



**Governing Board Meeting**  
**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](#)  
Or call in (audio only) [+1 616-803-9815,,658773552#](#)  
**United States, Grand Rapids**  
Phone Conference ID: **658 773 552#** [Find a local number](#)  
**Monday, October 24, 2022 ▪ 8:30 a.m. – 10:00 a.m.**

### **AGENDA**

1. Call to Order and Introductions
2. Public Comment – Agenda Items
3. Approval of the August 22, 2022 Minutes **Action Required**
4. Introduction of Marketing & Communications Director – Malinda Powers **Information Item**
5. Report on Financial Activities: Notes to August 2022 Board Financials  
*Bob Perkins, Chief Financial Officer* **Information Item**
6. 2023 Meeting Calendars **Action Required**  
*Jacob Maas, Chief Executive Officer*
7. Workforce Development Board (WDB) Activities: *Jacob Maas*
  - a. WDB Term of Office Applications: **Action Required**  
November 1, 2021 – October 31, 2023 *(75% affirmative vote of members present)*
  - b. WDB Term of Office Applications: **Action Required**  
November 1, 2022 – October 31, 2024 *(75% affirmative vote of members present)*
8. Report on Administrative Activities  
*Laura Krist, Human Resource Director*
  - a. ACSET Personnel Actions Report **Information Item**
  - b. ACSET Operations Staffing **Information Item**
  - c. Update to Staffing Chart **Action Required**
9. WDB Service Summary Dashboard and Solutions Driven Updates **Information Item**  
*Angie Barksdale, Chief Operating Officer*
10. Wagner Peyser (WP) Proposed Rule Update **Information Item**  
*Jacob Maas*
11. Other Business **Information Item**  
*Jacob Maas*
  - a. December 12, 2022 Board Meeting
12. Public Comment
13. Adjournment

**Next Scheduled Governing Board Meeting: Monday, December 12, 2022 at 11:00 a.m. located at:**  
**Frederik Meijer Gardens & Sculpture Park (Klopck Family Foundation Room)**  
**1000 East Beltline Ave N.E. Grand Rapids, MI 49525**



**Governing Board Meeting**  
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**Monday, August 22, 2022 • 8:30 a.m. – 10:00 a.m.**

## MINUTES

**Governing Board Members Present:** Commissioners Leneer (Chairperson), De Young, Tiejema, LaGrand, Baker, Scolnik, Pego, Fenske, Garcia, Reppart

**Governing Board Members Absent:** Storey (Vice-Chairperson), Geiger, Kallman, Womack

**Staff Present (physically or virtually):** Jacob Maas, Angie Barksdale, Bob Perkins, Laura Krist, Janette Monroe, Tasha Evans, Chad Patton, Jane Kreha, Melanie White, Maggie Ryan

**Guests Present:**

1. Call to Order by Commissioner Leneer at 8:30 a.m.
2. Public Comment- None.
3. Approval of the June 27, 2022 Minutes

**Action Required**

**Motion – Com. De Young**

**Second – Com. Tiejema**

**Item Approved by Vote – All members present voted affirmatively. Motion carried.**

4. Report on Financial Activities

- a. ACSET Financial Report – Notes to Fiscal Year Ending (PY) June 2022  
Board Financials

**Information Item**

Bob Perkins, Chief Financial Officer, reviewed ACSET's statement of revenue and expenditures for the twelve months ending June 30, 2022.

- b. Proposed FYE 2022 Budget – Second Modification

*(roll call: 75% affirmative vote of members present)*

**Action Required**

Bob Perkins reported that the proposed budget modification for the fiscal year ending June 30, 2022 is presented for consideration due to revenue and expenditures exceeding the previous budget modification 1. Bob reported that the budget modification increases grant incomes. Discussion took place and staff answered board members' questions.

**Motion – Com. Fenske**

**Second – Com. Tiejema**

**Roll call vote taken.**

**Item Approved by Vote – All members present voted affirmatively. Motion carried.**

- c. Governmental Accounting Standards Board (GASB 87) Lease Limitations **Action Required**  
Bob Perkins reported that ACSET will maintain a listing of all lease agreements and classify all leases in which ACSET is a lessee as either a financing or operating lease. Bob reviewed the criteria. Discussion took place and staff answered board members' questions.

**Motion – Com. Tiejema**

**Second – Com. LaGrand**

**Item Approved by Vote – All members present voted affirmatively. Motion carried.**

5. Report on Administrative Activities **Information Item**

- a. ACSET Personnel Actions Report  
Laura Krist, Human Resource Director, reported that there have been two (2) appointments, nine (9) separations, and three (3) promotions.
- b. ACSET Operations Staffing  
Laura Krist reported that ACSET currently has 198 out of 232 positions filled.
- c. Update to Staffing Chart **Action Required**  
Laura Krist reported that the current Marketing & Communications Director has submitted her resignation to take place as of December 16, 2022. Laura reported that staff would like to interview and potentially hire a replacement for this position in the next couple of months. Laura reported that filling this position prior to the actual separation date of the current director will allow adequate time to prepare and train the new candidate to take over this leadership position in mid-December.

**Motion – Com. Reppart**

**Second – Com. Pego**

**Item Approved by Vote – All members present voted affirmatively. Motion carried.**

6. Solutions Driven Updates **Information Item**

Angie Barksdale, Chief Operating Officer, reported that since there is no Workforce Development Board meeting in the month of August, staff are presenting only the department updates and the dashboard will be provided at the October meeting.

- a. Solutions Driven Updates:  
Grant Updates
  - i. Good Jobs Challenge  
Angie reported that West Michigan Works! and GRCC submitted a proposal for the Good Jobs Challenge (GJC) grant through the Economic Development Agency's (EDA) American Rescue Plan Act. The GJC grant is designed to assist communities and regions by developing and strengthening regional workforce training systems that support sectoral partnerships, designing sectoral partnerships, and implementing sectoral partnerships that will lead to high-quality jobs. Angie stated that on August 3, 2022, the EDA announced 32 awardees of the \$500 million funds available and unfortunately, WMW/GRCC proposal was not awarded.
  - ii. Second Act Grant  
Angie reported that West Michigan Works! has partnered with the State of Michigan by submitting a proposal for a grant initiative launched by the Department of Justice (DOJ) and the Department of Labor (DOL) to provide targeted employment services to federally incarcerated individuals as they approach community reentry. Funds will be awarded no later than September 2022.

iii. Going Pro Talent Fund (GPTF) Fiscal Year (FY) 2023

Angie reported that the Michigan Department of Labor and Economic Opportunity (LEO) held several interviews and focus group meetings this spring. LEO has proposed an extensive blueprint, recommending innovative enhancements and areas of improvement for the benefit of all Talent Fund stakeholders and end users. Angie reviewed the recommendations as provided in the board packet.

b. Grants-Ongoing

Angie Barksdale stated that several grants listed below are all focused on training, re-training, and apprenticeships to ensure job seekers are ready for in-demand jobs.

i. Talent Pathways Program

Additional information provided in packet.

ii. Grand Rapids Community College's One Workforce Grant

Additional information provided in packet.

iii. Michigan Learning and Education Advancement Program (MiLEAP)

Additional information provided in packet.

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

Additional information provided in packet.

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

Additional information provided in packet.

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

Additional information provided in packet.

d. Industry Talent Council Initiatives (ITC)

Angie reported there are several ITC updates. The ITCs remain active planning for the upcoming year.

ii. Agribusiness Talent Council of West Michigan (ATC):

Additional information provided in packet.

iii. Construction Careers Council (CCC):

Additional information provided in packet.

iv. Discover Manufacturing (DM):

Additional information provided in packet.

v. West Michigan Health Careers Council (WMHCC):

Additional information provided in packet.

vi. West Michigan Tech Talent (WMTT):

Additional information provided in packet.

e. Programs

i. Summer Youth Work Experience:

Angie Barksdale reported that the WMW in-house youth "Ascend" team has wrapped up the 6-week summer youth work experience program. She reminded the board that WMW's regional approach to summer youth experience is made possible through effective partnerships and grants such as GRow 1000, DTE Energy, Young Professionals, and WIOA. Between GRow 1000 and Ascend, WMW placed 289 youth into substantive

work experience programs. WMW is also working on developing new partnerships to implement one more 6-week experience for youth in the fall.

ii. MiCareerQuest:

Angie reported that MiCareerQuest 2023 is scheduled to take place in-person on May 24, 2023. The steering team will begin the planning process and during this time, staff will introduce the new Project Manager, Maggie Ryan who will be leading the operations and planning.

iii. Learn, Earn and Provide (LEAP) Pilot:

Additional information provided in packet.

iv. Clean Slate:

The Clean Slate law makes it possible for people to petition for an expungement. An expungement removes convictions from public criminal record and as a result, job seekers can legally state that they have never been convicted or arrested for that crime on job, school, and/or housing applications. Due to limited resources and the prospect of automatic expungements scheduled to begin in April 2023, WMW has decided to focus its remaining Clean Slate funding on providing legal consultations to assess expungement eligibility and advising on options and resources to prepare jobseekers for April. Brief discussion took place about expungement fairs and other partnerships occurring. Angie answered board members' questions.

v. West Michigan Works! Registered Apprenticeship Programs:

Angie reported that the U.S. DOL's Office of Apprenticeship has recognized WMW as an Apprenticeship Ambassador through a formal application process. Under this partnership WMW commits to serve a one year term as a champion in promoting, expanding, and diversifying Registered Apprenticeship through various activities. A kickoff meeting welcoming the first cohort of Ambassadors was held on August 16, 2022.

Additionally, WMW has been notified its application requesting approval from the U.S. DOL to recognize EEG Technician as an apprentice-able occupation has been formally granted. WMW will graduate the first cohort of EEG Technician students in the nation as registered apprentices in August 2022.

Currently, WMW is the sponsor of 30 apprenticeship programs.

f. Initiatives

i. Career Guides:

The business solutions team has completed a series of career guides- which is a great starting point for job seekers and students in the exploration of meaningful and fulfilling careers. The guides highlight jobs on the [2022 West Michigan Hot Jobs Report](#). Similar to the jobs on the annual report, career guide jobs are grouped together into job families and mapped to show additional career opportunities within the industry. Career guides can be accessed on the WMW website of by clicking [here](#).

ii. Assessment Services:

West Michigan Works! is approved to resume GED testing at the new Barry County (Hastings) Service Center beginning mid-September. GED service delivery approval for the new service centers in Ottawa and Ionia counties is moving forward and WMW anticipates GED testing will be offered in early 2023. WMW was also granted an extension to continue providing assessment service for the Michigan Public Schools paraprofessional exams through mid-December 2022. This assessment is currently offered at all of the WMW service centers by request.

iii. Talent Survey:

The talent survey WMW conducted in 2020/2021 provided valuable information for service deliveries and for regional employers, and WMW determined it was valuable enough that we wanted to conduct the survey annually. However, this year there was enough interest from other MWAs across the state and at the state level to conduct a statewide talent survey. The results of the survey are in; and Datawise is putting together a full report and info graphs that WMW is excited to share in the near future. Data will be available both at a state and local level for planning purposes.

iv. Grow with Google:

Additional information provided in packet.

v. WIOA Four Year Plan mid-cycle modifications:

The 30-day public comment period has closed with no comments submitted. Approval of the plans will be requested at the next WDB meeting. Final plans are due to the state of Michigan on August 31, 2022.

vi. Service Center Updates:

Both Ionia and Ottawa service centers have successfully moved into new locations and admin staff have settled into the Westside Service Center. Ribbon cutting for the Ottawa location is scheduled for 11:30 AM on August 31, 2022.

Commissioner LaGrand inquired about additional information on the ITCs. Angie provided a brief overview of the ITCs.

7. Wagner Peyser (WP) Proposed Rule

**Information Item**

Jacob Maas, Chief Executive Officer, reviewed that the Department of Labor (DOL) recently issued a Notice of Proposed Rule Staffing change that would have a devastating impact on structure and delivery of workforce services in Michigan. Jacob reviewed that as of June 2022, there were over 1,000 public comments submitted in response to the proposed rule, with a vast majority of those comments opposing the proposed rule change. Jacob reported that he and a small delegation of members from the Michigan Works! Association went to Washington, D.C. in July to meet with legislators in-person to discuss workforce issues. Jacob stated that the proposed rule process is long and complicated. He reported that it could be at least 18 months before any potential changes are made, if any, and there is currently no established timeline of next steps at this time. Jacob reviewed a couple of options that DOL may take and future steps that could be taken if the change does take place. Discussion took place. Jacob answered board members' questions. Jacob reported that staff will provide updates once there is any movement on this issue and thanked everyone for their continued support and partnerships.

8. Other Business

**Information Item**

a. Holland Service Center Ribbon Cutting & Open House

Commissioner Leneer noted that additional details are provided in the board packet, and as noted above in Item #6f(vi.).

9. Public Comment- None.

10. Adjournment at 9:15a.m. by Chairperson Leneer.

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

**ADMINISTRATIVE OFFICE**

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Employment & Training Council  
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**MEMORANDUM**

**TO:** ACSET Governing Board

**FROM:** Bob Perkins, Chief Financial Officer

**DATE:** October 24, 2022

**RE:** August 2022 Board Financials

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**Revenue**

Revenues for the two months ending August 31, 2022 total \$5.15 million which is \$110K less than last year's revenue.

**Expenditures**

Operating expenses are under the proposed budget by 5.62%.

- Consumables are \$90K less than the prior year. The difference is due to having \$48K in Consumables last year in the DeVos – Talent Career Coaching Fund and zero dollars in the current year since the fund was not renewed. Last year \$24K was spent on consumables in the One Workforce fund and zero this year. The remaining difference is due to timing.
- Outside Services are down by \$125K from the prior year due to a decrease in temporary services as well as having no contracted services in the W.K. Kellogg Fund this year (\$38K last year) and no contracted services in the DeVos -Hire Reach Fund (\$13K last year).
- Other expenses are down by \$86K when compared to last year. The decrease is due to timing differences of expenses related to the Capacity Building fund.

Training expenses are \$111K less than the previous year. This is mainly due to the timing of trainings related to the Going Pro Talent Fund (GPTF).

Direct Client Expenses are greater than last year by \$218K due mainly to another year of funding of the BRES Fund money which was not included in the budget and timing differences in spending on supports from the PATH TANF fund.

**Area Community Services Employment and Training Council**  
**Michigan Works! Agency Programs**  
**Statement of Revenue & Expenses**  
**For the Two Months Ending August 31, 2022**

	YTD Thru August 2022 Actual	YTD Thru August 2021 Actual	YTD 2022/2023 Budget	Budget Variance	Budget Variance %
<b>Total Revenue</b>	<u>\$ 5,151,809</u>	<u>\$ 5,258,195</u>	<u>\$ 5,264,227</u>	<u>\$ (112,418)</u>	<u>-2.14%</u>
<b>Expenses</b>					
<b>Operating Expenses</b>					
<b>Wages</b>	\$ 1,798,068	\$ 1,715,687	1,851,554	\$ 53,486	2.89%
<b>Fringe Benefits</b>	630,625	610,879	655,922	25,297	3.86%
<b>Consumable supplies</b>	93,545	184,011	94,293	748	0.79%
<b>Transportation</b>	12,563	4,134	11,250	(1,313)	-11.67%
<b>Outside services</b>	72,805	197,631	94,900	22,095	23.28%
<b>Space and communications</b>	286,944	279,168	297,021	10,077	3.39%
<b>Equipment rent and maint</b>	4,778	9,354	1,833	(2,945)	-160.67%
<b>Equipment purchases</b>	9,295	16,213	5,000	(4,295)	-85.90%
<b>Other expense</b>	113,323	199,728	189,979	76,656	40.35%
<b>Total operating expense</b>	<u>3,021,946</u>	<u>3,216,805</u>	<u>3,201,752</u>	<u>179,806</u>	<u>5.62%</u>
<b>Subcontractors</b>	\$ 99,059	\$ 118,376	\$ 113,367	\$ 14,308	12.62%
<b>Training</b>	\$ 1,525,681	\$ 1,636,389	\$ 1,638,318	\$ 112,637	6.88%
<b>Direct Client Expenses</b>	<u>\$ 505,123</u>	<u>\$ 286,625</u>	<u>\$ 310,790</u>	<u>\$ (194,333)</u>	<u>-62.53%</u>
	<u>\$ 2,129,863</u>	<u>\$ 2,041,390</u>	<u>\$ 2,062,475</u>	<u>\$ (67,388)</u>	<u>-3.27%</u>
<b>Total Expenses</b>	<u>5,151,809</u>	<u>5,258,195</u>	<u>5,264,227</u>	<u>112,418</u>	<u>2.14%</u>
<b>Excess of Revenue over Expense</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.00%</u>

Unaudited



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**MEMORANDUM**

**TO:** ACSET Governing Board

**FROM:** Jacob Maas, Chief Executive Officer

**DATE:** October 24, 2022

**RE:** Governing Board 2023 Meeting Schedule

**Background**

We would like to make the following recommendations for the 2023 Governing Board Meeting Schedule.

**Governing Board****DRAFT-2023 Meeting Schedule:**

Meetings are held at 8:30 a.m. on the following dates:  
(except December)

February 27, 2023	Westside Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
April 24, 2023	Westside Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
June 26, 2023	Westside Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
August 28, 2023	Westside Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
October 23, 2023	Westside Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
December 11, 2023 11:00 a.m.	Fredrick Meijer Gardens 1000 East Beltline NE ▪ Grand Rapids, MI 49525

**Action**

We are requesting approval of the 2023 Governing Board Meeting Schedule.

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**MEMORANDUM**

**TO:** ACSET Governing Board

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

**DATE:** October 24, 2022

**RE:** WDB Term of Office Applications:  
November 1, 2021 – October 31, 2023

**Background**

As of June 2022, the WDB has two (2) vacant seats on the board for the term of office through October 31, 2023. The vacant Business seat, was previously filled by Becky Herrington whom recently retired from Perrigo. Kolene Miller, Global Diversity Officer & Global Talent Acquisition Strategy Director with Perrigo, has submitted an application to fill her seat. The Higher Education seat was previously filled by Dr. Bill Bink, President of Grand Rapids Community College (GRCC). Dr. Bink recently departed this position. GRCC is in the process of selecting the successor, therefore it is recommended to keep this seat vacant for the time being and/or until this position is filled.

On September 19, 2022, the Executive Committee of the WDB approved and supported Kolene Miller's application.

<b>Business (1):</b> Kolene Miller (Perrigo)
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<b>Pending</b>
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<b>Higher Education (1):</b> vacant-GRCC
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**Action**

WMW request approval from the ACSET Governing Board for Kolene Miller's appointment to serve on the WDB with the term of office dates through October 31, 2023 and to await filling the Higher Education seat until further notice.

***Pursuant to Article I, Section 9 of Area Community Services Employment & Training (ACSET) Amended Bylaws dated April 26, 2021, a seventy-five percent (75%) affirmative vote of the members present is required for approval of appointment of members to the Workforce Development Board.***

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

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	VP of Operations
Business	Jordan	Clark	Meijer	Sr. Mgr, 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	Jon (Jonathan)	Hofman	Holland Board of Public Works (HBPW)	Human Resources Manager
Business	Shana	Lewis	Mercy Health/Trinity Health	Executive Director, Talent Requisition (West MI)
Business	Scott	McLean	Spectrum Health Ventures, LLC	Managing Director
Business	Kolene	Miller	Perrigo	Global Diversity Officer & Global Talent Acquisition Stra
Business	Samantha	Semrau	Kendrick Plastics	VP of Human Resources
Community Based Organization	Jennifer	Heinzman	Barry County Chamber of Commerce & Economic	President/Executive Director
Higher Education	vacant	GRCC	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, lo	Director

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**MEMORANDUM**

**TO:** ACSET Governing Board

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

**DATE:** October 24, 2022

**RE:** WDB Term of Office Applications:  
November 1, 2022 – October 31, 2024

**Background**

At the end of June 2022, the West Michigan Works! Workforce Development Board had seventeen (17) board members whose term of office expire on October 31, 2022.

At that time, there were the following openings:

<b>Business (8):</b>
<b>Community-Based Organization (3):</b>
<b>Economic Development (2):</b>
<b>Higher Education (2):</b>
<b>Organized Labor/Employee rep (1):</b>
<b>Vocational Rehab (1):</b>

Of those, Norm Brady has retired and Dave Smith has stepped down from the board, leaving two vacant business seats. WMW received an application from Sara Whisler (FlexFab) to fill one of those vacant seats. In addition to those openings, WMW received an application from Jen Schottke (West Michigan Construction Institute). Lastly, an application was received from Greg King (Lakeshore Advantage) to fill the previous seat held by Mandy Cooper (Lakeshore Advantage).

WMW collected 16 applications for the November 1, 2022 - October 31, 2024 office term. Applications were reviewed by a Nomination Committee assigned by the Executive Committee. The proposed slate of applicants is attached below. On September 19, 2022, the Executive Committee of the WDB approved and supported the slate of applicants below.

<b>Business (6):</b> Nora Balgoyen, Mark Bergsma, Randy Boss, Kenyatta Brame, Heather Daniel, Sara Whisler
<b>Community-Based Organization (4):</b> Kristin Garris, TaRita Johnson, Mark Thomas, Jen Schottke
<b>Economic Development (2):</b> Greg King, Morgan Carroll
<b>Higher Education (2):</b> Dan Rinsema-Sybenga, Stacy Young
<b>Organized Labor/Employee rep (1):</b> Dan TenHooen
<b>Vocational Rehab (1):</b> Cathy Cronick

## Action

WMW request approval of the slate of members to the ACSET Governing Board for appointment to serve on the WDB with the term of office dates of November 1, 2022 through October 31, 2024. Based on the application received in Item #7a and including the members listed above, the WDB would continue to meet State requirements and the WDB would be represented by 32 members total.

***Pursuant to Article I, Section 9 of Area Community Services Employment & Training (ACSET) Amended Bylaws dated April 26, 2021, a seventy-five percent (75%) affirmative vote of the members present is required for approval of appointment of members to the Workforce Development Board.***

West Michigan Works! Workforce Development Board  
Term of Office 11/1/2022-10/31/2024

Sector	First Name	Last Name	Company	Title
Business	Nora	Balgoyen	ITC Holdings	Area Manager
Business	Mark (John)	Bergsma	Berends Hendricks Stuit Insurance	Account Executive, Sales Management
Business	Randy (Randall)	Boss	Ottawa Kent Insurance	Partner
Business	Kenyatta	Brame	Cascade Engineering	Executive Vice President & Chief Administrative Officer
Business	Heather	Daniel	Haworth, Inc	Program Manager, Human Resources
Business	Sara	Whisler	Flexfab	Human Resource Manager
Community Based Organization	Kristin	Garris	Goodwill Industries of West Michigan	Chief Workforce Officer
Community Based Organization	TaRita	Johnson	The Right Place Inc	Senior Vice President, Talent & Diversity
Community Based Organization	Jen	Schottke	West Michigan Construction Institute	President
Community Based Organization	Mark	Thomas	Northview Public Schools	High School Prinicipal
Economic Development	Gregory S.	King	Lakeshore Advantage	Senior Business Solutions Manager
Economic Development	Morgan	Carroll	Greater Muskegon Economic Development	Director of Business Development
Higher Education	Daniel	Rinsema-Sybenga	Muskegon Community College	Dean of Academic Affairs
Higher Education	Stacy	Young	Montcalm Community College	President
Organized Labor/Employee Rep	Daniel	TenHoopen	Heart of West Michigan United Way	AFL-CIO Community Services Labor Liason
Vocational Rehab	Cathy (Catherine)	Cronick	Michigan Rehabilitation Services	District Manager

## ACSET Personnel Actions – October 14, 2022

CLASS	EMPLOYEE	APPOINTMENT	DATE	LOCATION
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### Appointments

<u>Class</u>	<u>Employee</u>	<u>Appointment</u>	<u>Date</u>	<u>Location</u>
Assistant Manager	Olivia Blomstrom	Permanent	9/8/22	Westside, GR
Business Solutions Representative	Erin Sloan-Turner	Permanent	10/17/22	Westside, GR
Career Coach	Ashley Manor	Permanent	8/22/22	Montcalm
	Chasity Ellis		8/23/22	Muskegon
	Andrew Carter		8/29/22	Franklin, GR
	Victoria Smith		8/31/22	Westside, GR
	Crystal Hill		10/10/22	Muskegon
Career Navigator	Ladosha Washington	Permanent	8/24/22	Westside, GR
	Charles Laper		10/3/22	Montcalm
	Wanda Jackson		10/4/22	Franklin, GR
	Rachel Lassow		10/18/22	Muskegon/Ottawa
Marketing & Communications Coord	Kyle Brooky	Permanent	9/7/22	Admin, GR
Marketing & Communications Director	Malinda Powers	Permanent	10/17/22	Admin, GR

### Separations

<u>Class</u>	<u>Employee</u>	<u>Appointment</u>	<u>Separation Date</u>	<u>Location</u>
Assistant Manager	Leslie Jolman	Permanent	8/19/22	Muskegon
Apprenticeship Success Coord	Mathew Devereaux	Permanent	9/23/22	Westside, GR
Business Solutions Representative	Jeremy Loyselle	Permanent	10/3/22	Muskegon
Career Coach	James Senard	Permanent	8/11/22	Franklin, GR
	Alayna Winters		8/14/22	Franklin, GR
Career Navigator	Nikki Brandt	Permanent	8/23/22	Montcalm
HR Assistant	Jennifer Philipps	Permanent	8/29/22	Admin, GR
Marketing & Communications Coordinator	Tyler Beggs	Permanent	10/14/22	Admin, GR

### Promotions/Transfers

<u>Class</u>	<u>Employee</u>	<u>Appointment</u>	<u>Date</u>	<u>Location</u>
Business Solutions Coordinator to Policy Manager	Christine Douglas	Permanent	8/30/22	Muskegon

Career Navigator to Career Coach	Joseph Miller	Permanent	9/5/22	Franklin, GR
Business Solutions Rep to Assistant Manager	Marco Rios	Permanent	9/26/22	Ottawa/Muskegon
Career Coach to HR Assistant	Zina Bellinger	Permanent	10/3/22	Admin, GR



Current

October 2022

CLASSIFICATION	Approved	Filled (Permanent)	Filled (Other)	Vacant
Accountant	3	3	0	0
Accounting Assistant	5	2	0	3
Accounting Manager	1	1	0	0
Accounting Supervisor	1	1	0	0
Apprenticeship Success Coordinator	2	1	0	1
Assessment Specialist	4	4	0	0
Assistant Manager	14	14	0	0
Attorney	2	2	0	0
Business Solutions Coordinator	4	3	0	1
Business Solutions Director	1	1	0	0
Business Solutions Manager	2	2	0	0
Business Solutions Representative	17	12	0	5
Career Coach	54	46	0	8
Career Navigator	26	25	0	1
Chief Executive Officer	1	1	0	0
Chief Financial Officer	1	1	0	0
Chief Operating Officer	1	1	0	0
Computer Support Specialist	2	2	0	0
Custodian	1	0	0	1
Director of Development and Innovation	1	1	0	0
Executive Assistant	1	1	0	0
Facilities Coordinator	1	1	0	0
Facilities Manager	1	1	0	0
Human Resource Assistant	3	2	0	1
Human Resource Director	1	1	0	0
Industry Council Leads	5	5	0	0
Information Technology Manager	1	1	0	0
Marketing & Communications Assistant	1	0	0	1
Marketing & Communications Coordinator	3	1	0	2
Marketing & Communications Director	2	2	0	0
Performance Analyst	6	6	0	0
Policy Coordinator	3	2	0	1
Policy Manager	4	4	0	0
Procurement Manager	1	1	0	0
Project Manager	5	5	0	0
Quality Assurance Specialist	10	9	0	1
Records Service Specialist	5	4	0	1

Resource Specialist	4	3	0	1
Retention Solutions Manager	1	0	0	1
Success Coach	2	2	0	0
Talent Development Instructor	11	11	0	0
Talent Development Manager	1	1	0	0
Talent Development Specialist	9	8	0	1
Talent Solutions Director	1	1	0	0
Talent Solutions Manager	6	6	0	0
Training Consultant	1	1	0	0
Youth Solutions Manager	1	1	0	0
<b>TOTALS</b>	<b>233</b>	<b>203</b>	<b>0</b>	<b>30</b>

<b>CLASSIFICATION</b>	<b>Filled</b>
Participant/Temporary	0

**ADMINISTRATIVE OFFICE**

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Grand Rapids, MI 49505  
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Grand Rapids, MI 49504  
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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:** ACSET Governing Board

**FROM:** Laura Krist, Human Resource Director

**DATE:** October 24, 2022

**RE:** Request to update the staffing chart for West Michigan Works!

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**Background:**

After reviewing our current staffing chart and assessing the needs of the various programs and departments within West Michigan Works!, we have determined the following additional position would be appropriate:

**Career Navigator (2)**

The career navigators are the frontline staff members who assist the job seekers who enter our service centers. We are currently at staffing chart capacity with this position. To ensure adequate staffing coverage at our service centers, we would like to add two career navigator positions to our staff chart should there be a need for additional coverage in the future.

**Action:**

We are requesting Governing Board approval to add this position to the West Michigan Works! staffing chart. We have adequate funding in our budget to support this request.

# Service Summary Explanation

October 1, 2021 – August 31, 2022

## Management Observations and Highlights

- *Service Center Traffic:* We continue to see a slight increase in job seekers coming into our centers and are actively recruiting to increase this number. The sharp drop in May is typical as seasonal jobs start to open up.
- *Employers Served:* Staff spend significant time with Returning Employers when Going Pro Talent Fund applications are gearing up (fall) and closing out (spring). We strive to reach out to new employers as well as maintain quality services for existing customers.
- *Jobs Filled by Industry:* There were several increased variances for jobs filled across several industries. Agribusiness jobs filled recognized an increase in August due to a large hiring event for Herbruck's and the grand opening of Whole Foods, a new supermarket located in Grand Rapids. Additionally in June, a pilot partnership program with a local manufacturer to offer employment opportunities for New Americans caused an increase in jobs filled for June. Lastly, three major logistics companies had large hiring event for CDL drivers in the month of June, causing an increase in jobs filled.
- *Going Pro Talent Fund:* This is a new way of reporting comparing the last fiscal year to the current. The Going PRO Talent Fund (GPTF) numbers presented are reflective of trainings that have been completed and paid out for FY21. Trainings were authorized to take place from February 2021 through January 2022.
- *Hiring Events:* We are coordinating facilitated workgroups to reimagine hiring events during the fall of 2023.
- *Retention Solutions Network:* Success Coaches are providing more services to employees at member companies. We continue to work on recruiting more employer members.
- *WorkReady Certificates Earned:* We have begun the process of improving both attendance and the overall curriculum for these workshops. We will engage the Solutions-Driven Committee in this process.



## Service Summary Oct 1, 2021 to Aug 31, 2022

The data shown on this Service Summary are indicators of the organization's progress toward fulfillment of its services-based strategic priorities, as developed in the 2020 Strategic Plan: Enhanced Relationships, Pipeline Development, and Diversity and Inclusion. Each indicator is a reflection of the work conducted on an operational level to ensure robust service delivery and strategic plan alignment.

Additional information and explanation about the data presented are included the narrative.

### Strategic Plan Alignment



Enhanced Relationships



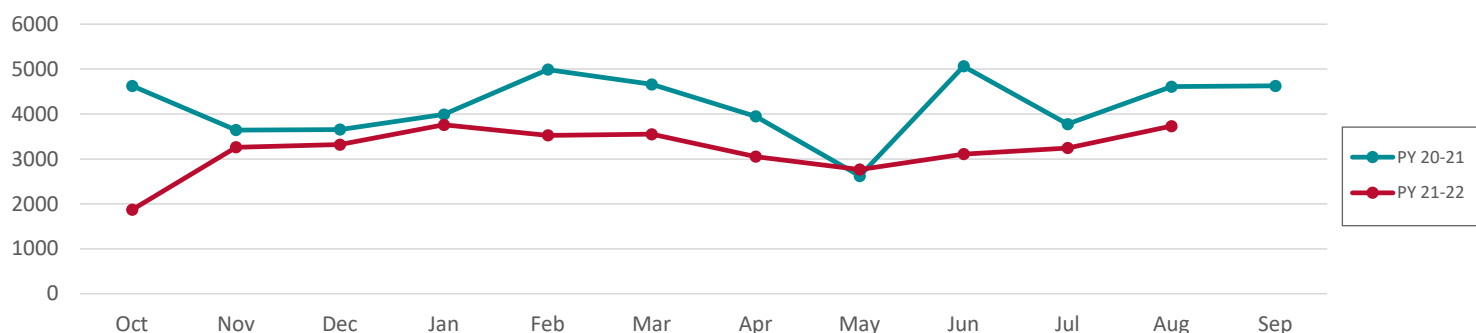
Pipeline Development



Diversity and Inclusion

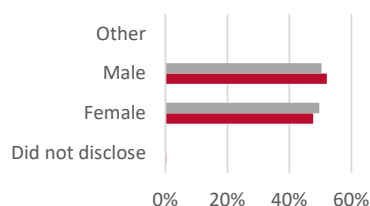
### Service Center Traffic & Call Volume\* (PY comparison by month)

\*call volume not included in PY 21-22 numbers

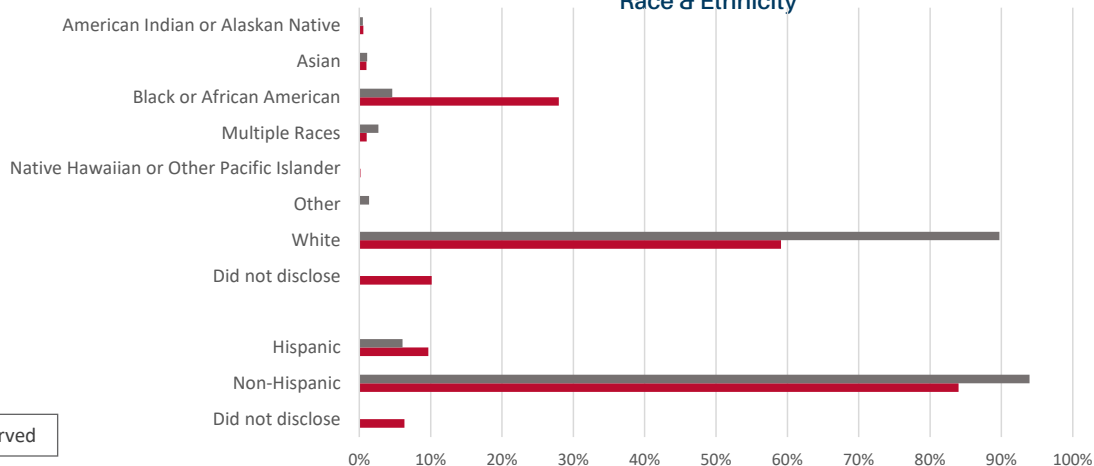


### Diversity of Job Seekers Served

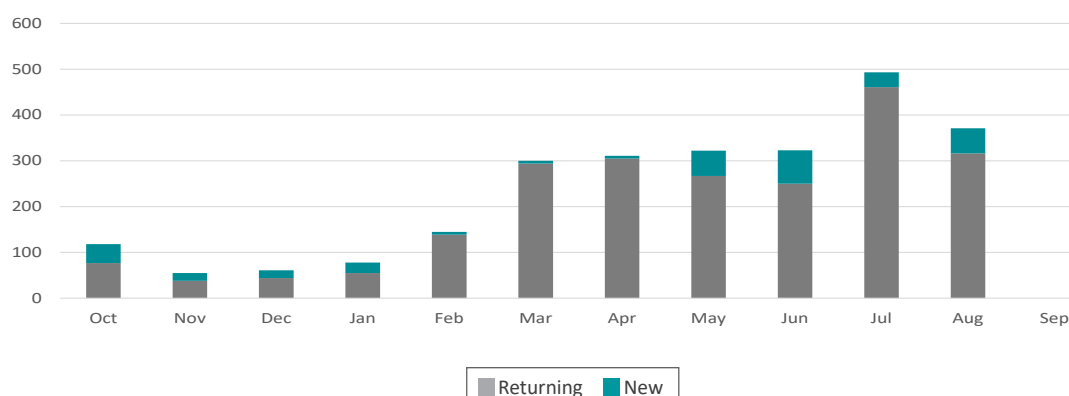
#### Gender



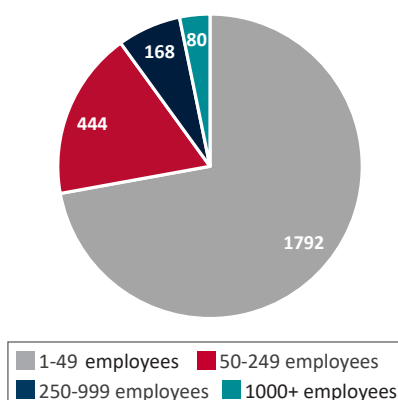
#### Race & Ethnicity



### Employers Served (unique count)



### Diversity of Employers Served (by size)



## Jobs Filled by Industry

Item #9

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Agribusiness	0	0	0	0	4	2	0	0	19	1	144	
Construction	0	38	0	0	0	3	2	0	297	5	5	
Health Care	65	59	200	96	622	480	87	231	671	430	257	
Information Technology	0	0	0	16	9	2	6	4	43	0	1	
Manufacturing	461	300	313	69	307	704	157	58	812	243	577	
Other	58	141	77	92	116	139	58	29	135	57	212	
<b>TOTAL</b>	<b>584</b>	<b>538</b>	<b>590</b>	<b>273</b>	<b>1058</b>	<b>1330</b>	<b>310</b>	<b>322</b>	<b>1977</b>	<b>736</b>	<b>1196</b>	

## Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Agribusiness	0	0	0	0
Construction	26	210	1	11
Health Care	50	293	51	145
Information Technology	21	3	0	1
Manufacturing	217	32	0	8
Other	107	83	1	198
<b>TOTAL</b>	<b>421</b>	<b>621</b>	<b>53</b>	<b>363</b>

Active grants supporting new hire, classroom and apprenticeship training this reporting period:

MICA 2.0  
MAICA 2.0  
WIOA Incumbent Worker Training  
WIOA On-the-Job Training  
WIOA Individual Training Accounts  
Going PRO Apprenticeships (GPA)  
PATH Subsidized Employment  
Future of Work  
National Dislocated Worker Grant  
Young Professionals

## Training (completed): Going PRO Training Fund FY21

	New Hire FY 21 / FY22	Classroom FY 21 / FY22	Apprenticeship FY 21 / FY22
Agribusiness	234 / 26	240 / 5	6 / 0
Construction	369 / 7	284 / 5	91 / 18
Health Care	775 / 395	161 / 63	33 / 1
Information Technology	166 / 37	152 / 17	0 / 0
Manufacturing	2173 / 352	1703 / 301	98 / 16
Other	166 / 89	321 / 101	44 / 1
<b>TOTAL</b>	<b>3883 / 905</b>	<b>2861 / 492</b>	<b>272 / 36</b>

\*Data reported for program year 2021 (1/1/21 - 1/31/2022)

## Hiring Events

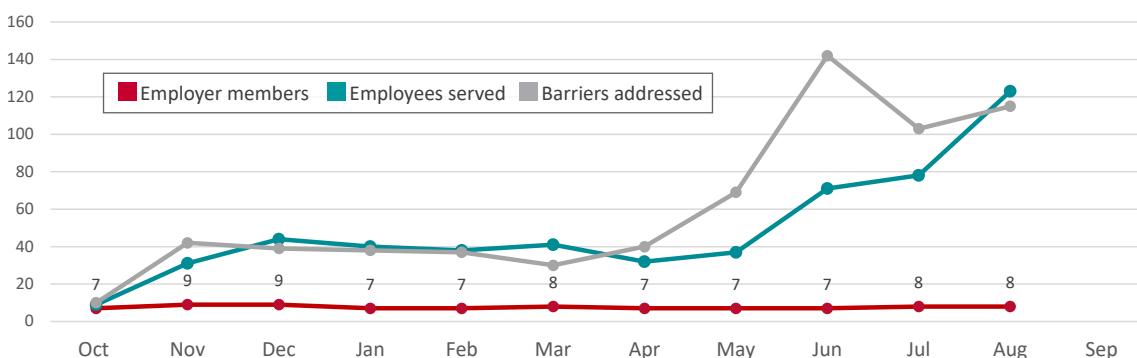
	Events	Participating Employers	Job Seekers
Q1	4	78	38
Q2	4	155	67
Q3	4	40	22
Q4*	4	77	59
<b>TOTAL</b>	<b>18</b>	<b>350</b>	<b>186</b>

\*July and August

## Retention Solutions Network

Success coach hours  
(cumulative, reported quarterly)

483.00



## WorkReady Certificates Earned (cumulative, reported quarterly)

2,651  
Pre-Assessments

173  
Post-Assessments

71  
WorkReady  
Certificates

142  
WorkReady Plus  
Certificates



Service Summary  
Oct 1, 2021 to Aug 31, 2022

## Service Summary: Strategic Plan Alignment and Indicator Descriptions

<b>Pipeline Development:</b> Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.	<b>Enhanced Relationships:</b> Foster widespread networks to collaboratively address workforce needs in the region.	<b>Diversity and Inclusion:</b> Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.
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The indicators shown on the Service Summary are provided to inform the board about the impact of services provided through a variety of workforce development programs. Each represents the implementation of goals in the Strategic Plan.

Indicator	Strategic Plan Alignment	Narrative
<i>Service Center Traffic &amp; Call Volume</i>	Pipeline Development	This indicator shows the funnel of job seekers entering our system through the service centers and virtual appointments, giving us an opportunity to expand the talent pipeline. In October 2021, we began implementing a new tracking system. During this period, UIA reinstated the Register to Work requirement, which brought more people into the centers. The data does not include attendance at workshops, focused job search, or coaching sessions. This will be added as the tracking system is expanded.
<i>Diversity of Job Seekers</i>	Diversity and Inclusion	This indicator shows the variety of job seekers we work with compared to the region. With the implementation of the new tracking system, we resumed tracking demographic data. Although we are in the early stages of collecting this data, management regularly observes and monitors this information.
<i>Employers Served</i>	Enhanced Relationships	This indicator shows unique employers served each month, and reflects the widespread networks developed by staff. An employer is counted once per program year as unique; they likely received multiple services throughout the year. A new employer is one that has never engaged with WMW. A returning employer is one that has received services from WMW in a prior program year(s).
<i>Diversity of Employers</i>	Diversity and Inclusion; Enhanced Relationships	This indicator shows a comprehensive picture of our employer customers based on size (total number of employees). This data is helpful in planning initiatives and for identifying specific employer groups. Although we work with any size company, we target those most in need of our services which are often smaller companies without internal HR capacity.

Indicator	Strategic Plan Alignment	Narrative
<i>Jobs Filled by Industry</i>	Enhanced Relationships; Pipeline Development	This indicator shows the number of jobs filled with employer customers of WMW and with our assistance. The variation in month-to-month numbers may reflect delays in reporting WMW, as well as unique needs within a variety of employers. Spikes in the numbers may also reflect hiring events supported by WMW.
<i>Training: by Industry</i>	Pipeline Development	This indicator shows WMW efforts to expand the local pipeline of work-ready talent by supporting training and skill upgrading. The data is presented by industries most in demand in the region. On-the-Job Training provided to New Hires results in advancement of skills and wages but does not provide a credential. This data does not include training funded by GoingPro Talent Fund.
<i>Training (completed): GoingPro</i>	Enhanced Relationships; Pipeline Development	As one of our largest funding sources for employer-driven training, GPTF is reported separately. Note that the last fiscal year reported is complete compared to the current fiscal year-to-date.
<i>Hiring Events</i>	Enhanced Relationships; Pipeline Development	This indicator shows major events that bring employers and job seekers together, requiring coordination across multiple departments and programs. We continue to look for new and innovative ways to conduct outreach to job seekers, including greater collaboration with community partners.
<i>Retention Solutions Network</i>	Enhanced Relationships; Pipeline Development	This indicator shows how we leverage networks among community partners to provide services to member employers. Data reflects services provided by Success Coaches via dedicated on-site hours as well as virtual. Services provided to each employee does not consider the high number of touchpoints with the coach. Barriers addressed can include needs for transportation, housing, medical bills, utilities, and many more, all so that workers can successfully engage and fulfill their role for the employer.
<i>WorkReady Certificate Earned</i>	Pipeline Development	This indicator shows the delivery of employability skills training, the highest need for skillsets expressed by the region's employers. Job Seekers take a pre-assessment to determine areas of readiness and areas for improvement; they only attend workshops for areas identified as needing improvement. A post-assessment determines their skill attainment and if successful, earns a certificate. This conveys to employers that they are "work ready."



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(616) 396-2154

**MEMORANDUM**

**TO:** ACSET Governing Board

**FROM:** West Michigan Works! Staff

**DATE:** October 24, 2022

**RE:** Solutions Driven Updates

**Enhanced Relationships:**

Foster widespread networks to collaboratively address workforce needs in the region.

**Pipeline Development:**

Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.

**Diversity and Inclusion:**

Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.

**Grant Updates**

**Second Act Grant:** West Michigan Works! (WMW) has partnered with the State of Michigan to submit a proposal for the Second Act Grant. The Department of Justice (DOJ) and the Department of Labor (DOL) are launching a grant initiative to provide targeted employment services to federally incarcerated individuals as they approach community reentry. Grants ranging from \$4 million to \$10 million will be awarded as cooperative agreements to state agencies and their partners to work with minimum- and low-security federal correctional institutions and program participants. Grants will operate over a 42-month period of performance, including up to six months for planning and start-up and allowing for a minimum 12 months of follow-up. Funds will be awarded before the end of the year. **Diversity and Inclusion**

**Going PRO Talent Fund FY23:** The Michigan Department of Labor and Economic Opportunity (LEO) held several interviews and focus group meetings this spring. As a result, the LEO has proposed an extensive blueprint, recommending innovative enhancements and areas of improvement for the benefit of all Talent Fund stakeholders and end users. The following are recommendations proposed to address identified opportunities for improvement. The LEO anticipates final details will be provided this fall:

- A streamlined and abbreviated employer application.
- Increased self-scoring transparency, based on application criteria and funding priorities.
- Bi-annual application/award cycles.
- Increased reimbursement per trainee:
  - Customized/classroom training: up to \$2,000 per individual
  - New hire, on-site training: up to \$2,000 per individual

- U.S. DOL Registered Apprenticeship Program: up to \$3,500 per individual for first year through completion

WMW held a FY2023 virtual information session for employers on September 22 with 490 registrants. Business Solutions staff have started to schedule appointments to meet with employers interested in applying. There are currently 802 employers on the waitlist. ***Enhanced Relationships, Pipeline Development***

## Grants – Ongoing

**Talent Pathways Program:** West Michigan Works! In partnership with The Right Place on a grant funded initiative called the Talent Pathways Program. The program is designed to help employers forge a path to success for current and future employees, leading to improved talent retention & recruitment. Participants in the program will receive grant funding to create career pathways in partnership with local training providers and community partners that result in sought-after industry credentials and certifications, access and develop a diverse talent pool, and build a culture of success for low-income employees. Seventeen Advanced Manufacturing and Technology employers located in Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, and Ottawa Counties are participating and can receive up to \$25,000 in reimbursed training expenses, including wages. ***Pipeline Development, Diversity and Inclusion***

**Grand Rapids Community College’s One Workforce Grant:** WMW has partnered with GRCC on a \$9.8 million H1-B One Workforce Grant, focusing on advanced manufacturing, received by GRCC. Similar to the America’s Promise Grant, the H1-B One Workforce Grant is a 4-year grant and will rely on a network of partners across the region, including Montcalm Community College, Muskegon Community College and multiple community partners to provide training and employment to hundreds of workers across West Michigan. ***Enhanced Relationships, Pipeline Development***

**Michigan Learning and Education Advancement Program (MiLEAP):** WMW, in partnership with Grand Rapids Community College, Montcalm Community College, Muskegon Community College, and West Michigan Center for Arts and Technology received a \$2 million award to fund short term, high demand training that leads to a credential in the food processing, healthcare, IT, retail, sales, supply chain, and manufacturing. MiLEAP focuses on individuals who are dislocated, underemployed, essential workers, those living in distressed rural and urban communities and economically disadvantaged. This grant is set to expire June 30, 2023 however the state has requested an additional year extension through June 30, 2024. ***Enhanced Relationships, Pipeline Development***

**Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH):** WMW has partnered with the Department of Labor and Economic Opportunity on a \$2.5 million USDOL H1-B Rural Healthcare grant program. This is a 4-year grant which aims to increase the number of individuals training in healthcare occupations that directly impact patient care; and alleviate healthcare workforce shortages by

creating sustainable employment and training programs in healthcare occupations serving rural populations. ***Enhanced Relationships, Pipeline Development***

**State Apprenticeship Expansion (SAE) – West MI Works:** The Michigan Department of Labor & Economic Opportunity, Workforce Development (LEO-WD) approved our proposal submitted in response to the State Apprenticeship Expansion Grant Program. WMW was awarded \$525,800 which will help create 200 new registered apprentices during the grant period of April 13, 2021 through March 31, 2023. These funds will help cover employer costs and has allowed WMW to scale the registered apprenticeship programs by hiring an additional Apprenticeship Success Coordinator to develop new programs by working with our Industry Talent Councils. ***Enhanced Relationships, Pipeline Development***

**State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC):** WMW was awarded a contract 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. WMW has hired a Project Manager (PM) to support the hiring of 427 apprentices at 28 energy industry companies statewide in critical job roles within gas and electric skilled trades and line-clearance tree trim. ***Enhanced Relationships, Pipeline Development***

### Industry Talent Councils

There are a variety of ways to stay connected to the innovative work taking place under each of the WMW! Industry Talent Councils (ITC). Each council has expanded its outreach with dedicated LinkedIn accounts and bimonthly newsletters. The increased online presence will allow each ITC to provide employers and partners in each industry with pertinent information such as industry workforce trends, council initiatives and expansion of networks to participate in future projects. ***Enhanced Relationships, Pipeline Development***

**Agribusiness Talent Council of West Michigan (ATC):** The ATC will be hosting an ongoing series of job fairs for historically marginalized segments talent streams. The ATC Industry Council Lead is reaching out to community organizations to partner for the job fairs. Several Career Ag-xploration Events were held over the last quarter. Along with a Mobile Food Processing Lab, employers engaged with a steady flow of community traffic throughout the day. The ATC is evaluating how to proceed for 2023 events, including the potential to expand these events to other counties. The ATC continues The Foods That Built West Michigan series in its bi-monthly newsletter issuance. The ATC is anticipating an award for a MDARD Specialty Crop Grant. If awarded, the grant will provide funding for over \$80,000 of food safety and leadership training. It will also cover the production cost for 5 videos to market high skill, in demand career opportunities at West Michigan specialty crop growers.

**Construction Careers Council (CCC)**: The CCC has activities planned throughout the month of October to celebrate Careers in Construction Month. The full month of programming will include:

- Talent Tours: Pairing classrooms with employers on the worksite
- Traveling Roadshow: industry professionals go into schools to show some hands-on activities through an interactive curriculum designed by the CCC
- MythBusters Campaign: series of short video/interviews with industry professionals to help dispel the most common stereotypes of the industry.
- Construction Inclusion Week: Exploring resources available to employer promote the industry to everyone in our community.

**Discover Manufacturing (DM)**: Discover Manufacturing is quickly gearing up for an in person Discover Manufacturing Week with planned activities during the week of November 7-11. The DM Week project coordinator (whose wages are funded through the DM Council) is meeting with educational and employer champions. The DM team hopes to increase participation from last year's events. Join us for Discover Manufacturing Week November 7 to 11, 2022 to inspire the next generation of manufacturers and dispel the myths that manufacturing is boring, repetitive, and mindless work during in person tours hosted by local manufacturers. Students and educators not only talk to those occupations they might not have heard of yet but also learn ways students can "earn and learn" to graduate with a college degree or apprenticeship certification with *zero debt*. Schools and employers can register today by visiting the DM website. Deadline to register is 10/14/22. This year's event will be pivotal to help identify employers and educational champions to support additional projects including MiCareerQuest and Adopt-A-School. Outside of career exploration work, DM is looking to expand their scholarship program and create a directory of manufacturers with formal tuition reimbursement programs as a guide for job seekers and students.

**West Michigan Health Careers Council (WMHCC)**: WMHCC is collaborating with IMPART Alliance on a State of Michigan MICA 3.0 grant initiative to improve outcomes for direct care workers across the state of Michigan. The council continues the advancement of several new and established apprenticeship programs. The council has made significant progress on revising and finalizing a comprehensive credential list for the healthcare industry. A prototype is anticipated in September to be available for employers looking to utilize GPTF and for job seekers looking for new career pathways. The WMHCC concluded strategic planning in August to determine and commission new project teams centered around pain points identified by council employers. Some of the potential projects include hosting a family friendly job fair "carnival" event, exploring ways to be intentional regarding opportunities for inside-up development and creating more defined career pathways, and training to better prepare supervisors to handle the mental health needs of today's workforce.

**West Michigan Tech Talent (WMTT)**: WMTT is partnering with local employers and economic developers for two happy hours (one in GR and one on the lakeshore) to engage with remote workers in West Michigan to ensure a strong

connection to the community. WMTT has also started gearing up for its annual Mi{Code} Experience which seeks to introduce third through fifth-grade students to coding and computer science career paths. Learning to code can help these students become the next generation of problem-solvers, creators, and innovators! Last year, over 1500 students from 70 classrooms in WMW! 7 county region participated ([see map](#)). Each classroom is matched with an industry professional, who leads the class through a structured lesson including career exploration, Q and A, and introduces a hands-on coding tutorial through Code.org. After classrooms have signed up, WMTT recruits the mentors and connects them to the teacher. The program is virtual to ensure students in all counties can get matched easily with a mentor. Registration is not yet open, however, if there are educators interested in getting on the list for when registration does open, please email [westmichigantechtalent@westmiworks.org](mailto:westmichigantechtalent@westmiworks.org).

## Programs

**Ascend Youth Programming:** The WMW in-house youth “Ascend” team is transitioning out of summer programming and into year-round programming. This includes in-person and virtual programming for eligible youth across our 7-county region. We are also focusing on expanding our partnerships to recruit more youth and to provide co-located services. The Ascend team is also working on a fall/winter youth career conference in partnership with 4 youth-serving organizations across the region. ***Pipeline Development, Diversity and Inclusion***

**MiCareerQuest:** Planning has begun for MiCareerQuest 2023. The event will be in-person at DeVos Place, May 24, 2023. We have launched and hosted two ISD and Steering Team committee meetings. Industry Council Leads are now hard at work as they begin planning with their employer champions. We also have major milestones to report on including: a timeline for event planning, a budget, and sponsorship materials for employers, ISDs, Industry Councils, & Training Providers. ***Pipeline Development***

**HireReach:** HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach is excited to partner with Kalamazoo to deliver a hosted academy to area employers this fall. The program is also involved in the Opportunity for All initiative lead by Fred Keller and funded by the DeVos Foundation. In partnership with McKinsey and Company, HireReach has put together a three-year plan to provide academies to West Michigan employers. These academies will help provide access to good paying jobs and have the potential to be funded by 20 different philanthropic organizations. ***Diversity and Inclusion***

**Retention Solutions Network:** Over the last few months, the Retention Solutions Network (RSN) has been shifting its model toward a greater focus on resource navigation. We made this decision strategically through a process of evaluating our budget along with other Business Resource Networks (models similar to RSN) across the state. We have also updated our share definition to an interim definition

so that we can create stability and sustainability around internal capacity. We plan to make more updates to our service delivery and cost in a manner that includes employer voice. ***Enhanced Relationships, Diversity and Inclusion***

**Learn, Earn and Provide (LEAP) Pilot:** LEAP launched in Muskegon as a pilot program at the end of January of this year. It is a program aimed to assist non-custodial parents in obtaining and maintaining employment and get back on track with child support payments. This pilot will take place in close partnership with Muskegon County Friend of the Court and will include both voluntary referrals and mandated participation. Currently we have 48 referrals with 22 actively participating. In addition to job search job readiness activities, we have 4 job seekers attending training and 9 job seekers employed. ***Pipeline Development, Diversity and Inclusion***

**Clean Slate:** The Clean Slate law makes it possible for people to petition for an expungement. An expungement removes convictions from public criminal record and as a result, job seekers can legally state that they have never been convicted or arrested for that crime on job, school, and/or housing applications. With limited resources and automatic expungements scheduled to begin in April of 2023, we have shifted our services from providing financial resources for court costs and attorney fees to providing meaningful consultation, specific to their case, on options, resources, and eligibility to prepare them for April. ***Diversity and Inclusion***

**West Michigan Works! Registered Apprenticeship Programs:** The apprenticeship team at West Michigan Works is gearing up for national Apprenticeship Week, November 14-20, and its only Sept! We have been featured in recent interviews with Wood Radio and Fox 17 television and are participating in an article for The Lakeshore West Michigan regarding our Ambassador designation & the benefits of Apprenticeship in non-traditional industries.

We have also seen an increase in requests for presentations and recently presented at the MWA annual conference on the critical role of being an intermediary. We will be presenting in Oct at the MI Career Placement Association Annual Conference and are working with several area ISD's to present to student bodies across West Michigan about the benefits of apprenticeship.

We will culminate all these experiences into a social media campaign to coincide with National Apprenticeship Week to promote our recent expansion and innovation of Registered Apprenticeship Programs throughout West Michigan.

Currently, WMW is the sponsor of 30 apprenticeship programs. ***Pipeline Development***



## Initiatives

**Career Guides:** The business solutions team has completed a series of career guides - a great starting point for job seekers and students in the exploration of meaningful and fulfilling careers. The guides highlight jobs on the [2022 West Michigan Hot Jobs Report](#). Similar to the jobs on the annual report, career guide jobs are grouped together into job families and mapped to show additional career opportunities within the industry. The guides provide insights into:

- Who might enjoy this kind of work.
- Qualifications and valuable skills needed.
- Growth potential.
- Responsibilities of the job.
- Other related occupations and job titles.

The information is drawn from national data and insights from West Michigan employers. The guides do not include all of the jobs within a job family – they include only those that meet the criteria for the Hot Jobs List (growth rate of at least 4% over 10 years, annual openings above industry average, wages at or above \$14.30). Career Guides can be accessed on the WMW website or by clicking [here](#).

### ***Pipeline Development***

**Assessments Services:** West Michigan Works! resumed GED testing at the new Barry County (Hastings) Service Center in mid-September. GED service delivery approval for the new service centers in Ottawa and Ionia counties is moving forward and WMW anticipates GED testing will be offered in early 2023. WMW was granted an extension from Praxis ETS to continue providing assessment service for the Michigan Public Schools paraprofessional exams through mid-December 2022. Paraprofessional exams are offered at all WMW service centers by request.

**Talent Survey:** The talent survey WMW conducted in 2020/2021 provided valuable information for service deliveries and for regional employers, and we had determined it was valuable enough that we wanted to conduct the survey annually. However, there was enough interest with other MWAs across the state and at the State level, that we are working as a system on statewide talent survey. Data will be available both at a state and local level for planning purposes.

We have the full report from this survey and anticipate being able to release the results within the next few weeks.

**Grow With Google:** WMW has received 100 scholarships to provide access to job seekers and incumbent workers to earn a Google Career Certificate. Most, if not all of those certificates have been claimed by job seekers.

Since initially receiving the scholarships, Grow with Google expanded their partnership to include the State of Michigan. This has allowed us to continue to offer these certificate programs to interested job seekers and incumbent workers.

### ***Pipeline Development***

**Service Center Updates:** Both Ionia and Ottawa service centers have successfully moved into new locations and admin staff have settled into the Westside Service Center.