



West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting
L. William Seidman Center (GVSU)
50 Front Street S.W. ▪ (1008SCB Loosemore Forum) ▪ Grand Rapids, MI 49504
Public Access: <https://westmiworks-org.zoom.us/j/95324544998>
You can also dial in using your phone
+1 (929) 436-2866 Meeting ID: 953 2454 4998 Passcode: 704193
Monday, April 18, 2022 ▪ Meeting 12:00 p.m. – 1:30 p.m.

AGENDA

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of the February 14, 2022 Minutes **Action Required**
4. Presentations: Industry Talent Councils **Information Item**
 - a. West Michigan Health Careers Council, *Charlotte Byndas (Spectrum Health)*
 - b. West Michigan Tech Talent Council, *Rob Geer (Randstad Technologies)*
5. Career Educational Advisory Council (CEAC) Membership Approval **Action Item**
Amy Lebednick, Business Solutions Director
6. WDB Committee/Council Updates **Information Item**
 - a. Executive Committee: *Mark Bergsma, WDB Chairperson*
 - b. Career Educational Advisory Council (CEAC): *Angie Barksdale, Chief Operating Officer*
 - c. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - d. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
7. Update on West Michigan Works! Strategic Plan **Information Item**
Janie McNabb, One-Stop Operator
8. WDB Dashboard: *Angie Barksdale* **Information Item**
9. Solutions Driven Updates **Information Item**
Amy Lebednick, Business Solutions Director and Tasha Evans, Talent Solutions Director
10. Other Business **Information Item**
11. Public Comment
12. Adjournment

Next Scheduled Workforce Development Board Meeting: June 13, 2022 at 12:00 p.m.
located at: L. William Seidman Center (GVSU), 50 Front Street S.W. (1008SB Loosemore Forum)
Grand Rapids, MI 49504



Workforce Development Board (WDB) Meeting

L. William Seidman Center (GVSU)

50 Front Street S.W. ▪ (1008SCB Loosemore Forum) ▪ Grand Rapids, MI 49504

Public Access: <https://westmiworks-org.zoom.us/j/91783877644>

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+1 (929) 436-2866 Meeting ID: 917 8387 7644 Passcode: 521676

Monday, February 14, 2022 ▪ Meeting 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Mark Bergsma (Chairperson), Heather Daniel (Vice-Chairperson), Randy Boss, Norm Brady, Kenyatta Brame, Morgan Carroll, Tonia Castillo, Jordan Clark, Cathy Cronick, Paul David, Jim Fisher, Kristin Garriss, Jennifer Heinzman, Jon Hofman, David Kitchen, Shana Lewis (Kalamazoo, MI), Daniel Rinsema-Sybenga, Dave Smith, Dan TenHooopen, Mark Thomas (Grand Rapids, MI), Stacy Young

Workforce Board Members Absent: Nora Balgoyen, Ryan Bennett, John Buchan, Mandy Cooper, Jay Dunwell, Mike Helsel, Rebecca Herrington, Scott McLean, Bill Pink, Michelle Seigo, Samantha Semrau

Staff Present (physical location or virtually): Angie Barksdale, Bob Perkins, Amy Lebednick, Janette Monroe, Jane Kreha, Tawanna Wright, Mac Dodds, Jerry Hill

Guests Present: Janie McNabb (One-Stop Operator), Ryan Struck-VanderHaak (Wolverine Building Group), Steve Heethuis (NN Mobile Solutions|Autocam)

1. Call to Order at 12:04 p.m. Chairperson, Mark Bergsma.

2. Public Comment- None.

3. Approval of December 13, 2021 Minutes

Action Required

Motion – Dave Smith

Second – Jennifer Heinzman

Item Approved by Vote – Motion carried.

4. Presentations: Industry Talent Councils

Information Item

a. Construction Careers Council (CCC)

Ryan Struck-Vanderhaak, HR Business Partner, Wolverine Building Group, reported that the CCC was founded in May 2021, and is a collection of different trade employers, training providers, and union representation. Ryan presented information about CCC's mission Statement, council strategies, key accomplishments, and plans for the future. Discussion took place and Ryan answered board members' questions.

b. Discover Manufacturing

Action Required

Steve Heethuis, NN Mobile Solutions|Autocam, reviewed the Discover Manufacturing (DM) report that was included in the board packet. He discussed DM's mission statement, council strategies, DM members and council representation, and council initiatives (including Manufacturing Week, grants, funding and career pathways development). Discussion took place and Steve answered board members' questions.

5. Approval to reschedule April 11, 2022 WDB Meeting

Action Required

Janette Monroe, Executive Assistant, reported that the National Workforce Boards Forum (NAWB) is scheduled to take place in-person in Washington, D.C. April 11-14 and staff and few executive committee

members are planning to attend. Due to the conflict, WMW is requesting full WDB approval to reschedule the April WDB meeting from April 11 to April 18, which the Executive Committee already voted to support.

Motion – Dan TenHooen

Second – Jim Fisher

Item Approved by Vote – Motion carried.

6. Policy Approvals **Action Required**
 Angie Barksdale, Chief Operating Officer reported that there are multiple policies that need board approval. Board members agreed to make one motion for the following policy approvals:

- a. WMW 16-03c5: Welfare Reform Supportive Services Policy
 Angie Barksdale reviewed that Michigan Works! agencies are charged with managing payment of supportive services and are responsible for ensuring that the provision of supportive services are appropriate, and that the proper documentation is on file. Angie reviewed the changes to this policy which added technology equipment for job seekers in need, along with transitional supportive services for job seekers with an open and active case with the program.
- b. WMW 18-02c2: Trade Adjustment Assistance (TAA) Waiver from Training Policy
 Angie Barksdale explained that this policy update revises the requirements and deadlines for waiver of training under the TAA Final Rule of 2020 and the TAA Reversion of 2021. Discussion took place. Staff answered additional board members' questions.
- c. WMW 22-01: Learn, Earn, and Provide (LEAP) Supportive Services
 Angie Barksdale reviewed that WMW in Muskegon has joined the LEAP pilot, in close partnership with Muskegon County Friend of the Court (FOC). The LEAP pilot is a program aimed to assist non-custodial parents with getting back on track with child support payments by helping them obtain and maintain employment. Angie reviewed that LEAP participants are eligible for supportive services and incentives. Angie reviewed the current supportive services, and the newly proposed incentives for LEAP participants. Discussion took place. Staff answered additional board members' questions.

Motion – Dan TenHooen

Second – Morgan Carroll

Item Approved by Vote – Motion carried

7. WMW WDB Subcommittees Updates **Information Item**

- a. Executive Leadership and Strategic Engagement Committee (Executive Committee): Mark Bergsma, Chairperson, reported that the Executive Committee met in January and discussed the Strategic Plan, the April meeting, the National Association of Workforce Boards (NAWB) Forum and this meeting agenda. Mark announced that Cindy Brown has recently left her position with The Right Place, Inc. and has taken another employment opportunity. A recommendation for her replacement has been received and staff are working on filling Cindy's seat. Mark also noted that WMW committee rosters were discussed, and he asked that any WDB members who were interested/willing and able to serve on any of them to reach out to staff.

Career Educational Advisory Council (CEAC): Angie Barksdale, reported that the CEAC met on January 28, 2022. CTE Directors in attendance provided updates on activities occurring in their programs. There was robust conversation about challenges as it pertains to staff shortages. The Council also discussed required assessments. Updates on Adult Ed programming, Access for All, service operations and facilities changes occurring within WMW were also provided.
- b. Legislative Committee: Jim Fisher, WDB Member and Legislative Chairperson, reported that the committee met in January and appointed Nate Henschel (Director of Government Affairs with the Grand Rapids Chamber), had discussion on 2022 MWA Legislative Priorities, and discussed at length the redistricting maps and work being done with the MWA lobbyist for an update to the current OMA to include workforce boards. Also, upcoming Legislative Day is scheduled for

March 9, 2022 in Lansing. WMW staff are planning to attend visits for two days to ensure meetings with as many legislators as possible.

- c. Solutions Driven Committee: Jordan Clark, WDB Member, reported that the newly formed committee is scheduled to meet next week. The committee will be focused on addressing barriers to implement talent, business, and retention solutions, serving as a sounding board for director-level staff, the industry councils, and the board.

8. Review of West Michigan Works! Strategic Plan

Discussion Item

Janie McNabb, One-Stop Operator, reported that updated Strategic Plan was approved in February 2020, just prior to the onset of the COVID pandemic. Janie also reviewed that the board established a new committee structure in June 2020, which called for an ad-hoc workgroup to review the strategic plan as needed. Chairperson, Mark Bergsma has called for the Executive Leadership and Strategic Engagement Committee (Executive Committee) to serve as that workgroup. Janie further reviewed that given the significant changes that have occurred over the past two years, a review at this time is appropriate and warranted. Janie reported that at the January 10, 2022, the Executive Committee discussed the relevance of the current strategic plan. Janie reviewed that this discussion revealed that although much in the environment has changed, the strategies are still relevant. However, there is a need for more information on how the strategies have been implemented during this time of change. Janie reviewed the documents in the board packet and requested board members share their perspectives on the five goals and if any of the associated strategies need to be eliminated, replaced or revised. Discussion took place and Janie and staff answered board members' questions. Janie further reported that she will provide a report to the Executive Committee explaining how the organization has shifted/changed and continued to deliver services during the changing environment over the past two years. Additionally, there was a brief discussion about the mission and vision statements. A recommendation was made for labor market analysis by Industry. Angie requested that if board members have additional thoughts or recommendations on the Strategic Plan to reach out to staff, Janie, or Mark.

9. WDB Dashboard

Information Item

Angie Barsdale, Chief Operating Officer, reviewed the Service Summary for October 1, 2021 through December 31, 2021 with board members. The Summary provides data about the organization's progress toward fulfillment of its services in alignment with the 2020 Strategic Plan. Angie reviewed the data points related to Service Center Traffic & Call volume (which to-date, is currently increasing), Diversity of Job seekers Served, Employers Served, Diversity of Employers (which includes industries represented in the "Other" category such as consulting, education, entertainment/media, finance, government, hospitality, not-for-profit, retail, recreation, staff agency, and communication), Jobs Filled by Industry, Training by Industry (which includes active non- Going Pro Talent Fund grants that are administered by WMW), Training Completed with GPTF grants (trainings that have been completed and paid out), Hiring Events, Retention Solutions, and Work Ready Certificates Earned.

10. Solutions Driven Updates

Information Item

Grants-New: Angie Barsdale stated that several staff members continue to work on numerous grant and funding opportunities. Angie stated that WMW is keeping most of these opportunities on the agenda to keep WDB members updated. The grants listed below are all focused on training, re-training, and apprenticeships to ensure job seekers are ready for in-demand jobs.

- a. Good Jobs Challenge

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. The WMW/GRCC proposal includes funding to increase the capacity of our industry talent councils by funding staff to lead

new and established initiatives of the councils, expand career pathway mapping, serve as a connector between school and employer, and expanding access to training opportunities and high paying jobs via community outreach hubs. Angie stated the total request was just over \$10.2 million for the three-year project.

b. The Talent Pathways Program

West Michigan Works! has agreed to partner 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. This program will fund up to 20 companies who can receive up to \$25,000 in reimbursed training expenses, including wages. Advanced Manufacturing and Technology employers located in Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, and Ottawa Counties may apply to participate on The Right Place website.

Grants/Funding Opportunities:

Amy Lebednick, Business Solutions Director, stated that several staff members continue to work on numerous grant and funding opportunities. Amy stated that WMW is keeping most of these opportunities on the agenda to keep WDB members updated. The grants listed below are all focused on training, re-training, and apprenticeships to ensure job seekers are ready for in-demand jobs.

- a. Grand Rapids Community College's One Workforce Grant
Information provided in board packet.
- b. Michigan Learning and Education Advancement Program (MiLEAP)
Information provided in board packet.
- c. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)
Information provided in board packet.
- d. Regional Talent Innovation Grants
Information provided in board packet.
- e. State Apprenticeship Expansion (SAE) – West Michigan Works!
Information provided in board packet.
- f. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC)
Information provided in board packet.

Industry Talent Council Initiatives: Amy reviewed the initiatives that the talent councils have been engaged in.

- a. Agribusiness Talent Council of West Michigan (ATC):
Amy reported the ATC is launching a series of Career Ag-xploration Events in 2022. The event will include a Mobile Food Processing Lab that will visit students in the Muskegon area in May 2022. The event provides an opportunity for employers to tell their company's story (who they are and what they produce), dispel outdated myths about agriculture and food processing, highlight the economic importance of agribusiness, showcase rewarding careers in agribusiness, and inspire students to pursue a career in agribusiness. Additionally, the first of several newsletter series entitled "The Foods That Built West Michigan" has been released. The series includes resources on best practices connected to agribusiness and will highlight one Ag employer in each issue.

- b. [Construction Careers Council](#) (CCC):
Information provided in board packet.
- c. [Discover Manufacturing](#) (DM):
Information provided in board packet.
- d. [West Michigan Health Careers Council](#) (WMHCC):
Amy reported WMHCC is in the midst of strategic planning to ensure strategies and projects are effectively supporting the rapidly changing health care landscape. In-person Career Exploration event is planned for the spring and will incorporate an innovative hiring event as part of the hands-on experience. The council continues the advancement of Apprenticeship Programs including the addition of working with the Department of Labor in implementation of a new apprenticeship program for EEG technicians. If approved, this will be the first in the nation.
- e. [West Michigan Tech Talent](#) (WMTT):
Amy reported that the West Michigan Mi{Code} Experience (formerly Hour of Code) has concluded. In total, 70 schools and 45 industry mentors participated in the event. The experience provided “live virtual” sessions for mentors to connect with classrooms. Looking forward, the council is supporting a variety of ongoing and upcoming tech initiatives including Summer of Sankofa Academy (coding workshop) via the STEM Greenhouse, MACUL conference, CYAI (Cybersecurity Youth Apprenticeship Initiative) in collaboration with WMCAT & WomSA, and a Google Career Certificate program that will offer 100+scholarships at no cost in various programs.
- f. [WMW Sponsored Registered Apprenticeships Program](#):
Amy reported that WMW has formalized its apprenticeship division, which is now led by Project Manager, Joel Elsenbroek. Joel is responsible for overseeing the work of two apprenticeship success coordinators, various apprenticeship training grants, and multiple cohort apprenticeship programs. There are currently five cohort apprenticeship models being developed for the healthcare industry. Angie further noted that West Michigan Works! has also collaborated with the USDOL ETA to publish a case study on the success of the WMW Medical Assistant Registered Apprenticeship Program. A link to the article can be accessed by clicking [here](#).

Programs

- a. [Summer Youth Work Experience](#):
Amy reported that The Youth team is ramping up for summer work experience programs across the region. There are plans and new partnerships to serve youth in all seven counties, with special concentrations in Muskegon and Kent Counties. WMW has submitted a proposal with the state for \$307,444 with other private funders.
- b. [Learn, Earn and Provide \(LEAP\) Pilot](#):
Angie Barksdale reported that LEAP launched in Muskegon as a pilot program at the end of January of this year (see 6.c. above for summary). To date, WMW has received 5 LEAP referrals, and 2 have attended orientation to be served in the program.
- c. [MiCareerQuest 2022](#):
After much deliberation the MiCareerQuest Steering Committee has decided not to hold the traditional large in-person event at DeVos in 2022. Instead, schools will have the opportunity to register for MiCareer Conversations. Students will receive career awareness resources that will allow them to explore career opportunities in West Michigan’s high demand industries. Following the career exploration, students will meet virtually with industry representatives across the Advanced Manufacturing, Agribusiness, Construction, Health Sciences, and Information Technology industries.

Initiatives**a. 2022 Hot Jobs Report and Career Pathway Maps:**

Amy reported WMW will publish an updated report of West Michigan's most in-demand jobs in February. New this year will be the addition of Career Pathway Maps tied to each occupation listed on the report. The Career Pathway maps will provide helpful career guidance to job seekers, educational institutions, and career coaches.

b. Talent Survey:

Angie Barksdale reviewed that the talent survey WMW conducted in 2020/2021 provided valuable information for service deliveries and for regional employers, and WMW had determined it was valuable enough to conduct the survey annually. Previously there was enough interest with other MWAs across the state and at the State level to conduct a statewide talent survey, however, Angie reported that this has changed and WMW will be conducting another stand-alone survey for our region.

c. Director of Talent Solutions and Director of Innovation & Strategy:

Angie Barksdale reported that Brittany Lenertz has left her position with WMW at the end of January and has taken another employment opportunity with American Institutes for Research (AIR) as a Senior Technical Assistant which was formally a part of Maher & Maher which is a nationwide consulting group. She will be working with workforce boards across the country as well as state-wide departments that are under technical assistance with DOL. Angie further announced that internal staff member, Tasha Evans has been promoted effective today, as the new Talent Solutions Director. Tasha brings several years of wealth of knowledge and experience in workforce development to her new role. Angie further noted that WMW is in the interview process for the newly formed Director of Innovation & Strategy position which was approved by the ACSET Governing Board late last fall. The latter position will be responsible for overseeing innovations and initiatives that are outside the core Michigan Works! programming such as CareerPoint, RiseUp, HireReach, MiCareerQuest, Retention Solutions, and some youth employment initiatives.

11. Other Business- None.

12. Public Comment- None.

13. Adjournment at 1:15 p.m. by Chairperson, Mark Bergsma.

Recorded by: _____ Received by: _____



2021 COMMUNITY IMPACT REPORT





Growing a Stronger West Michigan Workforce

The Agribusiness Talent Council (ATC) is a collaborative of agribusiness employers, educators, workforce development and economic development organizations working together to meet West Michigan's current and future agribusiness talent needs.

STRATEGIES

- **Promote the Industry:** We are focused on promoting agribusiness as a great career pathway for all ages.
- **Recruit and Retain Talent:** We create and join efforts to bring new talent into the industry and maintain talent long term.
- **Train:** We connect businesses with resources to upskill their current workforce.
- **Connect to Resources:** We create and share beneficial resources for the agribusiness industry.

COUNCIL EMPLOYER PARTICIPANTS

Hearthside Foods, Kent Quality Foods, Leprino Foods, Dykhuis Farms, Revolution Farms, Koeze Company, Herbrucks Poultry Ranch, Riveridge Produce Marketing, Ottawa County Economic Development, Michigan State University, Kent County ISD, and West Michigan Works!

ADDITIONAL PROJECT PARTNERS

Michigan Department of Agriculture and Rural Development, Department of Labor and Economic Opportunity, Shady Lane Farms, Jawor Brother Blueberries, Double L Enterprises, Tender Lawn Care, Landscape Design Solutions, Zeeland Farm Services, Ceres Solutions, Litehouse Food, Michigan Turkey, Sietsema Farms, Telamon, Burch Partners, Cargill, PMSI, Arbre Farms, Kellogg's, Roskam Baking Company, House of Flavors Premium Ice Cream, Peterson Farms, Right Management



The Agribusiness Talent Council:

- is employer-led and convened by West Michigan Works!
- is collaborative in nature.
- supports local efforts to connect individuals with employment opportunities in agribusiness.
- creates new programming when needed.
- provides opportunities for employers to engage in growing the region's talent pool.

INITIATIVES





Agribusiness Job Fair

The job fair was held, in partnership with the Michigan Department of Agriculture and Rural Development, during the Agribusiness Spotlight Week. **The event connected:**

-  **13** agribusiness employers with
-  **36** job seekers.




Agribusiness Spotlight Week

The industry-specific spotlight week helped us shine a light on the great careers available in agribusiness. **The week featured:**

-  **7** participating agribusiness employers.
-  The premier of a video highlighting agribusiness careers that was viewed over **180** times on YouTube.
-  Media coverage in the **Grand Rapids Business Journal, WZZM 13, MLive, and Second Wave Media.**
-  **6** career exploration workshops through the Michigan State University Institute of Agricultural Technology.



MiCareerQuest

MiCareerQuest is an innovative, experiential, one-day career event that was developed in response to employers' needs for future talent. Agribusiness participated as a stand-alone sector for the first time in 2021. **The event featured:**

-  **11,493** registered middle and high school students.
-  **19** agribusiness employers who collaborated on **12** exhibits.
-  **15,657** unique visits to booths in the agribusiness sector.


West Michigan Works! Training Grant Expansion

Through the Going Pro Talent Fund, incumbent, and on-the-job training, **the ATC was able to:**

-  Invest over **\$630,000** in training grant awards.
-  Make training accessible and affordable for **486** individuals.

Custom Leadership Training

The agribusiness industry provides advancement opportunities for production workers to become managers and leaders. These workers may not have formal leadership training, and this project was created to develop critical leadership skills, reduce turnover, and improve production. In partnership with Right Management, **the ATC piloted a training for first-line supervisors, making it possible for:**

-  **18** employees at **5** local agribusiness employers to develop their leadership skills.

“

If the past year taught us anything, it's that everyone needs to eat, and our local food systems are the most reliable. Even during economic booms and busts, our farms need to be able to produce food, which makes agriculture a near recession-proof industry. Agriculture-related businesses need more young talent interested in all aspects of ag so that we can continue to grow and produce healthy food here in Michigan.”

- Allison Brink, executive director
Michigan Allied Poultry Industries

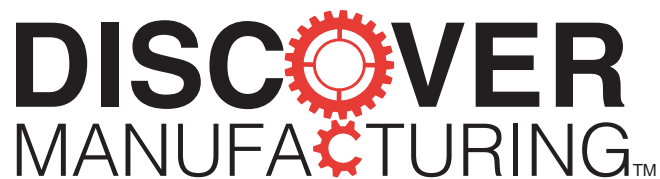


West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.

DISCOVER
MANUFACTURING™

2021 COMMUNITY IMPACT REPORT





We exist to inspire and expand manufacturing talent in West Michigan

We are a talent council collaboration between manufacturers, education, economic development and workforce development recognized as a critical resource to our region's manufacturers in supporting their long-term talent needs.

Our project-based initiatives take a three-pronged approach:

- **Promote manufacturing careers.**
- **Develop training opportunities.**
- **Share best practices across our region.**

MEMBERS

Over **280** companies/organizations involved in project-based initiatives.

Over **600** companies/organizations within our network.

ORGANIZATIONS REPRESENTED ON OUR BOARD

West Michigan Works! The Right Place, NN Mobile Inc, Herman Miller, Wolverine Coil Spring, Scherdel Sales, Flex Fab, Kent ISD, and Muskegon Community College

Discover Manufacturing's leadership team is comprised of additional representation from 22 employers.

Discover Manufacturing:

- **Supports collaborative participation.**
- **Is focused exclusively on talent.**
- **Is employer led.**
- **Is regionally focused.**

Today's
manufacturing jobs
are high-tech,
high-skilled, and
high-demand.

INITIATIVES

Manufacturing Week

Manufacturing Week is a national initiative to expose students to careers in advanced manufacturing. Our 2020 virtual event engaged:

- ⚙️ **35** manufacturers
- ⚙️ **65** schools
- ⚙️ **12,839** students

Notable:

26% growth in the number of students.

DM YouTube channel launched to house Manufacturing Week digital content.

Five \$500 scholarships awarded to high school seniors pursuing a career in manufacturing.

Adopt-a-School

In partnership with Talent 2025, this initiative was designed to connect manufacturers with local schools to build long-term engagement and increase awareness of manufacturing career opportunities.

Resources for employers are now available on the DM website.

- ⚙️ **11** schools adopted.

West Michigan Works! Expansion of Training Grants

- ⚙️ **\$106,032** awarded for incumbent worker training, resulting in **78** upgraded skill certifications.

Industry Spotlight Week

A West Michigan Works! initiative to build awareness of career opportunities in five high-demand industries.

A video highlighting manufacturing's impact and career opportunities was created and promoted on the West Michigan Works! and Discover Manufacturing websites, social media, and the Discover Manufacturing YouTube channel.

A live virtual discussion with four industry experts highlighted the benefits of automation from a talent perspective.

Two manufacturers were interviewed on a WZZM segment.

Going PRO Talent Fund

- ⚙️ **\$5,471,376** awarded to manufacturers in West Michigan.
- ⚙️ Resulted in training for **2,259** new hires.
- ⚙️ Created **206** new apprentices.

Career Pathways Development

Job analysis sessions continue as the first step in creating career pathway maps for all manufacturing jobs identified as high demand in wmw's 2020 hot jobs.

- ⚙️ **2** job families verified (3 additional job families scheduled).

“

Discover Manufacturing’s project-based initiatives are designed to positively impact the regional talent pool and provide pathways to highly skilled and high-demand manufacturing jobs.”

- Jerry Hill

Discover Manufacturing Lead



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wmihealth  careers

2021 COMMUNITY IMPACT REPORT



Building a pipeline of qualified health care talent for West Michigan

The West Michigan Health Careers Council (WMHCC) is an employer-led, collaborative council of health care employers, educators, and workforce development and economic development organizations working together to meet West Michigan's health care talent needs.

STRATEGIES

- **Outreach & Promote:** We work with employers and community partners to encourage careers in the health care industry.
- **Education & Trainings:** We provide opportunities for individuals to learn about and enter the industry, as well as work effectively in the field.
- **Funding & Resources:** We connect employers to funding opportunities and resources that support West Michigan's health care talent needs.
- **Retention:** We create solutions to help health care employees stay within the industry or at their organization.

ENGAGEMENT



Onboarded **5** new employer members this year.



Engaged over **115** employers through partner meetings, newsletters, events, and more!

COUNCIL EMPLOYER PARTICIPANTS

Spectrum Health, Mercy Health, Holland Home, Clark Retirement, Metro Health – University of Michigan Health, Hope Network, Pine Rest, Forest View Hospital, Illuminate/SKLD, Kent Intermediate School District, Grand Rapids Community College, Metrics Reporting, Western Michigan University, and West Michigan Works!

West Michigan Health Careers:

- is employer-led and convened by West Michigan Works!
- is collaborative in nature.
- supports local efforts to connect individuals with employment opportunities in health care.
- creates new programming when needed.
- provides opportunities for employers to engage in growing the region's talent pool.

INITIATIVES

Apprenticeships



WMHCC continued to support existing apprenticeship programs for sterile processing, surgical tech, and medical assistant. In addition, we began developing programs for electroencephalographic tech and general insurance agents.

The Medical Assistant Registered Apprentice program (MARAP) provides job seekers in West Michigan the opportunity to become a certified MA. Through hands-on clinical training and classroom work at Grand Rapids Community College or Muskegon Community College, **MARAP:**

-  had **60** inquiries from interested individuals.
-  graduated **22** participants.
-  Leveraged funding from **6** sources to provide **\$80,000+** in tuition assistance.

Community Health Worker Training






WMHCC funded the three-month training through GRCC and Spectrum Health. The credential earned through the training can help participants secure a job as a community health worker or allow those already in the field to better serve their community. **The training provided important job skills to:**

-  **7** job seekers in programs at West Michigan Works!
-  **6** health care workers employed at the Hispanic Center of West Michigan, Mercy Health, SHMG Zeeland Family Medicine, and Spectrum Health.

Item #4





Health Care Spotlight Week

The industry-specific spotlight week helped us shine a light on the great careers available in health care. **Highlights include:**

-  Online content reached over **6000** individuals.
-  **Video highlighting health care careers** premiered on the WMHCC website, social media and YouTube.
-  Media coverage on **WZZM 13**.
-  An **industry-specific job fair**.
-  An **employer-led panel** that highlighted the benefits of working in the industry.

MiCareerQuest



MiCareerQuest is an innovative, experiential, one-day career event that was developed in response to employers' needs for future talent. **The 2021 event featured:**

-  **11,493** registered middle and high school students.
-  **6** health care organizations participated.
-  **68,807** unique booth visits in the health care sector.
-  information on **Over 20** health care occupations.

Implicit Bias Training

In response to the COVID-19 pandemic's disproportionate impact on people of color, Governor Whitmer issued a directive for health care professionals to receive implicit bias training.

WMHCC funded and hosted the training, with the following impact:

-  Over **50** individuals received mandatory training.
-  **27** health care organizations were represented at the training.

“

West Michigan Health Careers Council allows us to partner with others in a similar industry, share our experiences and challenges, hear best practices that others have developed, and identify ways we can influence the labor market through partnerships with community organizations.”

- Michael Hill, Council Member
Hope Network



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2021 COMMUNITY IMPACT REPORT

Item #4

FUELING THE IT INDUSTRY IN WEST MICHIGAN

WMTT is a collaborative of technology employers, educators, workforce development, and economic development organizations working together to meet West Michigan's current and future technology talent needs.

GOALS

- Work as a region to expand the IT talent pool.
- Create a network of IT employers focused on talent initiatives.
- Connect IT employers to resources available to upskill their talent.
- Connect IT employers with local non-profits, initiatives, and events that promote tech careers.

MEMBERS

100+ companies/organizations within our network

BOARD & SPONSORING ORGANIZATIONS

The following organizations have supported the work of WMTT through board membership and funding. All funding goes directly to support local projects.

Farmers Insurance, Gordon Food Service, Grand Circus*, Grand Valley State University, JADEx, National Nail, Open Systems Technologies, Randstad Technologies, SpartanNash, Spectrum Health, Tech Defenders, The Right Place, and West Michigan Works!

**Non-board member - provided financial support in 2021.*

WEST MICHIGAN TECH TALENT:

- Provides employers the opportunity to be involved in expanding their talent pool.
- Creates programming when a need is identified.
- Supports West Michigan organizations through partnerships and sponsorships.
- Encourages local projects that align with our efforts.
- Is collaborative in nature.
- Is employer led and convened by West Michigan Works!

INITIATIVES

IT'S HAPPENING NETWORKING EVENT

In partnership with Hello West Michigan, WMTT hosted the first-of-its-kind networking event for West Michigan IT employers and tech talent to connect virtually. **Through IT's Happening, WMTT connected:**

- ▶ **6** IT employers with
- ▶ **37** local tech professionals

AFA CYBERCAMP

In partnership with the West Michigan Center for Arts + Technology (WMCAT), WMTT made it possible for middle and high school students to build fundamental technical skills for a career in cybersecurity while exploring STEM careers. **Because of WMTT's support:**

- ▶ **30** students were able to attend virtual camp.

STEM GREENHOUSE

STEM Greenhouse provided STEM curriculum to students in grades six, seven and eight during the 2020-21 school year. The program was offered at two schools in the Grand Rapids Public Schools district, which do not have middle school science teachers. **Because of WMTT's support:**

- ▶ **35** students participated in a rigorous STEM curriculum to build knowledge and interest in the field.

HOUR OF CODE

WMTT organizes local participation in this global initiative to bring introductory coding to elementary students in our region. **Through Hour of Code, WMTT engaged:**

- ▶ **2400** West Michigan elementary students
- ▶ **81** West Michigan teachers
- ▶ **12** West Michigan IT employers

INDUSTRY LED COLLABORATIVE TRAINING

GOINGPRO TALENT FUND (GPTF)

The GPTF program provides employers with support to train new staff and upskill current employees in high-demand occupations to meet their talent needs. **Because of the GPTF:**

- ▶ **17** IT companies/departments received grants.
- ▶ **\$500k +** in training GPTF grant dollars were awarded.

EXPANSION OF TRAINING FUNDS

The expansion of grants, including GPTF, incumbent worker training, and on-the-job training funds, **resulted in:**

- ▶ **\$847k** in funding
- ▶ **498** total trainees

“

“West Michigan Tech Talent acts as a catalyst to make connections between employers of IT professionals and the community. We aim to grow, develop, recruit and retain top tech talent in our region. We want to accelerate this process by promoting IT careers to K-16 students, upskilling our current workforce and adult career changers, and partnering with Hello West Michigan to create IT specific recruitment campaigns to fill in-demand occupations.”

- Anne Pentiak
West Michigan Tech Talent Lead



West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.



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Ottawa County
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Holland, MI 49423
(616) 396-2154

MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)

FROM: Amy Lebednick, Business Solutions Director

DATE: April 12, 2022

RE: Career Education Advisory Council (CEAC) Member Approvals

Background

The CEAC is in need of employer representatives and a parent on the council and has received four membership applications, listed below:

- Kim Slazek - Transmatic
- Luke McCotter – ADAC Automotive
- Jimmy Brady – Consumers Energy
- Kim Baron – Parent

Attached are the applications and the current CEAC roster.

Action

WMW staff is requesting that the West Michigan Works! Workforce Development Board approve the appointments of these four individuals to our CEAC.



West Michigan Works! Career & Educational Advisory Council Application

1. APPLICANT INFORMATION			
Last Name	First	M.I.	Date of app:
Street Address		Apartment/Unit #	
City	State	ZIP	
Phone	E-mail Address		
2. EMPLOYMENT			
Company		Address	
Position			
Responsibilities			
3. WHICH SECTOR DO YOU REPRESENT (YOU MUST BE EMPLOYED IN THE SECTOR YOU ARE REPRESENTING)?			
Workforce Development Board			
Labor Organization			
Local Employer			
Local School district- offering Career & Technical Education or Adult Education Programs			
Postsecondary Institution			
Intermediate School District- offering Career & Technical Education or Adult Education Programs			
Career & Technical Education Administrator			
Public School Parent			
Academic Educator- Teacher at K-12, college or University			



West Michigan Works! Career & Educational Advisory Council Application

4. WHAT IS YOUR PAST EXPERIENCE IN SERVING ON A BOARD OR ADVISORY COMMITTEE?

5. WHY DO YOU WANT TO BE CONSIDERED FOR THIS APPOINTMENT?

6. WHICH COUNTY/COUNTIES DO YOU REPRESENT? PLEASE CHECK ALL THAT APPLY (drop down box or write-in).

<input type="checkbox"/> Allegan	<input type="checkbox"/> Kent	<input type="checkbox"/> Ottawa
<input type="checkbox"/> Barry	<input type="checkbox"/> Montcalm	<input type="checkbox"/> Regional
<input type="checkbox"/> Ionia	<input type="checkbox"/> Muskegon	

7. DOES ACSET WEST MICHIGAN WORKS! EMPLOY ANY MEMBERS OF YOUR FAMILY?

☐ Yes ☐ No

Please submit completed application to kjeltema@westmiworks.org.

Response ID:14 Data

1. Applicant Information

1. Name:

Luke McCotter

2. Street Address:

5690 Eagle Drive SE

3. City, State, Zip:

Grand Rapids

4. Phone Number:

6169570311

5. Email Address:

lmccotter@adacautomotive.com

2. Employment Information

6. Organization:

ADAC Automotive

7. Street Address:

5690 Eagle Drive SE

8. City, State, Zip:

Grand Rapids

9. Position:

Director of Human Resources

10. Description of Responsibilities:

Responsible for all employee relations at all facilities, compensation and benefits for the entire organization, workers compensation, Environmental Health & Safety, Organizational Training & Development, Payroll, and Organizational Strategic Development.

3. Application Information

11. Select the category you wish to represent (you must be employed in the area you are represent):

Private Sector Employer

12. Describe any past experience serving on a board or advisory committee:

United Way Board of Directors for Muskegon, Talent 2025 HR Advisory Council

13. Why do you want to be considered for this appointment?

I feel that I can lend a unique perspective to bridge what employers are looking for and need in the years to come with the education that is necessary to bridge that gap. Having grown up in a family of secondary teachers and my wife currently working for the Van Andel Education Institute, I have a unique perspective already on what's being done in the classroom vs. what I encounter on a daily basis in the private sector.

14. Which county/counties do you represent? Please select all that apply.

Kent
Muskegon

15. Does ACSET/West Michigan Works! employ any members of your family?

No

4. Thank You!

New Send Email

Mar 31, 2022 14:57:02 Success: Email Sent to: kjeltema@westmiworks.org,cdouglas@westmiworks.org

Response ID:15 Data

1. Applicant Information

1. Name:

Jimmy Brady

2. Street Address:

12029 White Rd

3. City, State, Zip:

Ravenna Mi, 49451

4. Phone Number:

231-740-5168

5. Email Address:

jimmy.bradyjr@cmsenergy.com

2. Employment Information

6. Organization:

Consumers Energy

7. Street Address:

700 E. Sternberg Rd

8. City, State, Zip:

Norton Shores, Mi 49441

9. Position:

Supervisor

10. Description of Responsibilities:

Supervise Electric Lineman

3. Application Information

11. Select the category you wish to represent (you must be employed in the area you are represent):

Local School District- offering career & technical education or adult education programs

12. Describe any past experience serving on a board or advisory committee:

NA

13. Why do you want to be considered for this appointment?

NA

14. Which county/counties do you represent? Please select all that apply.

Kent
Muskegon
Ottawa

15. Does ACSET/West Michigan Works! employ any members of your family?

No

4. Thank You!

New Send Email

Apr 01, 2022 09:43:02 Success: Email Sent to: kjeltema@westmiworks.org,cdouglas@westmiworks.org

Response ID:17 Data

1. Applicant Information

1. Name:

Kim Baron

2. Street Address:

2238 Godwin Ave SE

3. City, State, Zip:

Grand Rapids

4. Phone Number:

6168867840

5. Email Address:

baronk@grps.org

2. Employment Information

6. Organization:

Grand Rapids Public Schools

7. Street Address:

1331 Franklin Ave SE

8. City, State, Zip:

Grand Rapids

9. Position:

Director of School Health Services

10. Description of Responsibilities:

- Oversee health and wellness programs for GRPS
- Oversee the daily provision of nursing services provided by 20 RNs and 34 school health aides
- Develop health promotion and prevention programs
- Advise on medical emergency management for GRPS
- Advise on minimizing the spread of illness in the educational setting
- Care Planning for students with chronic health conditions
- Maintain community partnerships with local and statewide hospital systems, health departments, health and wellness providers

3. Application Information

11. Select the category you wish to represent (you must be employed in the area you are represent):

Public School Parent

12. Describe any past experience serving on a board or advisory committee:

I currently serve on the Sex Ed Advisory Board at Grand Rapids Public Schools.

I also currently serve on the City of Grand Rapids Water Advisory Council.

13. Why do you want to be considered for this appointment?

As the parent of public school students, I understand the importance of creating opportunities for continued learning and workforce training after high school. In my own family, my children's interests and skill sets are diverse, and they have different goals for the future. I would love to participate in the work of building and maintaining partnerships between schools, employers, post-secondary institutions, and career and technical programs to create diverse opportunities. I live in Grand Rapids. I've raised my family in Grand Rapids. I am committed to this community and want the next generation of leaders to have opportunities to achieve their future dreams.

14. Which county/counties do you represent? Please select all that apply.

Kent

15. Does ACSET/West Michigan Works! employ any members of your family?

No

4. Thank You!**New Send Email**

Apr 11, 2022 13:58:49 Success: Email Sent to: kjeltema@westmiworks.org,cdouglas@westmiworks.org

CAREER & EDUCATIONAL ADVISORY COUNCIL (CEAC) ROSTER
August 2020 - July 2022

WDB: West Michigan Works! 4b														
CEAC Lead Contact: Kiosha Jeltema														
Name & Title: Kiosha Jeltema - Business Solutions Manager														
Telephone Number: 616-336-3590														
Email Address: kjeltema@westmiworks.org														
					E. SECTOR/CATEGORY(S)									
					5. EDUCATION									
A. NAME & TITLE OF MEMBER (Indicate Voting or Ex Officio)	B. NAME AND TYPE OF ORGANIZATION (or School District for Public School Parent)	C. MAILING ADDRESS, PHONE, AND EMAIL	D. CHAIR	D. VICE CHAIR	1. WDB Member	2. Non-WDB Employer	3. Labor	4. Other Member	Local District	Postsecondary Institution	CTE Administrator	Academic Educator	ISD	Parent
Rich Okoniewski - CEPD 50 Director/Principal	Allegan County Technical and Education Center	Address: 2891 116th Ave, Allegan MI 49010 Phone: 269-512-7807 Email: rich.okoniewski@alleganaesa.org											x	
Dave Searles - Director of Career and Tech Education	Careerline Tech Center (Ottawa)	Address: 13663 Port Sheldon St., Holland, MI 49424 Phone: 616-796-1302 Email: dsearles@oaisd.org									x			
Rich Franklin- Superintendent	Barry Intermediate School District	Address: 535 W. Woodlawn Ave, Hastings, MI 49058 Phone: 269-945-9545 Email: rfranklin@barryisd.org											X	
Ted Paton - Associate Superintendent	Ionia County ISD	Address: 250 E Tuttle Rd. Ionia, MI 48846 Phone: 616-527-6540 Email: tpaton@ioniaisd.org											X	
Patricia Walstra - Region 4 Adult Education Consultant	Kent ISD (Adult Ed.)	Address: 2930 Knapp NE Grand Rapids, MI 49525 Phone: 231-740-1893 Email: patriciawalstra@kentisd.org											X	
Kyle Fiebig - Principal/CTE Director	Muskegon Area ISD	Address: 200 Harvey St, Muskegon, MI 49442 Phone: 231-767-3605 Email: kfiebig@muskegonisd.org		X							x			
Shannon Tripp - Associate Superintendent for CTE and Career Center Principal	Montcalm Area ISD	Address: 1550 W. Sidney Rd., Sidney, MI 48885 Phone: 616-225-5706 Email: stripp@maisd.com									X			
Cary Stamas - Director of Career Readiness and Director of Career & Tech Education CEPD 32	Kent ISD	Address: 7246 Cascade Woods SE, Grand Rapids, MI 49546 Phone: 616-365-2385 Email: carystamas@kentisd.org									x			
Michael O'Connor - Director of Adult Education	Zeeland Adult Education	Address: 96 W. 15th St., Holland, MI 49423 Phone: 616-915-1881 Email: moconnor@zps.org							X					
David Tebo - Superintendent	Hamilton Community Schools	Address: 4815 136th Ave. Hamilton, MI 49419 Phone: 269-751-5148 Email: dtebo@hamiltonschools.us							X					

[illegible]



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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)

FROM: WMW Staff

DATE: April 12, 2022

RE: WDB Member Updates

TaRita Johnson, Senior Vice-President Talent & Diversity at The Right Place has been nominated to fill the vacant WDB seat previously filled by Cindy Brown. Her appointment has been supported by the Executive Committee and will be presented to the ACSET Governing Board on April 25, 2022 for formal appointment.

WMW staff have also been notified that Norm Brady (ABC Inc) is retiring and Mike Helsel is no longer with Ventra thus will no longer be serving on the board. Staff are working on the board composition and requirements, seeking replacements and will provide updates once available.



Service Summary Oct 1, 2021 to Mar 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



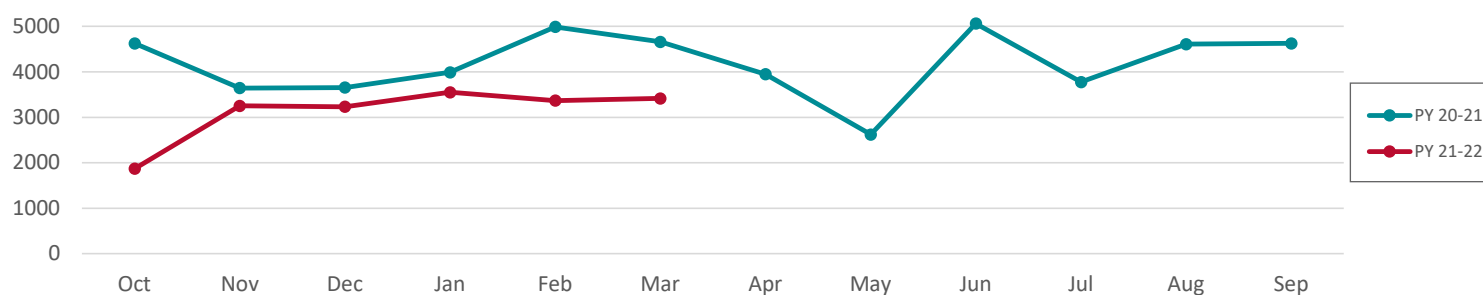
Pipeline Development



Diversity and Inclusion

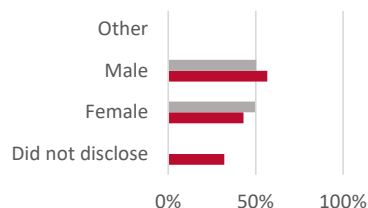
Service Center Traffic & Call Volume* (PY comparison by month)

*call volume not included in PY 21-22 numbers

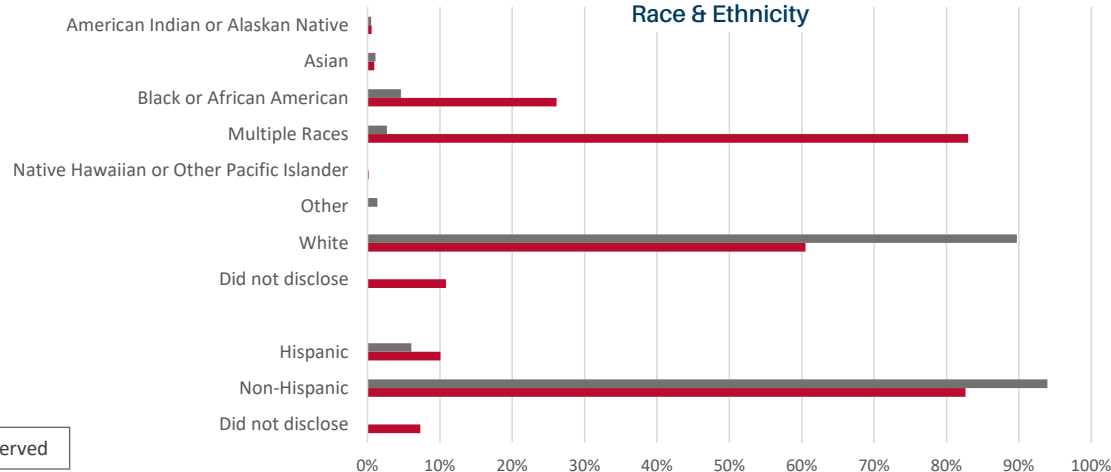


Diversity of Job Seekers Served

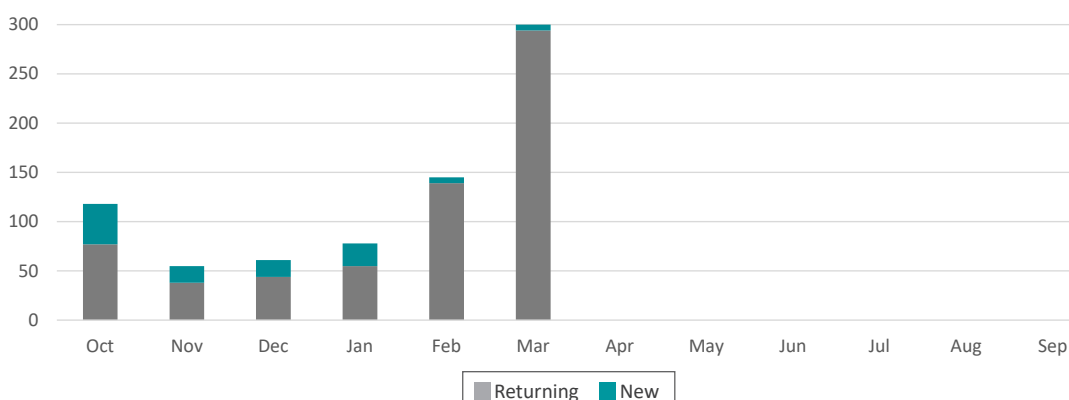
Gender



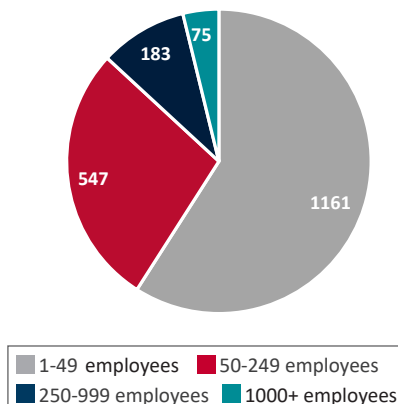
Race & Ethnicity



Employers Served (unique count)



Diversity of Employers Served (by size)



Jobs Filled by Industry

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Agribusiness	0	0	0	0	4	2						
Construction	0	38	0	0	0	3						
Health Care	65	59	200	96	622	480						
Information Technology	0	0	0	16	9	2						
Manufacturing	461	300	313	69	307	704						
Other	58	141	77	92	116	139						
TOTAL	584	538	590	273	1058	1330						

Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Agribusiness	1	0	0	0
Construction	1	79	1	3
Health Care	11	157	11	23
Information Technology	11	1	0	0
Manufacturing	110	10	0	2
Other	27	33	1	64
TOTAL	161	280	13	92

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

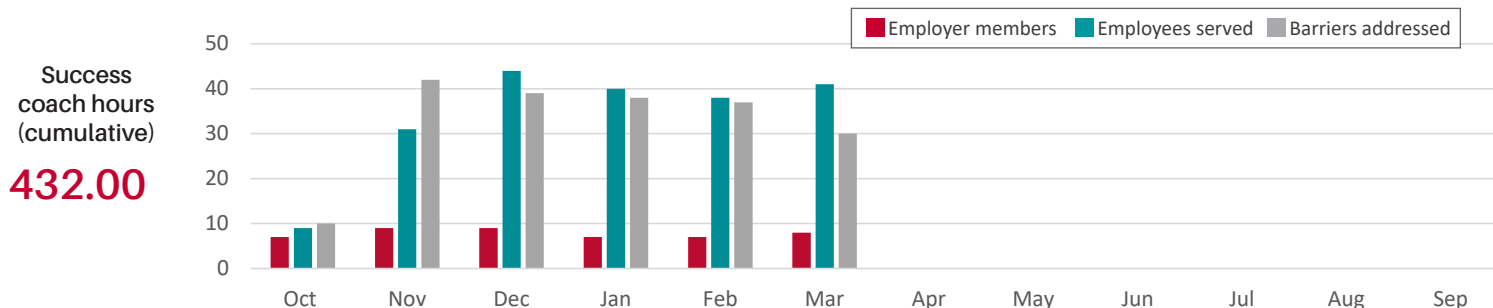
	New Hire	Classroom	Apprenticeship
Agribusiness	163	208	1
Construction	139	115	7
Health Care	734	129	11
Information Technology	319	134	0
Manufacturing	1250	1164	38
Other	158	288	13
TOTAL	2763	2038	70

Numbers as of March 15, 2022

Hiring Events

	Events	Participating Employers	Job Seekers
Q1	4	78	38
Q2	4	99	50
Q3			
Q4			
TOTAL	8	177	88

Retention Solutions Network



WorkReady Certificates Earned (cumulative)

1,940	133	53	103
Pre-Assessments	Post-Assessments	WorkReady Certificates	WorkReady Plus Certificates



Service Summary
Oct 1, 2021 to Mar 31, 2022

Workforce Development Board Dashboard Narrative

October 2021 – March 2022

Service Center Traffic & Call Volume

In October of 2021, West Michigan Works! began implementing a new tracking system. During this transition, UIA reinstated the requirement to register for work and the previously tracked service center calls shifted to include only UIA virtual appointments. Data that is not reflected in the recorded for traffic are the virtual services being provided without an appointment and those being provided through workshops, focused job search, and coaching sessions. We anticipate being able to capture all virtual services with the next stage of implementation.

Data reflected in this dashboard shows a slightly higher overall traffic count than the previous dashboard. This is due to an error in how the report was ran. That error has been corrected and the updated counts are accurate.

Diversity of Job Seekers

With the implementation of the new system mentioned above, WMW has resumed tracking demographic data. Although we are in the early stages of collecting this information, we will continue to monitor and evaluate race, ethnicity, and gender as we move forward. The data in this dashboard reflects an increased number of individuals identifying as multiple races.

Employers Served

The numbers reported are employers served each month for the initial time this program year. An employer is counted once per program year as unique; this occurs the first time an employer receives value-added services within a program year. A new employer is one that has never been engaged with WMW. A returning employer is one that has received services from WMW in a prior program year(s).

Diversity of Employers

Diversity of Employers is a new metric being tracked beginning this program year to give us a more comprehensive picture of our employer base. This metric shows the diversity of employers served by company size (total number of employees) and can be helpful in planning strategies for identifying specific employer groups for size-targeted initiatives. Industries represented in the “Other” category include: consulting, education, entertainment/media, finance, government, hospitality, not-for-profit, retail, recreation, staffing agency, and communication.

Jobs Filled by Industry

This is the total number of jobs filled for an employer based on their designated industry. These positions were filled for each employer through WMW assistance and services.

Training: Credentials by Industry

Active grants (not including Going PRO Talent Fund) administered by WMW supporting eligible new hire, classroom and apprenticeship training this reporting period.

Training: Going PRO Talent Fund

The Going PRO Talent Fund numbers presented are reflective of trainings that have been completed and paid out. FY 21 trainings ran February 2021 through January 2022. Nearly 50% of trainings for FY21 have been billed with the remainder of billing to occur through June 2022.

Hiring Events

Most hiring events are currently held virtually. Finding qualified talent continues to be a challenge, but we are pleased with the overall employer response. WMW continues to look for new and innovative ways to conduct outreach to job seekers.

Retention Solutions Network

Success Coaches provided virtual open-hours for each employer while maintaining a flexible work schedule to meet the needs of the employees, rather than having dedicated onsite hours. This data reveals the total number of employees served but does not consider the high number of touchpoints each employee had with our Success Coaches. The barriers addressed include transportation, housing, medical bills, and utilities, so that employees can successfully engage in the workplace.

WorkReady Certificates

WorkReady is an employability skills curriculum developed in coordination with employers. It consists of nine modules: five “core employability skills” and four “advanced employability skills”. 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. Following attendance at any needed workshop(s) job seekers take the post-assessment to ensure they’ve gained the knowledge necessary to understand and use that skill. Following a successful pre-assessment, workshops and post-assessment, job seekers receive a certificate that communicates to regional employers that they are “work ready.” Job Seekers can choose to obtain a WorkReady Certificate, consisting of the five core employability skills or work toward a WorkReady Plus Certificate that includes the advanced modules.

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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)

FROM: WMW Staff

DATE: April 12, 2022

RE: Solutions Driven Updates

Grants

Good Jobs Challenge: WMW 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. The WMW/GRCC proposal includes funding to increase the capacity of our industry talent councils by funding staff to lead new and established initiatives of the councils, expand career pathway mapping, serve as a connector between school and employer, and expanding access to training opportunities and high paying jobs via community outreach hubs.

The Talent Pathways Program: WMW has agreed to partner 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. This program will fund up to 20 companies who can receive up to \$25,000 in reimbursed training expenses, including wages. Advanced Manufacturing and Technology employers located in Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, and Ottawa Counties may apply to participate on The Right Place [website](#).

Grants - Ongoing

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.

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.

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.

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.

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.

Industry Talent Councils

Agribusiness Talent Council of West Michigan (ATC): The ATC is launching a series of Career Ag-xploration Events in 2022. The event will include a Mobile Food Processing Lab that will visit students in the Muskegon area in May 2022. The event provides an opportunity for employers to tell their company's story (who you are and what they produce), dispel outdated myths about agriculture and food processing, highlight the economic importance of agribusiness, showcase rewarding careers in agribusiness, and inspire students to pursue a career in agribusiness. Additionally, the first of several newsletter series entitled The Foods That Built West Michigan has been released. The series includes resources on best practices connected to agribusiness and will highlight one Ag employer in each issue.

Construction Careers Council (CCC): This is a newly formed West Michigan Works! supported Industry Talent Council. The council was formed in May 2021 and council members represent a broad range of construction trades. The CCC will continue to work closely with the Construction Workforce Development Alliance (CWDA) led by Associated Builders and Contractors. The council's key strategies are Recruit, Train, and Sustain. A few initiatives to highlight include a Traveling Roadshow teaching students about construction careers, programs to be rolled out for Careers in Construction month in October. The council received many nominations for March's Women in Construction Week. All nominees will be highlighted on the CCC website along with a newsletter series.

Discover Manufacturing (DM): Discover Manufacturing is reviewing scholarship applications and plans to award up to \$6,000.00 in scholarships from \$500 to \$2,000 this year. Since 2018, Discover Manufacturing has awarded over \$10,000 in scholarships to students who plan to use their skills and education to make a rewarding career in the Advanced Manufacturing Industry. Additionally, information on the Adopt-A-School program, including a toolkit has been added to the DM website. Adopt-A-School is an initiative that looks to promote careers in West Michigan's manufacturing industry by establishing partnerships between employers and students of all ages. The program is designed to mutually benefit both local businesses and their surrounding schools.

West Michigan Health Careers Council (WMHCC): WMHCC is in the midst of strategic planning to ensure strategies and projects are effectively supporting the rapidly changing health care landscape. In person career exploration event is planned for the spring and will incorporate an innovative hiring event as part of the hands on experience. The council continues the advancement of Apprenticeship Programs including the addition of a new apprenticeship program for EEG technicians.

West Michigan Tech Talent (WMTT): The West Michigan Mi{Code} Experience (formerly Hour of Code) Playbook developed by WMTT recently received a certificate of Copyright Registration. In 2022, Mi{Code} served 70 schools and 45 industry mentors participated in the event. The experience provided “live virtual” sessions for mentors to connect with classrooms. Looking forward, the council is supporting a variety of ongoing and upcoming tech initiatives including Summer of Sankofa Academy (coding workshop) via the STEM Greenhouse, MACUL conference, CYAI (Cybersecurity Youth Apprenticeship Initiative) in collaboration with WMCAT & WomSA, and a Google Career Certificate program that will offer 100+scholarships at no cost in various programs.

WMW Sponsored Registered Apprenticeships

WMW has formalized its apprenticeship division which is now led by Project Manager, Joel Elsenbroek. Joel is responsible for overseeing the work of two apprenticeship success coordinators, various apprenticeship training grants, and multiple cohort apprenticeship programs. There are currently five cohort apprenticeship models being developed for the healthcare industry. West Michigan Works! Has also collaborated with the USDOL ETA to publish a case study on the success of the WMW Medical Assistant Registered Apprenticeship Program. A link to the article can be accessed by clicking [here](#).

Programs

Summer Youth Work Experience: The Youth team is ramping up for summer work experience programs across the region. There are plans and new partnerships to serve youth in all seven counties, with special concentrations in Muskegon and Kent Counties. We have submitted a proposal with the state for \$307,444 with other private funders.

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. To date, WMW has received 5 LEAP referrals, and 2 have attended orientation to be served in the program.

MiCareerQuest 2022: Schools will have the opportunity to register for MiCareerConversations through April 21. Attendees will receive career awareness resources that will allow them to explore career opportunities in West Michigan’s high demand industries. Following the career exploration, students will meet virtually with industry representatives across the Advanced Manufacturing, Agribusiness, Construction, Health Sciences, and Information Technology industries.

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. In addition to assisting job seekers with set a side application, fingerprinting, attorney fees, and navigation, WMW is working closely with Legal Aid of West Michigan and other local entities to offer workshops and expungement fairs to the public.

Initiatives

2022 Hot Jobs Report and Career Pathway Maps: WMW has published an updated report of West Michigan's most in-demand jobs. You may view or download the report [here](#). New this year will be the addition of Career Pathway Maps tied to each occupation listed on the report. The Career Pathway maps will provide helpful career guidance to job seekers, educational institutions, and career coaches. These are projected to be added to the Hot Jobs report online next month.

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 anticipate this survey to launch towards the end of April 2022.

Grow With Google: WMW has received 100 scholarships to provide access to job seekers and incumbent workers to earn a Google Career Certificate. The online training leads to in-demand skills without the need for a college degree or prior experience, in the fields of data analytics, IT support and project management.