



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

Public Access: <https://westmiworks-org.zoom.us/j/97476721198>

You can also dial in using your phone

+1 (929) 436-2866 Meeting ID: 974 7672 1198 Passcode: 830819

Monday, November 8, 2021 ▪ Meeting 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 20, 2021 Minutes | Action Required |
| 4. Report on Financial Activities: Notes to August 2021 Board Financials
<i>Bob Perkins, Chief Financial Officer</i> | Information Item |
| 5. WMW WDB Resignation and Nomination
<i>Jacob Maas</i> | Action Required |
| 6. Strategic Plan Update
<i>Jacob Maas</i> | Discussion Item |
| 7. WDB Meeting Agenda: December 13, 2021
<i>WMW Staff</i> | Discussion Item |
| 8. WDB 2022 Meeting Space
<i>WMW Staff</i> | Discussion Item |
| 9. Other Business | Discussion Item |
| a. 2022 National Association of Workforce Boards (NAWB) Forum:
April 11-14, 2022 (Washington, D.C.) | |
| 10. Public Comment | |
| 11. Adjournment | |

Next Scheduled Executive Leadership and Strategic Engagement Committee Meeting:

January 10, 2022

Location: Westside Service Center



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Public Access: <https://westmiworks-org.zoom.us/j/95522915483>

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+1 (929) 436-2866 Meeting ID: 955 2291 5483 Passcode: 306382

Monday, September 20, 2021 ▪ Meeting 11:30 a.m. – 1:00 p.m.

MINUTES

Members/Alternates Present: Mark Bergsma, Heather Gluszewski Daniel, Cindy Brown, John Buchan (Kent County, MI), Jay Dunwell, Jim Fisher, Rebecca Herrington (Plainwell, MI), Jon Hofman, Shana Lewis (Clinton Twp, MI)

Members/Alternates Absent: Scott McLean

Staff Present: Jacob Maas, Angie Barksdale, Robert Perkins, Amy Lebednick, Brittany Lenertz, Janette Monroe, Tawanna Wright, Melanie White, Jane Kreha, Nichole Northern

Guests Present: Janie McNabb (One-Stop Operator), Jordan Clark

1. Call to Order, at 11:43 a.m. Committee members attending virtually due to a medical condition provided their physical location in the public chat on the Zoom meeting.
2. Public Comment – Agenda Items
3. Approval of the May 10, 2021 Minutes **Action Required**

Motion – Jim Fisher

Second – Heather Gluszewski Daniel

Item Approved – Motion approved

4. Introduction of New Chief Financial Officer – Robert (Bob) Perkins **Information Item**
5. Report on Financial Activities **Information Item**
 - a. ACSET Financial Report- Notes to Fiscal Year Ending June 2021 Board Financials
Bob Perkins, Chief Financial Officer, reviewed ACSET's statement of revenue and expenditures for the twelve months ending June 30, 2021. Brief discussion took place, and staff answered board members' questions.
 - b. ACSET Financial Report- Notes to Fiscal Year Ending July 2021 Board Financials
Bob Perkins, Chief Financial Officer, reviewed ACSET's statement of revenue and expenditures for the one month ending July 31, 2021. Brief discussion took place, and staff answered board members' questions.
6. Call for Nomination of WMW WDB Officers: 2021-2023 **Information Item**

Jacob Maas, Chief Executive Officer, reported that according to the Bylaws of the WMW WDB, the selection of board member officers will need to be conducted with term dates of November 1, 2021 through October 31, 2023. Jacob reported that a call for nominations will be due September 24, 2021. There is a total of 18 eligible members that meet the specified criteria. Eligible nominees will then be contacted by the Nomination Committee to confirm their interest and willingness to serve. Nominees will be requested to provide a brief biography by October 1, 2021 and be prepared to speak to the full board prior to the elections.

7. WMW WDB Terms of Office: 2021 – 2023

Action Required

Jacob Maas reported that at the end of June 2021, the WMW WDB had 19 board members whose terms of office will expire on October 31, 2021. Staff collected WDB applications, which were reviewed by the Nomination Committee. Jacob reviewed a few of the changes and presented the slate of applicants to the members.

Motion – Jim Fisher

Second – Jordan Clark

Item Approved – Motion approved

8. WMW WDB Resignation and Nomination

Action Required

Janette Monroe, Executive Assistant reported that in June, 2021 WMW staff were notified that previous CBO member, Kiesha Guy had to step down from the WDB. Goodwill Industries has since had its new Chief Workforce Officer, Kristin Garris, apply to fill the open seat. This term of office is open through October 31, 2022. WMW was also notified that Darryl Todd, Jessica Babcock, and Pat VerDuin are no longer participating on the WDB at this time. Jacob added that WDB member Sherry White has retired and will no longer serve on the WDB. Jacob requested approval from the Executive Committee to support the nomination of Kristin Garris to join the WDB as the CBO representative on the WDB. Angie Barksdale, Chief Operating Officer, further added that the decrease on the matrix roster of the WDB from 37 to 33 members, will still be considered in compliance for WIOA purposes.

Motion – Jim Fisher

Second –Heather Gluszewski Daniel

Item Approved – Motion approved

9. Solutions Driven Committee Chairperson

Action Required

Angie Barksdale, Chief Operating Officer, reported that based on the Bylaws of the WDB, the WDB Chairperson shall designate and provide approval of committee Chairpersons. Angie reported that staff is seeking designation approval from WDB Chairperson, Mark Bergsma, to support approval of WDB member, Jordan Clark (Meijer) to Chair the newly formed Solutions Driven Committee.

Mark Bergsma made a motion to support designation approval of Jordan Clark to Chair the newly formed Solutions Driven Committee. All members present voted affirmatively.

10. WDB Meeting Agenda: October 11, 2021

Discussion Item

Janette Monroe, Executive Assistant, reported that staff are planning to host the October WDB meeting at Grand Valley State University's Seidman Building in downtown Grand Rapids. Janette further reported that there are quite a few items on the agenda for the October meeting from staff. Brief discussion took place. Jacob Maas, Chief Executive Officer, reported that he would work on scheduling a guest speaker from the Governor's Office to speak to the WDB in the near future.

11. Other Business

Discussion Item

a. American Rescue Plan (ARP):

Jacob Maas reported that staff included a slide deck from the Governor's Office regarding the ARP back in August and noted that there have likely been some changes since then. Jacob briefly reviewed the content of the plan with the members. The presentation can be found here: [PowerPoint Presentation \(micollegeaccess.org\)](https://micollegeaccess.org). Discussion took place and Jacob answered board members' questions.

b. Janette Monroe presented a draft of the Executive Committee and WDB meeting schedules for 2022, requesting any suggested changes. With no suggested changes, Janette reported that staff will request approval from the WDB at the October 11th meeting.

12. Public Comment- None

13. Adjournment at 12:48 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
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Barry County

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Ionia County

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10075 Northland Dr NE
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Muskegon County

316 Morris Ave
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(231) 724-6381

Ottawa County

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

MEMORANDUM

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

FROM: Bob Perkins, Chief Financial Officer

DATE: November 1, 2021

RE: August 2021 Board Financials

Revenue

Revenues for the two months ending August 31, 2021 total \$5.2 million which is \$1.5 million over prior year revenue.

Expenditures

Operating expenses are under the proposed budget by 2.13%.

- Consumables are \$70K less than the prior year. We have opted to not renew the G*s subscription (\$38K) in the current year. In addition, last year we purchased personal protection equipment (\$7,600), we had also purchased youth computers that had not yet been assigned to a youth (\$8,500), and the remainder is related to timing differences of charges from a software vendor (Optimal Resume).
- Outside Services are up by \$63K due to an increase in temporary services.
- Space and Communication is \$67K less than prior year primarily due to the security costs that were incurred in the prior year.

Training expenses are \$1.4 million more than the previous year. Going Pro Talent Fund (GPTF) program was not funded by the State during calendar year 2020. The current year includes GPTF training of \$1.330 million.

Area Community Services Employment and Training Council
Michigan Works Agency Programs
Statement of Revenue & Expenses
For the Two Months Ending August 31, 2021

	YTD Thru August 2021 Actual	YTD Thru August 2020 Actual	YTD 2021/2022 Budget	Budget Variance	Budget Variance %
Total Revenue	<u>\$ 5,231,678</u>	<u>\$ 3,697,917</u>	<u>\$ 6,267,827</u>	<u>\$ (1,036,149)</u>	<u>-16.53%</u>
Expenses					
Operating Expenses					
Wages	\$ 1,715,687	\$ 1,719,853	1,752,934	\$ 37,247	2.12%
Fringe Benefits	610,879	557,694	580,749	(30,130)	-5.19%
Consumable supplies	184,533	254,183	178,234	(6,299)	-3.53%
Transportation	4,134	4,675	17,750	13,616	76.71%
Outside services	190,131	127,267	224,567	34,436	15.33%
Space and communications	279,168	346,318	290,688	11,520	3.96%
Equipment rent and maint	9,354	5,957	3,833	(5,521)	-144.04%
Equipment purchases	16,213	11,849	33,750	17,537	51.96%
Other expense	198,478	155,888	195,979	(2,499)	-1.28%
Total operating expense	<u>3,208,577</u>	<u>3,183,684</u>	<u>3,278,484</u>	<u>69,907</u>	<u>2.13%</u>
Subcontractors	\$ 118,314	\$ 71,694	\$ 190,500	\$ 72,186	37.89%
Training	\$ 1,629,597	\$ 222,009	\$ 2,480,553	\$ 850,956	34.31%
Direct Client Expenses	<u>\$ 284,459</u>	<u>\$ 240,535</u>	<u>\$ 318,290</u>	<u>\$ 33,831</u>	<u>10.63%</u>
	<u>\$ 2,032,370</u>	<u>\$ 534,238</u>	<u>\$ 2,989,343</u>	<u>\$ 956,973</u>	<u>32.01%</u>
Total Expenses	<u>5,240,947</u>	<u>3,717,922</u>	<u>6,267,827</u>	<u>1,026,880</u>	<u>16.38%</u>
Excess of Revenue over Expense	<u>(9,269)</u>	<u>(20,005)</u>	<u>-</u>	<u>(9,269)</u>	<u>-0.15%</u>

Unaudited

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MEMORANDUM

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

FROM: West Michigan Works! Staff

DATE: November 1, 2021

RE: WMW WDB Resignation and Nomination

Background

WMW staff were notified that Jim Edmonson needs to step down from his seat on the WDB. Jim has since made the recommendation for Morgan Carroll to serve as his replacement.

Morgan is the Director of Business Development with Greater Muskegon Economic Development. Morgan currently serves on the Norton Shores Planning Commission, Discover Manufacturing Leadership Committee, Kent Ottawa Muskegon Foreign Trade Zone Board, MCC Strategic Planning Committee, Muskegon County Wastewater Users Group and Thrive, as well as numerous boards in the past. Morgan has worked closely with West Michigan Works! and is knowledgeable on services offered.

Action

WMW staff is seeking approval from the Executive Leadership Committee to support the nomination of Morgan Carroll to fill the open seat as an Economic Development representative on the WDB with terms of office through October 31, 2022. Staff will further request appointment from the ACSET Governing Board.



VISION

MISSION

VALUES

Strategic Plan - Update 2020

West Michigan Works! is an employer-recognized model of high-quality service that convenes an aligned network of partners, cultivates a skilled workforce, and meets the needs of employers.

To lead workforce development strategy and resource alignment in West Michigan by understanding the talent needs of employers and employment needs of jobseekers and connecting them to solutions.

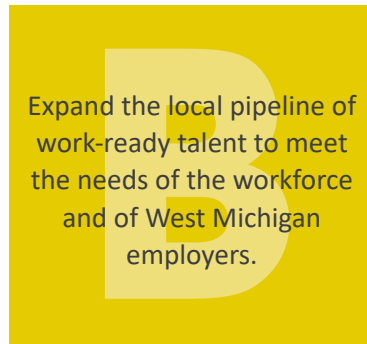


CORE
COMPETENCIES

Convening & connecting • Outreach & communication
 Career coaching and assessment • Employment & retention
 Gathering & disseminating information

GOALS

Item #6



CUSTOMER-FOCUSED STRATEGIES

1. Engage opportunity youth with experiences that build occupational awareness and prepare them for career pathways within the local economy.	●	●		●	●
2. Connect with overlooked talent pools through partnership networks and strategic outreach efforts.	●	●			●
3. Expand employability skills training services to new, targeted audiences across the region.		●	●		●
4. Establish and expand services that provide solutions for retention of employees at West Michigan employers.	●		●		●

SYSTEM-FOCUSED STRATEGIES

5. Advocate for systems and resources that lessen barriers to success for employers and underserved communities in West Michigan.	●	●			●
6. Maintain career pathways mapping for the region's key industries and serve as the primary resource for pathways information across the region.	●		●		
7. Enhance the positive reputation of West Michigan Works! through brand association with workforce resources and opportunities.	●		●		●

CAPACITY-BUILDING STRATEGIES

8. Develop mechanisms that enable the organization to capitalize on successful initiatives and pursue different sources of funding.			●	●	
9. Develop robust systems for professional development in support of a culture that emphasizes staff diversity and inclusion, training, and empowerment.				●	●
10. Improve communication among staff departments in support of a culture that prioritizes team-based approaches and solutions-driven strategies.				●	●

ACCOUNTABILITY STRATEGIES

11. Engage board members in ongoing continuous improvement through subcommittees and workgroups that reinforce strategic priorities.	●			●	●
12. Conduct annual reviews of service delivery models and execution to ensure equity, consistency, and quality at all West Michigan Works! Service Centers.	●			●	●