



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>
You can also dial in using your phone
+1 (929) 436-2866 Meeting ID: 917 8387 7644 Passcode: 521676
Monday, February 14, 2022 ▪ Meeting 12:00 p.m. – 1:30 p.m.

AGENDA

1. Call to Order: *Any board member(s) attending virtually must either state physical location on the record or type the information in the public chat box.*
2. Public Comment – Agenda Items
3. Approval of the December 13, 2021 Minutes **Action Required**
4. Presentations: Industry Talent Councils **Information Item**
 - a. Construction Careers Council, *Ryan Struck-Vanderhaak*
 - b. Discover Manufacturing, *Steve Heethuis*
5. Approval to reschedule April 11, 2022 WDB Meeting: **Action Required**
Janette Monroe, Executive Assistant
6. Policy Approvals, *Angie Barksdale, Chief Operating Officer* **Action Required**
 - a. WMW 16-03c5: Welfare Reform Supportive Services Policy
 - b. WMW 18-02c2: Trade Adjustment Assistance (TAA) Waiver from Training Policy
 - c. WMW 22-01: Learn, Earn and Provide (LEAP) Supportive Services
7. WDB Committee/Council Updates **Information Item**
 - a. Executive Committee: *Mark Bergsma, WDB Vice-Chairperson*
 - b. Career Educational Advisory Council (CEAC): *Angie Barksdale*
 - c. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - i. Legislative Day – March 9, 2022
 - d. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
8. Review of West Michigan Works! Strategic Plan **Discussion Item**
Janie McNabb, One-Stop Operator
9. WDB Dashboard: *Angie Barksdale, Chief Operating Officer* **Information Item**
10. Solutions Driven Updates **Information Item**
Amy Lebednick, Business Solutions Director and Angie Barksdale
11. Other Business **Information Item**
12. Public Comment
13. Adjournment

Next Scheduled Workforce Development Board Meeting: April 18, 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) Annual Meeting

Frederik Meijer Gardens (Huizenga Grand Room South)

1000 East Beltline NE • Grand Rapids, MI 49525

Public Access: <https://westmiworks-org.zoom.us/j/93995138476>

You can also dial in using your phone

+1 (929) 436-2866 Meeting ID: 939 9513 8476 Passcode: 687656

Monday, December 13, 2021

Meeting 12:00 p.m. – 1:30 p.m. (In-person lunch begins at 11:30 a.m.)

MINUTES

Workforce Board Members Present: Mark Bergsma (Chairperson), Heather Daniel (Vice-Chair), Nora Balgoyen, Ryan Bennett, Randy Boss, Norm Brady, Kenyatta Brame, Cindy Brown (Grand Rapids, MI), John Buchan (Grand Rapids, MI), Tonia Castillo, Jordan Clark, Mandy Cooper, Cathy Cronick, Jay Dunwell (Grand Rapids, MI), Jim Fisher, Kristin Garris, Jennifer Heinzman, Rebecca Herrington (Plainwell, MI), Jon Hofman, Dave Kitchen (Coopersville, MI), Shana Lewis (Clinton Township, MI), Scott McLean, Bill Pink, Daniel Rinsema-Sybenga, Michelle Seigo, Samantha Semrau, Dave Smith

Workforce Board Members Absent: Paul David, Jim Edmonson, Mike Helsel, Daniel TenHooopen, Mark Thomas, Stacy Young

Governing Board Members Present: Commissioners Frank Garcia, Larry Tiejema, Ben Geiger, Melissa LaGrand, Malinda Pego, Bob Scolnik, Roger Bergman, Ron Baker, Kurt Reppart, Mark De Young, Jim Storey

Governing Board Members Absent: Commissioners Senita Lenear, Stan Stek, Robert Womack

Staff Present (physical location or virtually): Jacob Maas, Angie Barksdale, Amy Lebednick, Brittany Lenertz, Janette Monroe, Jane Kreha, Melanie White, Tawanna Wright, Laura Krist, Abby Stalker, Emily Gary, Jessica Reinsch, Jody Haagsma, Joel Elsenbroek, Juan Rosario, Kiosha Jeltrema, Larry Sanders, Lisa Tabaczka, Erin Kenny, Mark Dumouchelle, Nichole Northern, Marlene Brostrom, Robel Rozene, Stacy Bush, Tasha Evans

Guests Present: Val Putnam, Sherry White, Heidi Huizenga, Jessica VandenBosch

1. Call to Order at 12: 10 p.m. WDB Chairperson, Mark Bergsma

2. Public Comment- None.

3. Approval of October 11, 2021 Minutes

Action Required

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

4. Presentation and Recognitions

Information Item

Mark Bergsma, WDB Chairperson, on behalf of the board and organization thanked the guests, board members, and elected officials for joining the meeting. Mark reported that the WMW annual report will be available in the coming weeks. Mark reviewed that West Michigan Works' approach is Proactive, Integrated and Sustainable. This year, we added Tenacious. Mark further reported that 2021 was another year for flexibility and adaptability, which required WMW to dig deep into depleted stores of energy, optimism, and resources to deal with the stress of the pandemic and the realization that we still are not at the end of the long, protracted recovery, but West Michigan Works! rose to the challenge.

a. Talent Solutions, Retention Solutions and Partner of the Year

Brittany Lenertz, Talent Solutions Director, reviewed the following highlights from Talent Solutions programs: the number of job seekers served, wages earned, and service center traffic

over the last few months. Brittany further reported on In-Person and Virtual Services, The WMW Shining Star Recipient, the Clean Slate program, the WMW 2021 Talent Survey, CareerPoint, and the Retention Solutions Network.

In addition, Brittany presented Plainwell Adult Education with the Partner of the Year Award. Plainwell Adult Education has been a strong partner to WMW for many years. Plainwell has a well-earned reputation for being innovative, creative, and relentless in providing quality adult education services. Together, the partnership provides GED and high school completion instructional services, which have made a profound impact on the Barry County community. Heidi Huizenga accepted the award.

b. Employer Solutions and Employer of the Year

Amy Lebednick, Business Solutions Director, reviewed the following highlights from Business Solutions programs: the number of employers served, jobs filled, talent fund distributions, industry council initiatives, Career Awareness Events, which includes MiCareerQuest®, Discover Manufacturing Week, MI{Code} Experience & Playbook, and Registered Apprenticeships. In addition, Amy presented Dykhuis Farms with the Employer of the Year Award. Dykhuis Farms is a West Michigan-based, family-owned organization. Dykhuis Farms has a wide range of career opportunities for growth within the organization. Staff from Dykhuis participated in the pilot of Agribusiness Talent Council's customized leadership training in early 2021 and provided valuable feedback to help shape the implementation of the training for others in the industry going forward. Dykhuis is committed to hiring local employees and providing on-the-job training to create its own skilled workforce. WMW is grateful to Dykhuis for its partnership and commitment to creating a strong workforce for West Michigan. Jessica VandenBosch of Dykhuis Farms accepted the award.

c. Sharing Knowledge and Best Practices

Angie Barksdale reported that every year, WMW has the honor of presenting at conferences and consulting with other organizations around the country and state on WMW's organizational structures and programs. Angie reported that in 2021 staff presented to and/or consulted with several workforce development boards, state departments, and community-based organizations on WMW's structure, regionalization, business services, Talent Councils and/or Registered Apprenticeship programs. Angie reported that some of these organizations were from Florida, Idaho, Virginia, Massachusetts, Maryland, Texas, and Illinois.

Furthermore, Angie reported that staff continued to meet with several state legislators, discussing topics on unemployment insurance, work registration requirements and Going Pro Talent Fund (GPTF). WMW also sent multiple letters to federal legislators requesting their continued support of workforce development programs.

d. What's Ahead

Angie Barksdale reported that in 2022 WMW will focus its efforts in three areas: (1) Building Capacity (2) Continued Innovation, and (3) A New Way of Doing Business. Angie reported that in the last year, WMW has actively pursued new funding sources and opportunities. WMW will focus on operational adjustments starting with relocation of two (2) new service centers in Ionia and Ottawa counties. These new centers will be updated spaces that will allow for more service and program opportunities. The Ionia Service Center will be housed off of Main Street and M-66, in a location that will double the current footprint. The Ottawa Service Center will be right next to GRCC's Lakeshore Campus. Angie reported that in 2021, WMW finalized the creation of a non-profit entity, Strategic Workforce Solutions (SWS). This non-profit will have the opportunity to pursue new funding sources not currently available in order to build and sustain new workforce innovations. Angie shared that beginning in January 2022, HireReach will become a SWS initiative. Furthermore, Angie reported that, staff completed the evidence-based career coaching model,

CareerPoint, and that in 2022, staff will look for opportunities to market and offer the program externally to individuals on their career development journey. Additionally, staff will expand WMW's efforts in helping individuals understand the labor market by making enhancements to the Hot Jobs list by creating formalized career pathway maps for use by job seekers, employers, training providers and K-12 education systems. Angie further shared in 2022 the Youth Solutions Division will focus on exploring opportunities for growth and the creation of new partnerships. Lastly, Angie reported that the ever-changing world of COVID-19 has led WMW to implement an option for staff who qualify, to continue working remotely or in a hybrid format, while others return to the office full time. WWM will continue to offer both in-person and virtual services.

e. Impact Award – City of Grand Rapids, DeVos Foundation, W.K. Kellogg Foundation

Angie Barksdale reviewed that each year, WMW submits nominations for the Michigan Works! Association (MWA) Impact Awards. An Impact award honors those that have built economic results by creating jobs and developing fresh talent in their communities. The awards ceremony will be held on March 24, 2022, in the presence of local State legislators. This year, WMW is proud to announce that the City of Grand Rapids, Doug and Maria DeVos Foundation, and W.K. Kellogg Foundation, are its Impact Award recipients. The video of the Impact Awardees can be seen [here](#).

f. Potential Risks/Opportunities for 2022

Jacob Maas, Chief Executive Officer, reviewed that the region has yet to see increased investments on the federal level focused on workforce development, but that unemployment and low labor force are national issues. For the State of Michigan, there is a new Unemployment Insurance Director. Jacob reported that Governor Whitmer and her team launched the MI New Economy plan which is a statewide strategy to address some of the challenges we have faced as a result of COVID-19. Jacob recognized that as a workforce development board, WMW has done a great job ensuring outcomes are achieved and impacts are made in each community we service. Jacob discussed the issue of maintaining talent amid a pandemic and ensuring a focus on the importance of programs. Jacob also reported on unemployment rates, hiring events, labor force solutions, and in-person work requirements. Lastly, Jacob discussed the historically low levels of unemployment, how labor force participation has dropped substantially and has lost over 220,000 women in workforce statewide since the pandemic began. Jacob indicated that although the talent survey provided tremendous insight, we need to continue to understand why individuals are not jumping back in, what trends are emerging, so that WMW, our partners, and employers can come up with better solutions to reengage the labor force. Lastly, Jacob noted WMW faced many challenges during 2021, and he is proud of the work the teams have accomplished, the partnerships that have been strengthened, and the positive impacts WMW continues to have in its regional community. Jacob stated that he is confident that WMW will be equipped to handle any challenges presented in 2022.

5. Adjournment at 12:50 p.m. by ACSET/West Michigan Works! Governing Board Chairperson Frank Garcia

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

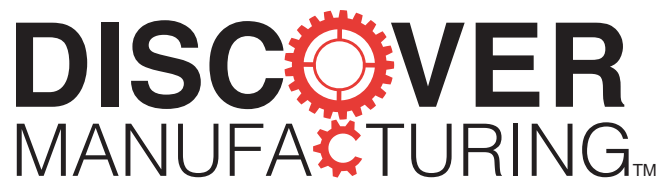


West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details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



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



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**ADMINISTRATIVE OFFICE**

Area Community Services
Employment & Training Council
1550 Leonard NE
Grand Rapids, MI 49505
(616) 336-4100

SERVICE CENTERS**Allegan County**

3255 122nd Ave
Allegan, MI 49010
(269) 686-5079

220 East Main St
Fennville, MI 49408
(269) 561-2001

Barry County

130 E State St
Hastings, MI 49058
(616) 649-9850

Ionia County

301 W Main St
Ionia, MI 48846
(616) 389-8525

Kent County

121 Franklin SE
Grand Rapids, MI 49507
(616) 336-4040

215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4460

10075 Northland Dr NE
Rockford, MI 49341
(616) 228-6724

Montcalm County

114 S Greenville W Dr
Greenville, MI 48838
(616) 754-3611

Muskegon County

316 Morris Ave
Muskegon, MI 49440
(231) 724-6381

Ottawa County

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

MEMORANDUM

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

FROM: WMW Staff

DATE: February 7, 2022

RE: Request to Reschedule April 11, 2022 WDB Meeting

Background

West Michigan Works! staff members were recently notified that the 2022 National Association of Workforce Boards (NAWB) Forum is scheduled to take place in-person beginning April 11-14, 2022 in Washington, D.C.

Due to staff and Chairpersons of the Board attending the Forum, the following modification is being requested to the WDB meeting calendar.

WDB at 12:00 p.m. – 1:30 p.m.

February 14, 2022

~~April 11, 2022~~ **change to April 18, 2022**

June 13, 2022

October 10, 2022

December 12, 2022 (Combined with ACSET Governing Board)

Requested Action

The Executive Committee supported this request in January 2022. WMW staff is requesting formal approval of changing the April 11, 2022 WDB meeting to the following week on Monday, April 18, 2022.



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
1550 Leonard NE
Grand Rapids, MI 49505
(616) 336-4100

SERVICE CENTERS

Allegan County

3255 122nd Ave
Allegan, MI 49010
(269) 686-5079

220 East Main St
Fennville, MI 49408
(269) 561-2001

Barry County

130 E State St
Hastings, MI 49058
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Ionia County

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(616) 389-8525

Kent County

121 Franklin SE
Grand Rapids, MI 49507
(616) 336-4040

215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4460

10075 Northland Dr NE
Rockford, MI 49341
(616) 228-6724

Montcalm County

114 S Greenville W Dr
Greenville, MI 48838
(616) 754-3611

Muskegon County

316 Morris Ave
Muskegon, MI 49440
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Ottawa County

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

MEMORANDUM

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

FROM: WMW Staff

DATE: February 7, 2022

RE: Draft WMW 16-03c5 Welfare Reform Supportive Services Policy

Background

Michigan Works! Areas (MWA) are charged with managing payment of supportive services and are responsible for ensuring that the provision of supportive services are appropriate, with proper documentation on file. Supportive services are to be provided as appropriate through the first 180 days of a job seeker employment (the 180-day job retention period). MWAs shall respond in a timely manner when supportive services are requested.

Changes to the policy are focused on technology equipment for job seekers in need, along with transitional supportive services while the job seeker has an open FIP case.

Requested Action

WMW staff is requesting that the West Michigan Works! Workforce Development Board approve Draft WMW 16-03c5 Welfare Reform Supportive Services Policy.



Title: WMW 16-03c45 Welfare Reform Supportive Services

Effective Date: April 12, 2021

Approved by: West Michigan Works! Workforce Development Board on April 12, 2021

Programs Affected: Partnership. Accountability. Training. Hope. (PATH)
Food Assistance, Employment & Training (FAE&T)

Supersedes: WMW 16-03c34

Background: Michigan Works! Areas (MWA) are charged with managing payment of supportive services and are responsible for ensuring that the provision of supportive services are appropriate, with proper documentation on file. Supportive services are to be provided as appropriate through the first 180 days of a job seeker employment (the 180-day job retention period). MWAs shall respond in a timely manner when supportive services are requested.

Policy:

Support services need to be authorized by the West Michigan Works! Staff. The need and rationale for service provision must be documented in the job seeker's Individual Service Strategy (ISS). Vehicle purchase and all supportive services are dependent upon fund availability and are provided on an individually determined basis for all eligible PATH job seekers. This Support Service Policy does not create an entitlement.

I. Eligibility

- A. Welfare Reform Program guidelines allow for the provision of support services for Welfare Reform job seekers at any time during their participation.
- B. In an emergency, in which a job seeker would lose his or her employment without immediate action, West Michigan Works! (WMW) Staff will respond within 24 hours to a request for supportive services to prevent the loss of employment.

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- C. A job seeker who requests a supportive service must provide documentation of his or her eligibility and need for the service, according to the criteria described below. Staff will evaluate the supportive service request and request approval.

Supportive services do not constitute entitlements.

II. PATH Support Service Types:

Listed below are the Supportive Services that may be provided to PATH job seekers (subject to amendment by the Workforce Development Agency and approval of the West Michigan Works! Chief Executive Officer).

A. Clothing (\$500 limit within a 12-month period)

Clothing as required for job seekers assigned to activities or needed for employment. Allowable items include:

- Clothing needed for interviews.
- Work gloves, work boots, work shoes, hard hats, and personal safety items.
- Other protective/special clothing, personal safety items, uniforms, or other clothing needed for training and employment.
- Appropriate clothing needed to successfully participate with PATH or other employment-related activity.

A maximum of \$500 in clothing supportive services may be provided to each job seeker per 12-month period. In a two-parent family, each parent who is contributing toward meeting the case's participation requirement is eligible.

B. Vehicle Repair

Vehicle repairs may be authorized for a vehicle that is the job seeker's primary means of transportation, even if public transit is available. The total MDHHS/PATH program cost of repair may not exceed \$900.00 including any repair in the previous twelve (12) -months. Job seekers may contribute any amount over \$900.00 prior to WMW payment. In a two-parent family, each parent who is contributing towards meeting the case's work participation requirement may be eligible to receive up to \$900 towards the repair of an automobile, if the funding is directed towards separate automobiles for each parent, and the automobiles are used as the primary means of transportation for employment-related activities. With the repairs authorized, the vehicle must be determined to be safe and roadworthy.

The job seeker must provide the following information:

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1. Registration showing the vehicle is registered in the name of an eligible family member. A member of the eligible family is defined as any adult who is receiving assistance and is included in the household FIP grant.
2. Verify that the vehicle was not purchased by PATH in the last sixty (60) calendar days.
3. Proof of insurance for the vehicle showing it is insured in an eligible family member's name. A member of the eligible family is defined as any adult who is receiving assistance and is included in the FIP grant.
4. One (1) estimate for repair by a licensed mechanic.

C. Vehicle Insurance

Assistance with vehicle insurance is limited to a \$2,000 maximum lifetime cap. Any payments made prior to January 1, 2020 will be counted toward the \$2,000 maximum lifetime limit. Vehicle insurance coverage is limited to the time period in which the client is establishing income to allow for their ongoing payment of the insurance up to 90 days at one time.

The job seeker must provide the following information:

1. Registration showing the vehicle is registered in the name of a member of the eligible family. "A member of the eligible family" is defined as any adult who is receiving assistance and is included in the FIP grant.
2. One (1) estimate for vehicle insurance.

D. Vehicle Purchase

PATH staff may authorize payment of up to \$4,000 toward the purchase of a vehicle if the vehicle will be used for a job seeker's primary means of transportation for employment-related activities and the job seeker does not already own a safe and roadworthy vehicle. The purchase must be approved in advance, and only one PATH or MDHHS Vehicle Purchase payment may be made to a job seeker during the job seeker's lifetime. In a two-parent family, if both parents are required to participate and need separate vehicles, an exception may be made prior to approving a vehicle purchase for a second parent. Before authorizing the purchase, all the following conditions must be met:

1. Public Transportation is not reasonably available (such as considering the location and hours of employment, childcare, or long commute) and the job seeker has no other means to reach the job site reliably as defined in the MDHHS Bridges Eligibility Manual 233A.
2. The job seeker can afford payments, insurance and other expenses associated with owning the vehicle.

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3. The job seeker is active in employment-related activities. The job seeker must either be employed or in PATH activity for his/her required number of hours per week.
4. The job seeker must possess a valid driver's license.
5. Verification is obtained from the Secretary of State records that the client does not own an unusable vehicle.
6. The vehicle will be insured and registered in the job seeker's name or a member of the eligible family. A member of the eligible family is defined as any adult who is receiving assistance and is included in the FIP grant. If needed, PATH will provide assistance to start up insurance (not to exceed 90 days of coverage) and assist in registering the vehicle in the job seeker's name. Both services are already included under support services.
7. The cost of the vehicle will not exceed its retail value. The vehicle is safe and roadworthy. PATH will check the Kelly Blue Book or NADA appraisal guide. A vehicle inspection by a licensed mechanic, who is not employed by or related to the seller, is required and is to be placed in the job seeker's file. The cost of the vehicle inspection is allowable in addition to the maximum \$4,000 purchase price.

E. Moving/Relocation

A job seeker that verifies employment "outside of commuting distance" (as determined by the PATH Manual), may be provided relocation services on a case-by-case basis as approved by West Michigan Works!. The maximum allowance for moving/relocation expenses is \$1,500.00 per move. In a two-parent family, both parents are eligible if they both obtain employment that requires relocation. The need must be well documented, including actual cost.

- Trailer or truck rental.
- Compensation for persons assisting in the move.
- Mileage allowance.
- Rental of moving equipment such as dollies.
- Security deposit and payment of the first month's rent at the new location.

F. Medical Exams, Immunizations, and Tests

Certain services, which are not defined as medical services by the MDHHS, may be needed to overcome barriers to employment or training, and are allowable supportive service expenses. These services include:

- Employment related photocopies.
- The completion of an MDHHS Medical Needs form by a Medical Doctor (D), or Doctor of Osteopathic Medicine (DO) certifying that based on previous medical records or recent medical examination, the client is able (or unable) to participate in

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employment-related activities, and whether or not there are limitations or restrictions on the types of activities in which the job seeker may be engaged.

- An employment or training-related general medical or physical examination by an MD or DO (including the completion of an MDHHS Medical Needs form).
- Immunizations or test when required to obtain, maintain, or enhance employment, and cannot be obtained free of charge.

PATH supportive services may be used for dental services that are not covered under Medicaid, another health insurance plan, or by a community public health agency that normally covers medical and/or dental services for the diagnosis, prevention, and treatment of physical or mental diseases.

G. Other Employment-Related Expenses

Employment-related expenses must be approved on a case-by-case basis. The need must be well documented, including actual cost.

- One-time work-related expenses (license, fees, purchased tools, etc.).
- One-time business start-up expenses.
- Equipment for employment (task/responsibility of employee clearly defined).
- Driver's training (include name of the training provider and the period of training).
- Internet Services and the purchase of tablets, laptops, chrome books, smart phones, etc. (Job seekers must exhaust all free and low-cost resources before seeking this supportive service.)
- Any one-time employment-related expense as deemed appropriate by WMW.

H. Identification

The following forms of identification may be purchased for a job seeker based on the need. Identification may be provided once in a 12-month period. NO fines, penalties or fees, such as those associated with driver's license reinstatement, may be paid as a supportive service.

- Michigan ID
- Birth Certificate
- Driver's License

I. Transportation

PATH job seekers may be provided with transportation assistance to fulfill PATH program requirements, including orientation, or to participate in employment and training activities, or

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employment. The career coach will determine the need for transportation assistance allowance for public transit, Uber, Lyft or Taxi Service.

Stipends to job seekers who utilize private transportation will be paid according to the following policy, which considers the job seeker's geographic location and component assignment. Mileage associated with self-employment connected to home delivery services is reimbursable from the PATH job seeker's home to the first delivery and from their last delivery order back home.

Stipends for PATH allowable activities.

West Michigan Works! residents may receive a daily transportation allowance based on the total round trip distance miles to and from their home to their assigned allowable activities, which may include the distance to a childcare provider, according to the following table:

12 miles or less	\$3.00 per day
13 miles and up to 24 miles	\$9.00 per day
25 miles and up to 34 miles	\$12.00 per day
35 miles and up to 50 miles	\$17.00 per day
51 miles and up to 69 miles	\$20.00 per day
70 miles and over	\$.40 per mile

An additional stipend in the amount of \$5.00 a day may be provided to those participating in documented outside job search employer contact efforts (submitting applications, resumes and attending job interviews).

Listed below are the possible points for payment:

- To and from Orientation.
- To and from Job Search/Job Readiness Activities.
- To and from Community Service/Work Experience site.
- To and from Job interviews.
- To and from Child Care Provider.
- To and from Employment (up to 180 days of employment).
- To and from Training site.

If a job seeker is requesting a stipend for his or her transportation payment, in order to receive a full stipend, the job seeker must be able to show that:

- The vehicle is registered in his or her name or an eligible family member's name;
- The job seeker obtained a ride with another person; or
- The job seeker is using a vehicle owned by another person with that person's

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permission. However, no more than one stipend may be issued for a single trip using the same vehicle.

- Valid Driver's License if job seeker is not riding with another job seeker.

If the job seeker cannot document any of the above, he or she may be issued \$3.00 a day, in lieu of payment for public transportation or in lieu of payment for private mileage reimbursement.

J. Child Care

The MDHHS is responsible for payment of childcare for all eligible Family Independence Program (FIP) recipients. WMW CANNOT pay any payments related to childcare or fees associated with enrolling a child in daycare.

K. PATH Program Supportive Services by Category:

Exceptions: State approval will be requested for all Policy Exceptions.

Auto Other

- Plates/Tags.
- Title Transfer.
- Registration.
- Driver's License, including Enhanced.
- Drivers Training/Drivers Permit/Road Test.
- Vehicle Inspections (related to auto purchase).
- Diagnostics.
- Towing.
- Taxes (auto purchase)

Auto Repair – Any Supportive Service-related repair of a vehicle to make it road worthy.

- Tires.
- Maintenance.

Auto Purchase – Purchase cost of a vehicle

Auto Insurance

Clothing

- Interview.
- Employment.
- Protective.
- Uniforms.

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Other Supportive Services

- State ID, including Enhanced.
- Birth Certificate.
- Tools/Equipment/Registration Fees.
- Internet Services.

Pre-Employment Exam and Screening – Needed for a specific employment and if medical, not covered by Medicaid.

- Pre-employment physical/immunizations.
- Drug testing.
- Professional Licensure/certifications.
- Background checks

Private Vehicle Mileage – Allowances for transportation**Public Transportation**

- Bus passes.
- Taxi service.
- Uber.
- Lyft.

Relocation – Must be related to an employment offer.

- Moving expenses.

III. Food Assistance Employment and Training (FAE&T) TLFA Support Services

Support Services for FAE&T job seekers are designed to assist job seekers in overcoming barriers that prevent them from engaging in employment and training activities. The Support Services must be reasonable and necessary, and directly related to participation in activities, not for supporting job seekers' involvement in unsubsidized employment. Beginning with Orientation and during active participation, a job seeker may receive a maximum of \$960 of support services in a rolling 12-month period. State approval is needed for all policy exceptions. The MWA should email LEO-FAET-Policy@michigan.gov with a detailed explanation regarding the exception request. The State will notify the WMW of the decision by email within 14 days. The monetary limit does not apply to Plus job seekers served by FAE&T Plus Contractors.

Support services may include:

- Clothing (appropriate for job search activity or interviews).
- Drug tests (required for employment or training program).
- Fees (i.e., activity, course registration, union dues, test fees, licensing and bonding fees,

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background checks needed for training or to support job search).

- Fingerprinting (required for employment).
- Housing assistance (limited to two months for rent & utilities only) applies only to Plus participants served by a Plus Contractor. **Housing assistance is designed for emergency situations and rationale must be documented in the case file.**
- Legal services (expunging a criminal record to secure employment).
- Medical services (i.e., TB test, vision exam, eyeglasses, dental care or physical **to participate in the E&T activity or** required for employment).
- Personal grooming supplies/services (i.e., personal hygiene products and services, including haircuts, to meet program or potential employer appearance standards).
- State of Michigan identification card, temporary driving instruction permit, driving skills test, and a driver's license.
- **Technology equipment - enter in the OSMIS under fees**
 - **Cellular phone service (limited to three months and no other source of free data or phone service is available or appropriate for the situation).**
 - **Personal computer/laptop/tablet and necessary accessories.**
 - **Internet or hotspot (limited to three months unless provided for a training program with a longer length. Also, the MWA must ensure no other source of free internet is available or appropriate for the situation).**
- Training materials, textbooks, and supplies.
- Transportation.
- Public bus pass.
- Gas cards for mileage reimbursement (using same table as PATH).
- Taxi (including Uber and Lyft Services). **Taxi service must be temporary, and the rationale will be documented in the case file.**
- Non maintenance vehicle repair (limited to \$350).
- ~~Cellular phone service (limited to 3 months and no other source of free data or phone service is available or appropriate for the situation).~~
- ~~Course registration fee (may qualify as a program delivery expense).~~
- ~~Student activity fee (if required to participate in class, may qualify as a program delivery expense).~~
- Work and training tools (i.e., equipment, tools, safety clothing, and uniforms necessary to complete E&T training).

Support services may be provided in the form of prepaid allowances based on approximate costs, where the costs are reasonable and verifiable. Alternatively, support services may be provided through reimbursement to the participant for the actual cost of the service incurred.

Gas cards or vouchers can be provided, as a prepaid allowance, but their use will be restricted to a specific purchase or service allowed by the program. Any prepaid allowance will require the job seeker to provide a receipt to be returned to WMW to use as justification it was used for its

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intended support service.

The case file, action plan, and OSMIS case notes will contain information that explains why the supportive service is necessary for participation in the E&T activities.

IV. FAE&T TLFA Job Retention Support Services (Entered in OSMIS as “Job Retention Supportive Services.”)

Job retention support services will be used to assist the job seeker in maintaining employment and will only be provided when a job seeker is enrolled in the Job Retention activity. The annual maximum of \$960 is the combination of regular supportive services and job retention support services.

The following support services are allowable if they are required to maintain employment:

- Clothing (i.e., safety clothing, uniforms)
 - Fees (i.e., union dues, test fees, licensing, and bonding fees).
 - Personal Grooming Supplies/Services (i.e., personal hygiene products and services, including haircuts, to meet employer appearance standards).
 - Transportation.
 - Public bus pass.
 - Gas cards for mileage reimbursement.
 - Taxi (including Uber and Lyft Services). Taxi service should be temporary, and the rationale must be documented in the case file.
 - Non maintenance vehicle repair (limited to \$350).
 - Work tools, (i.e., equipment, tools, safety clothing, uniforms).

V. Disallowed Support Services

The following are **not allowed** to be paid with FAE&T funds and do not qualify for reimbursement:

- Automobile insurance
- Automobile ownership/operator taxes (tags, title, license)
- Automobile purchase
- Drug/alcohol counseling therapy
- Living stipend
- Mental health treatment
- ~~Personal computers~~
- Relocation expenses
- Student loans, fees, penalties, or fines
- Bad debt

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- Food staples and groceries
- Expenditures to support employment that was obtained prior to enrollment in FAE&T

VI. Transitional Support Services

Transitional supportive services (TSS) are to be provided as appropriate while the FIP case is open, including during the Application Eligibility Period, and through the first 180 days of the job seeker's employment.

- TSS payments are intended to be used by the job seeker to cover miscellaneous expenses not normally covered by regular supportive services.
- TSS payments may be provided to reward successful milestones (see description below).
- PATH job seekers are eligible to receive up to \$125 per month per participant during a 12-month period. TSS payments may be provided in the form of a check.
- TSS payments may be awarded at any time during the program from the date of orientation through PATH termination.
- Only one TSS payment per successful milestone is allowable.
- All TSS payments will be documented in the job seeker's file, on the Individual Service Strategy, in the support services screen in OSMIS, and case noted.

SUCCESSFUL MILESTONE	SUPPORTIVE DOCUMENTATION	AMOUNT
30 Days of Continuous Employment	Pay Stubs/Employment Verification	\$50.00
60 Days of Continuous Employment	Pay Stubs/Employment Verification	\$75.00
90 Days of Continuous Employment	Pay Stubs/Employment Verification	\$100.00
Completion of first 30 days of the Community Service Program (CSP)	Worksite Evaluation	\$75.00
Met Work Participation Rate (WPR) for 30, 60 and 90 Days	Participation Report (QG – 163)	\$25.00 (for 30-day WPR) \$50.00 (60-day WPR) \$100.00 (for 90-day WPR)

Pass General Educational Development (GED) Test	Test Results	\$50.00
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High School Completion	Diploma	\$50.00
Completion of Vocational Training	Certificate or Degree	\$125.00
WorkReady Certificate	Certificate	\$50.00
WorkReady Plus Certificate	Certificate	\$50.00
Completion of Job Readiness Curriculum in Tovuti	Documentation from LMS	\$50.00
*Completion of all 4 WMW! Standard Workshops	Case Notes of Attendance	\$25.00
Satisfactory Completion of Subsidized Employment/OJT	Check stubs	\$125.00
Completion of Career Portfolio	Career Portfolio	\$50.00

*Job Search Techniques, Introduction to Resumes, Career Exploration, and Introduction to Interviewing



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MEMORANDUM

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

FROM: WMW Staff

DATE: February 7, 2022

RE: Draft WMW 18-02c2: Trade Adjustment Assistance (TAA)
Waiver from Training Policy

Background

The TAA Final Rule was published in the Federal Register on August 21, 2020 and became effective on September 21, 2020. This change combines three parts of the Code of Federal Regulations from the TAAEA of 2011 and the TAARA of 2015 into one. Additionally, on July 1, 2021, the sunset provision of the TAARA 2015 reverted the Final Rule to a modified version of the Trade Reform Act of 2002 and any workers covered under a petition for TAA filed on or after July 1, 2021, would be covered by this modified version. This policy update adds the requirements and deadlines for waiver of training under the TAA Final Rule of 2020 and the TAA Reversion of 2021 and omits the requirements and deadlines for waiver of training under the TAAEA of 2011 and TAARA of 2015.

Requested Action

WMW staff is requesting that the West Michigan Works! Workforce Development Board approve Draft WMW 18-02c2 TAA Waiver from Training Policy.



Title: WMW 18-02c2 TAA Policy for the issuance, review, extension, and revocation of waivers

Effective Date: September 21, 2020

Approved by: West Michigan Works! Workforce Development Board on xx.xx.xxxx

Programs Affected: Trade Act Adjustment Assistance Reform Act of 2002, Trade and Globalization Adjustment Assistance Act of 2009, Trade Adjustment Assistance Extension Act of 2011, Trade Adjustment Assistance Reauthorization Act of 2015, TAA Final Rule, and TAA Reversion 2021.

Scope: This policy will cover all persons applying for or enrolled in the Trade Adjustment Assistance Program (TAA) under the Trade Act Adjustment Assistance Reform Act of 2002 (TAA of 2002), the Trade and Globalization Adjustment Assistance Act of 2009 (TGAAA of 2009), the Trade Adjustment Assistance Extension Act of 2011 (TAAEA of 2011), the Trade Adjustment Assistance Reauthorization Act of 2015 (TAARA of 2015), TAA Final Rule, or TAA Reversion 2021. This policy is restricted to those people who apply to or who were enrolled by West Michigan Works!. This policy will address issuance, review, extension, and revocation of waivers.

Supersedes: ACSET Trade Act Policy for the issuance, review, extension, and revocation of waivers revised 9/12/2019.

Reference: Trad Adjustment Assistance Reversion 2021, Trade Adjustment Assistance Final Rule, Trade Adjustment Assistance Reauthorization Act of 2015 (TAARA of 2015), Trade Adjustment Assistance Extension Act of 2011 (TAAEA of 2011), Trade and Globalization Adjustment Assistance Act of 2009 (TGAAA of 2009) and Trade Adjustment Assistance Reform Act of 2002 (TAA of 2002). 20 Code of Federal Regulations (CFR) 617, 618, 29 CFR 90, and Chapter 11 – Waiver of TAA Training Deadline Requirement of the updated Michigan Talent Investment Agency (TIA) TAA Manual Modified 5.10.2019. The TIA Policy Issuance (PI) 11-18 Equitable Tolling of Deadlines and TEGL No. 7-13 – Operating Instructions. (PI) 21-33 Operating Instructions for implementing the Reversion 2021 Provisions of the Trade Adjustment Assistance TAA Program, TEGL No. 24-20 Operating Instructions

WMW 18-02c2 TAA Policy-Waivers

Background:

The Trade Adjustment Assistance (TAA) Program is a federal program that assists U.S. workers who have lost their jobs from the impact of foreign trade. This program seeks to provide adversely affected workers with opportunities to obtain the skills, credentials, resources, and support necessary to become reemployed in suitable employment.

One such support is the worker's ability to draw income support payments classified as *Trade Readjustment Allowances* (TRA) from the Unemployment Agency once their State unemployment benefits and any federally extended benefits are exhausted. To draw Basic TRA payments **without having a goal to enroll into training or** being enrolled in an approved fulltime training within a specified amount of time, the worker must be issued a waiver of the training deadline requirement.

Policy:

West Michigan Works! (WMW) staff will inform each adversely affected worker of the deadline for participation in training or the issuance of a waiver of the training requirement as a condition for receiving Basic TRA payments. This information will be presented to each adversely affected worker, in writing, at each Worker Benefit Orientation (WBO). Workers must be enrolled in an approved TAA training by the deadline imposed by the applicable TAA guidelines to receive TRA. If the worker does not start training within 30 days of the deadline, a training waiver can be issued to hold or preserve eligibility for Basic TRA. Eligibility for a waiver of training deadline requirement is based on the applicable TAA law corresponding with the certification date.

Trade Act Amendments and Petition Certification Numbers

Adversely affected workers are served under one of four amendments to the Trade Act of 1974 and the applicable amendment is identified according to the petition certification numbers as follows:

- 1) The Trade Act of 2002 (petition numbers of 69,999 and below)
- 2) The TGAEE of 2009 (petition numbers of 70,000-79,999)
- 3) The TAAEA of 2011 (petition numbers of 80,000-84,999)
- 4) The TAARA of 2015 (petition numbers of 85,000 and above)
- 5) TAA Reversion 2021 (petition numbers of 98,000 and above)

TAA Final Rule combines three parts of the Code of Federal Regulations. It takes 20 CFR 617, 29 CFR 90, and combines them into the existing 618. This part 618 applies for all workers determined eligible to apply for TAA except for those covered under certain provisions of the Trade Adjustment Assistance Reform Act of 2002, the Trade and Globalization Adjustment

WMW 18-02c2 TAA Policy-Waivers

Assistance Act of 2009, and TAA Reversion 2021, for which administrative guidance will continue to apply.

~~However, some workers whose petition numbers are between 80,000 and 80,999 may have elected to continue to be served under the Trade Act of 2002 rather than the TAAEA of 2011 (see TIA TAA Manual Chapter 3, p. 1). WMW must verify which program's benefits are applicable to any such worker.~~

Waiver of Training Requirement: TAA of 2002

Prior to issuance of a waiver of TAA training requirements, workers must complete and follow the steps below:

- A. Complete an initial assessment, a comprehensive assessment and Individual Service Strategy (ISS);
- B. Meet the "8/16" rule deadline; and
- C. Meet one of six waiver issuance reasons.

Waiver of Training Requirement: TGAAA of 2009

Prior to issuance of a waiver of TAA training requirements, workers must complete and follow the steps below:

- A. Complete an initial assessment, a comprehensive assessment and Individual Service Strategy (ISS);
- B. Meet the "26/26" rule deadline; and
- C. Meet one of six waiver issuance reasons.

Waiver of Training Requirements: TAA Final Rule

Prior to issuance of a waiver of TAA training requirements, workers must complete and follow the steps below:

- A. Complete an initial assessment, a comprehensive assessment and Individual Service Strategy (ISS);
- B. Meet the "26/26" rule deadline; and
- C. Meet one of the three waiver insurance reasons

Waiver of Training Requirements: TAA Reversion 2021

Prior to issuance of a waiver of TAA training requirements, workers must complete and follow the steps below:

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- A. Complete an initial assessment, a comprehensive assessment and Individual Service Strategy (ISS);
- B. Meet the "8/16" rule deadline; and
- C. Meet one of the three waiver insurance reasons

Waiver of Training Requirement: TAAEA of 2011 and TAARA of 2015

Prior to issuance of a waiver of TAA training requirements, workers must complete and follow the steps below:-

- ~~A. Complete a comprehensive assessment and Individual Service Strategy (ISS);-~~
- ~~B. Meet the "26/26" rule deadline; and-~~
- ~~C. Meet one of three waiver issuance reasons.~~

A. Comprehensive Assessment and Individual Service Strategy (ISS) requirements:**ALL TAA LAWS**

Prior to the issuance of a waiver of TAA training requirements, the worker must complete a comprehensive assessment that includes an evaluation of reading and math levels to determine the worker's skills, aptitude, and abilities. Approved assessments should correspond with the planned training and be based on the individual needs or barriers identified on the ISS. An in-depth interview and interest assessments **are** may also be required in need to determine employment barriers, interests, skills, and experience as it relates to employment opportunities.

~~The ISS must identify a minimum of one employment goal and one action plan directly related to the comprehensive assessment and in-depth interview.~~

B. Waiver Deadlines***1. TAA of 2002***

Payments of TRA benefits require the worker to be enrolled in training or receive a waiver from training requirements within the later of two dates ("8/16" rule):

- The last day of the 8th week after the issuance of the certification of eligibility for TAA; or
- The last day of the 16th week after the worker's most recent total qualifying separation.

WMW 18-02c2 TAA Policy-Waivers

If the worker did not meet the 8/16-week deadline WMW! should take in concertation if the worker meets one of the following waiver exceptions: 45-Day Extenuating Circumstances or Equitable Tolling. If the exceptions doesn't apply the waiver must be denied.

2. *TGAAA of 2009, TAAEA of 2011, and TAARA of 2015* **TAA Final Rule**

Payments of TRA benefits require the worker to be enrolled in training or receive a waiver from training requirements within the later of two dates ("26/26" rule):

- The last day of the 26th week after the issuance of the certification of eligibility for TAA; or
- The last day of the 26th week after the worker's most recent total qualifying separation.

If the worker did not meet the 26/26-week deadline WMW! should take concertation if the worker meets one the following waiver exceptions: 45-Day Extenuating Circumstances Explanation, 60-Day Post Participant Notification Date of Participant Notification (Waiver must be issued within 60 days of worker notification), Federal Good Cause, or Equitable Tolling. If the exceptions doesn't apply the waiver must be denied.

3. *TAA Reversion 2021*

Payments of TRA benefits require the worker to be enrolled in training or receive a waiver from training requirements within the later of two dates ("8/16" rule):

- The last day of the 8th week after the issuance of the certification of eligibility for TAA; or
- The last day of the 16th week after the worker's most recent total qualifying separation.

If the worker did not meet the 8/16-week deadline WMW! should take in concertation if the worker meets one of the following waiver exceptions: 45-Day Extenuating Circumstances or Equitable Tolling. If the exceptions doesn't apply the waiver must be denied.

C. Waiver Issuance Reasons

1. *TAA of 2002 and TGAAA of 2009*

Subsequent to the adversely affected worker completing the comprehensive assessment and ISS, and meeting the waiver deadline, West Michigan Works! staff must evaluate the results, and select one of the following six reasons for issuance of a waiver most suited to the worker:

WMW 18-02c2 TAA Policy-Waivers

1) **Recall** – The adversely affected worker has been notified that he/she will be recalled by the firm from which the separation occurred.

2) **Marketable Skills** – The adversely affected worker possesses marketable skills for suitable employment (as determined pursuant to an assessment of the adversely affected worker), and there is a reasonable expectation of employment in the foreseeable future.

3) **Retirement** – The adversely affected worker is within two years of meeting all requirements for entitlement to either:

a. Old-age insurance benefits under Title II of the Social Security Act (42 U.S.C. 401 et seq.) (except for application, therefore); or

b. A private pension sponsored by an employer or labor organization.

4) **Health** – The adversely affected worker is unable to participate in training due to the health of the adversely affected worker, except that a waiver under this subparagraph shall not be construed to exempt an adversely affected worker from requirements relating to the availability for work, active search for work, or refusal to accept work, under federal or state unemployment compensation laws.

Verification must be provided by a professional who is responsible for the worker's physical or emotional well-being and is qualified to make such decisions.

5) **Enrollment Unavailable** – The first available enrollment date for the approved training of the adversely affected worker is within 60 days after the date of the determination made under this paragraph, or, if later, there are extenuating circumstances for the delay in enrollment, as determined by guidelines issued by WMW, documented in the case note files.

6) **Training Not Available** – Training approved by WMW is not reasonably available to the adversely affected worker from either governmental agencies or private sources (which may include area vocational education schools and employers), no training that is suitable for the adversely affected worker is available at reasonable cost, or no training funds are available.

~~2. TAAEA of 2011 and TAARA of 2015~~

2. TAA Final Rule and TAA Reversion 2021

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Subsequent to the adversely affected worker completing the comprehensive assessment and ISS, and meeting the waiver deadline, West Michigan Works! staff must evaluate the results, and select one of the following three reasons for issuance of a waiver most suited to the adversely affected worker:

1) **Health** – The adversely affected worker is unable to participate in training due to their health, except that the basis for a waiver does not exempt the adversely affected worker from the “available to work, active work search, or refusal to accept work” requirements under Federal or State unemployment compensation laws.

Verification must be provided by a professional who is responsible for the worker’s physical or emotional well-being and is qualified to make such decisions.

2) **Enrollment Unavailable** – The first available enrollment date for the approved training of the adversely affected worker is within 60 days after the date of the determination made under this paragraph, or, if later, there are extenuating circumstances for the delay in enrollment documented in the case note files.

3) **Training Not Available** – Training approved by WMW is not reasonably available to the adversely affected worker from either governmental agencies or private sources (which may include area vocational education schools and employers), no training that is suitable for the adversely affected worker is available at reasonable cost, or no training funds are available.

Training waivers under ~~TAAEA of 2011 and TAARA of 2015~~ **TAA Final Rule and TAA Reversion 2021** must not be issued unless the adversely affected worker meets one of the three criteria. This must be documented in the individual’s file. For the waiver reasons “Enrollment Unavailable” and “Training Not Available,” this includes documentation that progress toward entering training is continually made while the waiver is active. If an adversely affected worker ceases efforts to enter training without reasonable justification (or training is no longer feasible), the waiver must be revoked.

In the case of an adversely affected worker expressing interest in Employer-Based Training (EBT), the case file must include documentation that progress toward training is being made.

Examples of documentation include:

- Partnership between TAA and WMW Business Solutions staff to identify EBT opportunities;
- Applications for employment for EBT opportunities; and/or

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- Other efforts to enter EBT.

D. 30-day Waiver Reviews: All TAA Laws

The *Waiver of TAA Training Requirements* form (*applicable to the corresponding law*) will be issued for a six-month period of time and reviewed at least once every 30 days until the waiver expires or is revoked due to enrollment into training, expiration, and/or non-compliance. WMW staff must document reviews via the One-Stop Management Information System (OSMIS).

WMW staff will schedule waiver reviews with workers in person, by phone, or through written communication based on the availability of the worker.

Waiver reviews must take into consideration the worker's intake and assessment results as well as the worker's current training needs. If an adversely affected worker returns to work, the waiver should not automatically be revoked. However, a waiver may only be continued if one of the waiver reasons (*applicable to the corresponding law*) still applies.

If the worker is a National Guard personnel or Military reservist who has been called to active duty and is not able to continue the reviews due to deployment overseas, or other reasons, the waiver will be revoked.

E. Steps in Applying for a Waiver: All TAA Laws

Workers who meet the criteria for issuance of a training waiver must sign and date the *Waiver of TAA Training Requirements* form (*TAA-802-applicable to the corresponding law*) as well as the *Request for Determination of Entitlement to TRA* form and fax both documents to the State TRA Unit for TRA determination. WMW! staff shall assist the worker in applying for the waiver.

F. Waiver Expiration and Revocation: All TAA Laws

A waiver is revoked once the worker enrolls in TAA-approved training or if it is determined for other reasons that the basis for the waiver is no longer applicable.

A waiver must be revoked under the following circumstances:

- The adversely affected worker is enrolled in TAA-approved training; or
- The reason for the waiver no longer exists; or
- The adversely affected worker refuses to participate in waiver reviews; or
- Basic TRA benefits have expired; or
- The 104-week eligibility period for Basic TRA has expired.

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Under no circumstance should a waiver be revoked without giving the worker ample opportunity to participate in the waiver review process. All attempts to contact the adversely affected worker should be case noted in the worker's file. If a waiver is revoked, both the worker and the State TRA Unit will be notified in writing by the WMW staff.

Once a waiver is revoked, it cannot be reissued unless the revocation is reversed by redetermination or appeal. Therefore, waivers will only be revoked after all other alternatives have been exhausted. It is acceptable to allow a waiver to expire, but waiver reviews must continue until the expiration occurs.

G. Waiver Time Exceptions

TAA law requires adversely affected workers to make every effort to meet the time-limit requirements. However, in certain circumstances adversely affected workers, through no fault of their own, do not meet the deadline of application. In instances where the worker has missed the deadline imposed by the applicable TAA law, WMW will consider the following exceptions to the application deadline.

45-Day Extenuating Circumstance (Applicable to all Acts) - Adversely affected workers who did not meet the "8/16" or "26/26" deadline, as imposed by the applicable TAA law for which the adversely affected worker has been certified, due to extenuating circumstances, but applied within 45 days from that period, may be granted the waiver. Extenuating circumstances are unusual situations that are beyond the direct control of the worker, and that make enrollment within the otherwise applicable deadline impossible or impractical.

60-Day Post Notification (Applicable to TGAAA of 2009, ~~TAAEA of 2011~~, and ~~TAARA of 2015~~ TAA Final Rule)

This exception may be applied to workers who did not meet the "26/26" week deadline, as imposed by the applicable TAA law for which the adversely affected worker has been certified, because they were not notified of the TAA benefits. However, upon notification, the worker applied for the waiver within 60 days. If applied, WMW must document efforts to notify all workers. Reasons to apply this exception are as follows:

- 1) Due to WMW or company error; or
- 2) Name did not appear on list provided by employer; or
- 3) Temporary Agency employees not included on layoff list.

Good Cause (Applicable to TGAAA of 2009, ~~TAAEA of 2011~~, and ~~TAARA of 2015~~ TAA Final Rule)

This exception allows for consideration of the following factors when time limitations of TRA or

WMW 18-02c2 TAA Policy-Waivers

enrollment in training have not been met, as imposed by the applicable TAA law for which the adversely affected worker has been certified:

- 1) Whether the adversely affected worker acted in the manner that a reasonably prudent person would have acted under the same or similar circumstances.
- 2) Whether the adversely affected worker received timely notice of the need to act before the deadline passed.
- 3) Whether there were factors outside the control of the adversely affected worker that prevented the worker from taking timely action to meet the deadline.
- 4) Whether the adversely affected worker's efforts to seek an extension of time by promptly notifying WMW were sufficient.
- 5) Whether the adversely affected worker was physically unable to take timely action to meet the deadline.
- 6) Whether the adversely affected worker's failure to meet the deadline was due to the employer warning, instructing, or coercing of the worker in any way that prevented the worker's timely filing of an application for TRA, or to enroll in training.
- 7) Whether the adversely affected worker's failure to meet the deadline was due to the worker reasonably relying on misleading, incomplete, or erroneous advice provided by WMW.
- 8) Whether the adversely affected worker's failure to meet the deadline was due to WMW failing to perform its affirmative duty to provide advice reasonably necessary for the protection of their entitlement to TRA.
- 9) Whether there were other compelling reasons or circumstances that would prevent a reasonable person under the circumstances presented from meeting a deadline for filing an application for TRA or enrolling in training including:
 - a. Neglect, a mistake, or administrative error by WMW;
 - b. Illness or injury of the adversely affected worker or any member of the adversely affected worker's immediate family;
 - c. The unavailability of mail service for a worker in a remote area;
 - d. A natural catastrophe such as an earthquake, fire, or flood;
 - e. An employer's failure or undue delay in providing documentation, including instructions, a determination, notice, or pertinent and important information;
 - f. Compelling personal affairs or problems that could not reasonably be postponed such as an appearance in court, or an administrative hearing or proceeding, substantial business matters, attending a funeral, or relocation to another residence or area;

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- g. The state failed to effectively communicate in the adversely affected worker's native language, and the worker has limited understanding of English; or
- h. The loss or unavailability of records due to a fire, flood, theft or another similar reason. Adequate documentation of the availability of the records includes a police, fire, or insurance report, containing the date of the occurrence and the extent of the loss or damage.

Equitable Tolling (Applicable to all Acts) - The equitable tolling of a deadline *only* applies in circumstances in which a deadline was missed through no fault of the adversely affected worker, and WMW has found that due diligence in taking all necessary actions to protect their eligibility for TAA benefits upon notification of the applicable deadline has been demonstrated. Reasons equitable tolling may be applied include, but are not limited to, when the adversely affected worker was not:

- 1) Included on a layoff list; or
- 2) Notified by the MWA of the TAA certification; or
- 3) Invited to the WBO.

The signed Waiver Form must include one of the 4 exceptions check marked indicating the exception that was used to provide the worker with additional time. The forms must be faxed into the TRA Unit no later than the second business day after form completion. The consideration for providing the time extension to the worker must be explained in the worker's case notes.

H. Appeals

An adversely affected worker has the right to protest a waiver denial or revocation, and must be advised of this right in writing, through the use of the appropriate waiver form, when being notified of the action. Notification of a waiver denial or revocation must be issued to the adversely affected worker in person or in compliance with the WMW Trade Protest and Appeals Policy and any subsequent policies.

Note: Michigan case law has held that the time limits for applying for a waiver described above are not applicable to applications for waivers, although the State TIA and the U. S. Dept. of Labor continue to maintain that such time limits are applicable. See *Dept. of LARA, UIA/TRA Special Programs Unit v. Khan*, 311 Mich App 66 (2015) and *DLEG, UIA v. Dykstra*, 283 Mich App 212 (2009). Therefore, if an adversely affected worker would qualify for a waiver under any of the Trade Acts described in this policy except for the fact that he or she did not apply for the waiver

WMW 18-02c2 TAA Policy-Waivers

within the appropriate time limit described above, and he or she does not qualify for any of the exceptions to the time limits described in Section G of this Policy, the Career Coach shall provide the worker with both oral and written notice that it would be advisable to file a Request for a Redetermination.



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
1550 Leonard NE
Grand Rapids, MI 49505
(616) 336-4100

SERVICE CENTERS

Allegan County
3255 122nd Ave
Allegan, MI 49010
(269) 686-5079

220 East Main St
Fennville, MI 49408
(269) 561-2001

Barry County
130 E State St
Hastings, MI 49058
(616) 649-9850

Ionia County
301 W Main St
Ionia, MI 48846
(616) 389-8525

Kent County
121 Franklin SE
Grand Rapids, MI 49507
(616) 336-4040

215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4460

10075 Northland Dr NE
Rockford, MI 49341
(616) 228-6724

Montcalm County
114 S Greenville W Dr
Greenville, MI 48838
(616) 754-3611

Muskegon County
316 Morris Ave
Muskegon, MI 49440
(231) 724-6381

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

MEMORANDUM

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

FROM: WMW Staff

DATE: February 7, 2022

RE: Draft WMW 22-01 Learn, Earn and Provide (LEAP) Supportive Services Policy

Background

The State of Michigan has invited West Michigan Works! in Muskegon County to join in the LEAP pilot. LEAP 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.

LEAP participants are eligible for the same supportive services as our PATH program, but unique to the LEAP program are incentives. Section I of this policy outlines our current PATH supportive services, which have already received board approval. Section II highlights the incentive schedule for LEAP participants including the activity, required documentation, and incentive amount.

Requested Action

WMW staff is requesting that the West Michigan Works! Workforce Development Board approve Draft WMW 22-01 LEAP Reform Supportive Services Policy.



Title: Learn, Earn, and Provide (LEAP) Supportive Services

Effective Date: February 14, 2022

Approved by: West Michigan Works! Workforce Development Board on Area Community Services Employment and Training (ACSET) Governing Board on XX-XX-XXXX

Programs Affected: Learn, Earn, and Provide (LEAP)

Supersedes: N/A

Background: Michigan Works! Areas (MWA) are charged with managing payment of supportive services and are responsible for ensuring that the provision of supportive services are appropriate, with proper documentation on file. Supportive services are to be provided as appropriate through the first 180 days of a job seeker employment (the 180-day job retention period). MWAs shall respond in a timely manner when supportive services are requested.

Policy:

Support services need to be authorized by the West Michigan Works! Staff. The need and rationale for service provision must be documented in the job seeker's Individual Service Strategy (ISS). Vehicle purchase and all supportive services are dependent upon fund availability and are provided on an individually determined basis for all eligible LEAP job seekers. This supportive service policy does not create an entitlement.

I. Learn, Earn, and Provide (LEAP)

The LEAP program follows the PATH program design, and therefore LEAP supportive services will utilize the same supportive services available to those in the PATH program.

II. LEAP Incentives

Participant Eligibility: Job seekers actively engaged in the LEAP program may be eligible for incentives for completing the following milestones:

WMW 22-01 LEAP Supportive Services

Incentive Activity	Required Documentation	Amount
Complete LEAP Orientation	Case Note	\$25.00
Pass General Education Development (GED) Test	Test Results	\$50.00
High School Completion	Diploma	\$50.00
WorkReady Certificate	Certificate	\$50.00
WorkReady Plus Certificate	Certificate	\$50.00
Satisfactory Completion of a Subsidized Employment	Pay Stub	\$100.00
Completion of Career Portfolio	Career Portfolio	\$50.00
*Completion of WMW! Standard Workshops	Case Notes of Attendance	\$50.00
Completion of a Vocational Training	Certification/Proof of Completion	\$200.00
**Obtaining Employment	Copy of pay stub	\$50.00
30 days of job retention	Pay stub	\$50.00
60 days of job retention	Pay stub	\$50.00
90 days of job retention	Pay stub	\$50.00

* Job Search Techniques, Introduction to Resumes, Career Exploration, and Introduction to Interviewing

**Participants may receive Obtaining Employment incentive only once per enrollment or once every 12 months.

Retention Incentive Note: If a participant loses a job for any reason and later regains employment, that individual is not eligible to receive an additional obtaining employment incentive, however, if there is less than a 10-day gap in employment, the individual is still eligible to receive the appropriate retention incentives.

MEMO

To: West Michigan Works! Workforce Development Board
From: Janie McNabb, One-Stop Operator
Date: February 14, 2022

Re: Review of West Michigan Works! Strategic Plan

Background

The West Michigan Works! Strategic Plan was developed shortly after the organization's inception, when multiple Michigan Works! regions and entities merged into one. It provided guidance and direction as the newly formed agency developed partnerships, established protocols and policies, and ensured high quality services. In 2019, the plan was updated through a process that involved listening sessions with partners and board members, surveys of staff and the entire board, and an analysis of the current economic environment. That update was approved by the Workforce Development Board in February 2020, just prior to onset of the COVID pandemic. The attached two-page document represents that plan.

In addition, the board established a new committee structure at its meeting in June 2020. This structure calls for an ad hoc workgroup to review the strategic plan as needed. Board Chair Mark Bergsma has called for the Executive Leadership and Strategic Engagement Committee to serve as that workgroup. Given the significant changes that have occurred over the past two years, a review at the leadership level and at this point in time is appropriate and warranted.

Process

At the January 10, 2022 meeting, the executive committee held a discussion regarding the relevance of the current strategic plan. The intended focus of the discussion was the 12 strategies shown on the second page of the summary. The elements on the first page are long-term aspects of the organization and should not change regardless of shifts in the environment. The five primary goals at the top of the second page are intended to be overarching and are also unlikely to change at this time.

The 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. Therefore, the administration will provide a report at the committee's next meeting explaining the ways in which the organization has pivoted to address the changing needs of our job seeker and employer customers.

Board Engagement

This review process also requires the full board's input. At the meeting on February 14, please prepare to discuss the current strategic plan. In preparation, please review the 12 strategies and plan to share your perspective on whether any of them should be eliminated, replaced, or simply revised.



VISION

MISSION

VALUES

Strategic Plan - Update 2020

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

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

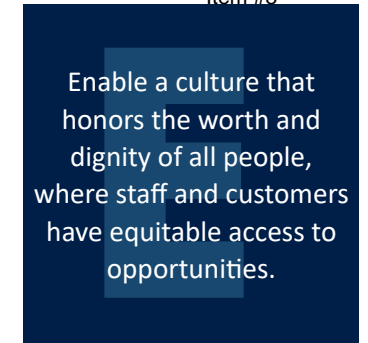


CORE
COMPETENCIES

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

GOALS

Item #8



CUSTOMER-FOCUSED STRATEGIES

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

SYSTEM-FOCUSED STRATEGIES

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

CAPACITY-BUILDING STRATEGIES

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

ACCOUNTABILITY STRATEGIES

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



Service Summary Oct 1, 2021 to Dec 31, 2021

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

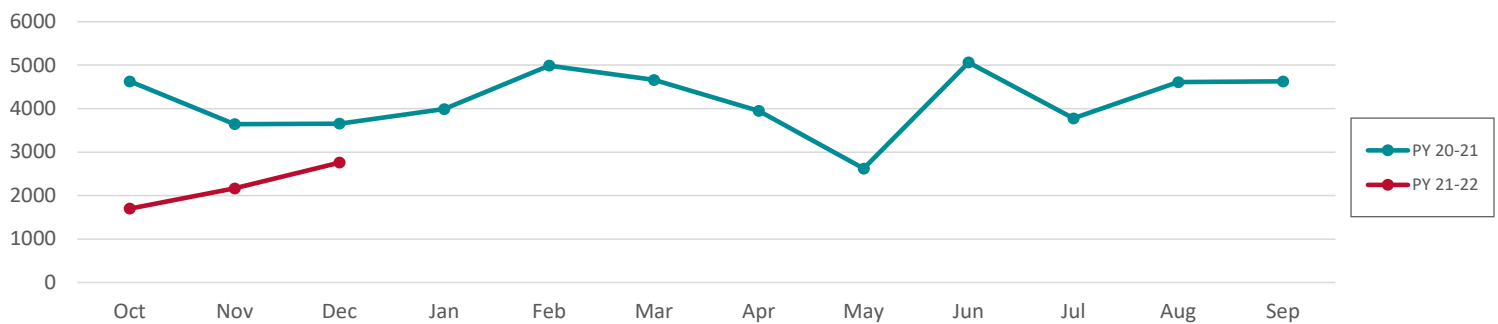


Pipeline Development



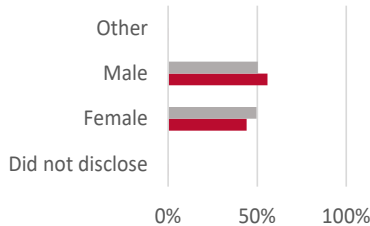
Diversity and Inclusion

Service Center Traffic & Call Volume* (PY comparison by month) *call volume not included in PY 21-22 numbers

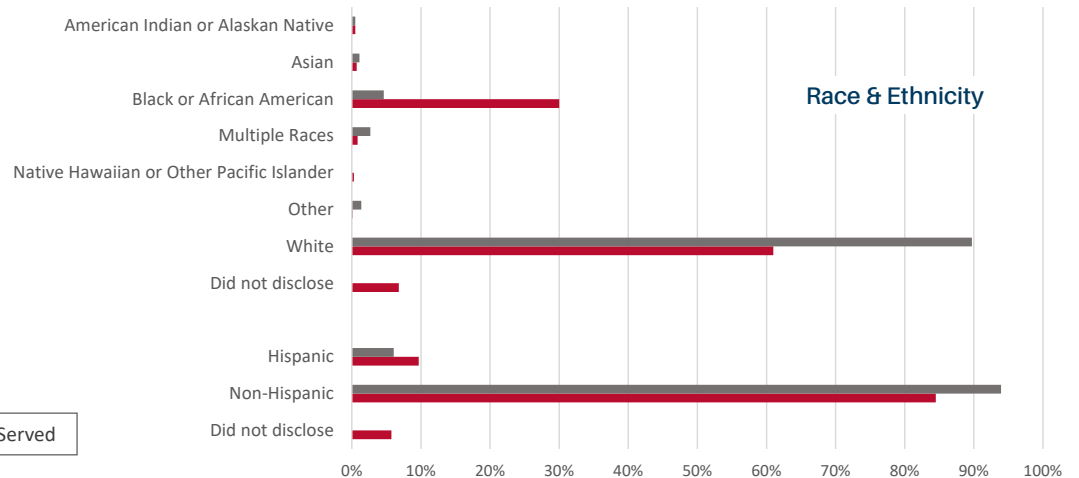


Diversity of Job Seekers Served

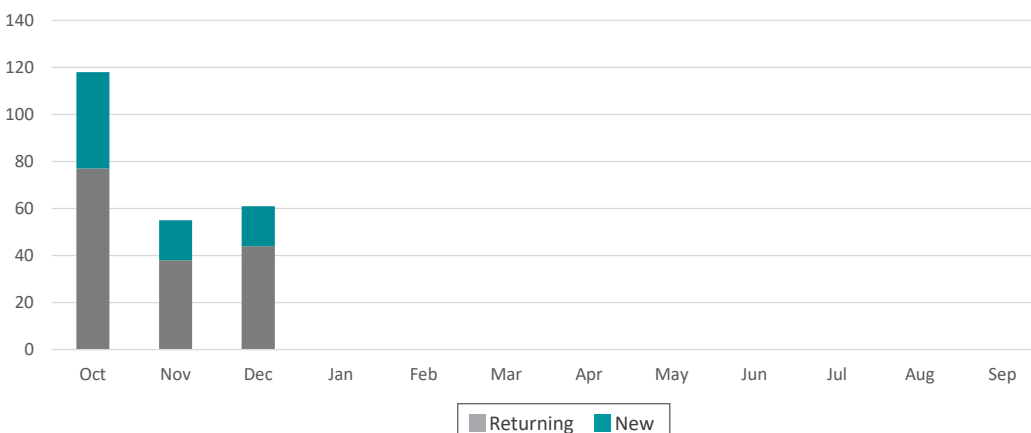
Gender



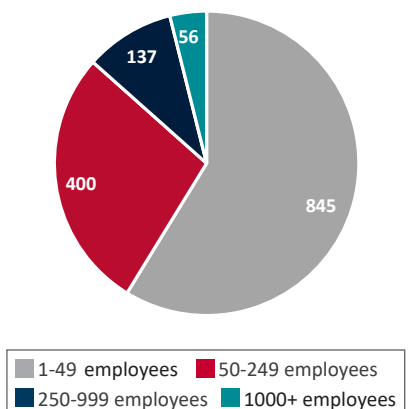
■ WMW! Region ■ Job Seekers Served



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									
Construction	0	38	0									
Health Care	65	59	200									
Information Technology	0	0	0									
Manufacturing	461	300	313									
Other	58	141	77									
TOTAL	584	538	590									

Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Agribusiness	1	0	0	0
Construction	1	51	1	1
Health Care	6	133	13	17
Information Technology	10	1	0	0
Manufacturing	39	6	0	0
Other	17	21	1	43
TOTAL	74	212	15	61

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

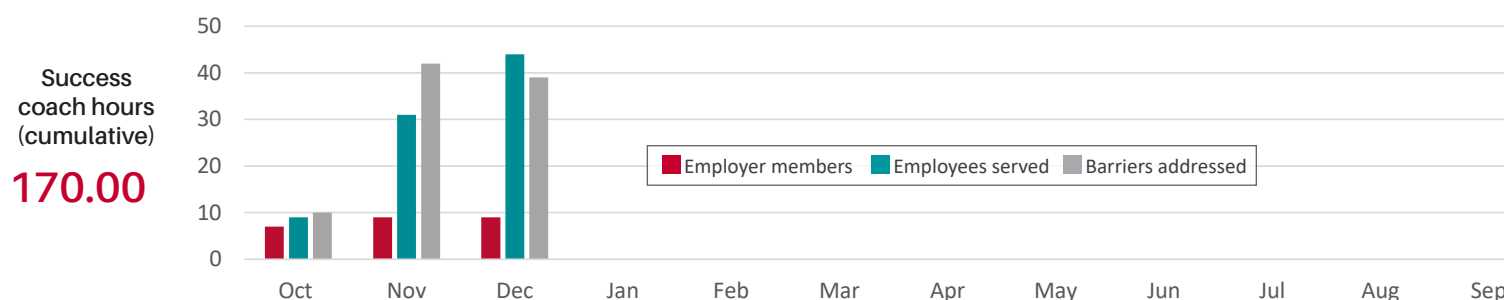
	New Hire	Classroom	Apprenticeship
Agribusiness	117	108	0
Construction	26	53	5
Health Care	420	96	11
Information Technology	92	103	0
Manufacturing	819	850	9
Other	169	342	0
TOTAL	1643	1552	25

Numbers as of January 18, 2022

Hiring Events

	Events	Participating Employers	Job Seekers
Q1	2	78	38
Q2			
Q3			
Q4			
TOTAL	2	78	38

Retention Solutions Network



WorkReady Certificates Earned (cumulative)

948	79	29	34
Pre-Assessments	Post-Assessments	WorkReady Certificates	WorkReady Plus Certificates



Service Summary
Oct 1, 2021 to Dec 31, 2021

Workforce Development Board Dashboard Narrative

October 2021 – December 2021

Service Center Traffic & Call Volume

Data represented as service center traffic and call volume includes total counts for both foot traffic and virtual UIA appointments to assist job seekers with registering to work.

In response to Covid-19, WMW shifted from tracking foot traffic to tracking number of calls received in March of 2020. In July 2020 call volume began a steady decline as UIA issues began to stabilize and WMW staff were no longer providing direct UIA assistance. Although WMW welcomed back walk-in foot traffic in mid-June 2021, we did not reinstate previous self-check in practices due to the development, training and implementation of a new tracking system.

In October of 2021, we began testing the new tracking system and returned to capturing foot traffic across all seven counties. 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 Q1 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.

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.

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 March 2022.

Hiring Events

In response to the pandemic, 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

Due to COVID-19, 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.

Additionally, WMW experienced staffing turnover during this quarter which resulted in time spent onboarding, training, and cultivating new and existing employer relationships.

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.

**ADMINISTRATIVE OFFICE**

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316 Morris Ave
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Ottawa County

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Holland, MI 49423
(616) 396-2154

MEMORANDUM

TO: WMW! Workforce Development Board

FROM: WMW! Staff

DATE: February 7, 2022

RE: Solutions Driven Updates

Grants – New**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.

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 - 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. Additionally, the council will be accepting nominations for March's Women in Construction Week, beginning February 14th. All nominees will be highlighted on the CCC website along with a newsletter series.

Discover Manufacturing (DM): High School students can now apply for a scholarship on the DM website. Discover Manufacturing will award up to \$6,000.00 in scholarships from \$500 to \$2,000 in 2022. 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) 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.

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: 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 MiCareerConversations. 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

2022 Hot Jobs Report and Career Pathway Maps: West Michigan Works! 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.

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.

Director of Talent Solutions and Director of Innovation & Strategy: Staff are currently in the interview process for both the Director of Talent Solutions (Brittany Lenertz's replacement) and the Director of Innovation & Strategy. 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.