The ACSET Administrative Unit will act as the administrative and fiscal unit for all activities of WDB. The WDB will neither receive nor disburse funds.

ARTICLE VI: MEETINGS

Section 1: Regular Meetings. At the first regular meeting after the annual appointment of new members by the Governing Board, the WDB shall set a day and time for the regular monthly meeting of WDB during the next 12 months. Meetings will be held at least once each quarter.
An annual schedule of meetings must be submitted to the WDA and posted on ACSET’s website by January 15 of each year.

Section 2: Special Meetings. At the discretion of the Chairperson, or upon the written request of five or more members of the WDB, a special meeting of WDB may be called, provided that written notice is mailed to each member at least seven calendar days prior to the day on which the special meeting shall be held. This written notice must state the time, place and purpose of the meeting, and the business of the special meeting must be confined to the items described in the notice.

Section 3: Quorum and Voting. A quorum shall exist when a majority of the current members of WDB are present. A motion shall be passed or defeated by a majority of those members voting at a meeting where a quorum has been established. Each member shall be entitled to one vote. No proxies or substitutes shall be permitted.

Section 4: Conflict of Interest.

A. No member of the WDB may have an ownership interest in or be employed by any organization which receives funds under direct control of the WDB, or engage in any other activity that creates a conflict of interest or what would appear to a reasonable person to be a conflict of interest. However, this rule does not apply to a member who has an interest in or is employed by an entity that receives money under the partial or complete control of the WDB but
   a. Does not hold a policy-making position with the entity; and
   b. Would not receive other than a remote or incidental benefit from the board’s decisions.

This exception applies to members who are associated with:

1. Educational institutions which enroll students whose tuition is paid with such funds;
2. Employers who accept compensation for the extraordinary costs of providing employer-based training from funds under the control of the WDB;
3. An organization which receives funds under the direct control of the WDB, if the member is not employed by, has no ownership interest in, and receives no compensation or income from the organization;
4. Government agencies required to be represented on the WDB;
5. Other persons or organizations authorized by statutes, rules or exemptions established by the State of Michigan.

B. No person may be a member of the WDB who:
a. Is an employee of an agency that is contracted by the WDB to provide coordination services or administrative functions; or

C. If an organization does receive funds under the partial or complete control of the WDB, a representative of the organization authorized to sit on the WDB by subsection A may not cast a vote or participate in any decision-making capacity on any matter regarding the provision of services by the member or by the entity that the member represents, or that would provide direct financial benefit to the member or a member of his or her immediate family. The member must also refrain from influencing the votes of other WDB members on matters involving the member or entities which the member represents or that would provide direct financial benefit to the member or a member of his or her immediate family. “Immediate Family” is defined as spouse, child, parent, brother, brother-in-law, stepbrother, sister, sister-in-law, stepsister, son-in-law, daughter-in-law, mother-in-law, father-in-law, aunt, uncle, niece, nephew, grandparent, stepparent, stepchild and grandchild or any member of the household of the WDB member. However, all members of the WDB may vote upon the WIOA local Four-Year Comprehensive Plan.

D. WDB members and WDB Committee members associated with agencies which are service providers to ACSET or which will be responding to Request For Proposals released by ACSET are not to be appointed to any WDB committee which can directly affect funding of the service provider or potential service provider. This rule is not applicable to employers involved in ACSET’s Employer - Based Training Program.

E. Representatives of a government agency who are required by federal law to serve on the WDB, such as the Michigan Rehabilitation Services, which receive funds under the control of the WDB, may serve on the WDB without first obtaining a waiver from the WDA.

F. No WDB member will solicit or accept gratuities, favors, or anything of monetary value, except for unsolicited goods or services of nominal intrinsic value, from contractors, service providers, potential contractors, or service providers. Any good or service with a fair market value of $25.00 or less shall be presumed to be of only nominal intrinsic value.

G. The WDB must file reports as required with the WDA describing the extent to which organizations with which members are affiliated received funds controlled by the WDB.

H. If any agency or organization represented on the WDB submits a proposal to ACSET for the delivery of program services funded with monies under partial or complete control of the WDB, any member of the board who represents that agency or organization, must assume inactive status, unless the member would be allowed to sit on the board by subsection A even if the proposal were accepted by WDB and ACSET. A member’s designation as inactive shall be recorded in the minutes. A member in inactive status may not vote or participate in meetings of the WDB, nor may he or she receive any information from the WDB until the expiration of the deadline for the submission of proposals, except as provided by law. Members in inactive status are not
prohibited from attending meetings of the WDB as members of the general public. If the agency or organization represented by the inactive member is not awarded a contract by ACSET, he or she is restored to active status; but if the agency or organization is awarded the contract, the member must resign immediately.

I. If it is established at a meeting of the WDB that a member knowingly violated this section, the Chief Executive Officer of ACSET will report that finding to the ACSET Governing Board at its next meeting and ACSET will terminate any contract or contracts which are the subject of the violation. The Chief Executive Officer of ACSET will also request that the Governing Board remove the offending member from the WDB. Notice of the alleged violation will be provided in the written agenda for the WDB meeting.

Section 5: Conduct of Meetings. The current edition of Robert's Rules of Order Newly Revised will be the official document governing the conduct of meetings of WDB, and all its committees except as it may conflict with these bylaws, special rules of order WDB may adopt, WIOA, and applicable federal or state statutes or regulations.

Section 6: Compliance with Open Meetings Act. The WDB and the Executive Committee will abide by the provisions of the State of Michigan's "Open Meetings Act." A notice of the date, time and place of meetings will be posted in advance.

Participation in meetings of WDB or its committees shall be limited to members except in the following cases:

1. Non-members specifically invited to give information to WDB;
2. Non-members who desire to address WDB and who are recognized for that purpose by the Chairperson at appropriate points during the meeting; and
3. Members of Committees who are not members of the WDB may participate in committee meetings.

Section 87: Participation Options
The WDB will make every effort and will pay particular attention to participation options made possible by advancements in electronics and telecommunications. The use of Skype, Go To Meeting, and/or other methods of teleconference will be made available for members to attend meetings and vote on matters that come before the WDB. WDB member's participation in meetings by teleconferencing shall be consistent with the Open Meetings Act (1976 PA 267, as amended, MCL 15.261, et seq). Upon approval of the Chairperson, Board members may appear at a meeting via teleconferencing device, including speaker phone or interactive television, provided that a quorum is present at the meeting site and all individuals attending the meeting can hear, and be heard by, the Board member(s) attending via teleconferencing device. The Board member wishing to participate in meetings by teleconferencing must notify the Board Chairperson or the Agency CEO by 12:00 noon on the business day prior to the meeting that will be missed so the teleconferencing can be arranged. Failure to establish a video/audio teleconference due to technical or other problems shall not preclude conducting the meeting, as long as a quorum is present. In the event that a Board member participates via teleconferencing, this will be indicated on the meeting minutes as “Present via teleconferencing.” Members present via teleconferencing shall be permitted to participate in Board deliberations and vote on matters before the Board, if there is a quorum present.
physically present.

Section 7: Minutes. Minutes of all meetings of the WDB and the Executive Committee shall be duly recorded and made available to all interested parties, as required by law. Members of the WDB and the Executive Committee shall review, amend as necessary, and approve the Minutes by formal action at their next meeting. Copies of minutes of meetings of the WDB, Executive Committee, and their committees or subcommittees shall be posted on ACSET’s Internet website within five (5) business days of their approval. Such minutes shall remain posted on the website for at least two (2) years.

ARTICLE VII: AMENDMENT OF BYLAWS

Section 1: Amendments. The WDB shall have the authority to amend or repeal these Bylaws at any meeting by the affirmative vote of two-thirds of the members present; provided that a copy of any proposed amendment is mailed to each member at least seven (7) calendar days prior to the day of the meeting at which the changes are to be considered. The WDB may revise the proposed changes as they are debated at the meeting, but may not alter any other section of the Bylaws not specified in the notice of meeting.

Definitions:

The terms below shall have the following definitions as used in these bylaws:

1. Area Community Services Employment and Training Council (ACSET) is a Michigan Council formed in accordance with the Michigan Urban Cooperation Act of 1967 to administer programs under the Workforce Innovation and Opportunity Act (WIOA), Welfare Reform Programs, and similar state or federal social programs, for the West Michigan Works Agency area.

2. West Michigan Works! Area is a geographical section of the State for which ACSET has been designated the Michigan Works! Agency (MWA) to operate programs under WIOA, Welfare Reform, and other similar state or federal social programs. ACSET represents the MWA area of the City of Grand Rapids and Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, and Ottawa Counties.

3. Governing Board refers to the elected representatives of the political territories of the West Michigan Works! MWA Area responsible for the operation of programs under WIOA and other Federal or State statutes or regulations within the West Michigan Works! Area. For ACSET, the Governing Board includes two representatives of the Grand Rapids City Commission (the Mayor or designee and one Commissioner); two representatives of the Allegan County Board of Commissioners (the Chairperson or designee and one other commissioner); one representative of the Barry County Board of Commissioners (the Chairperson or designee); one representative of the Ionia County Board of Commissioners (the Chairperson or designee); the three representatives of the Kent County Board of Commissioners (the Chairperson or designee and two other commissioners); one representative of the Montcalm County Board of Commissioners (the Chairperson or designee); two representatives of the Muskegon County Board of Commissioners (the Chairperson or designee and one other commissioner); and two...
representatives of the Ottawa County Board of Commissioners (the Chairperson or designee and one other commissioner). The Governing Board is responsible, in full collaboration with the WDB, for the operation of WIOA programs within the MWA Area, Welfare Reform Programs, and similar state or federal social programs.

4. **Local Comprehensive Plan** is a plan for the operation of WIOA programs, Welfare Reform Programs and the Employment Service funded under the Wagner-Peyser Act within the MWA Area required to be delivered by the WDB, approved by both WDB and the Governing Board, and submitted to the State for approval.

5. Fourth Amended and Restated **Interlocal Agreement** is an agreement between the City of Grand Rapids and the Counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, and Ottawa to establish a Michigan Council, ACSET, under the Urban Cooperation Act of 1967. The Interlocal Agreement establishes ACSET as the recipient of funds and administrative entity under WIOA in the West Michigan Works Area.

6. **Agreement Between the Workforce Development Board and the ACSET Governing Board** is an agreement between WDB and the Governing Board of ACSET. This agreement defines the respective roles and responsibilities of the WDB and ACSET Governing Board and is the framework for the collaboration between WDB and ACSET.

7. **Michigan Works! Service System** is the system under which entities responsible for administering separate workforce investment, educational, and other human resource programs and funding streams (the One-Stop Partners) collaborate to create a seamless system of service delivery that will enhance access to the programs’ services and create long-term employment outcomes for individuals receiving assistance.
MEMORANDUM

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

FROM: WMW Staff

DATE: October 7, 2019

RE: WMW WDB Chairperson and Vice-Chairperson: Biographies and Ballot

WMW Staff recently collected nominations for Officers to the WMW WDB. We received 8 nominations for Chairperson and 10 nominations for Vice-Chairperson. Nominees were contacted to confirm their willingness and ability to serve.

Presented to you are the nominees for Officers of the WDB for the term dates November 1, 2019 through October 31, 2021:

Chairperson
- Mark Bergsma

Vice-Chairperson
- Nora Balgoyen
- Heather Gluszewski
- Dave Smith

Each nominee will provide a brief (3-5 min) biography and present themselves to the board on behalf of their willingness to serve.

Voting board members will be given an opportunity to complete their ballot and are asked to return to WMW staff promptly for ballot count and tally. Officers of the WMW WDB will be announced in Item #12.
Mark Bergsma

Mark Bergsma has been an account executive in the commercial insurance industry for Berends Hendricks Stuit (BHS) Insurance Agency for the past 23 years. Mark has served on the board of the Downtown YMCA, the Pregnancy Resource Center, Go Tell Ministries, and First Reformed Church. He served on the Grand Rapids Chamber of Commerce Business and Education Council. He chaired the Ambassadors Council at the Grand Rapids Chamber of Commerce for eight years. Mark is currently on the board of Grant Me Hope, a nonprofit that promotes adopting older foster kids. Mark has served on our board for the past 13 years. He has chaired the West Michigan Works! Marketing and Communication Subcommittee since its inception. He also serves on the West Michigan Works! Legislative Subcommittee.
Nora Balgoyen

Nora joined ITC Holdings as an Area Manager of Local Government and Community Affairs in their Wayland office in September 2017. At ITC, her role is to develop and enhance relationships with area community leaders and government officials to support company initiatives. Prior to joining ITC, Nora served as the Director of Economic Development for Allegan County. She provided central coordination of economic development services in a growing county with deep agriculture roots, a thriving tourism economy and a strong manufacturing presence. In addition, Nora administered federal workforce development programs including oversight of operations for the Michigan Works! office in Allegan County for over 15 years. She attributes her success to the network of relationships she has built at the local, regional and State levels including her Business Solutions Professional (BSP) certification through the State of Michigan. Nora is a member of the Allegan County Economic Development Commission, representing Utility and has been appointed to the West Michigan Regional Planning Commission’s Community Economic Development Strategies Committee for the past nine years. She is also certified through the National Development Council in Economic Development Finance and is a certified Michigan Citizen Planner through MSU Extension.

With her many years of experience administering Michigan Works programming, Nora understands first-hand the challenges and opportunities in workforce development. With her role in the private sector, she has the ability to give back and support the comprehensive system that serves to build business and community in West Michigan. Nora gladly accepts the nomination for Vice-Chair of the West Michigan Works! Workforce Board.
Heather has been in sales, program management, and business development for over 20 years. Her current role is Program Manager, Human Resources, with Haworth. Heather is leading the organization’s programs that focus on students, relationship building, outreach, networking and employment branding to continually build and enhance the talent pool at Haworth. Initiatives include Internships, Scholarships, Education Outreach, College and University Relations, OAISD FuturePrep’d, and Resource Groups.

Heather is dedicated to helping the community in diversity and health. She serves on a number of boards and committees including Spectrum Health Cancer Patient & Family Advocacy Council (chair), West Michigan Works! Workforce Development (board member; Strategic Partnerships committee chair), Grand Rapids Triathlon (VIP coordinator), and Lakeshore Ethnic Diversity Alliance (treasurer). She has also been actively involved with Grand Rapid Sister Cities, Athena, Junior Achievement, Gilda’s Club Red, Michigan Women’s Foundation, and American Cancer Society.

Born in Lansing, she obtained her Bachelor of Applied Science in Business from Davenport University.
David J. Smith, CAE – VP of Compensation Services - The Employers’ Association

Dave has worked for The Employers’ Association (TEA) providing practical HR solutions promoting operational excellence to West Michigan business since 1989. He has developed more than 600 Compensation Administration plans throughout the United States that establish internal equity and external competitiveness so organizations can better manage their talent. Dave regularly conducts seminars on Wage/Salary Administration, Performance Management and recognizing (and rewarding) Generational Differences within the workplace and works with Business Leadership on succession planning, coaching/mentoring and other organizational development issues.

Dave previously worked in Labor Relations and Safety (Rose Johnson Furniture Company, a Division of the La-Z-Boy Furniture Company – Grand Rapids, MI), Human Resources (C&F Stamping Company – Grand Rapids, MI), Recruitment (Amway Corporation – Ada, MI and Business Careers, an independent recruiting company) and Operations Management (Burdick and Jackson Labs - Muskegon, MI).

Committed to making the West Michigan region a better place to live and work, Dave serves on a number of private industry and non-profit Boards and Committees including:

- Herbruck Poultry Ranch (Director and Chair of Compensation and Governance Committees)
- Mr. E-Liquid LLC (Director)
- West Michigan Works Workforce Development Board (West MI Works Past Chair and Executive Committee)
- Health Net (Director and Co-Chair of Governance Committee)
- Cherry Health (Director, Past-Chair, Executive and Finance Committees)
- Discover Manufacturing (Steering Committee)
- Holland Home (Quality of Life Committee)
- Best and Brightest Places to Work in West Michigan and National Best and Brightest Places To Work (Advisory Boards)
- The Meadowbrook Business Park Association (Director)

Dave has been involved with Workforce issues since 1992 when asked to serve on the Private Industry Council. He joined the Workforce Development Board upon the dissolution of the PIC serving as a Director, Board Vice-Chair and Chair of the Adult Education Committee before becoming Board Chair of the Kent/Allegan Workforce Development Board in 2011. Dave became Chair of the seven-county West MI Works Board when formed in 2013/14. Dave supports and endorses the utilization of tools such as Work Keys (having achieved a Gold Level certification), the development of Apprenticeship Programs to meet critical and specific talent needs of West Michigan employers and the incorporation of life skills training into a learning program that fully prepares employment candidates to succeed at work. Supporting nearly 500 West Michigan employers, Dave seeks to remain strategically involved with West MI Works.

Dave was graduated from Wayland Union High School ( Allegan County) and Hope College (Ottawa County) with majors in Chemistry and Psychology. He took further studies in Pharmaceutical Chemistry (Purdue University) and attended the Thomas M. Cooley School of Law. He has lived in Barry County since 1979, having raised three sons (whom have all remained in the West Michigan area). Dave has achieved the designation Certified Association Executive, been accepted into several National and International Who’s Who Registries and has been recognized as one of America’s best poets. Dave is a regular contributor to The Employers’ Association newsletter (Executive Update), writes a BLOG (Dave’s Deliberations) and published his first book (Pathways and Passages to Leadership) several years ago.
MEMORANDUM

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

FROM: WMW Staff

DATE: October 14, 2019

RE: Revision of WMW Service Center Rules (WMW 15-02c2)

Background

Changes are proposed to the West Michigan Works! Service Center Rules of Conduct to reflect changes in the law and in response to the experiences of staff members over the past year. The proposed changes are as follows:

1. The law in Michigan has changed to allow the possession and recreational use of small amounts of marijuana by adults. It is proposed that the Service Center Rules of Conduct clarify that the possession and use of marijuana in a service center is still prohibited.

2. The Service Center Rules of Conduct concerning communication are proposed to be expanded to cover communications with members of the staff by telephone and through electronic media and ordinary mail and the rule that prohibits shouting, yelling and loud talk is proposed to also include such conduct that disturbs members of the staff, as well as other customers.

3. It is recommended that threats or assaultive conduct by a customer against himself or herself be forbidden by the rules, in addition to such behavior toward other customers or members of the staff.

4. The possible penalties for violation of the Rules of Conduct are proposed to be expanded to include a prohibition from contacting members of the staff for a period of time.

5. A summary of the appeal process for the removal or ban of a customer from a service center or an order prohibiting a customer from contacting members of the staff is recommended to be added to the text of the Rules of Conduct.

Requested Action

WMW requests that the WDB approve WMW 15-02c2.
Title: West Michigan Works! 15-02c2 Service Center Rules of Conduct

Effective Date: October 8, 2018

Approved By: West Michigan Works! Workforce Development Board on October XX, 2019

Program Affected: All West Michigan Works! Programs

Scope: West Michigan Works! makes its service centers available to members of the public for the purpose of assisting job seekers to find employment, acquire employment-seeking skills and seek training, and enabling employers to fill openings in their workforce. Persons who utilize the Service Centers in any way, including, but not limited to, visiting the center or communicating with staff by telephone, electronic media, or postal service, must abide by the following rules of conduct while using the Center.

Supersedes: WMW 15-02 and 15-02c1

Reference: N/A

Policy:

A. Communication

West Michigan Works! requires that customers communicate with each other and members of the staff in a polite and courteous manner. Prohibited behavior includes, but is not limited to:

- Shouting, yelling and loud talk that disturbs members of the staff or other customers;
- Use of vulgar, profane, obscene or sexually explicit language;
- Use of racial, ethnic or sexual epithets;
- Making threats of harm against members of the staff, other customers, the customer himself or herself, or threats of harm to personal property;
- Making sexual propositions or suggestions directed toward members of the staff or other customers;
- Making sexually explicit or racially or ethnically demeaning remarks or jokes.

West Michigan Works! is a division of ACSET, an Equal Opportunity Employer/Program & a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities.
B. **Conduct**

West Michigan Works! requires that customers visiting its Service Centers conduct themselves in a respectful and professional manner. Prohibited behavior includes, but is not limited to:

- Assaultive or threatening actions or behavior toward members of the staff, the customer himself or herself, or other customers;
- Intentional destruction of or damage to property or equipment;
- Unwelcome non-consensual touching of members of the staff or other customers;
- Display of sexually explicit or racially or ethnically insulting written material or images;
- Making obscene gestures;
- The use of computers, printers or other equipment for any purpose other than a purpose that is related to seeking employment or hiring employees or related to a Michigan Works! program;
- Possession of firearms, explosives, knives or other weapons;
- Possession of marijuana, alcoholic beverages or illegal substances in the service center;
- Being under the influence of illegal substances, marijuana or alcohol;
- Theft or attempted theft of any item from the Service Center, a member of the staff, or another customer;
- Unauthorized solicitation for any purpose by a non-employee of West Michigan Works!, including the selling of commercial products or services;
- Bringing any animal into a Service Center, except a service animal, as defined by the West Michigan Works! Service Animal Policy. An animal that accompanies an individual solely to provide emotional support and comfort to the individual is not a service animal.

Customers must be wearing at least a shirt, blouse or similar garment on their upper body and slacks, shorts or skirt; a dress or similar garment; and boots, shoes or sandals. Customers wearing less clothing will be required to leave the Service Center.

The smoking of any substance, including e-cigarettes, cigarettes or marijuana, is prohibited in the Service Centers.

C. **Violation of Service Center Rules**

A customer who engages in prohibited behavior communication or conduct will be asked by a member of the staff to cease. If the customer refuses to do so, the staff member will report the prohibited behavior to
management. If the prohibited behavior occurs while the customer is visiting the center, the customer he or she will be told to leave the building if the prohibited behavior does not cease. Depending upon the severity of the prohibited communication or conduct, the customer may be told by a member of the staff to leave the building immediately without first being asked to stop the behavior. The staff may enlist the assistance of a law enforcement agency to remove a customer who refuses to leave, and West Michigan Works! may bar a customer who has violated the above rules from entering the Service Center(s) and/or contacting staff members for a period of time to be determined by West Michigan Works!.

A customer who has been removed from or barred from contacting staff and/or entering a Service Center operated by West Michigan Works! may appeal that action by sending a written appeal to the West Michigan Works! Complaint Officer within 5 business days after receipt of the notice barring him or her from a service center, or from contacting staff member(s). The written appeal must explain why the customer feels that West Michigan Works! should not have taken the action. The appeal will be decided at a meeting of the West Michigan Works! Complaint Officer, the West Michigan Works Talent Solutions Manager, the West Michigan Works! staff member who requested that the action be taken, and the customer, following the proper steps as indicated in the Attachment A—Procedure for Enforcement of West Michigan Works! Service Center Rules of Conduct.
PUBLIC NOTICE

Executive Committee of the West Michigan Works!
Workforce Development Board
2020 Meeting Schedule

Meetings are held at 11:30 a.m. on the following dates:
(unless otherwise specified)

<table>
<thead>
<tr>
<th>Date</th>
<th>Location Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 13, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>March 9, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>May 11, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>September 21, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>November 16, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
</tbody>
</table>

West Michigan Works! Workforce Development Board
2020 Meeting Schedule

Lunch begins at 11:30 a.m.
Meetings begin at 12:00 p.m. on the following dates:
(unless otherwise specified)

<table>
<thead>
<tr>
<th>Date</th>
<th>Location Details</th>
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<tbody>
<tr>
<td>February 10, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>April 13, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>June 8, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>October 12, 2020</td>
<td>Westside Service Center • Multi-Purpose Room A 215 Straight Ave NW • Grand Rapids, MI 49504</td>
</tr>
<tr>
<td>December 14, 2019</td>
<td>Frederik Meijer Gardens 1000 East Beltline NE • Grand Rapids, MI 49525</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>October 2019</td>
</tr>
</tbody>
</table>

West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud member of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. TTY 711
Supported by the State of Michigan
Workforce Development Board Dashboard Narrative

Employers Served
Employers served continue to be slightly below PY 16/17 due to the greater depth of services being provided to employers. Employers are recognizing the value in long term work-based strategies such as pre-apprenticeships, apprenticeships, and the work being done towards developing more robust employer collaborations within our industry sector councils.

Race & Ethnicity
WMW served a higher percentage of Black or African American and Hispanic populations than is representative of the entire regional population. This trend is consistent with previous reports and is attributed to this race and ethnicity having an overall higher unemployment rate in West Michigan.

Gender
Historically the percentage of males and females served has been a close match with the demographics of region 4b. In this quarter we see a slight shift to serving both fewer females males; however, the number of people who did not disclose their gender has increased.

Training Pipeline
The training pipeline continues to grow, with Health Care being the largest industry for both WIOA and Welfare Reform. The larger work-based numbers for WIOA include Apprenticeships, on-the-job trainings (OJT) and incumbent worker trainings. Job seekers participating in trainings that provide skills that can be applied across industries or in other industries are not represented in the pipeline.

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. The “Other” category includes trainings that provide skills that can be used across industries or in other industries such as business Professional and Accounting.

Employment Rate
Employment rate is determined by the number of individuals employed at “exit” of a program divided by the total number of exiters. The TAA employment rate has dropped slightly due to caseload clean-up efforts addressing participants who have retired or are no longer participating in the workforce.

Overall Traffic by Month
While total visits remained fairly consistent for PY17-18, unique traffic counts were slightly lower. This may be due in part to the lower unemployment rate.
### Job Seekers Served
- Talent Connect Registrations: 28,665
- Staff Assisted Services: 9,204
- Employers Served: 2051
- Jobs Filled: 5,543

### Employers Served PY 17/18 vs PY 18/19

#### Race & Ethnicity

American Indian or Alaskan Native: 0%
Asian: 1%
Black or African American: 12%
Multiple Races: 4%
Native Hawaiian or Other Pacific Islander: 0%
Other: 1%
White: 69%
Hispanic: 8%
Did not disclose: 2%
Non-Hispanic: 89%
Did not disclose: 2%

### Gender

- Male: 50%
- Female: 50%
- Did not disclose: 0%

### Training Pipeline

- **Health Care**: Total Concluded: 241
- **Information Technology**: Total Concluded: 15
- **Manufacturing**: Total Concluded: 20
- **Construction & Transportation**: Total Concluded: 71

### Occupational Training Completed & Credentials Earned

<table>
<thead>
<tr>
<th>Program</th>
<th>Total Concluded Training</th>
<th>Health Care</th>
<th>IT</th>
<th>Manufacturing</th>
<th>Construction &amp; Transportation</th>
<th>Other</th>
<th>Total Credentials Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIOA</td>
<td>241</td>
<td>124</td>
<td>5</td>
<td>11</td>
<td>95</td>
<td>6</td>
<td>241</td>
</tr>
<tr>
<td>TAA</td>
<td>15</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>15</td>
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<tr>
<td>FAE&amp;T</td>
<td>20</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>PATH</td>
<td>71</td>
<td>24</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>347</td>
<td>156</td>
<td>6</td>
<td>17</td>
<td>102</td>
<td>16</td>
<td>297</td>
</tr>
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</table>

### Employment Rate & Average Hourly Wage

<table>
<thead>
<tr>
<th>Program</th>
<th>Employment Rate</th>
<th>Average Hourly Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIOA AD &amp; DW</td>
<td>94%</td>
<td>$17.69</td>
</tr>
<tr>
<td>WIOA Youth</td>
<td>81%</td>
<td>$11.63</td>
</tr>
<tr>
<td>TAA</td>
<td>96%</td>
<td>$21.84</td>
</tr>
<tr>
<td>PATH</td>
<td>53%</td>
<td>$11.54</td>
</tr>
</tbody>
</table>
MEMORANDUM

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

FROM: Amy Lebednick, Business Solutions Director
Brittany Lenertz, Talent Solutions Director
Angie Barksdale, Chief Operating Officer

DATE: October 7, 2019

RE: Solutions Driven Updates

Workforce and Industry Awareness

Rapid Growth Media: Rapid Growth is a hyper-local e-newsletter focused on supporting and expanding coverage of job growth, economic development, real estate, non-profit innovation, city building, and placemaking. As an underwrite, WMW! Has the opportunity to put together an editorial advisory group to support and expand content we think is important. Currently this is being launched in Kent and Ottawa counties.

WZZM13 Trade Up: West Michigan Works! is a sponsor of the WZZM13 Trade Up campaign. This initiative is will address the skilled labor shortage in our high demand industries and will highlight the benefits of pursuing a trade career. Using the multiple platforms, such as broadcast, social, and digital elements, WZZM13 will target potential employment candidates and employee influencers. The purpose and value of our sponsorship is to ensure that all West Michigan high-demand industries are showcased and accurate workforce information is shared with the public. WMW! Industry Council Leads and one employer from each Talent Council will appear in short morning or afternoon broadcast segments. Billboards focused on career training will also be displayed throughout West Michigan.

Community Newsletters: The WMW! Marketing department is reaching out to several community newsletters to deliver valuable workforce information to local communities.
National Apprenticeship Week (NAW)

NAW is a nationwide celebration that gives businesses, communities, and educators the opportunity to highlight their apprenticeship programs and apprentices while providing valuable information to career seekers. NAW will be held November 11-17, 2019. West Michigan Works! will participate by offering an Apprenticeship 101 Webinar to engage employers interested in starting a registered apprenticeship program. This will provide basic information on USDOL apprenticeships, time for Q & A, and instructions for next steps if an employer is interested in moving forward. In addition, the Apprenticeship Success Coordinator will be providing training to staff in Talent and Business Solutions.

Veterans Week

Veterans Day will be observed November 11, 2019. West Michigan Works! plans to honor our military Veterans in every service center that week (Nov. 12-15) with the following:

- Display military branch service flags in prominent location
- Highlight WMW! Veteran Staff on the TV monitors in service center lobbies
- Coffee and donuts available to Veterans on select days in each service center
- Organize staff donations to Veterans home or deployed service members
- Host Forward Match Hiring Event
- Allow a number of staff to volunteer during this week at a Veteran focused organization

Going PRO Talent Fund FY20 Applications

The deadline for application submission to the Michigan Works! agencies was October 2\textsuperscript{nd}. Final applications will be submitted to the State of Michigan by October 18\textsuperscript{th}, after a careful review of each application is completed by the Business Solutions department. Compared to FY19, we received an increase of 93 applications.

<table>
<thead>
<tr>
<th>County</th>
<th>Employer Meetings</th>
<th>New Applicants</th>
<th>Employer Accounts Created</th>
<th>Apps Submitted to MWA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegan</td>
<td>36</td>
<td>8</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>Barry</td>
<td>15</td>
<td>7</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Ionia</td>
<td>10</td>
<td>2</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Kent</td>
<td>287</td>
<td>104</td>
<td>230</td>
<td>209</td>
</tr>
<tr>
<td>Montcalm</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Muskegon</td>
<td>40</td>
<td>11</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>Ottawa</td>
<td>107</td>
<td>42</td>
<td>85</td>
<td>78</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
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</tr>
<tr>
<td>Totals</td>
<td>513</td>
<td>175</td>
<td>402</td>
<td>369</td>
</tr>
</tbody>
</table>
Retention Solutions Network
The Retention Solutions Network (RSN) recently signed two additional employers. Shape Corp and Muskegon Family Care are currently undergoing network membership onboarding. Both employers will start receiving onsite services in November. To date, the RSN has signed four employer members. DeWys Manufacturing and Herbruck’s Poultry Ranch are also participating in the network. West Michigan Works! continues to recruit additional employers to join the network. To accommodate the needs of the expanding RSN, WMW! is in the process of hiring a second Success Coach.
MEMORANDUM

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

FROM: WMW Staff

DATE: October 7, 2019

RE: Strategic Plan Update

Janie McNabb, One-Stop Operator of WMW, completed Strategic Plan Focus Groups across the region during the month September.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 13</td>
<td>10:00am-11:00am</td>
<td>Muskegon</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>1:00pm-2:00pm</td>
<td>Holland</td>
<td>13</td>
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<table>
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<th>Location</th>
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</thead>
<tbody>
<tr>
<td>September 17</td>
<td>8:30am-9:30am</td>
<td>Allegan</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
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<th>Room</th>
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</thead>
<tbody>
<tr>
<td>September 24</td>
<td>9:00am-10:00am</td>
<td>Montcalm</td>
</tr>
<tr>
<td></td>
<td>2:00pm-3:00pm</td>
<td>Kent</td>
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<table>
<thead>
<tr>
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<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 30</td>
<td>1:00pm-2:00pm</td>
<td>Ionia</td>
</tr>
<tr>
<td></td>
<td>3:00pm-4:00pm</td>
<td>Barry</td>
</tr>
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</table>