



**Executive Leadership and Strategic Engagement Committee
of the West Michigan Works! (WMW) Workforce Development Board (WDB)
Westside Service Center ▪ 215 Straight Ave. N.W. ▪ Grand Rapids, MI 49504**

The public may attend in-person or by remote participation via Teams

[Click here to join the meeting](#)

Meeting ID: 228 726 484 252 Passcode: EYBNAD

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Or call in (audio only) [+1 616-803-9815,,315937382#](#) United States, Grand Rapids

Phone Conference ID: 315 937 382# [Find a local number](#)

Monday, January 9, 2023 ▪ 11:30 a.m. – 1:00 p.m.

AGENDA

1. Call to Order and Attendance
2. Public Comment – Agenda Items
3. Approval of the September 19, 2022 Minutes **Action Required**
4. WDB Member Roster **Discussion Item**
Jacob Maas, Chief Executive Officer
5. National Association of Workforce Boards (NAWB) 2023 Forum: (March 25-28) **Information Item**
Jacob Maas, Chief Executive Officer
6. Wagner-Peyser (WP) Proposed Rule **Discussion Item**
Jacob Maas
7. WDB Meeting Agenda: February 13, 2023 **Discussion Item**
Janette Monroe, Executive Assistant
8. WDB Committee/Council Updates **Information Item**
 - a. Career Educational Advisory Council (CEAC): *Tonia Castillo, Committee Chairperson*
 - b. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - c. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
9. Other Business
 - a. Essential Service Awards: <https://www.westmiworks.org/esa/> Nominations due: January 16
10. Public Comment
11. Adjournment

Next Scheduled Executive Leadership and Strategic Engagement Committee Meeting:

March 13, 2023

Location: Westside Service Center



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Monday, September 19, 2022 • Meeting 11:30 a.m. – 1:00 p.m.

MINUTES

Members/Alternates Present: Mark Bergsma (Chairperson), Heather Daniel (Vice-Chairperson), John Buchan, Tonia Castillo, Jordan Clark, Jay Dunwell, Jim Fisher, Shana Lewis, Jon Hofman

Members/Alternates Absent: Scott McLean

Staff Present: Jacob Maas, Angie Barksdale, Bob Perkins, Janette Monroe, Tasha Evans, Jane Kreha, Tawanna Wright

Guests Present: Janie McNabb (One-Stop Operator)

1. Call to Order, Chairperson Mark Bergsma at 12:00 p.m.
2. Public Comment – Agenda Items – None.
3. Approval of the May 9, 2022 Minutes

Action Required

Motion – Jim Fisher

Second – Heather Daniel

Item Approved – Motion approved

4. Report on Financial Activities **Information Item**
 - a. ACSET Financial Report - Notes to Fiscal Year Ending (FYE) June 2022 Board Financials
Bob Perkins, Chief Financial Officer, reviewed ACSET's statement of revenue and expenditures for the year ending June 30, 2022. Brief discussion took place and Bob and staff answered board members' questions.
 - b. FYE 2022 Budget – Second Modification
Bob Perkins reviewed that the budget for fiscal year ending June 30, 2022 was modified due to increased expenditures and was approved on August 22, 2022 by the ACSET Governing Board. Discussion took place and staff answered board members' questions.

5. WDB Term of Office **Action Required**
 - a. Member Term of Office: November 1, 2021 – October 31, 2023
Angie Barksdale, Chief Operating Officer, reported that as of June 2022, the WDB has two (2) vacant seats on the board for the term of office ending October 31, 2023. Angie reported that the WDB Nomination Committee is requesting the Executive Leadership Committee (Executive Committee) to support the appointment of Kolene Miller to serve on the WDB through October 31, 2023, and to await filling the Higher Education seat until further notice.

Motion – Jim Fisher Hofman
Second – Jay Dunwell
Item Approved – Motion approved

- b. **Member Term of Office: November 1, 2022 – October 31, 2024** **Action Required**
 Angie Barksdale reported that as of June 2022, the WDB had seventeen (17) vacant seats on the board for the term of office through October 31, 2022. Angie reviewed information provided in the packet. Angie reported that WMW received 16 applications and the WDB Nomination Committee is requesting approval from the Executive Committee to support the slate of applicants to the ACSET Governing Board for appointment to serve on the WDB with the term of office dates November 1, 2022 through October 31, 2024. Angie stated that in addition to the members listed in Item #5a, the WDB would continue to meet state requirements and the WDB would be represented by 32 members total.

Motion – Jon Hofman
Second – Jordan Clark
Item Approved – Motion approved

6. **WDB Meetings**
 October 10, 2022 and December 12, 2022 Agendas **Discussion Item**
 Janette Monroe, Executive Assistant, reported that for the October WDB meeting staff plan to present some of the items discussed at this Executive Committee (EC) meeting along with a few other agenda items and updates. Janette also reminded the EC that staff will begin preparation for the December 12 meeting and if members have any additional requests to notify staff.
7. **2023 Meeting Dates** **Action Required**
 Janette reviewed the proposed 2023 meeting dates and requested approval from the Executive Committee to support the meeting dates to the WDB in October.
- Motion – Jim Fisher**
Second – Jordan Clark
Item Approved – Motion approved
8. **Strategic Plan Membership Review** **Discussion Item**
 Janie McNabb, One-Stop Operator, reviewed that at the last meeting, members requested to take a deeper look at the quarterly dashboard that is provided to the WDB and look at how it identifies and correlates with strategies and goals being met by the Strategic Plan. Janie provided a breakdown of each section on the dashboard. Discussion took place. Janie said that she would implement some of recommended revisions for the service summary and solutions driven updates at the next WDB meeting.
9. **Wagner-Peyser (WP) Proposed Rule** **Discussion Item**
 Angie Barksdale reported that there are no new updates. As of June 2022, there were over 1,000 public comments submitted in response to the proposed rule, with a majority of those comments opposing the proposed rule change. Angie reported that it could be at least 18 months before any proposed rule changes are implemented, if any, and that there is currently no established timeline of next steps at this time. Discussion took place and Angie answered board members' questions.
10. **WMW WDB Subcommittees Updates**
- a. Career Educational Advisory Council (CEAC) **Discussion Item**
 Tonia Castillo, WDB Member and Council Chairperson, reported that the next CEAC meeting is scheduled for Friday, September 23, 2022. There is no new business to report.

b. Legislative Committee:**Information Item**

Jim Fisher, WDB Member and Committee Chairperson, reported that the next meeting is scheduled for October 19. Staff and committee members have continued to maintain legislator relationships. The committee is anticipating the upcoming elections and changes that will occur from that. Jim encouraged anyone that has relationships with legislators to continue educating them about workforce programs and services, acknowledging that the Committee was established to build these connections.

c. Solutions Driven Committee:**Information Item**

Jordan Clark, WDB Member and Committee Chairperson, reported that the next meeting is scheduled for October 14. The Committee will discuss initiatives and strategies outlined in the strategic plan.

11. Other Business

Discussion Item

- a. Mark Bergsma inquired about the Essential Service Awards. Staff should have additional information in the upcoming months and will keep members notified.
- b. Janette Monroe thanked the few Executive Committee members that attended the Michigan Works! Association's Annual Conference.
- c. Angie reported that the 2023 MiCareerQuest event is scheduled to take place in-person on May 24, 2023 at DeVos Place in Grand Rapids. WMW has hired a new Project Manager and plans to introduce her to the full WDB in October. Discussion took place regarding transportation for schools.
- d. Angie reported that Discover Manufacturing Week is part of the National Manufacturing Day initiative and events will start taking place in October and November.

12. Public Comment- None.

13. Adjournment at 12:59 p.m. by Chairperson Mark Bergsma.

Recorded by: _____ Received by: _____



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4100

SERVICE CENTERS

Allegan County

3255 122nd Ave
Allegan, MI 49010
(269) 686-5079

Barry County

130 E State St
Hastings, MI 49058
(616) 649-9850

Ionia County

603 W Adams St
Ionia, MI 48846
(616) 389-8525

Kent County

121 Franklin SE
Grand Rapids, MI 49507
(616) 336-4040

215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4460

10075 Northland Dr NE
Rockford, MI 49341
(616) 228-6724

Montcalm County

114 S Greenville W Dr
Greenville, MI 48838
(616) 754-3611

Muskegon County

316 Morris Ave
Muskegon, MI 49440
(231) 724-6381

Ottawa County

12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

MEMORANDUM

TO: Executive Leadership and Strategic Engagement Committee of the
West Michigan Works! (WMW) Workforce Development Board (WDB)

FROM: Jacob Maas, Chief Executive Officer

DATE: January 9, 2023

RE: WDB Member Roster

Staff were recently notified that Mr. Randy Boss (Ottawa Kent Insurance) has stepped down from his seat on the WDB. We would like to thank Randy for his years of service. He previously served on the Ottawa County's board and assisted during our regionalization merger.

Due to this vacancy, the private sector percentage will drop below the required WIOA required 51%. Due to this we will publicly open up our board member applications on January 10, 2023 to fill a private sector seat.

As a reminder, staff plan to connect with the new President of Grand Rapids Community College (GRCC) on the vacant Higher Education seat.

Our goal is to present both nominations for appointment at the February or April Governing Board meeting.

2021 winner, Donna Houseman

Item #9a



ESSENTIAL SERVICE AWARDS

Commitment • Integrity • Passion

Your employees are the foundation of your organization. Each day, they complete tasks essential to your day-to-day operations. Whether they're on the front lines or behind the scenes, they're making sure customers are happy or products are perfect.

Who's commitment is unwavering?

Who's integrity is steadfast?

Who's passion is contagious?

WHO SHINES THE BRIGHTEST?

The Essential Service Awards honor hardworking service workers in our community.

NOMINATE TODAY!
westmiworks.org/esa

2021 winner, Nicia Coleman

ESSENTIAL SERVICE AWARDS

ELIGIBILITY REQUIREMENTS

Work History: Must have 2+ years of employment with same employer.

Location: Nominees must work in West Michigan: Allegan, Barry, Ionia, Kent, Montcalm, Muskegon or Ottawa County.

Position: Must be non-managerial.

JUDGING CRITERIA

Essential Service Award winners display pride in their job, a positive attitude, a strong work ethic and habits, punctuality and complete work on-time.

AWARD CATEGORIES & SAMPLE JOBS

Administrative/Office/Nonprofit: Receptionist, case aide, data entry, billing

Cleaning/Housekeeping/Groundskeeping/Maintenance: Custodian, housekeeper, dry cleaner/laundrer

Childcare: Teacher aide, in-home daycare, school program staff

Food Service: Server, busser, dishwasher, counter staff, cook

Government: Clerk, customer service, support staff

Health Care/Elder Care: Nurses aide, lab support, patient transport

Hospitality: Desk clerk, ticket taker, parking attendant, bell hop

Retail: Clerk, cashier, stockroom worker, customer service

Skilled Labor: Manufacturing, construction, agricultural

Transportation: Bus, shuttle and taxi driver, baggage handler

SUBMIT NOMINATIONS

WESTMIWORKS.ORG/ESA

BENEFITS FOR EMPLOYERS:

The Essential Service Awards are a chance to recognize an employee who gives 110% every day. In addition to their recognition, the awards provide a chance to **recognize your organization in front of 500+ business leaders** at the Economic Club of Grand Rapids meeting, **media coverage** and **online**.

Presented by:



Essential Service Award Email Template

December 2022

The annual [Beverly A. Drake Essential Service Awards](#) recognize the vital role that frontline workers have in our local economy. These awards honor individuals who go above-and-beyond their daily responsibilities and exhibit exceptional integrity, passion and commitment in their work.

As you know, businesses continue to operate at less-than-optimal staffing levels, which makes celebrating dedicated employees more important than ever. Please take a few minutes to nominate someone you know who fits the criteria for an Essential Service Award:

- Have at least two years of employment with their current company
- Hold a non-managerial position
- Exhibit pride in their job, a positive attitude, strong work ethic and effective time management
- Work within the West Michigan Works! service area of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, and Ottawa counties

Honorees will receive a Meijer gift and will be recognized at the Economic Club of Grand Rapids February meeting.

The deadline is Monday, Jan. 16, 2023.

[Submit a nomination today.](#)