



Workforce Development Board (WDB) Meeting

Westside Service Center ▪ 215 Straight Ave N.W. ▪ Grand Rapids, MI 49504

The public may attend in-person or by remote participation via Teams.

[Click here to join the meeting](#)

Or call in (audio only) [+1 616-803-9815,,345561409#](#) United States, Grand Rapids

Phone Conference ID: 345 561 409# [Find a local number](#)

Monday, October 10, 2022 ▪ Meeting 12:00 p.m. – 1:30 p.m.

AGENDA

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of the June 13, 2022 Minutes **Action Required**
4. Introduction of Project Manager – Maggie Ryan **Information Item**
5. WDB Activities
Jacob Maas, Chief Executive Officer
 - a. Member Term of Office: November 1, 2021 – October 31, 2023 **Information Item**
 - b. Member Term of Office: November 1, 2022 – October 31, 2024 **Information Item**
 - c. 2023 Meeting Calendars **Action Required**
6. Approval of Career Educational Advisory Council (CEAC) Member and Roster **Action Required**
Chad Patton, Director of Development and Innovation
7. Workforce Innovation and Opportunity Act (WIOA) Four-Year Regional/Local Plan **Action Required**
Tasha Evans, Talent Solutions Director
8. WDB Committee/Council Updates **Information Item**
 - a. Executive Committee: *Mark Bergsma, WDB Chairperson*
 - b. Career Educational Advisory Council (CEAC): *Tonia Castillo, Council Chairperson*
 - c. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - d. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
9. WDB Service Summary: *Angie Barksdale, Chief Operating Officer* **Information Item**
10. Solutions Driven Updates **Information Item**
Amy Lebednick, Business Solutions Director, Tasha Evans Talent Solutions Director, and Chad Patton, Director of Development and Innovation
11. Other Business
12. Public Comment
13. Adjournment

Next Scheduled Workforce Development Board Meeting: December 12, 2022 at 11:30 a.m.

located at: Frederik Meijer Gardens, 1000 East Beltline NE, Grand Rapids, MI 49525



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Monday, June 13, 2022 ▪ Meeting 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Mark Bergsma (Chairperson), Heather Daniel (Vice-Chairperson), Nora Balgoyen, Ryan Bennett, John Buchan, Morgan Carroll, Tonia Castillo, Jordan Clark, Mandy Cooper, Cathy Cronick, Paul David, Jay Dunwell, Kristin Garriss, Rebecca Herrington, John Hofman, Dave Kitchen, Shana Lewis (virtual), Dan Rinsema-Sybenga, Michelle Seigo, Samantha Semrau, Dan TenHoopen

Workforce Board Members Absent: Randy Boss, Norm Brady, Kenyatta Brame, Jim Fisher, Jennifer Heinzman, TaRita Johnson, Scott McLean, Bill Pink, Dave Smith, Mark Thomas, Stacy Young

Staff Present (physical location or virtually): Jacob Maas, Angie Barksdale, Bob Perkins, Tasha Evans, Jane Kreha, Amy Lebednick, Janette Monroe, Chad Patton, Melanie White, Tawanna Wright

Guests Present: Janie McNabb (One-Stop Operator), Nick Gandhi (LMISI DTMB), Jamie Kober (Riverridge Produce Marketing)

1. Call to Order at 12:01p.m. Chairperson, Mark Bergsma.
2. Public Comment- Mark Bergsma reported that staff need to “walk-in” three additional policies to the meeting today. Copies were provided to board members attending and Tasha Evans, Talent Solutions Director, stated that she would cover the walk-in items with Item #7 on the Agenda.

3. Approval of April 18, 2021 Minutes

Action Required

Motion – Morgan Carroll

Second – Jordan Clark

Item Approved by Vote – Motion carried.

4. Presentations:

Information Item

- a. Agribusiness Talent Council (ATC)
Jamie Kober, Riverridge Produce Marketing, reported on the council’s structure, key accomplishments, and strategies in the following areas: 1.) Promote the Industry, 2.) Connect to Resources, 3.) Training, and 4.) Recruit and Retain. Jamie also discussed the council’s forward-looking efforts for strategic planning, training, and development of new and existing apprenticeship programs. Discussion took place and Jamie answered board members’ questions. The full presentation can be viewed here: <https://www.westmiworks.org/public-info/>.
- b. Bureau of Labor Market Information and Strategic Initiatives (LMISI), Department of Technology, Management and Budget (DTMB)
Nick Gandhi, Economic Analyst, presented on the Michigan and West Michigan Works! labor markets. Nick covered the following topics: 1.) Jobless rates, 2.) labor force (including women in labor force) 3.) unemployment 4.) Industry employment, 5.) Projections across the region, and 6.) Top

Occupations by Education and Training. The full presentation can be viewed here: <https://www.westmiworks.org/public-info/>. Discussion took place. Nick and staff answered board members' questions.

5. Designation of Nomination Committee **(Executive Committee only) Action Required**

Janette Monroe, Executive Assistant, reported that starting in June and July 2022, WMW will open the application process for board members to apply for terms of office beginning November 1, 2022 through October 31, 2024. Janette stated that the nomination committee will need to be established and staffed by those members whose terms are not expiring. This year, those members are John Buchan, Jordan Clark, Tonia Castillo, Jay Dunwell, Jim Fisher, Jon Hofman, Shana Lewis, and Scott McLean.

Motion – Jordan Clark

Second – Heather Daniel

Item Approved by Vote – Motion carried.

6. WDB Terms of Office and Vacancies **Information Item**

Janette Monroe reported that there are 17 current board members whose terms of office expire on October 31, 2022 and she encouraged board members who are able and willing to reapply. Janette stated that applications can be submitted online through July 30, 2022. Applications will be reviewed by the Nomination Committee assigned by the Executive Committee and will be presented to the Executive Committee and ACSET Governing Board for approval.

7. Policy Approvals **Action Required**

Tasha Evans, Talent Solutions Director, reported that there are several policies and contract updates being presented for review. WDB members agreed to vote on this item as a slate.

a. WMW 22-02 Barrier Removal Employment Success (BRES) Policy

Tasha reported that in August 2021, the WDB received BRES funding to support the employment and reemployment of at-risk individuals to remove barriers. Tasha reviewed program eligibility, and advised that this policy seeks to provide guidance for issuing the support services.

b. Steepletown Neighborhood Services and Goodwill Industries Workforce Innovation and Opportunity Act (WIOA) Youth Programs

Tasha reported that Steepletown Neighborhood Services and Goodwill Industries of Greater Grand Rapids are providers of WIOA Out-of-School Youth (OSY) services in Kent County. Tasha reviewed that both organizations entered a contract with ACSET with a performance period beginning July 1, 2021 and ending no later than June 30, 2022 unless terminated prior to that date, however, the contract allows for extensions at the discretion of ACSET for a period of three (3) years based on performance. WIOA Youth contract monitoring, confirmed that each entity was performing at a satisfactory level. Tasha stated that staff recommend extending both contracts through June 30, 2023 for continued OSY services in Kent County.

c. Kent Intermediate School District (KISD) Workforce Innovation and Opportunity (WIOA) Youth Contract

Tasha reported that KISD is a provider of WIOA In-School Youth (ISY) and Out-of-School Youth (OSY) services in Kent County. Tasha reported that for Program Year (PY) 2021, KISD began a transition to end ISY services based on WDB recommendations. During PY21, KISD began enrolling and providing services to OSY and finalizing services to ISY. Tasha reviewed that prior to and during the current program year, numerous concerns regarding program operations were identified by WMW staff. Tasha reviewed a synopsis of those concerns, and how WMW attempted to rectify them. Discussion took place and staff answered board members' questions. Tasha stated that staff recommend a six-month extension of the contract to enable KISD to transition out participants and perform close out activities.

- d. Walk-in: WMW 15-06c5 Workforce Innovation and Opportunity Act (WIOA) Support Services Policy
Tasha reported that in April 2016, the WDB approved the WIOA Support Services Policy, allowing WMW to provide guidance for issuing supportive services to job seekers enrolled in WMW WIOA programs. In August 2021, the WDB received BRES funding to support the employment and reemployment of at-risk individuals to remove barriers. Tasha reviewed program eligibility and advised that the revised policy seeks to include language that allows ACSET to exceed the dollar amounts or caps listed in the policy if supports are blended with other state or non-state funding such as BRES.
- e. Walk-in: WMW 16-03c6 Welfare Reform Supportive Services Policy
Tasha reported that in October 2017, the WDB approved a Supportive Services Policy for Welfare Reform programs to provide guidance for providing supportive services to job seekers enrolled in the Partnership. Accountability. Training. Hope (PATH) and Food Assistance Employment and Training (FAE&T) programs. In August 2021, the WDB received BRES funding to support the employment and reemployment of at-risk individuals to remove barriers. Tasha reviewed program eligibility and advised that the revised policy seeks to include language that allows ACSET to exceed dollar amounts or caps listed in the policy if supports are blended with other state or non-state funding such as BRES. Tasha reported that the revisions also seek to broaden the payment methods job seekers can receive from transitional supportive services to include incentive payments and increase authorized payment for vehicle purchases from \$4,000 to \$5,000.
- f. Walk-in: WMW 20-01c2 Foster Summer Youth Employment Program (SYEP) Support Incentive Stipend Policy
Tasha reviewed that the Foster SYEP awards limits funding each year to provide work readiness and work experience to eligible foster youth 14 and older. Tasha reported that the proposed revisions would increase the maximum allotment for the “equipment and access” to \$650, and allow incentive payments for participant survey completion.

Mark Bergsma reviewed that WDB members agreed to vote on Item #7 as a slate. Mark asked for a motion to approve the contracts and policies as presented.

Motion – Jon Hofman

Second – Becky Herrington

Item Approved by Vote – Motion carried.

- 8. Update on West Michigan Works! Strategic Plan **Action Required**
Janie McNabb, One-Stop Operator, reviewed that the Executive Leadership and Strategic Engagement Committee has reviewed the current WMW Strategic Plan and provided input at various meetings. Janie reviewed the changes with the WDB members. Furthermore, Janie reviewed the proposed as provided in the board packet. Janie answered board members’ questions.

Motion – Jay Dunwell

Second – Nora Balgoyen

Item Approved by Vote – Motion carried.

- 9. Wagner Peyser (WP) Proposed Rule **Information Item**
Jacob Maas, Chief Executive Officer reviewed that a newly proposed WP Act staffing rule from the U.S. Department of Labor (DOL) would have a devastating impact on structure and delivery of workforce services in Michigan. Jacob reviewed the document provided in the board packet, requesting members “sign-on” in opposition to the proposed rule change. Jacob reviewed that the proposed rule would require staff that are funded by WP, shall be state-merit employees. WMW staff are local-merit employees and this would affect how services are delivered directly. Jacob reported that there are about fifty staff members that use WP funding, which equates to approximately \$2 million of annual allocation, or 10% of the overall operating budget. This funding helps with infrastructure funding of service centers across the region, but also with the

innovative programs that are delivered, staffing needs and building upkeep. Jacob reviewed how this funding is the most flexible in that individuals entering the service center do not have to meet many specific requirements in order to receive assistance. WP has assisted with the Refugee resettlement programs, which currently, those staff are solely funding by WP. Jacob reported that work is being done with Congressman Upton's Office, as well as Congresswoman Dingell, along with the Labor Market and Economic Opportunity department. Jacob reported that the 60-day public comment period closes on June 21, 2022. Jacob thanked board members that have already signed on and for those who have provided public comments and statements. Discussion took place and Jacob answered board members' questions.

10. WMW WDB Subcommittees Updates

Information Item

- a. Executive Leadership and Strategic Engagement Committee (Executive Committee): Mark Bergsma, Chairperson, reported that the Executive Committee met in May and discussed the Strategic Plan, Board membership, the June WDB meeting, and the WP Proposed Rule.
- b. Career Educational Advisory Council (CEAC): Angie Barksdale, Chief Operating Officer, reported that the CEAC met on May 18, 2022.
 - i. Designation of CEAC Chairperson: Angie reported that WDB member Tonia Castillo, Ottawa County Intermediate School District (OAISD) attended the CEAC meeting in May to gain a better understanding of the CEAC and the roles and responsibilities of the CEAC Chairperson. Since attending, Tonia has indicated that she is willing and able to serve as Chairperson of the CEAC. WDB Chairperson, Mark Bergsma has formally appointed Tonia to serve in this role. Tonia will now become a member of the Executive Committee.
- c. Legislative Committee: Jacob Maas, Chief Executive Officer, reported that the committee met on April 27 and discussed membership, recent conferences, Going Pro Talent Fund (GPTF), WP Proposed Rule, WIOA Reauthorization, and Federal Legislative Priorities.
- d. Solutions Driven Committee: Jordan Clark, WDB Member, reported that the committee met in June and the committee discussed the neighborhood hubs as part of the Good Jobs Challenge grant, the customer service survey and its alignment of organizational values from the Strategic Plan.

11. WDB Dashboard

Information Item

Angie Barksdale, Chief Operating Officer, reviewed the Service Summary, for October 1, 2021 through April 30, 2022, with board members. The Summary provided data about the organization's progress toward fulfillment of its services in alignment with the 2020 Strategic Plan. Angie reviewed the data points related to Service Center Traffic & Call volume, Diversity of Job seekers Served, Employers Served, Diversity of Employers (which includes industries represented in the "Other" category such as consulting, education, entertainment/media, finance, government, hospitality, not-for-profit, retail, recreation, staff agency, and communication), Jobs Filled by Industry, Training Credentials by Industry (which includes active non-Going Pro Talent Fund (GPTF) grants that are administered by WMW), Training Completed with GPTF Grants (trainings that have been completed and paid out), Hiring Events, Retention Solutions, and Work Ready Certificates Earned. Angie answered board members' questions.

12. Solutions Driven Updates

Information Item

Grants-New: Information provided in packet.

- a. Good Jobs Challenge
Information provided in packet.
- b. The Talent Pathways Program
Information provided in packet.

Grants/Funding Opportunities:

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

Industry Talent Council Initiatives:

- a. Agribusiness Talent Council of West Michigan (ATC):
Information provided in packet.
- b. Construction Careers Council (CCC):
Information provided in packet.
- c. Discover Manufacturing (DM):
Information provided in packet.
- d. West Michigan Health Careers Council (WMHCC):
Additional information provided in packet.
- e. West Michigan Tech Talent (WMTT):
Additional information provided in packet.
- f. WMW Sponsored Registered Apprenticeships Program:
Information provided in packet.

Programs

- a. Summer Youth Work Experience:
Information provided in packet.
- b. Learn, Earn and Provide (LEAP) Pilot:
Information provided in the packet.
- c. MiCareerQuest 2022:
Information provided in packet.
- d. Clean Slate:
Information provided in packet.

Initiatives

- a. GED Authorized Test Center:
Information provided in packet.
- b. Talent Survey:
Information provided in packet.
- c. Grow with Google:
Information provided in packet.

- d. WIOA Four Year Plan mid-cycle modification:
Information provided in packet.

13. Other Business- None

14. Public Comment- None.

15. Adjournment at 1:30 p.m. by Chairperson, Mark Bergsma.

Recorded by: _____ Received by: _____

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MEMORANDUM

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

FROM: Executive Leadership and Strategic Engagement Committee
(Executive Committee or EC)

DATE: October 10, 2022

RE: Member Term of Office: October 31, 2021 – November 31, 2023

Background

As of June 2022, the WDB has two (2) vacant seats on the board for the term of office through October 31, 2023. The vacant Business seat, was previously filled by Becky Herrington whom recently retired from Perrigo. Kolene Miller, Global Diversity Officer & Global Talent Acquisition Strategy Director with Perrigo, has submitted an application to fill her seat.

The Higher Education seat was previously filled by Dr. Bill Bink, President of Grand Rapids Community College (GRCC). Dr. Pink recently departed this position. GRCC is in the process of selecting the successor, therefore it is recommended to keep this seat vacant for the time being and/or until this position is filled.

On September 19, 2022, the Executive Committee of the WDB approved and supported Kolene Miller's application. Staff will request approval from the ACSET Governing Board for appointment to serve on the WDB with the term of office dates through October 31, 2023 and to await filling the Higher Education seat until further notice.

Business (1): Kolene Miller (Perrigo)
Pending
Higher Education (1): vacant-GRCC

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

Sector	First Name	Last Name	Company	Title
Adult Education	Tonia	Castillo	Ottawa Area Intermediate School District	Director of Adult Training and Career Services
Business	John	Buchan	Autocam Corporation	VP of Operations
Business	Jordan	Clark	Meijer	Sr. Mgr, Compensation
Business	Paul	David	Fleis & Vandenbrink	Human Resources Director
Business	Jay	Dunwell	Wolverine Coil Spring Co	President
Business	Jim	Fisher	Second Act, LLC	President
Business	Jon (Jonathan)	Hofman	Holland Board of Public Works (HBPW)	Human Resources Manager
Business	Shana	Lewis	Mercy Health/Trinity Health	Executive Director, Talent Requisition (West MI)
Business	Scott	McLean	Spectrum Health Ventures, LLC	Managing Director
Business	Kolene	Miller	Perrigo	Global Diversity Officer & Global Talent Acquisition Stra
Business	Samantha	Semrau	Kendrick Plastics	VP of Human Resources
Community Based Organization	Jennifer	Heinzman	Barry County Chamber of Commerce & Economic	President/Executive Director
Higher Education	vacant	GRCC	Grand Rapids Community College	President
Labor	David	Kitchen	West Michigan Electrical JATC	Training Director
Organized Labor/Employee Rep	Ryan	Bennett	West Michigan Plumbers & Fitters #174	Business Manager
Public Assistance Agencies (PA 491 req)	Michelle	Seigo	MI Department of Health and Human Services, lo	Director

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Ottawa County

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MEMORANDUM

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

FROM: Executive Leadership and Strategic Engagement Committee
(Executive Committee or EC)

DATE: October 10, 2022

RE: Member Term of Office: November 1, 2022 – October 31, 2024

Background

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

At that time, there were the following openings:

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

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

WMW collected 16 applications for the November 1, 2022 - October 31, 2024 office term. Applications were reviewed by a Nomination Committee assigned by the Executive Committee. The proposed slate of applicants is attached below. On September 19, 2022, the Executive Committee of the WDB approved and supported the slate of applicants below. Staff will request approval of the slate to the ACSET Governing Board for appointment to serve on the WDB with the term of office dates of November 1, 2022 through October 31, 2024. Based on the application received in Item #5a and including the members listed above, the WDB would continue to meet State requirements and the WDB would be represented by 32 members total.

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

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

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



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MEMORANDUM

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

FROM: Janette Monroe, Executive Assistant

DATE: October 10, 2022

RE: 2023 Meeting Dates

Background

West Michigan Works! staff members have proposed the following schedules for the upcoming 2023 Executive Leadership and Strategic Engagement Committee (Executive Committee or EC) and Workforce Development Board meetings. On September 19, the Executive Committee supported the following calendar schedule for 2023.

Executive Committee at 11:30 a.m. – 1:00 p.m.

January 9, 2023
March 13, 2023
May 8, 2023
September 18, 2023
November 13, 2023

WDB at 12:00 p.m. (lunch at 11:30 a.m.) – 1:30 p.m.

February 13, 2023
April 10, 2023
June 12, 2023
October 9, 2023
December 11, 2023 (Combined with the ACSET Governing Board)

Action

Staff are requesting support and approval from the Workforce Development Board for the 2023 meeting schedule.



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MEMORANDUM

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

FROM: Chad Patton, Director of Development and Innovation

DATE: October 10, 2022

RE: Career Educational Advisory Council (CEAC) Member

Background

The CEAC is in need of representatives on the council and has received one membership application and additionally two membership applications are up for renewal, listed below:

- Tonia Castillo – Ottawa Area ISD
- Ryan Bennet – U.A. Local #174 (renewal)
- David Tebo – Ottawa Area ISD (renewal)

Attached are the applications and the current CEAC roster.

Action

WMW staff is requesting approval from the Workforce Board to appoint these three individuals to our CEAC.

Response ID:23 Data

1. Applicant Information

1. Name:

Tonia Castillo

2. Street Address:

[REDACTED]

3. City, State, Zip:

[REDACTED]

4. Phone Number:

[REDACTED]

5. Email Address:

tcastill@oaisd.org

2. Employment Information

6. Organization:

Ottawa Area ISD

7. Street Address:

6364 136th Avenue Pvt.

8. City, State, Zip:

Holland

9. Position:

Director of Adult Training and Career Services

10. Description of Responsibilities:

Oversee all adult training and career services for the Ottawa Area ISD.

Maintain partnership with community agencies.

Manage grants for our programs.

Supervise corporate training.

3. Application Information

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

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

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

Ottawa ISD's council committee - leadership committee for the ISD.

West MI Works Workforce Development Board.

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

To help foster an environment that serves as a positive atmosphere for the advancement of the Career and Education Advisory Council.

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

Ottawa

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

No

4. Thank You!

New Send Email

Sep 20, 2022 10:00:40 Success: Email Sent to: dsanders@westmiworks.org,cpatton@westmiworks.org

Response ID:22 Data

1. Applicant Information

1. Name:

Ryan Bennett

2. Street Address:

[REDACTED]

3. City, State, Zip:

[REDACTED]

4. Phone Number:

[REDACTED]

5. Email Address:

rbennett@ua174.org

2. Employment Information

6. Organization:

West Michigan Plumbers Fitters and Service Trades Local #174

7. Street Address:

1008 O'Malley Dr

8. City, State, Zip:

Coopersville MI 49404

9. Position:

Business Manager

10. Description of Responsibilities:

Oversee day to day operations of a thousand member skilled trade Union.

3. Application Information

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

Workforce Development Board

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

United Way, various Union boards.

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

To represent private sector DOL certified apprenticeship programs.

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

Allegan
Barry
Ionia
Kent
Montcalm
Muskegon
Ottawa
Regional

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

No

4. Thank You!

New Send Email

Sep 19, 2022 15:11:35 Success: Email Sent to: dsanders@westmiworks.org,cpatton@westmiworks.org

Response ID:24 Data

1. Applicant Information

1. Name:

David Tebo

2. Street Address:

[REDACTED]

3. City, State, Zip:

[REDACTED]

4. Phone Number:

[REDACTED]

5. Email Address:

dtebo@oaisd.org

2. Employment Information

6. Organization:

Ottawa Area ISD

7. Street Address:

13565 Port Sheldon Street

8. City, State, Zip:

Holland, MI, 49424

9. Position:

Director of Innovation Services

10. Description of Responsibilities:

Provide support services to the ISD and local LEA's in the area of innovation, design thinking, prototyping and reflecting.

3. Application Information

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

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

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

I have been on the CEAC for the past 4 years and love the work. Being in the innovation space allows me to make more connections. I am also a member of the Lakeshore Advantage Board.

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

In my new role being in the know and connected to this work will allow me to make connections for students, districts and the

ISD.

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

Ottawa

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

No

4. Thank You!

New Send Email

Sep 22, 2022 09:55:27 Success: Email Sent to: dsanders@westmiworks.org,cpatton@westmiworks.org

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

WDB: West Michigan Works! 4b														
CEAC Lead Contact: Kiosha Jeltema														
Name & Title: Kiosha Jeltema - Business Solutions Manager														
Telephone Number: 616-336-3590														
Email Address: kjeltema@westmiworks.org														
					E. SECTOR/CATEGORY(S)									
					1. WDB Member	2. Non-WDB Employer	3. Labor	4. Other Member	5. EDUCATION					
A. NAME & TITLE OF MEMBER (Indicate Voting or Ex Officio)	B. NAME AND TYPE OF ORGANIZATION (or School District for Public School Parent)	C. MAILING ADDRESS, PHONE, AND EMAIL	D. CHAIR	D. VICE CHAIR					Local District	Postsecondary Institution	CTE Administrator	Academic Educator	ISD	Parent
Rich Okoniewski - CEPD 50 Director/Principal	Allegan County Technical and Education Center	Address: [REDACTED] Phone: [REDACTED] Email: rich.okoniewski@alleganaesa.org											x	
Dave Searles - Director of Career and Tech Education	Careerline Tech Center (Ottawa)	Address: [REDACTED] Phone: [REDACTED] Email: dsearles@oaisd.org									x			
Rich Franklin- Superintendent	Barry Intermediate School District	Address: [REDACTED] Phone: [REDACTED] Email: rfranklin@barryisd.org											X	
Ted Paton - Associate Superintendent	Ionia County ISD	Address: [REDACTED] Phone: [REDACTED] Email: tpaton@ioniaisd.org											X	
Patricia Walstra - Region 4 Adult Education Consultant	Kent ISD (Adult Ed.)	Address: [REDACTED] Phone: [REDACTED] Email: patriciawalstra@kentisd.org											X	
Tonia Castillo - Director of Adult Training and Career Services	Ottawa Area ISD	Address: [REDACTED] Phone: [REDACTED] Email: tcastill@oaisd.org	X		X								X	
Kyle Fiebig - Principal/CTE Director	Muskegon Area ISD	Address: [REDACTED] Phone: [REDACTED] Email: kfiebig@muskegonisd.org		X							x			
Cary Stamas - Director of Career Readiness and Director of Career & Tech Education CEPD 32	Kent ISD	Address: [REDACTED] Phone: [REDACTED] Email: carystamas@kentisd.org									x			
Michael O'Connor - Director of Adult Education	Zeeland Adult Education	Address: [REDACTED] Phone: [REDACTED] Email: moconnor@zps.org							X					
David Tebo - Director of Innovation Services	Ottawa Area ISD	Address: [REDACTED] Phone: [REDACTED] Email: dtebo@oaisd.org											X	

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

WDB: West Michigan Works! 4b														
CEAC Lead Contact: Kiosha Jeltema														
Name & Title: Kiosha Jeltema - Business Solutions Manager														
Telephone Number: 616-336-3590														
Email Address: kjeltema@westmiworks.org														
									E. SECTOR/CATEGORY(S)					

						1. WDB Member	2. Non-WDB Employer	3. Labor	4. Other Member	5. EDUCATION					
A. NAME & TITLE OF MEMBER (Indicate Voting or Ex Officio)	B. NAME AND TYPE OF ORGANIZATION (or School District for Public School Parent)	C. MAILING ADDRESS, PHONE, AND EMAIL	D. CHAIR	D. VICE CHAIR	Local District					Postsecondary Institution	CTE Administrator	Academic Educator	USD	Parent	
Ginger Rohwer- Regional Director	MiSTEM Network's Greater West Michigan Region	Address: [REDACTED] Phone: [REDACTED] Email: rohwergi@gvsu.edu									X				
Jay Ediger - Senior Vice President of Development	Junior Achievement of the Michigan Great Lakes	Address: [REDACTED] Phone: [REDACTED] Email: jay.ediger@ja.org					X								
Ryan Bennett - Business Manager, Financial Secretary/Treasurer	U. A. Local #174	Address: [REDACTED] Phone: [REDACTED] Email: rbennett@ua174.org			X			X							
Cheryl Burmeister - Talent Development Manager, Aero North Segment	Howmet	Address: [REDACTED] Phone: [REDACTED] Email: Cheryl.Burmeister@howmet.com					X								
Lisa Hungerford- Director of Education Innovation	Talent First	Address: [REDACTED] Phone: [REDACTED] Email: l.hungerford@talent2025.org							X						
Chauncy Williams- MCEC Coordinator of Student Success	Muskegon Public Schools	Address: [REDACTED] Phone: [REDACTED] Email: cwilliams@mpsk12.net										X			



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49505
(616) 336-4100

SERVICE CENTERS

Allegan County

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

Barry County

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

Ionia County

603 W Adams 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

12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

MEMORANDUM

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

FROM: Tasha Evans, Talent Solutions Director

DATE: October 10, 2022

RE: Workforce Innovation and Opportunity Act (WIOA) Four-Year Regional and Local Plan Modifications

Background

During the lifecycle of the Workforce Innovation and Opportunity Act (WIOA) Four-Year Regional and Local Plans, local areas are required to submit annual modifications to the Plans as changes in regional and local conditions necessitate. At a minimum, modifications for both Regional and Local Plans are required at the end of the first two-year period of the plan years, (PYs) 2020 through 2023.

Modifications were made to reflect the current labor market conditions and both the Regional and Local Plans were subjected to a 30-day public review and comment period as described in the WIOA Final Regulations. No comments were submitted during this review.

These plans are posted on the West Michigan Works! website and can be found [here](#).

Action

Staff are requesting support and approval from the Workforce Development Board for both the Regional and Local Plan modifications.

Service Summary Explanation

October 1, 2021 – August 31, 2022

Management Observations and Highlights

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



Service Summary Oct 1, 2021 to Aug 31, 2022

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

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

Strategic Plan Alignment



Enhanced Relationships



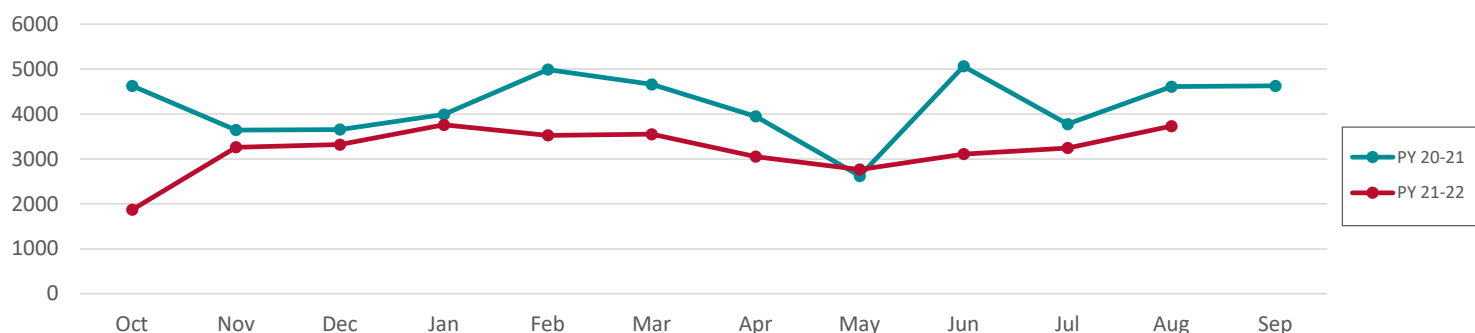
Pipeline Development



Diversity and Inclusion

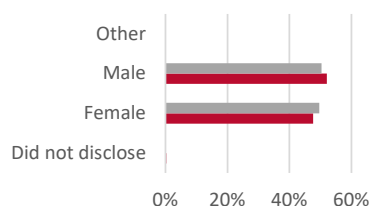
Service Center Traffic & Call Volume* (PY comparison by month)

*call volume not included in PY 21-22 numbers

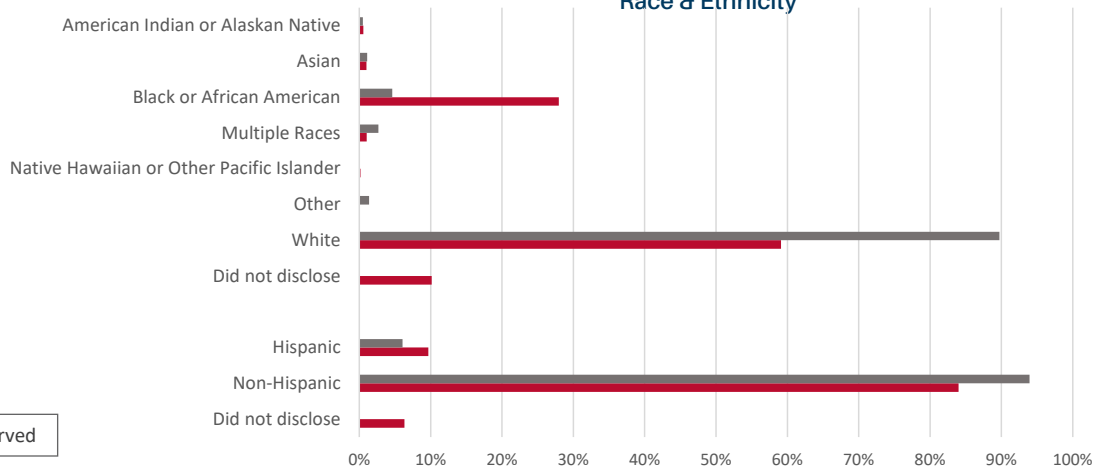


Diversity of Job Seekers Served

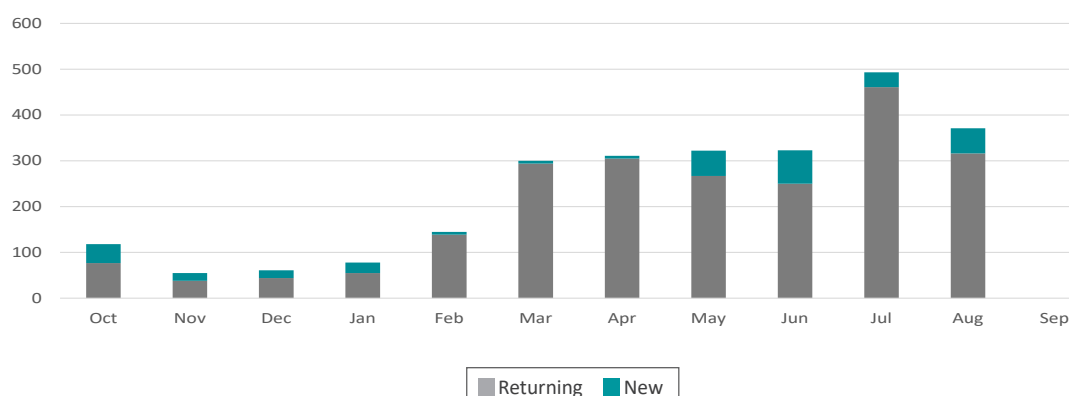
Gender



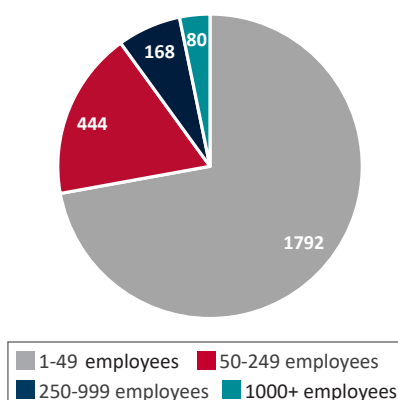
Race & Ethnicity



Employers Served (unique count)



Diversity of Employers Served (by size)



Jobs Filled by Industry

Item #9

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

Training: by Industry

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

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

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

Training (completed): Going PRO Training Fund FY21

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

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

Hiring Events

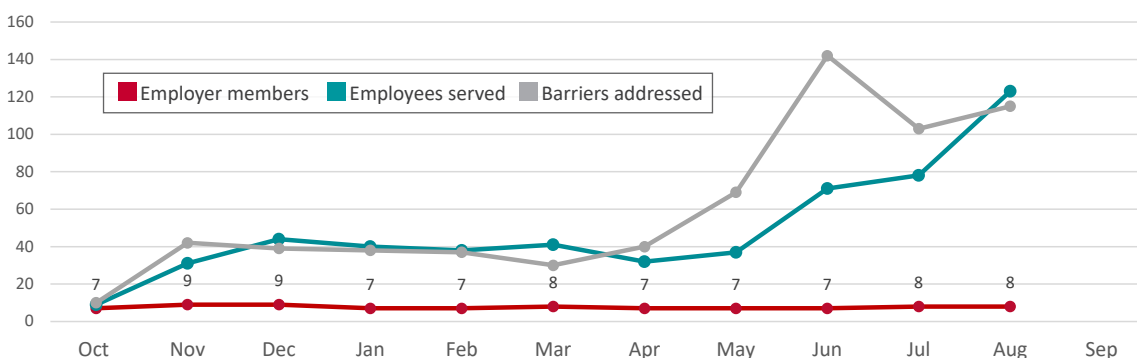
	Events	Participating Employers	Job Seekers
Q1	4	78	38
Q2	4	155	67
Q3	4	40	22
Q4*	4	77	59
TOTAL	18	350	186

*July and August

Retention Solutions Network

Success coach hours
(cumulative, reported quarterly)

483.00



WorkReady Certificates Earned (cumulative, reported quarterly)

2,651
Pre-Assessments

173
Post-Assessments

71
WorkReady
Certificates

142
WorkReady Plus
Certificates



Service Summary
Oct 1, 2021 to Aug 31, 2022

Service Summary: Strategic Plan Alignment and Indicator Descriptions

Pipeline Development: Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.	Enhanced Relationships: Foster widespread networks to collaboratively address workforce needs in the region.	Diversity and Inclusion: Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.
---	--	--

The indicators shown on the Service Summary are provided to inform the board about the impact of services provided through a variety of workforce development programs. Each represents the implementation of goals in the Strategic Plan.

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

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

**ADMINISTRATIVE OFFICE**

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4100

SERVICE CENTERS**Allegan County**

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

Barry County

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

Ionia County

603 W Adams 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

12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

MEMORANDUM

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

FROM: West Michigan Works! Staff

DATE: October 10, 2022

RE: Solutions Driven Updates

Enhanced Relationships:

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

Pipeline Development:

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

Diversity and Inclusion:

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

Grant Updates

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

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

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

- New hire, on-site training: up to \$2,000 per individual (
- U.S. DOL Registered Apprenticeship Program: up to \$3,500 per individual for first year through completion

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

Grants – Ongoing

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

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

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

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

directly impact patient care; and alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations serving rural populations. ***Enhanced Relationships, Pipeline Development***

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

State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC): WMW was awarded a contract to provide Project Management and Apprenticeship Program Technical Assistance for a \$1.1 million State Apprenticeship Expansion grant awarded to the consortium by LEO-WD. WMW has hired a Project Manager (PM) to support the hiring of 427 apprentices at 28 energy industry companies statewide in critical job roles within gas and electric skilled trades and line-clearance tree trim. ***Enhanced Relationships, Pipeline Development***

Industry Talent Councils

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

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

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

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

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

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

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

connection to the community. WMTT has also started gearing up for its annual Mi{Code} Experience which seeks to introduce third through fifth-grade students to coding and computer science career paths. Learning to code can help these students become the next generation of problem-solvers, creators, and innovators! Last year, over 1500 students from 70 classrooms in WMW! 7 county region participated ([see map](#)). Each classroom is matched with an industry professional, who leads the class through a structured lesson including career exploration, Q and A, and introduces a hands-on coding tutorial through Code.org. Teachers can register for a date and time starting in October for a timeframe in National Computer Science Week and the following week (Dec 5- 16). After classrooms have signed up, WMTT recruits the mentors and connects them to the teacher. The program is virtual to ensure students in all counties can get matched easily with a mentor. Registration is not yet open, however, if there are educators interested in getting on the list for when registration does open, please email westmichigantechtalent@westmiworks.org.

Programs

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

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

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

Retention Solutions Network: Over the last few months, the Retention Solutions Network (RSN) has been shifting its model toward a greater focus on resource navigation. We made this decision strategically through a process of evaluating our

budget along with other Business Resource Networks (models similar to RSN) across the state. We have also updated our share definition to an interim definition so that we can create stability and sustainability around internal capacity. We plan to make more updates to our service delivery and cost in a manner that includes employer voice. ***Enhanced Relationships, Diversity and Inclusion***

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

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

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

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

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

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

Initiatives

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

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

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

Pipeline Development

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

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

The results of the survey are in and Datawise is putting together a full report and info graphs that we are excited to share in the near future.

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

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

Pipeline Development

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