



**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.

AGENDA

- | | |
|---|-------------------------|
| 1. Call to Order, Roll Call | |
| 2. Public Comment – Agenda Items | |
| 3. Approval of the May 10, 2021 Minutes | Action Required |
| 4. Introduction of New Chief Financial Officer – Robert (Bob) Perkins | Information Item |
| 5. Report on Financial Activities
<i>Bob Perkins, Chief Financial Officer</i> | Information Item |
| a. ACSET Financial Report- Notes to Fiscal Year Ending June 2021 | |
| b. ACSET Financial Report- Notes to July 2021 Board Financials | |
| 6. Call for Nomination of WMW WDB Officers: 2021-2023
<i>Jacob Maas, Chief Executive Officer</i> | Information Item |
| 7. WMW WDB Term of Office 2021-2023
<i>Jacob Maas</i> | Action Required |
| 8. WMW WDB Resignation and Nomination
<i>Jacob Maas</i> | Action Required |
| 9. Solutions Driven Committee Chairperson
<i>Angie Barksdale, Chief Operating Officer</i> | Action Required |
| 10. WDB Meeting Agenda: October 11, 2021
<i>WMW Staff</i> | Discussion Item |
| 11. Other Business
a. American Rescue Plan (ARP) | Discussion Item |
| 12. Public Comment | |
| 13. Adjournment | |

Next Scheduled Executive Leadership and Strategic Engagement Committee Meeting:

November 8, 2021

Location: Westside Service Center



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

<https://westmiworks-org.zoom.us/j/92436035245>

Meeting ID: 924 3603 5245 Passcode: 519502

Dial by your location: +1 929 436 2866 US

Monday, May 10, 2021 • Meeting 11:30 a.m. – 1:00 p.m.

MINUTES

Members/Alternates Present: Mark Bergsma (Grandville, MI), Heather Gluszewski (Hudsonville, MI), Cindy Brown (Georgetown Twp, MI), John Buchan (Kent County, MI), Jim Fisher (Norton Shores, MI), Rebecca Herrington (Plainwell, MI), Shana Lewis (Clinton Twp, MI), Sherry White (Norton Shores, MI)

Members/Alternates Absent: Jay Dunwell, Jon Hofman, Scott McLean

Staff Present: Jacob Maas, Angie Barksdale, Brenda Isenhart, Amy Lebednick, Brittany Lenertz, Janette Monroe, Tawanna Wright

Guests Present: Janie McNabb (One-Stop Operator)

1. Call to Order, at 11:30 a.m. Committee members provided their physical location in the public chat on the Zoom meeting.
2. Public Comment – Agenda Items
3. Approval of the March 8, 2021 Minutes **Action Required**

Motion – Cindy Brown

Second – Heather Gluszewski

Item Approved – Motion approved

4. Report on Financial Activities **Information Item**
 - a. ACSET Financial Report- Notes to March 2021 Board Financials
Brenda Isenhart, Chief Financial Officer, reviewed ACSET's statement of revenue and expenditures for the seven months ending January 31, 2021. Brief discussion took place, and Brenda answered board members' questions.
 - b. FYE 2022 Budget Modification
Brenda Isenhart reported that a budget modification was presented to and approved by the ACSET Governing Board in April for the fiscal year ending June 30, 2022. Brenda noted that although WMW has not received any planning allocations, the proposed modification includes flat funding for the Workforce Innovation and Opportunity Act (WIOA), Wagner Peyser, Partnership. Accountability. Training. Hope. (PATH), and Food Assistance Education and Training (FAE&T) programs; decrease in trade funding and an increase in the Going Pro Talent Fund (GPTF). In addition, there are grants ending that are not expected to be renewed which will decrease, yet new and continuing grants create an increase. Brief discussion took place, and Brenda answered board members' questions.

5. WMW WDB Nomination Committee

Action Required

Jacob Maas, Chief Executive Officer, reported that starting in June and July 2021, WMW will begin the application process for board members to apply for terms of office beginning November 1, 2021 through October 31, 2023. Jacob stated that the nomination committee will need to be established and staffed by those members whose terms are not expiring. This year, those members are Mark Bergsma, Cindy Brown and Heather Gluszewski. WMW staff are requesting approval for these three members, whose terms are not expiring, to serve as the designated Nomination Committee for the WDB terms of office applications.

Motion – Jim Fisher

Second – Sherry White

Item Approved – Motion approved

6. Solutions Driven Updates

Information Itema. Strategic Workforce Solutions-Non-Profit Status

Angie Barksdale, Chief Operating Officer, reported that in March, Strategic Workforce Solutions received official designation as a Michigan non-profit from the State of Michigan Department of Licensing and Regulatory Affairs, as well as formal charitable solicitation registration. Angie reported that the 501 (c)(3) tax status has also been submitted and staff will be working on creation of a formal agreement with ACSET. Angie also reported that W.K. Kellogg Foundation has provided funding to assist with some of the administrative costs. Angie reported that staff are beginning to meet with a couple of agencies interested in HireReach.

Grants: Angie stated WMW applied for and has been awarded several grant and funding opportunities made available to our system. Angie reviewed a few of the grants listed below.

b. Future of Work

Information provided in packet.

c. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)

Information provided in packet.

d. Grand Rapids Community College's One Workforce Grant

Information provided in packet.

e. State Apprenticeship Expansion (SAE) – West Michigan Works!

Angie Barksdale, reported that the Michigan Department of Labor & Economic Opportunity, Workforce Development (LEO-WD) approved our proposal submitted in response to the State Apprenticeship Expansion Grant Program. Angie reported that WMW was awarded \$525,800 which will help create 200 new registered apprentices during the grant period of April 23, 2021 through March 31, 2023.

f. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC)

Angie Barksdale reported that WMW responded to a Request for Proposal (RFP) issued by the MEWDC to provide Project Management and Apprenticeship Program Technical Assistance for a \$1.1 million State Apprenticeship Expansion grant awarded to the consortium by LEO-WD. The MEWDC has confirmed it will execute a contract with WMW to provide services. Angie reported that WMW received an increased award amount of \$305,000 for 116 new registered apprentices and these funds will help cover employer costs and allow WMW to scale the programs by hiring an additional Apprenticeship Success Coordinator to develop new programs by working with our Industry Talent Councils (ITCs).

- g. Summer Youth Work Experience
Information provided in packet.
- h. Regional Talent Innovation Grants
Information provided in packet.
- i. Michigan Learning and Education Advancement Program (MiLEAP)
Angie Barksdale, reported that more than \$16 million is available to fund grant awards to address regional workforce needs and advance existing employees through re-and upskilling. Angie reported that the regional application proposes to fund short-term, high-demand training that leads to the credentials in food processing, healthcare, IT, retail, sales, supply chain and manufacturing. The application for this program was submitted recently.
Angie reported that WMW plans to hire 6 additional staff FTE's for implementation of some of the grants and initiatives.

Initiatives: Angie also stated that as a result of the stresses placed on the workforce due to COVID-19, several grant and funding opportunities have been made available to our system.
- j. Clean Slate Navigator
Angie Barksdale, reported that WMW received funding to hire a Clean Slate Navigator and has begun a soft launch of expungement services. These services will allow certain criminal records to be "set aside", will allow greater employment opportunities for many residents in West Michigan. Angie reported that there are approximately 80 participants currently that may qualify for expungement. WMW is finalizing awards for the attorneys and law firms that will provide these legal services. More updates and communications about the Clean Slate program are expected in the next month or so.

7. Solutions Driven Committee Update **Information Item**

Janie McNabb, One Stop Operator (Strategic Policy Consultants), reported that the Solutions Driven Committee roster is almost solidified with approximately seven WDB members interested in serving on the committee. Janie also reported that staff have identified members from the five Industry Talent Councils (ITCs) to serve on the committee. Janie indicated that once the members have been notified, the first meeting will be scheduled soon thereafter.

8. WDB Meeting Agenda: June 14, 2021 **Discussion Item**

Jacob Maas, Chief Executive Officer, reported that staff have lined up the new President & CEO of the Right Place, Randy Thelen, to speak at the June board meeting. Jacob requested additional suggestions from the committee. Discussion took place. Suggestions were made for future speakers from the National Association of Workforce Boards (NAWB) and possibly someone from the Unemployment Insurance Agency (UIA).

Following the discussion, Jacob stated that staff will have an update for the board on the Talent Survey which was discussed at the WDB meeting in April. Due to the limited time at that meeting, members also suggested bringing Talent 2025 back for additional engagement and communication to the board.

9. Other Business **Discussion Item**

- a. Workforce Development Advocacy Month
Jacob Maas reported that staff have been meeting with legislators individually to discuss the Michigan Works! Association's State Legislative Priorities for 2021. Jacob reported they have been very supportive thus far.
- b. National Association of Workforce Boards (NAWB) "Hybrid" Forum- June 24-26, 2021
Jacob further reported that NAWB is planning to host a hybrid forum June 24th through 26th in Washington, D.C. Jacob stated if any members were interested in attending the event virtually, then they should let staff know. Discussion took place.

- c. Walk-in Item: Youth Services Program Proposals
Brittany indicated that the Request for Proposals (RFP) for Youth Program services in Kent County, is currently posted and that she is in need of member volunteers to serve on the rating team. Brittany answered board members' questions. Cindy Brown and Sherry White volunteered.
- 10. Public Comment- Sherry White, WDB Member, thanked Chief Financial Officer, Brenda Isenhardt, on her work over the years and congratulated her on retirement. Brittany also stated that the new Talent Solutions Manager for Muskegon has started today. Cindy Brown, WDB Member, thanked WMW staff for their partnership and assistance with a grant application recently.
- 11. Adjournment at 12:40 p.m. by Chairperson Mark Bergsma

Recorded by: _____ Received by: _____

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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: September 13, 2021

RE: Year Ending June 2021 Board Financials

Revenue

Revenues for the year ending June 30, 2021 total \$23,126,124 which is 8.75% under budgeted revenue and \$1.7M under prior year revenue.

Expenditures

Operating expenses are under the proposed budget by 2.02%.

- Wages are \$778K over prior year. This increase is primarily due to an increase in accrued leave earned over the prior year (\$170K) as well as staff merit increases. Sick and vacation are expensed when earned instead of when taken. Fringe have remained consistent year over year as a percent of wages (34.58% in the year ending June 2021).
- Consumable supplies include the development of Launchpad which is included in the current year (\$183K).
- Transportation is \$150K less than prior year due to the lack of travel both within our region as well as to outside events during the year ending June 2021.
- Space and communication is \$191K over the prior year primarily due to Security costs (\$138K) incurred during COVID as well as renovations made to the Allegan Service Center.

Training expenses are \$1.6M under budget and \$2.1M under the prior year. The under-budget amounts are primarily from the Going Pro Talent fund (GPTF) program. The GPTF program had a delayed start in the current year causing some of the shortfall. In addition, a large percentage of the awards involve funding for new hire training. Because of the difficulty employers are having hiring new employees, we anticipate a higher percentage of awards will not be recognized.

Direct Client Expenses are slightly over budget by \$15K and \$650K under the prior year. This underspending is primarily from the decrease in the PATH program as a result of decreased requests and decreased subsidized work (\$522K).

Administrative expenses are 8.2% of total expenses and continue to be within the allowable percentages of our awards.

Area Community Services Employment and Training Council
Michigan Works Agency Programs
Statement of Revenue & Expenses
For the Year Ending June 30, 2021

	YTD Thru June 2021 Actual	YTD Thru June 2020 Actual	YTD 2020/2021 Budget	Budget Variance	Budget Variance %
Total Revenue	<u>\$ 23,126,124</u>	<u>\$ 24,811,500</u>	<u>\$ 25,343,000</u>	<u>\$ (2,216,876)</u>	<u>-8.75%</u>
Expenses					
Operating Expenses					
Wages	\$ 10,187,546	\$ 9,409,251	10,298,000	\$ 110,454	1.07%
Fringe Benefits	3,522,380	3,236,791	3,552,000	29,620	0.83%
Consumable supplies	928,180	745,257	982,000	53,820	5.48%
Transportation	49,088	201,916	64,000	14,912	23.30%
Outside services	929,689	813,530	972,000	42,311	4.35%
Space and communications	1,778,596	1,586,990	1,810,000	31,404	1.74%
Equipment rent and maint	42,506	92,406	55,000	12,494	22.72%
Equipment purchases	201,454	275,188	242,000	40,546	16.75%
Other expense	565,242	630,932	605,000	39,758	6.57%
Total operating expense	<u>18,204,681</u>	<u>16,992,261</u>	<u>18,580,000</u>	<u>375,319</u>	<u>2.02%</u>
Subcontractors	\$ 592,072	\$ 696,995	\$ 819,000	\$ 226,928	27.71%
Training	\$ 3,309,344	\$ 5,452,111	\$ 4,939,000	\$ 1,629,656	33.00%
Direct Client Expenses	<u>\$ 1,020,027</u>	<u>\$ 1,670,133</u>	<u>\$ 1,005,000</u>	<u>\$ (15,027)</u>	<u>-1.50%</u>
	<u>\$ 4,921,443</u>	<u>\$ 7,819,239</u>	<u>\$ 6,763,000</u>	<u>\$ 1,841,557</u>	<u>27.23%</u>
Total Expenses	<u>23,126,124</u>	<u>24,811,500</u>	<u>25,343,000</u>	<u>2,216,876</u>	<u>8.75%</u>
Excess of Revenue over Expense	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.00%</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: Bob Perkins, Chief Financial Officer

DATE: September 13, 2021

RE: July 2021 Board Financials

Revenue

Revenues for the one month ending July 31, 2021 total \$2.4 million which is \$581K over prior year revenue.

Expenditures

Operating expenses are under the proposed budget by 3.44%.

- Consumables are \$61K 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), and we had also purchased youth computers that had not yet been assigned to a youth (\$8,500).
- Space and Communication is \$36K less than prior year primarily due to the security costs that were incurred in the prior year.

Subcontractors expenses are \$62K higher than the previous year. The current year includes \$65K of payments to two other Michigan Works Agencies related to the Future of Work program.

Training expenses are \$586K 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 \$527K.

Direct Client Expenses are \$47K over the previous year. Two programs have higher participant supports than the previous year – Community Ventures (\$29k) and PATH (\$9K).

Area Community Services Employment and Training Council
Michigan Works Agency Programs
Statement of Revenue & Expenses
For the One Month Ending July 31, 2021

	YTD Thru July 2021 Actual	YTD Thru July 2020 Actual	YTD 2021/2022 Budget	Budget Variance	Budget Variance %
Total Revenue	<u>\$ 2,408,577</u>	<u>\$ 1,827,727</u>	<u>\$ 2,766,143</u>	<u>\$ (357,566)</u>	<u>-12.93%</u>
Expenses					
Operating Expenses					
Wages	\$ 861,745	\$ 899,447	875,643	\$ 13,898	1.59%
Fringe Benefits	284,846	276,098	290,102	5,256	1.81%
Consumable supplies	28,361	89,647	25,986	(2,375)	-9.14%
Transportation	1,667	1,573	8,225	6,558	79.73%
Outside services	66,907	54,752	82,283	15,376	18.69%
Space and communications	144,734	180,853	149,356	4,622	3.09%
Equipment rent and maint	5,846	3,042	1,917	(3,929)	-204.96%
Equipment purchases	16,213	13	19,925	3,712	18.63%
Other expense	142,257	128,470	154,405	12,148	7.87%
Total operating expense	<u>1,552,576</u>	<u>1,633,895</u>	<u>1,607,842</u>	<u>55,266</u>	<u>3.44%</u>
Subcontractors	\$ 98,216	\$ 36,707	\$ 127,650	\$ 29,434	23.06%
Training	\$ 629,296	\$ 43,183	\$ 920,906	\$ 291,610	31.67%
Direct Client Expenses	<u>\$ 161,776</u>	<u>\$ 113,942</u>	<u>\$ 169,145</u>	<u>\$ 7,369</u>	<u>4.36%</u>
	<u>\$ 889,288</u>	<u>\$ 193,832</u>	<u>\$ 1,217,701</u>	<u>\$ 328,413</u>	<u>26.97%</u>
Total Expenses	<u>2,441,864</u>	<u>1,827,727</u>	<u>2,825,543</u>	<u>383,679</u>	<u>13.58%</u>
Excess of Revenue over Expense	<u>(33,287)</u>	<u>-</u>	<u>(59,400)</u>	<u>26,113</u>	<u>0.65%</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: September 13, 2021

RE: Call for nomination of WMW WDB Officers

Background

In accordance to the Bylaws of the West Michigan Works! Workforce Development Board, the selection of board officers will need to be conducted with terms dates of November 1, 2021 through October 31, 2023.

Article IV: Organization Section 2: Selection: "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."

A call for nominations will be due September 24, 2021.

Eligible nominees (listed on next page) will then be contacted by the Nomination Committee for interest and willingness to serve. Nominees will be requested to provide the following information by October 1, 2021 to be presented at the October 11, 2021 WDB meeting

1. Provide a brief biography to admin@westmiworks.org.
2. Prepare to speak (3-5) mins to the full board at the October 11 meeting prior to elections taking place.

Business Sector Representatives of the WDB

Nora	Balgoyen	ITC Holdings
Mark (John)	Bergsma	Berends Hendricks Stuit Insurance
Randy (Randall)	Boss	Ottawa Kent Insurance
Norm	Brady	Associated Builders & Contractors
Kenyatta	Brame	Cascade Engineering
John	Buchan	Autocam Corporation
Jordan	Clark	Meijer
Paul	David	Fleis Vandenbrink
Jay	Dunwell	Wolverine Coil Spring Co
Jim	Fisher	Second Act, LLC
Heather	Gluszewski	Haworth, Inc
Rebecca	Herrington	Perrigo
Jon (Jonathan)	Hofman	Holland Board of Public Works (HBPW)
Shana	Lewis	Mercy Health/Trinity Health
Scott	McLean	Spectrum Health Ventures, LLC
Samantha	Semrau	Kendrick Plastics
David	Smith	The Employers' Association
Mike	Helsel	Ventra

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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: September 13, 2021

RE: WDB Member Terms of Office 2021-2023

Background

At the end of June 2021, the West Michigan Works! Workforce Development Board had 19 board members whose terms of office expire on October 31, 2021.

WMW staff collected applications for the November 1, 2021 - October 31, 2023 office term. Applications were reviewed by a Nomination Committee assigned by the Executive Committee.

Tonia Castillo Director of Adult Training and Career Services, Ottawa Area Intermediate School District (OAISD), has applied to fill the Adult Education seat previously represented by Valorie Putnam. Based on the applications received, the WDB would continue to meet State requirements and the WDB would be represented by 33 members' total.

Action

The WMW WDB Nomination Committee is requesting approval from the Executive Leadership Committee to support the slate of applicants listed below to the ACSET Governing Board for appointment to serve on the WMW WDB with the term of office dates of November 1, 2021 through October 31, 2023.

Business (10):

John Buchan, Jordan Clark, Paul David, Jay Dunwell, Jim Fisher, Rebecca Herrington, Jon Hofman, Shana Lewis, Scott McLean, Samantha Semrau

Community-Based Organization (1):

Jennifer Heinzman

Higher Ed (1):

Bill Pink

Adult Ed (1):

Tonia Castillo

Organized Labor/Employee rep (1):

Ryan Bennett

Labor (1):

David Kitchen

Public Assistance Agencies (PA 491) (1):

Michelle Seigo

West Michigan Works! Workforce Development Board
Applications for Terms of Office 11/1/2021 - 10/31/2023

Item #7

Sector	First Name	Last Name	Company	Title
Adult Education	Tonia	Castillo	Ottawa Area Intermediate School District	Director of Adult Training and Career Services
Business	John	Buchan	Autocam Corporation	Executive Vice President
Business	Jordan	Clark	Meijer	Director of Compensation
Business	Paul	David	Fleis Vandenbrink	Human Resources Director
Business	Jay	Dunwell	Wolverine Coil Spring Co	President
Business	Jim	Fisher	Second Act, LLC	President
Business	Rebecca	Herrington	Perrigo	VP-Global Talent Acquisition
Business	Jon (Jonathan)	Hofman	Holland Board of Public Works (HBPW)	Human Resources Manager
Business	Shana	Lewis	Trinity/Mercy Health	VP, Talent Acquisition and Workforce Development
Business	Scott	McLean	Spectrum Health Ventures, LLC	Managing Director
Business	Samantha	Semrau	Kendrick Plastics	HR Director
Community Based Organization	Jennifer	Heinzman	Barry County Chamber of Commerce & Economic Development Alliance	President
Higher Education	Bill	Pink	Grand Rapids Community College	President
Labor	David	Kitchen	West Michigan Electrical JATC	Training Director
Organized Labor/Employee Rep	Ryan	Bennett	West Michigan Plumbers & Fitters #174	Business Manager
Public Assistance Agencies (PA 491 req)	Michelle	Seigo	MI Department of Health and Human Services, Ionia & Montcalm Counties	Director
2020-2022 Term of Office Opening				
Community Based Organization	Kristin	Garris	Goodwill Industries of West Michigan	Chief Workforce Officer



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

FROM: West Michigan Works! Staff

DATE: September 13, 2021

RE: WMW WDB Resignations and Nomination

Background

WMW staff were notified that Community Based Organization (CBO) representative Kiesha Guy, is no longer employed with Goodwill Industries of West Michigan, Inc and has had to step down from the WDB. WMW staff reached out to Goodwill Industries and Kristin Garris, Chief Workforce Officer, has since applied to fill the seat. This term of office is open through October 31, 2022.

WMW staff were also notified that Darryl Todd (DTE Energy), Jessica Babcock (Suburban Inns), Patricia VerDuin (Mobias Coaching) will no longer be participating on the WDB at this time. Sherry White (Hines Corp) has retired from Hines Corp.

Action

WMW staff is seeking approval from the Executive Leadership Committee to support the nomination of Kristin Garris to join the WDB as the Community Based Organization representative on the WDB with terms of office through October 31, 2022.

**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
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Muskegon County

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Ottawa County

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

MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
Chairperson, Mark Bergsma

FROM: West Michigan Works! Staff

DATE: September 13, 2021

RE: Solutions Driven Committee Chairperson

Background

According to the Bylaws of the West Michigan Works! Workforce Development Board, Article IV: Organization 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). The Executive Leadership and Strategic Engagement Committee will maintain 11 members.

Action

Staff is seeking designation approval from the WDB Chairperson, Mark Bergsma to support approval of WDB Member Jordan Clark (Meijer) to Chair the newly formed Solutions Driven Committee. Jordan has indicated that he is willing and able to serve.

American Rescue Plan: Michigan's Potential Investments to Increase Economic Opportunity

August 2021



The American Rescue Plan provides Michigan with \$6.5B at the state level and \$4.4B to cities and counties. This investment of federal dollars provides Michigan with a once in a generation opportunity for transformational investments in health, education, infrastructure and economic opportunity.

What Are The Major Economic Challenges That Opportunity Proposals Should Address?

1. **TOO MANY LOW-WAGE JOBS** – Michigan has trailed the nation in income growth since 2000, with the gap being the most consistently pronounced in the 2010s. The ALICE population, a measuring of working poverty, increased by 258K to over 1M households from 2007-2019. Most of Michigan's jobs before the pandemic were low wage jobs.
2. **NOT ENOUGH WORKERS** – Michigan's unemployment rate is better than the national average, but its labor force participation rate is worse and **has trailed the nation for more than ten years** – and its prime age labor force was top five for **largest decrease** from 2005 to 2018.
 - It is projected to get worse for most of Michigan – only 21 counties are expected to experience labor force growth by 2028.
 - By 2030, deaths are expected to begin to outpace births, driving a move from stagnant population growth to a declining rate of population.
3. **MORE GOOD JOBS REQUIRES MORE SKILLED WORKERS** – Increasing educational attainment leads to increased income, more good jobs, and a path out of poverty. Employers are chasing talent so the best way to attract and retain good jobs in Michigan is by meeting our 60x30 goal.
4. **WE CAN'T IGNORE SMALL BUSINESSES** – Michigan had below average job growth for both microbusinesses and second stage growth companies from 2015-2019. COVID-19 exacerbated this trend. From 2016-2020, Michigan had a below median rate of new entrepreneurs.
5. **VIBRANT COMMUNITIES ARE A DRIVER OF ECONOMIC DEVELOPMENT** – Michiganders deserve vibrant, amenity rich communities with quality housing and infrastructure (including high-speed internet). These communities can attract skilled workers and good jobs. Housing is a national problem and Michigan faces an above average shortage for both renters and potential owners.

Opportunity Proposals Fall Into Three Categories



GROW THE MIDDLE CLASS



SUPPORT SMALL BUSINESSES



BUILD STRONG COMMUNITIES



\$651M to support small businesses and create better jobs

Draft Proposal	Description	Policy Goal(s)
Michigan Mainstreet Initiative (announced)	The program includes capital support for restaurants and place-based businesses, microenterprises and invests in creating small business smartzones/accelerators.	Small Business Survival and Growth; Better Jobs
Start-Up Resiliency Initiative	Capital infusion to entrepreneurship ecosystem including investments, grants and technical assistance, to bolster promising high-tech, high-growth start-ups.	Stronger Entrepreneurship Funnel Overall; VC Investment; Better Jobs
Retraining and Retooling Fund	Prepare Michigan's small manufacturers and workforce for opportunities in emerging industries, with a focus on providing support for underemployed and displaced workers.	Manufacturing Competitiveness; Better Jobs & ALICE Rate; 60x30
Michigan Electric Vehicle Friendliness Program	Speed up state-led charging infrastructure buildout and create visionary programs to accelerate EV adoption, as well as spur EV innovation at Michigan testing sites.	EV Friendliness Ranking; EV Adoption Rate; Better Jobs
Talent Attraction and Retention	Scale the STEM Forward program, which provides interns to STEM students and invest in capacity-building for talent attraction and retention.	STEM Talent Attracted and Retained; 60x30; Better Jobs



\$722M to grow the middle class and educate workers

Draft Proposal	Description	Policy Goal(s)
Going PRO	Scale Going PRO to address skills gap for MI businesses, while providing credentials for workers.	Skills Gap; 60x30; Better Jobs & ALICE Rate
F4F/Reconnect Expansion (Partially Announced Publicly)	Expand the eligibility for both F4F and Reconnect and provide additional funding to meet demand.	60x30
Wraparound Supports for F4F/Reconnecters	Student success grants and support for benefits access to improve likelihood of degree completion.	60x30
COVID Class Connect Back	Scholarships to increase college affordability for low-income families for graduating classes impacted by the pandemic.	60x30
COVID Near Completers Fund	First-dollar scholarships for students who have completed nearly all of the necessary requirements to earn a degree.	60x30
Strengthening College to Industry Pipeline	Competitive grants to colleges to reform policies and practices to improve student success outcomes, including employer and partner-driven curriculum development. Investments in data systems improvements.	Skills Gap; 60x30



\$722M to grow the middle class and educate workers

Draft Proposal	Description	Policy Goal(s)
Right Skills Now through State Apprenticeship Expansion	Provide funding to jump-start, reinforce, and enhance the performance of current Registered Apprenticeship expansion efforts, leading to more apprenticeships for underserved and underrepresented Michiganders.	Skills Gap; Better Jobs & ALICE Rate
Everybody In: Path to Reconnect for Individuals without HS Degree	Support enrollment in a state-approved adult education program to earn a high school diploma or equivalent, and concurrent enrollment at a community college or a state-approved training program.	Labor Force Participation; ALICE Rate; 60x30
Education & Employment (E²) Program	Provide an opportunity for adults to earn a high school diploma or equivalent and gain work experience earning a living wage through subsidized employment.	Labor Force Participation; ALICE Rate; 60x30
Michigan Second Chances Program	Scale up successful local non-profit partnerships to provide transitional employment and vocational services that specialize in working with the reentry population.	Labor Force Participation; ALICE Rate; Reduced Recidivism
Michigan Nonprofit Relief & Activation Program	Financial relief and assistance to strengthen the non-profit ecosystem that provides support for families struggling to make ends meet.	ALICE Rate; Labor Force Participation



\$800M to build strong communities

Draft Proposal	Description	Policy Goal(s)
Housing & Community Development Fund (announced)	Invest in the HCDF, a powerful tool that will foster innovation and creativity in both affordable and attainable housing creation.	New/Rehabbed Housing Units
Regional Resiliency Fund	Fund the creation of “Regional Economic Resiliency Plans” and regional projects and/or programs that support the implementation of these plans.	Increased Regional Alignment Around Policy Goals; Increased ROI for MI's ARP Investments Overall
Brownfield Bridge Fund	The Brownfield Bridge Fund awards will provide a benefit equivalent to a performance-based grants support redeveloping brownfield sites to create housing or infrastructure for industrial spec buildings.	New/Rehabbed Housing Units; New/Rehabbed Infrastructure at Sites for Business Development; Better Jobs
Community Revitalization & Placemaking Grants	Grants for the rehabilitation of vacant buildings, repurposing of space, or the creation of social-zones to build stronger and healthier neighborhoods and communities.	New/Rehabbed Housing Units; Increased Commercial, Residential Occupancy at Blighted/Underutilized Properties
Residential Clean Energy Improvements	Create healthier, cleaner, and more energy efficient homes by expanding the capital available for clean energy improvements through the low-income housing tax credit program, property improvement program and the neighborhood enhancement program.	Decreased Household Energy Costs; Decreased Carbon Footprint
Large & Strategic Site Development	Invest in making crucial infrastructure and other site improvements that will increase Michigan’s inventory of sites 300 acres and larger.	New/Rehabbed Infrastructure at Sites for Business Development; Better Jobs



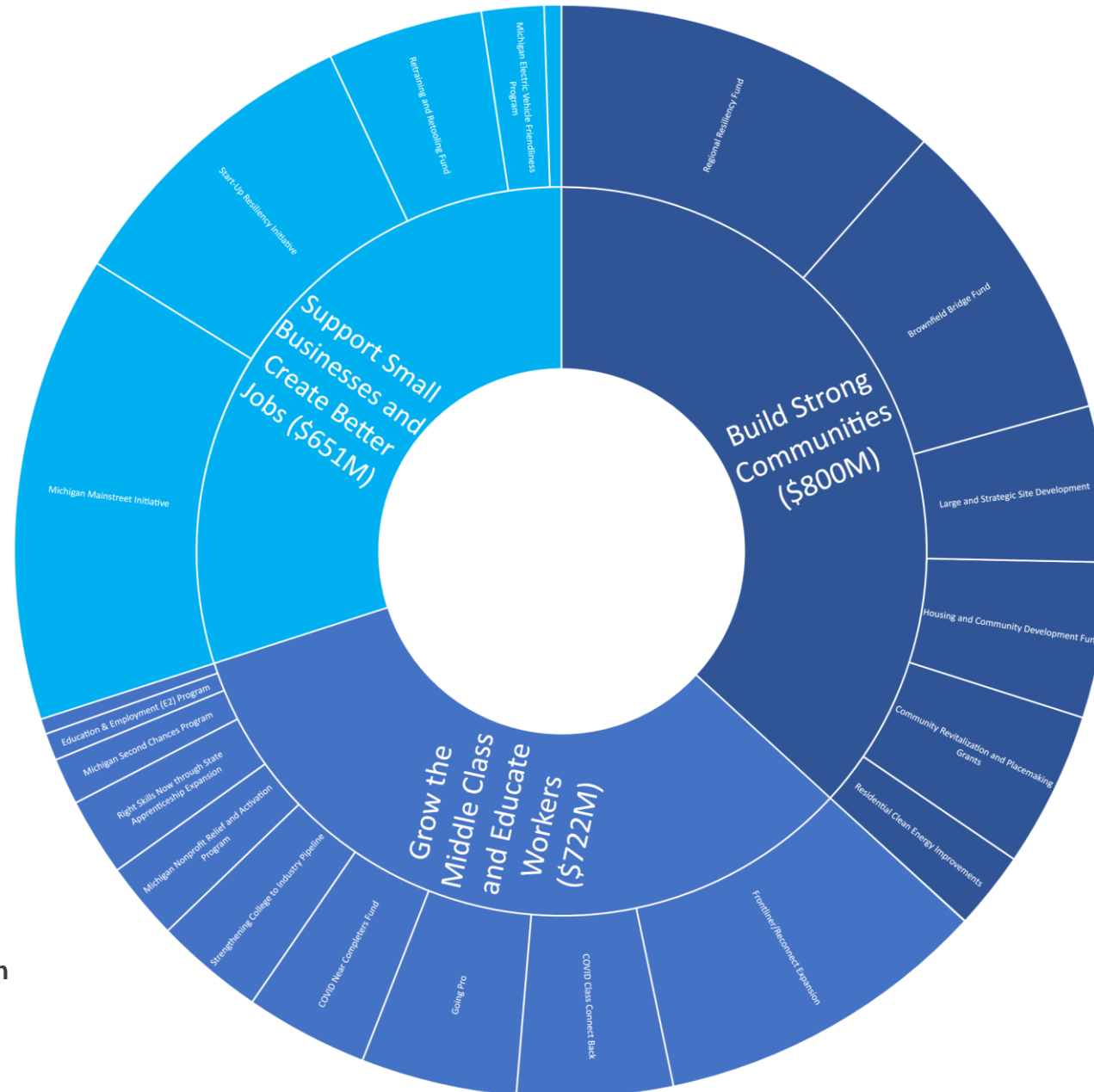
• Better jobs

- More small businesses survive, grow revenue and better jobs.
- More start-ups survive, commercialize technology, and get funded by angels and venture capital investors, leading to better jobs.
- Increased amount of STEM workers.
- Increased EV friendliness, leading to more EV jobs.
- Stronger manufacturers providing better jobs.



• 60x30

- More BAs, ADs, and industry recognized credentials.
- Increased labor force participation
- Lifting families above ALICE
- Decrease in labor supply-demand mismatch



• Increased ARP ROI

- Greater alignment on ARP investments with and among local governments.

• More housing and reduced costs

- New and rehabbed housing units.
- Reduced residential energy costs.

• Improved infrastructure

- Infrastructure improvements at sites for business development.

• Increased commercial and residential occupancy in downtown spaces

Thank you.
Michigan.gov/LEO



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