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  Information Item
   Bob Perkins, Chief Financial Officer
5. WMW WDB Resignation and Nomination  Action Required
   Jacob Maas
6. Strategic Plan Update  Discussion Item
   Jacob Maas
7. WDB Meeting Agenda: December 13, 2021  Discussion Item
   WMW Staff
8. WDB 2022 Meeting Space  Discussion Item
   WMW Staff
9. Other Business  Discussion Item
10. Public Comment
11. Adjournment

Next Scheduled Executive Leadership and Strategic Engagement Committee Meeting:  
January 10, 2022
Location: Westside Service Center
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/95522915483  
You can also dial in using your phone  
+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  
   Motion – Jim Fisher  
   Second – Heather Gluszewski Daniel  
   Item Approved – Motion approved


5. Report on Financial Activities
   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
   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  
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  
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  
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  
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  
   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). 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: _______________________________
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.
# Statement of Revenue & Expenses

**Area Community Services Employment and Training Council**

**Michigan Works Agency Programs**

For the Two Months Ending August 31, 2021

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

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