



**Executive Committee Meeting**  
**West Michigan Works! (WMW) Workforce Development Board (WDB)**  
<https://westmiworks-org.zoom.us/j/96291588461>  
**Meeting ID: 962 9158 8461**  
**Passcode: 162929**  
**Dial by your location: +1 929 436 2866 US**  
**Monday, November 16, 2020 ▪ Meeting 11:30 a.m. – 1:00 p.m.**

### **AGENDA**

- |  |                         |
|--|-------------------------|
| 1. Call to Order, Roll Call  |                         |
| 2. Public Comment – Agenda Items   |                         |
| 3. Approval of the September 21, 2020 Minutes  | <b>Action Required</b>  |
| 4. Report on Financial Activities: <i>Notes to September 2020 Board Financials</i><br><i>Brenda Isenhardt, Chief Financial Officer</i> | <b>Information Item</b> |
| 5. Michigan Works! Association Board Restructure<br><i>Angie Barksdale, Chief Operating Officer</i>                                    | <b>Discussion Item</b>  |
| 6. WDB Meeting Agendas<br><i>Jacob Maas, Chief Executive Officer</i>   | <b>Discussion Item</b>  |
| a. December 14, 2020   |                         |
| b. February 8, 2021  |                         |
| 7. Other Business: <i>Jacob Maas</i>   | <b>Discussion Item</b>  |
| a. Election Results  |                         |
| 8. Public Comment  |                         |
| 9. Adjournment   |                         |

**Next Scheduled Executive Committee Meeting: January, 11 2021**  
<https://westmiworks-org.zoom.us/j/93646040984>



**Executive Committee Meeting**  
**West Michigan Works! (WMW) Workforce Development Board (WDB)**  
<https://westmiworks-org.zoom.us/j/95160384073>  
**Meeting ID: 951 6038 4073**  
**Passcode: 566250**  
**Dial by your location: +1 929 436 2866 US**  
**Monday, September 21, 2020 • Meeting 11:30 a.m. – 1:00 p.m.**

## **MINUTES**

**Members/Alternates Present:** Mark Bergsma, Heather Gluszewski, Cindy Brown, John Buchan, Jay Dunwell, Jim Fisher (Ex Officio Member), Rebecca Herrington, Jon Hofman, Sherry White

**Members/Alternates Absent:** Shana Lewis, Scott McLean

**Staff Present:** Jacob Maas, Angie Barksdale, Brenda Isenhardt, Amy Lebednick, Brittany Lenertz, Jennifer Mitchell, Janette Monroe Melanie White, Tawanna Wright

**Guests Present:** Janie McNabb (Strategic Policy Consultants)

1. Call to Order and Roll Call at 11:30 a.m.
2. Public Comment- Agenda Items- None
3. Approval of the May 11, 2020 Minutes

**Action Required**

**Motion – Jim Fisher**

**Second – Sherry White**

**Item Approved – Motion approved**

4. Report on Financial Activities

**Information Item**

- a. ACSET Financial Report- Notes to June 2020 Board Financials  
Brenda Isenhardt, Chief Financial Officer, reviewed ACSET's statement of revenue and expenditures for the twelve months ending June 30, 2020. Brief discussion took place. Brenda and WMW staff answered board members' questions.
- b. ACSET Financial Report- Notes to July 2020 Board Financials  
Brenda Isenhardt, Chief Financial Officer, reviewed ACSET's statement of revenue and expenditures for the one month ending July 31, 2020. Brief discussion took place. Brenda answered board members' questions.

5. Approval of Policy: WMW 15-02c4 Rules of Conduct

**Action Required**

Tawanna Wright, Staff Attorney, reported that changes are being proposed to the WMW Service Center and Program Rules of Conduct to include notice to jobseekers that they may be subject to monitoring to ensure appropriate usage of computers or other equipment that is related to job seeking, hiring, or related to WMW programs and services or programs offered by a Michigan Works! service partner. Tawanna requested approval of the proposed changes to the Rules of Conduct.

**Motion – Jon Hofman**

**Second – Cindy Brown**

**Item Approved – Motion approved. All 9 members present voted affirmatively.**

6. WMW WDB Member Applications: Terms of Office 2020-2022 **Action Required**  
 Jacob Maas, Chief Executive Officer, reported that according to the current WDB roster, eighteen (18) current board member terms of office seats are set to expire October 31, 2020. Applications were reviewed by the designated Nomination Committee of the Executive Committee. Jacob reviewed the slate of applicants and reported that the WMW WDB would continue to meet State requirements and the WDB would be represented by 37 members. Jacob answered members' questions. Jacob requested the Executive Committee's approval to support the slate of applicants to the ACSET Governing Board for appointment to serve on the WDB with the term of office dates of November 1, 2020 through October 31, 2022.

**Motion – Jim Fisher**

**Second – Sherry White**

**Item Approved – Motion approved. All 9 members present voted affirmatively.**

7. Youth Solutions Development **Information Item**  
 Brittany Lenertz, Talent Solutions Director, reported that over the last couple of years, WMW has restructured Youth services and has created a strategy and department around Opportunity Youth in coordination with the WDB, One-Stop Operator, WMW staff, and community partners, which has resulted in WMW providing Out-of-School Youth (OSY) services directly in all counties, except Kent County. Brittany reported that WMW has continued to operate through contractors in order to offer OSY services in Kent County. WMW requested and received permission from the State to extend OSY contracts one year beyond their original expiration dates to provide more time to determine the best service delivery strategy in Kent County. Brittany reported that beginning this fall, WMW will begin offering OSY services directly, along with two contractors (Kent Intermediate School District and Steepletown Neighborhood Services). Brittany reported that this additional year will allow staff to determine what the best next steps are for how services are provided.
8. Virtual Dashboard **Information Item**  
 Angie Barksdale, Chief Operating Officer, reported that the COVID-19 pandemic has impacted the way we interact with and serve our communities and that although our service center staff have been unable to deliver in-person services, WMW has continued to respond to the needs of employers and job seekers with innovative and virtual solutions. Angie reviewed the new virtual dashboard with Executive Committee members, which included data from the months of March through July. It covered the following data points: Customers Served, Training, Recruitment/Hiring, COVID-19 Related Services Provided, and Website Traffic. Discussion took place, and WMW staff answered Executive Committee members' questions.
9. Strategic Plan Measurements and Committee Structures **Discussion Item**  
 Janie McNabb, One-Stop Operator (Strategic Policy Consultants), reported that the structure of the WDB subcommittees was modified and approved by the WDB in June 2020 to align with new goals and strategies of the updated Strategic Plan. Janie reported that in order to implement changes, WMW staff assessed the status of existing committees and determined the need for changes. Janie reviewed the recommended committee changes. Janie reported that next steps will be working with each subcommittee to identify Co-Chairs and develop the focus of the subcommittees. Jacob Maas and Angie Barksdale answered board members' questions. Staff envision that the role of the subcommittees will be more of a "think tank" style whereby the subcommittees bring innovative ideas and solutions to the entire WDB. Janie also recommended that Strategic Partnerships be implemented throughout all the subcommittees and that reports on the Strategic Partnerships would be placed as a regular agenda item at

the Executive Committee's meetings. The Executive Committee would then give reports to the full WDB at its meetings. Janie stated that there should be one in-depth Executive Committee meeting per year that would assess the state of partnerships between WMW and outside partners of the WDB ecosystem. Brief discussion took place. A recommendation was made that the in-depth Executive Committee meeting, which gets scheduled for the evaluation of the state of the partnerships, should be scheduled for a longer duration. The next step is to work to identify Chairs for the subcommittees.

#### 10. WDB Meeting Agendas and Schedule

#### Discussion Item

##### a. October 12, 2020 and December 14, 2020

Jacob Maas reported that WMW staff would like to discuss the upcoming October and December 2020 WDB meetings. Jacob noted that staff plan to have many agenda items to present in October. Jacob also reported that due to COVID-19, Fredrik Meijer Gardens has now canceled all scheduled events for 2020, including the December board meeting. Jacob noted that staff are still planning on a virtual meeting for December.

##### b. 2021 Meeting Calendars

#### Action Required

Jacob Maas reported that WMW staff would like to propose and discuss the 2021 Executive Committee and WDB meeting calendars. Staff would also like to discuss meeting locations and teleconferencing options for meetings due to the COVID-19 social distancing restrictions and recommendations. Discussion took place. Jacob requested support and approval of the 2021 meeting schedules. Committee members have recommended that meetings stay virtual for the duration of 2020, and that in accordance with Governor Whitmer's Executive Order, meetings will stay virtual until the order is lifted. Staff will also continue to offer teleconferencing as an option moving forward. Committee members also agreed that keeping the Executive Committee meetings scheduled for 11:30 a.m. and the WDB meetings for 12:00 p.m. would still be the best option.

**Motion – Jon Hofman**

**Second – Sherry White**

**Item Approved – Motion approved. All 9 members present voted affirmatively.**

#### 11. Other Business

#### Information Item

##### a. 501(c)(3)

Angie Barskdale reported that staff have been discussing the future of creating a 501(c)(3), non-profit entity of ACSET. Angie reported that following a Request for Proposals (RFP), ACSET awarded the bid to Dickinson Wright, LLC. Staff started to meet with Dickinson Wright back in March 2020. Dickinson Wright has provided consultation and recommendations to staff about whether such non-profit entity is possible. Angie stated that Dickinson has found a path that would entail establishing a separate entity that is a 501(c)(3) and a Michigan non-profit. To accomplish this, there would need to be a Memorandum of Understanding (MOU) and Service Agreement between the new entity and the Governing Board of ACSET, so there are open transparencies of the roles and responsibilities of the two organizations and how they are interconnected. Angie stated that staff will be discussing this issue with the ACSET Governing Board in October. Brief discussion took place.

##### b. State and Federal Legislative Priorities

Jacob Maas reported that the Michigan Works! Association released both the key Federal and State Legislative Priorities. Jacob reviewed the documents provided in the board packet.

**State Priorities:** 1.) Going Pro Talent Fund, 2.) Futures for Frontliners, 3.) MiReconnect Program, and 4.) Partnership. Accountability. Training. Hope. (PATH) Program.

**Federal Priorities:** 1.) Jumpstart our Businesses by Supporting Students (JOBS) Act of 2019, 2.) Building U.S. Infrastructure by Leveraging Demands for Skills (BUILDS) Act, 3.) Workforce

Innovation and Opportunity Act (WIOA) Funding, 4.) Temporary Assistance for Needy Families (TANF) Reauthorization, and 5.) College Transparency. Jacob reviewed all the priorities and actions of each priority.

c. Virtual Legislative Visits

Jacob Maas reported that staff have been conducting virtual legislative visits with our region's Representatives and Senators. Jacob reported that the visits have been going well and that legislators have been grateful for the work being done and are happy to know that we have been available to assist their constituents with our services during this challenging time.

d. Futures for Frontliners- discussed in Item #11b.

12. Public Comment – WDB Member Cindy Brown encouraged WMW staff to take and use their vacation time as best as possible before the end of the year. WDB Member Jon Hofman inquired on the Futures for Frontliners and the funding. Jacob Maas and Brittany Lenertz indicated that it is currently funded through some Coronavirus Aid Relief and Economic Security (CARES) Act funding. Brittany stated that eligible individuals could earn a skill certificate or an Associate's degree, with the first two years being funded through the CARES Act, but the funding of the second two years is unclear. Applicants need to apply by December 31, 2020 and will not be eligible to apply after this date. Jon Hofman also inquired about accruals of vacation and sick time for WMW staff. Brenda Isenhardt noted that leadership staff are reviewing this, and reminders are being sent out to staff about their accrued time. Brenda noted that in comparison to last year, there are approximately 200 more hours of accrued leave time.

13. Adjournment at 1:00 p.m. by Chairperson Mark Bergsma

Recorded by: \_\_\_\_\_ Received by: \_\_\_\_\_

**ADMINISTRATIVE OFFICE**

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

**SERVICE CENTERS****Allegan County**

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

220 East Main St  
Fennville, MI 49408  
(269) 561-2001

**Barry County**

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

**Ionia County**

301 W Main 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**

121 Clover St  
Holland, MI 49423  
(616) 396-2154

**MEMORANDUM**

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

**FROM:** Brenda Isenhardt, Chief Financial Officer

**DATE:** November 9, 2020

**RE:** September 2020 Financials

**Revenue**

Revenues for the three months ending September 30, 2020 total \$5,449,516 which is 6.62% under budgeted revenue and \$2.7M under prior year revenue.

**Expenditures**

Operating expenses are over the proposed budget by .17%.

- Wages are up \$383K over prior year and over budget by \$141K. The overages are caused by a combination of fewer vacant positions than planned and less vacation and sick leave being taken. Accrued leave at September 30, 2019 totaled \$666K compared to \$951K at September 30, 2020. The overage in fringe is related to the overage in wages.
- Consumable supplies is \$33K over budget primarily due to technology fees for SkillsFirst which is provided through a Career Pathways grant.
- Transportation is significantly lower than prior year and is under budget by \$54k. This is a result of staff working from home, not traveling for conferences, and minimal travel within the region.
- Space and Communication is \$107k over prior year and \$27K over budget primarily due to security costs of \$85K incurred during the first three months of the fiscal year.
- Equipment purchases are under prior year spending as well as under our budget. Our underspending was intentional as we waited for funding allocations from the state.
- Other expenses is \$161K under prior year and \$276 under budget. Our staff training has decreased by \$59K during the first three months over the prior year due to staff working from home and not participating in person trainings such as Our Community Listens, Service Center employee training, and TDI Training as well as a decrease of \$83K in advertising from the prior year.

Subcontractors expenses for our youth subcontractors are under budget by \$211K. Both contractors are underspent from the previous year.

Training expenses are \$475K under budget and \$2.5M below the previous year. \$2.1M of the reduction from the previous year is a result of the Going Pro Talent Fund not being funded this year. Other programs experiencing significant decreases are: WIOA funds \$188K, Trade \$130K, and PATH \$32K.

Direct Client Expenses is \$265K under budget and \$212K under the previous year. This decrease is primarily from the decrease in the PATH funding as a result of decreased requests and decreased subsidized work. Although our youth programs were operated primarily on a virtual platform this year, the overall stipends/wages increased by \$5K from the previous year.

Administration Expenses represent 7.7% of Operating Expenses and 9.1% of Total Expenses.

**Area Community Services Employment and Training Council**  
**Michigan Works Agency Programs**  
**Statement of Revenue & Expenses**  
**For the Three Months Ending September 30, 2020**

	YTD Thru September 2020 Actual	YTD Thru September 2019 Actual	YTD 2020/2021 Budget	Budget Variance	Budget Variance %
<b>Total Revenue</b>	<u>\$ 5,449,516</u>	<u>\$ 8,110,400</u>	<u>\$ 5,835,577</u>	<u>\$ (386,061)</u>	<u>-6.62%</u>
<b>Expenses</b>					
<b>Operating Expenses</b>					
<b>Wages</b>	\$ 2,576,769	\$ 2,193,629	\$ 2,435,768	\$ (141,001)	-5.79%
<b>Fringe Benefits</b>	844,748	763,175	832,473	(12,275)	-1.47%
<b>Consumable supplies</b>	287,798	269,032	254,402	(33,396)	-13.13%
<b>Transportation</b>	5,919	71,293	59,475	53,556	90.05%
<b>Outside services</b>	175,468	201,196	175,535	67	0.04%
<b>Space and communications</b>	495,584	388,960	469,044	(26,540)	-5.66%
<b>Equipment rent and maint</b>	10,233	25,893	26,250	16,017	61.02%
<b>Equipment purchases</b>	16,567	214,727	65,500	48,933	74.71%
<b>Other expense</b>	190,138	351,451	276,783	86,645	31.30%
<b>Total operating expense</b>	<u>4,603,224</u>	<u>4,479,356</u>	<u>4,595,230</u>	<u>(7,994)</u>	<u>-0.17%</u>
<b>Subcontractors</b>	\$ 111,168	\$ 149,436	\$ 210,750	\$ 99,582	47.25%
<b>Training</b>	\$ 446,002	\$ 2,980,083	\$ 475,139	\$ 29,137	6.13%
<b>Direct Client Expenses</b>	<u>\$ 289,122</u>	<u>\$ 501,525</u>	<u>\$ 554,458</u>	<u>\$ 265,336</u>	<u>47.86%</u>
	<u>\$ 846,292</u>	<u>\$ 3,631,044</u>	<u>\$ 1,240,347</u>	<u>\$ 394,055</u>	<u>31.77%</u>
<b>Total Expenses</b>	<u>5,449,516</u>	<u>8,110,400</u>	<u>5,835,577</u>	<u>386,061</u>	<u>6.62%</u>
<b>Excess of Revenue over Expense</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.00%</u>

Unaudited



# BOARD RESTRUCTURING

Founded in 1987, the Michigan Works! Association has a long-standing, highly reputable history of supporting the Michigan Works! system and workforce development efforts throughout the state. Historically governed by an innovative Board of Directors representing business, local elected officials, and Michigan Works! Directors, the Association is excited to announce the restructuring of its Board of Directors starting in 2021.

## WHY RESTRUCTURE

As the future of workforce development continues to evolve, the Michigan Works! Association, its members, and its Board recognize the need to adapt by ensuring the Association has the most inclusive Board representation possible.

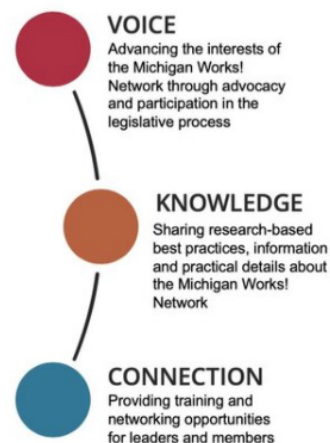
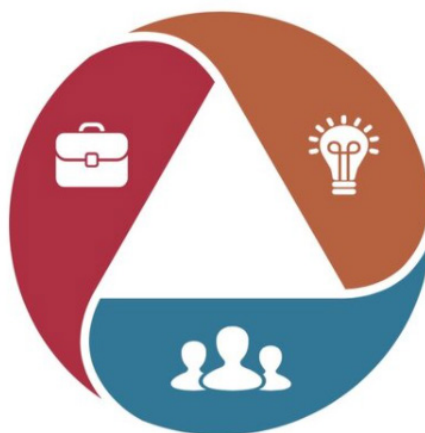
In order to create innovative workforce solutions for Michigan's businesses and residents, the Board will be expanded to include additional visionary and strategic members who are passionate about the work we do.

## ONE WORKFORCE - ONE MICHIGAN WORKS!

The restructured Board of Directors will provide streamlined leadership and innovation so the Michigan Works! system can continue to use its time-tested, demand-driven model for delivering world-class workforce services to Michigan's job seekers and employers.

## THE IMPACT

- **Increased representation** of key industries
- **Additional strategic partners** from a variety of sectors
- **Better geographic representation** so urban and rural voices are heard
- **Incorporation of key leadership** from each of the 16 Michigan Works! organizations
- **Increased diversity** from individuals devoted to creating opportunities for all



# Michigan Works! Association Board Restructure

## Talking Points

October 2020

### Background

- The Michigan Works! Association, founded in 1987, has a long-standing, highly reputable history of supporting the Michigan Works! system and workforce development efforts throughout the state.
- Historically governed by an innovative Board of Directors representing business, local elected officials, and Michigan Works! Directors, the Association is excited to announce the restructuring of its Board of Directors starting in 2021.

### Why Restructure the Board?

- As the state's primary workforce development association, our focus is to continue to move the needle on policy, education, and collaboration.
- As the future of workforce development continues to evolve, the Michigan Works! Association, its members, and its Board recognize the need to adapt by ensuring the Association has the most inclusive Board representation possible.
- The restructuring of the Board of Directors will have a positive impact on the way we do business in the future by helping the Michigan Works! Association continue as a national leader in advocacy, leadership, training, communication, and collaboration.
- In order to create innovative workforce solutions for Michigan's businesses and residents, the Board will be expanded to include additional visionary and strategic members who are passionate about the work we do.

### Impact of Restructuring the Board

- The changes we are making to the Michigan Works! Association Board of Directors will result in:
  - **Increased representation** of Michigan businesses including, but not limited to, small businesses, entrepreneurs, and some of Michigan's largest employers across key industries and sectors.
  - **New strategic partners** who understand the importance of local workforce development programs including, but not limited to, local elected officials, post-secondary education, economic development, vocational rehabilitation, and corrections.
  - **Better geographic representation** from across Michigan to ensure urban and rural voices are represented.
  - **Incorporation of key leadership** from each of the 16 Michigan Works! organizations which will foster inclusiveness, local voices, and statewide strategy.
  - **Increased diversity of voices** from individuals who are devoted to creating opportunity and career pathways for all, supporting the growth of business and industry, and creating an innovative, responsive, and successful Michigan Works! system to build the workforce of tomorrow.

### One Workforce – One Michigan Works!

- The restructured Board of Directors will provide streamlined leadership, communication, and innovation so the Michigan Works! system can continue to use its time-tested, demand-driven model for delivering world-class workforce services to Michigan's job seekers and employers.
- Through increased use of technology, and collection of critical data via hands-on experience with their clients, the Michigan Works! network continues as vital component of the future of workforce.