



West Michigan Works! (WMW) 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.

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Monday, April 10, 2023 • Meeting 12:00 p.m. – 1:30 p.m.

AGENDA

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of the February 13, 2023 Minutes **Action Required**
4. Presentation: Midwest Strategy Group **Information Item**
Mike Krombeen, Partner
5. WMW 16-01c1 Trade Act Adjustment (TAA) Training Approval Policy **Action Required**
Tasha Evans, Director of Talent Solutions
6. 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*
7. Success Story: Rachel VanZoest **Information Item**
Tasha Evans
8. WDB Service Summary: *Angie Barksdale, Chief Operating Officer* **Information Item**
9. Solutions Driven Updates **Information Item**
Tasha Evans, Director of Talent Solutions, Chad Patton, Director of Development and Innovation and Amy Lebednick, Director of Business Solutions
10. Other Business **Information Item**
11. Public Comment
12. Adjournment

Next Scheduled Workforce Development Board Meeting: June 12, 2023



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Monday, February 13, 2023 • Meeting 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Mark Bergsma (Chairperson), Heather Daniel (Vice-Chairperson), Ryan Bennett, Kenyatta Brame, Morgan Carroll (virtual), Tonia Castillo, Paul David, Jay Dunwell (virtual), Jim Fisher (virtual), Kristin Garris, Jennifer Heinzman (virtual), TaRita Johnson, Greg King, Kolene Miller, Dan Rinsema-Sybenga, Michelle Seigo, Samantha Semrau, Daniel TenHooen, Mark Thomas, Stacy Young

Workforce Board Members Absent: Nora Balgoyen, John Buchan, Jordan Clark, Cathy Cronick, Jon Hofman, David Kitchen, Shana Lewis, Scott McLean, Jen Schottke, Sara Whisler

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

Guests Present: None

1. Call to Order at 12:01 p.m. Chairperson, Mark Bergsma.

2. Public Comment- None.

3. Approval of Minutes

Action Required

Mark Bergsma requested approval of both the October and December minutes as one motion.

a. October 10, 2022

b. December 12, 2022

Motion – Daniel TenHooen

Second – Paul David

Item Approved by Vote – All 16 members present voted affirmatively. Motion carried.

4. Policy Approval: WMW 16-03c7 Welfare Reform Supportive Services Policy

Action Required

Tasha Evans, Director of Talent Solutions, reviewed that in 2017, the WDB approved this policy for welfare reform programs to provide guidance for providing supportive services to job seekers enrolled in PATH and FAE&T programs. Tasha reviewed that recent changes in this policy now allow participants to receive select Transitional Support Services (TSS) once per fiscal year, where previously duplicate payments for the same achievement were not allowable. Tasha further reviewed that this policy seeks to update the frequency of allowable transitional supportive service payments and to better align locally defined milestones, in which a participant can receive TSS payments. These changes align closely with jobseeker successful outcomes and improves the ability for WMW to identify, issue and track earned milestones. Tasha requested WDB approval of this policy to reflect these changes. Discussion took place and staff answered board members' questions.

Motion – Daniel TenHooen

Second – Kenyatta Brame

Item Approved by Vote – All 16 members present voted affirmatively. Motion carried.

5. WDB Activities

- a. Member Nomination *(Executive Committee only)* **Action Required**
No Executive Committee quorum present. Item will be presented to the Executive Committee on March 13, 2023.
- b. WDB Member Roster **Information Item**
Jacob Maas, Chief Executive Officer, reported that that Randy Boss, representing Ottawa Kent Insurance has stepped down from his seat on the WDB. Jacob thanked Randy for his years of service, previously on the Ottawa County Board and assistance in the regionalization merger in 2015. Further, Jacob reported that due to Randy's vacancy, the private sector percentage will drop below the 51% WIOA requirement. The WDB is seeking to fill two (2) private sector seats. Applications are currently being accepted through March 3, 2023 and applications can be found [here](#). Discussion took place and Jacob answered board members' questions.

6. WMW WDB Subcommittee Updates

Information Item

- a. Executive Leadership and Strategic Engagement Committee (Executive Committee):
Mark Bergsma, Chairperson, reported that the Executive Committee met in January and discussed the WDB roster, National Workforce of Workforce Boards (NAWB) Forum, Wagner-Peyser Proposed Rule, and today's meeting agenda.
- b. Ad-hoc Committee: Essential Service Awards (ESA):
Mark Bergsma reported that the annual [Beverly A. Drake Essential Service Awards](#) recognizes the vital role that frontline workers have in our local economy. Mark reported that 58 nominations were submitted in 8 categories. Mark reviewed the individuals selected and named as the 2022 Essential Service Award winners. Mark reported that the ESA committee visited the workplaces of each winner to congratulate them and present their certificates. The awardees will be formally recognized at the February 27, 2023 Economic Club of Grand Rapids luncheon. Mark asked the board to congratulate the winners on WMW social media platforms.
- c. Career Educational Advisory Council (CEAC): Tonia Castillo, WDB Member and Council Chair, reported that the CEAC met in January. The council discussed grant updates, metrics, member activities, and initiatives that are taking place.
- d. Legislative Committee: Jim Fisher, WDB Member and Committee Chair, reported that the committee met in January, discussed NAWB, Legislative Day, Wagner-Peyser (WP) Proposed Rule, and additional lawmaker site tours and visits. Next meeting is scheduled for April 18.
- e. Solutions Driven Committee: Jordan Clark, WDB Member and Committee Chair, reported that the committee met in October 2022. The committee has scheduled its remaining 2023 meetings to take place prior to each full WDB meeting. The committee will continue its discussion on strategic partnerships and retention solutions.

7. Overview of MiCareerQuest

Information Item

Chad Patton, Director of Development and Innovation, and Maggie Ryan, Project Manager both provided a presentation on the upcoming MiCareerQuest event scheduled for May 24, 2023. The presentation can be viewed online here: https://www.westmiworks.org/app/uploads/2023/02/MiCareerQuest23_WDB-Presentation.pdf

8. Success Story

Information Item

Chad Patton reported that staff plan to present a success story at each board meeting moving forward. Chad shared a WMW Retention Solutions Network video highlighting how impactful the services provided have been. The video can be viewed online here: <https://www.youtube.com/watch?v=GGF4N10AEn8>

9. WDB Service Summary **Information Item**
- Angie Barksdale, Chief Operating Officer, reviewed the Service Summary, for September 2022 through December 31, 2022, with board members. Angie reviewed the Management Observations and Highlights which included information on: Service Center Traffic, Employers Served, Jobs Filled By Industry, Going Pro Talent Fund (GPTF), Hiring Events, Retention Solutions, and WorkReady Certificates Earned. Next, Angie reviewed the Strategic Alignment and Indicator Descriptions to inform the board about the impact of services provided through the workforce development program. The indicators represent the implementation of goals as outlined in the Strategic Plan. Angie answered board members' questions.

10. Solutions Driven Updates **Information Item**
- Going forward, summaries of each initiative highlighted under solutions-driven updates will also include a notation identifying its alignment with strategic plan goals. These "alignment indicators" are ***Diversity and Inclusion, Enhanced Relationships, and Pipeline Development.***

Grant Updates:

- a. Health Resources & Services Administration (HRSA): Amy Lebednick, Director of Business Solutions reported that GRCC was awarded \$2.9 million dollar grant by the Department of Health and Human Services (DHHS) and will partner with West Michigan Works!, Corewell Health, Cherry Health and Trinity Health Systems to implement the grant. ***Enhanced Relationships, Pipeline Development***
- b. Michigan Career Opportunity Academies for Community Health (MiCOACH): Amy Lebednick reported that this grant was awarded to increase the number of Community Health Workers (CWHs) and Health support in targeted Intermediate School Districts (ISDs), including Muskegon Heights. This is a three-year grant which will aim to improve the dissemination of health information, connection to mental health resources, and help create safer, healthier school environments and communities. ***Enhanced Relationships, Pipeline Development***
- c. The Michigan Citizen Reentry Initiative (MiCRI): Amy Lebednick reported that this grant opportunity will launch a new initiative designed to reduce recidivism among justice involved citizens and increase their successful participation in employment and training opportunities. ***Diversity and Inclusion***
- d. MDARD Specialty Crop Grant: Amy Lebednick reported that the Agribusiness Talent Council of West Michigan was awarded a grant of more than \$80,000 to provide funding for food safety and leadership training. ***Enhanced Relationships, Pipeline Development***
- e. Going PRO Talent Fund (FY23): Amy Lebednick reported that 193 employers in West Michigan are being awarded and an additional 9 applications are pending review for an award. The industries receiving the most funding are manufacturing, construction, and healthcare. Additional information is provided in the board packet. Discussion took place and Amy answered board members' questions. ***Enhanced Relationships, Pipeline Development***

Grants/Funding Opportunities - Ongoing:

- a. Talent Pathways Program: Information provided in board packet. ***Pipeline Development, Diversity and Inclusion***
- b. Grand Rapids Community College's One Workforce Grant: Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- c. Michigan Learning and Education Advancement Program (MiLEAP): Tasha Evans, Director of Talent Solutions, reported that WMW in partnership with Grand Rapids Community College (GRCC), Montcalm Community College, Muskegon Community College, and West Michigan Center for Arts and Technology (WMCAT) received a \$2 million award to fund short-term, high-demand training that leads to a credential in food processing, healthcare, IT, retail,

sales, supply chain, and manufacturing. The state issued a no-cost extension through June 30, 2024 and has expanded training opportunities to include high demand credentials offered through other local area providers. ***Enhanced Relationships, Pipeline Development***

- d. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)
Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- e. State Apprenticeship Expansion (SAE) – West Michigan Works!
Tasha Evans reported that these funds will help cover employer costs and has allowed WMW to scale the registered apprenticeship programs by hiring an additional Apprenticeship Success Coordinator staff to develop new programs by working with our Industry Talent Councils. This grant was set to expire March 31, 2023, but an extension through June 30, 2024 has been requested.
Enhanced Relationships, Pipeline Development
- f. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC)
Information provided in board packet. ***Enhanced Relationships, Pipeline Development***

Industry Talent Council Initiatives: Amy Lebednick reported that 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. Amy reported that all ITCs are actively planning for MiCareerQuest 2023. Amy reviewed that the electronic copy of the packet has all the ITC's websites hyperlinked for accessing additional information. ***Enhanced Relationships, Pipeline Development***

- a. Agribusiness Talent Council of West Michigan (ATC): **The Agribusiness Talent Council is an employer-led collaborative that seeks to expand the talent pool by promoting career pathways and opportunities in West Michigan's agribusiness industry.**
Amy Lebednick reported that the ATC will be hosting a series of job fairs for underrepresented talent in the Ag industry. An "Ag-Jobs-4-All" event was held 1/12/2023 and had 10 employers registered, 8 job seekers attended, plus community partners who serve opportunity populations. The next event will be held 4/13/23 at the WMW Holland Service Center. Registration will open in early March. Several Career Ag-xploration events were held over the last quarter. Additional Information provided in board packet.
- b. Construction Careers Council (CCC): **The Construction Careers Council creates a bright future for West Michigan's construction industry by building a diverse and qualified workforce.**
Additional Information provided in board packet.
- c. Discover Manufacturing (DM): **Mission: "We Exist to Inspire and Expand Manufacturing Talent in West Michigan."**
Amy Lebednick reported that DM will meet with its advisory leadership team in February to discuss ongoing and new projects. A DM subcommittee is actively working to make improvements to the DM manufacturing scholarship initiative. In May 2023, \$10,000 will be awarded to students. Applications are available on the DM Website September 1 – April 2023. Discover Manufacturing Week was held in November 2022. In total 9,800 students and 112 employers participated. Educator participation is promoted concurrently with Discover manufacturing Week registration. So far, over 30 educators and 27 manufacturers have indicated interest in the program. Information sessions are held frequently, and the council is actively matching schools and employers. Soon, select manufacturers will be invited to showcase their companies through an Earn and Learn website directory that outlines tuition reimbursement, apprenticeships, internships, and co-op opportunities on the DM website.

- d. [West Michigan Health Careers Council \(WMHCC\)](#): **Mission: The purpose of WMHCC is to provide an employer-led collaborative council of healthcare employers, educators, workforce development, and economic development organizations working together to meet West Michigan's healthcare talent needs.**

Amy Lebednick reported 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. WMHCC is in the early stages of planning a family friendly, career fair carnival, which is intended to be an innovative take on a traditional career fair that includes food and entertainment elements. A project group focused on retention is meeting regularly to develop a resource guide and best practices for barrier reduction in healthcare. This includes a community resource guide developed with the help of resource navigators.

- e. [West Michigan Tech Talent \(WMTT\)](#): **Mission: West Michigan Tech Talent looks to engage employers of Information Technology professionals with best practices, resources and a community to grow, develop, recruit and retain a diverse and inclusive world class IT workforce in West Michigan.**

Amy Lebednick reported that WMTT is forming a subcommittee to work on the development of a Cyber Security Registered Apprenticeship program. The committee will be led by the WMW Apprenticeship Success Coordinator (ASC). WMTT will be hosting a series of four networking events in 2023 with the goal of adding 400 new IT professionals to its network. WMTT will also begin planning a Tech Trends event with Keith Brophy. This will potentially be the largest WMTT hosted event in history with approximately 250 attendees. More information will be provided as details are finalized.

Programs

- a. WMW Sponsored Registered Apprenticeships Program:

West Michigan Works! currently holds standards for 33 US Department of Labor registered apprenticeships, with over 150 active apprentices and almost 90 participating employers. The WMW Apprenticeship Team has been working closely with the West Michigan Health Careers Council to develop new programs including adding an EEG (Electroencephalogram technician) Program to our standards. It is the first program of its kind in the nation. We are also engaging with community partners to develop a Cardiovascular Technician program and exploring programs for Anesthesiology Technician and Community Health Worker. We have recently engaged with West Michigan Tech Talent and local partners to create a Cyber Security Apprenticeship program for interested employers. **Pipeline Development**

- b. Ascend Youth Programming:

Chad Patton reported that the Ascend team currently provides in-person and virtual programming for eligible youth across our 7-county region. We also continue to expand our partnerships to recruit more youth and to provide co-located services. We have recently developed partnerships to co-locate services within AYA (Kent County), Orchard View Adult Education (Muskegon), and ESCAPE Ministries (Ottawa). We continue to meet with partners to grow this type of strategy. On the horizon: summer youth work experience programming for 2023. **Pipeline Development, Diversity and Inclusion**

- c. MiCareerQuest:

Additional information provided in the board packet. For those who can volunteer, this is an event that you will not want to miss. If you're able and willing to volunteer, [please register here](#). **Pipeline Development**

d. HireReach:

Chad Patton reported that HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. After a couple of speed bumps, HireReach is now actively partnering with Kalamazoo to provide a Spring 2023 academy. HireReach also continues its involvement in the Opportunity for All initiative lead by Fred Keller and funded by the DeVos Foundation. HireReach will present a three-year plan to provide academies to West Michigan employers in March. This 3-year plan will provide an opportunity to train 96 employers in skills-based hiring over the next three years. ***Diversity and Inclusion***

e. Retention Solutions Network (RSN):

Chad Patton reported that after making necessary changes to service delivery, the RSN has demonstrated stability and mild growth through these changes. In the first quarter, there is 37% growth in the number of shares purchased. This increase comes from the net addition of one company. The RSN Manager has also created a partner-employer advisory board that will help WMW determine how to grow RSN through a solutions-driven approach. ***Enhanced Relationships, Diversity and Inclusion***

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

Tasha Evans reported that LEAP launched in Muskegon as a pilot program at the end of January of 2022. 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 is in close partnership with Muskegon County Friend of the Court and includes both voluntary referrals and mandated participation. WMW is in early conversations with partners in Allegan County about potentially expanding LEAP to include Allegan. ***Pipeline Development, Diversity and Inclusion***

g. Clean Slate:

Tasha Evans reported that 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, WMW has shifted services from providing financial resources for court costs and attorney fees to providing meaningful consultation to jobseekers, specific to their case, about options, resources, and eligibility to prepare them for April. Discussion took place and Tasha answered board members' questions. ***Diversity and Inclusion***

Initiatives

a. Grow with Google:

Additional information provided in board packet. ***Pipeline Development***

b. Michigan Economic Development Corporation (MEDC) Talent Action Team (TAT) Electric Vehicle (EV) & Mobility Pilot:

Amy Lebednick reported that The Michigan Economic Development Corporation (MEDC) hired the Boston Consulting Group to conduct an analysis of best practices in workforce to bring together industry, higher education, training, and recruitment program partners to support the need for reskilling and upskilling incumbent automotive industry workers and recruiting new employees into the industry. The TAT has reached out to WMW to discuss implementation of a pilot project to support the hiring needs of four local employers in the Electronic Vehicle (EV) with the goal to expand educational and job support opportunities to build competitive, cross-industry talent for the future of electrification and mobility in the state. Based on conversations to date, a potential partnership between MEDC and WMW may include support for the following initiatives:

1. Recruiting approximately 1,300 qualified individuals in 2023 to fill Production Worker and Frontline Supervisor roles in the West region (and connecting them to relevant short-term training programs where necessary).
2. Making additional strategic investments in jobseeker support services (such as transportation vouchers or rideshare, translation of marketing materials, or English as a Second Language (ESL) support).

Enhanced Relationships, Pipeline Development

11. Other Business

a. Wagner-Peyser (WP) Proposed Rule

Discussion Item

Jacob Maas, Chief Executive Officer, reported that on January 5, 2023 staff were notified that the WP proposed rule decision will be issued in June 2023. Jacob shared a document received from the Office of Information and Regulatory Affairs Office with WDB members, and reviewed the two (2) alternatives mentioned in the document. The document can be found [here](#). Discussion took place and Jacob answered board members' questions.

12. Public Comment- None.

13. Adjournment at 1:20 p.m. by Chairperson, Mark Bergsma.

Recorded by: _____ Received by: _____



ADMINISTRATIVE OFFICE

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Employment & Training Council
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(616) 336-4100

SERVICE CENTERS

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12331 James St Suite 130
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(616) 396-2154

MEMORANDUM

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

FROM: Tasha Evans, Director of Talent Solutions

DATE: April 10, 2023

RE: Draft WMW 16-01c1 Trade Adjustment Act (TAA) Training Approval Policy

Background

In October of 2016 the Workforce Development Board approved a Training Approval Policy for TAA to provide guidance for determining eligibility for training for job seekers enrolled in the TAA program.

This policy seeks to include changes to remove limits on work search area, update the approval training criteria from jobs with a minimum of ten (10) percent growth or higher to jobs with growth and include employment that pays a wage of at least the 75th percentile of national wages. These changes align with the recommendations provided by TAA state monitor and align with the Department of Labor (DOL) regulations.

Action

WMW staff are requesting that the WDB approve WMW 16-01c1 TAA Training Approval Policy to reflect these changes.



Title:	Draft WMW 16-01c1 TAA Training Approval Policy
Effective Date:	April 10, 2023
Approved by:	West Michigan Works! Workforce Development Board on Area Community Services Employment and Training (ACSET) Governing Board on April 10, 2023 .
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, and the Trade Adjustment Assistance Reauthorization Act of 2015.
Scope:	This policy covers Trade Act Adjustment (TAA) eligible participants who apply to or who are enrolled by West Michigan Works! It addresses application for training and West Michigan Works' requirements for training approval.
Supersedes:	WMW 16-01 TAA Training Approval Policy
Reference:	The Trade Act of 1974, Public Law (PL) 93-618, as amended, the Trade Act of 2002, PL 107-210, the TAARA of 2015 PL 114-27, the Trade and Globalization Adjustment Assistance Act of 2009, the Trade Adjustment Extension Act of 2011, 20CFR 618, 20 CFR 617, Training and Employment Guidance Letter (TEGL) 8-11, TEGL 11-02 and subsequent changes, Bureau of Workforce Policy Issuance 07-18 and subsequent changes, Workforce Development Agency PI 09-21 and subsequent changes, TEGL 22-08 operating instructions and subsequent changes and applicable TAA Manual.
Background:	Each of the TAA Programs cited above provide a one-time (lifetime) training benefit for displaced workers who are determined by USDOL to be adversely affected by foreign trade and determined by West Michigan Works! (WMW) to be prepared to successfully complete training and work in an in-demand job.
Policy:	<u>A. Determination of Eligibility For TAA Training</u>

1.

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/.

Authority for approval of WMW TAA training resides with WMW. WMW will work with adversely affected workers to find an appropriate and approvable training program within required time limits to enable the worker to receive Trade Readjustment Allowances (TRA) income support benefits. This policy creates a proactive approach to assist workers in accessing training in occupations that are in high demand in West Michigan.

In order to qualify for TAA Training, individuals must:

- Be a member of an individual group certified by the USDOL Division of Trade Adjustment Assistance as eligible to apply for assistance under TAA.
- Be partially or totally separated or scheduled to be separated from adversely affected employment and were either: (1) separated from affected employment or had wages and hours significantly reduced (i.e., a reduction to 80% or less of the average weekly hours and wages reduced to 80%), (2) documented by the employer as having a future planned separation date, (3) separated from impacted employment, but, at time of application, working in “unsuitable employment,” as defined in section D.1. In all cases, separation from impacted employment must be documented as lack of work attributable to the impacted employer. A worker may still qualify for services if he or she had a previous separation due to lack of work from the affected employer during the eligibility period of the certification. The old separation date must be displayed in the One Stop Management Information System (OSMIS) and the registration form as the qualifying separation used for declaring eligibility.
- Cooperate in a comprehensive assessment to determine preparedness to succeed in completing their selected training and in the occupation for which training was intended. The assessment will document that: (1) the training standards have been met, (2) the worker would benefit from appropriate training and (3) the worker is qualified to undertake and complete such training.
- Participate in career exploration and the collection of labor market information in support of the selected future occupation to document the standard that there is a “reasonable expectation of employment” following completion of training. The State’s Labor Market Information (LMI) website most current

10 year occupational projections for the West Michigan Labor Market should be printed out with the selected occupation highlighted and placed in the file behind the BWT-312 Form.

- Register for work on Pure Michigan Talent Connect (PMTTC) and participate in a job search to document training standard #1: “There is no suitable employment available to the adversely affected worker” and, if receiving unemployment, to meet the seeking work requirements of the Unemployment Insurance Agency (UIA).

B. Evidence of Qualification

In order to prove a jobseeker’s eligibility for TAA training, staff must obtain one of the following types of documentation:

- A company separation/layoff or rapid response list with the name of the company, company representative, group certification number, the worker’s full name, address, the actual or official planned separation date and reason for the actual or planned separation. The reason for separation must be related to a lack of work at the impacted company.
- An individual separation/layoff letter from the company or union minimally displaying the company’s name, the worker’s name, separation date and reason for the separation or layoff. This letter will be shared with the State.

C. Buyout Recipients and Involuntary Retirements

- Individuals who have accepted a buyout, an involuntary retirement, or participated in some other type of attrition plan, can qualify to receive benefits under TAA. In order to qualify for TAA benefits, these individuals may qualify if they appear on the employer provided listings to the State of Michigan.
- Individuals who do not appear on employer provided listings to the State of Michigan must provide documentation from their certified former employer stating that their separation from employment, through the acceptance of a buyout or other similar program participation, was due to a lack of work.

- Eligibility determinations for TAA benefits are made independently from Unemployment Insurance (UI) and TRA determinations. Buyout recipients may still qualify for TAA benefits, even if they do not qualify for Unemployment or TRA benefits.

D. Six Training Approval Standards and Acceptable Documentation

Training may be approved for an adversely affected worker if all “Six TAA Training Approval Standards” as described below are met. Compliance with these standards must be certified by West Michigan Works! staff. WMW staff shall document that the following six training approval standards are met in the jobseeker’s file, as well as in case notes.

1. There is no suitable employment available for the adversely affected worker.

There is no suitable employment available for an adversely affected worker, either in the commuting area or outside the commuting area, in an area to which the worker desires to relocate with the assistance of a relocation allowance and there is no reasonable prospect of such suitable employment becoming available for the worker in the foreseeable future. Suitable employment means work of a substantially equal or higher skill level than the individual’s past adversely affected employment and wages for such work at not less than 80 percent of the individual’s average weekly wage or employment that pays a wage of at least the 75th percentile of national wages.

Notification of a specific recall to adversely affected employment by the worker’s firm in the same or essentially the same job is considered suitable employment. Waivers of training are issued in these instances. Individuals who leave training to accept recalls to work will not receive a second training approval if subsequently laid off, but, may resume their previous plan with time modifications. If an application for training is denied under these criteria, WMW must document the availability of suitable employment through local labor market information or job orders.

2. The adversely affected worker would benefit from appropriate training.

The training must enhance the individual's employability by providing vocational skills required by the stated occupational goal. Upon completion of training, the individual is job-ready. Training must be expected to improve the individual’s chances of

obtaining and retaining sustainable employment at higher wages than would have been obtained in the absence of training. A specific vocational goal must be entered on the training contract. The vocational goal must be one that prepares the individual for full-time employment with an employer. Self-employment or commission-based employment cannot be the vocational goal.

3. There is reasonable expectation of employment following completion of training.

The sole purpose of TAA training is to help the individual obtain full-time in demand employment. ~~The job market conditions considered must be limited to those in the West Michigan Works! Labor market area.~~ One of the following needs to be present in the file to document meeting this standard: (1) copy of the relevant page from the most recently updated “West Michigan Works! Jobs in Demand List” with the occupation highlighted, (2) printout of the relevant page with the selected occupation highlighted from the State’s LMI Website –West Michigan Area’s 10 year Occupational projections. The documentation should indicate a ~~at least a 10% growth rate or higher~~ for the occupation or will not be considered valid documentation, or (3) a written commitment from and signed by an employer stating that the candidate will be hired upon completion of training. ~~The WMW TAA Policy Manager may grant exceptions to these conditions based on individual situations.~~

4. Approved training is reasonably available from either governmental agencies or private sources.

Training should be reasonably accessible to the individual, at no cost to the individual, within the individual’s commuting area, at any governmental, educational, or private training provider, including On-the-Job Training (OJT) and customized training. Emphasis must be given to finding accessible training for the individual, although this does not preclude training outside the commuting area. Whether the training is within or outside the commuting area, training must be available at a reasonable cost and include the cost of training and the cost of transportation or subsistence allowances when training is 15 or more miles from the worker’s residence.

Training at a facility outside of the local commuting area will be approved only if such training is not available within the commuting area. Individuals can attend training outside of Michigan under the aforementioned circumstance, or if the

individual resides near the state line and the training is within the commuting area. However, the training facility must be licensed by the state in which it is located in order to be approved.

5. The adversely affected worker is qualified to undertake and complete such training.

Evidence that the individual has the basic skills, aptitude, and financial resources to complete training must be documented on an Individual Service Strategy (ISS). Evaluation of the adversely affected worker's

background must determine that the worker's knowledge, skills, abilities, educational background, work experience, and financial resources are adequate to undertake and complete the specific training program being considered. The MWA must consult the adversely affected worker's comprehensive assessment to determine whether the worker is qualified to undertake and complete the training.

The individual must have a reasonable and realistic plan to meet living expenses while in training. Staff will case note their discussion of living expenses with the worker. A case note should be made in OSMIS specifically addressing this issue when TRA funds will not be available. When an adversely affected worker has inadequate financial resources to complete a selected TAA training program, regardless of whether it exceeds the duration of UI and TRA payments, then training must not be approved and consideration must be given to other training opportunities or related workforce development programs' assistance available to the worker.

6. Such training is suitable for the adversely affected worker and is available at a reasonable cost.

Suitable for the worker means that the training being considered meets the fifth training approval standard and that the training is appropriate for the worker given the worker's basic skills, aptitude, background and experience.

If training of comparable quality is available at several institutions within the commuting area, the institution offering the most reasonable cost will be approved. A recommended cost comparison form shall be completed and kept on file. If the worker involved had attended the proposed school in the past and has at least one half year credits towards completion of their

selected program, then the cost comparison will be set aside and appropriate case notes shall be entered to explain the circumstance. Assessments, training contract, and cost comparison worksheets for at least two (2) other schools must be maintained in the file.

Training that is self-financed, in whole or in part, is not deemed reasonably available, and is therefore NOT approvable. Self-financed training includes any program or plan that might require the individual to pay any portion of training costs, no matter how small. Friends, relatives, and student loan programs are not acceptable sources. A fraternal organization is not an acceptable funding source, unless it operates an established program to fund training and does not require repayment. However, job seekers in self-financed training may apply for TAA approval beginning with the next school semester, or other

future period, not paid by the individual. WMW may not consider student financial assistance (Pell Grants, Work-Study program, and other federal or state loans and grants) in approving training. This allows a worker to use student financial assistance for living expenses instead of tuition and thus provides the worker income support during training. However, the student may voluntarily choose to apply student financial assistance to the costs of training if the training would not be approved otherwise due to cost. WMW! staff will document the determination in the job seeker's file.

E. Official Training Application for Approving / Denying Training and Appeal Procedure

WMW staff will work with adversely affected workers to find an approvable training program that is appropriate for the worker. All requests for training sponsorship must be submitted to the TAA Career Coach no later than 30 days prior to the commencement of the worker's proposed classes. Any exceptions to the 30 days can be made on a case by case basis by the Career Coach.

West Michigan Works! staff will use established processes to issue a written approval or denial of training to the adversely affected worker. A worker may file a Request for a redetermination of these decisions that must be received by WMW within 30 calendar days after the written denial was mailed or personally given to the adversely affected worker.

F. Services Provided to Adversely Affected Workers Prior to Training Approval

West Michigan Works! staff must offer the following eight (8) case management services to all TAA jobseekers:

1. Comprehensive and specialized assessment of skill levels and service needs, including diagnostic testing and use of other assessment tools; and in-depth interviewing and evaluation to identify employment barriers and appropriate employment goals.
2. Development of an ISS to identify employment goals and objectives, and appropriate training to achieve those goals and objectives.
3. Information on training available in local and regional areas, information on individual counseling to determine which training is suitable, and information on how to apply for such training.
4. Information on how to apply for financial aid including referring workers to educational opportunity centers described in section 402F of the Higher Education Act of 1965 (20 U.S.C. 1070a–16), where applicable, and notifying workers that they may request the financial aid officer of the institution of higher education, as defined in Section 102 of the Act, to use the current year income data, rather than the preceding year’s data, to determine the A-47 need of the worker for federal financial assistance under Title IV of the Act.
5. Short-term prevocational services, including development of learning skills, communication skills, interviewing skills, punctuality, personal maintenance skills, and professional conduct to prepare individuals for employment or training.
6. Individual career counseling, including job search and placement counseling, during the period in which the individual is receiving a trade adjustment allowance or training under this chapter, and after receiving such training for purposes of job placement.
7. Provision of employment statistics information, including the provision of accurate information relating to local, regional, and

national labor market areas, job vacancy listings in such areas, job skills necessary to obtain such jobs, information on local demand occupations, and skills required for such occupations.

8. Information relating to the availability of supportive services, including services relating to child care, transportation, dependent care, housing assistance, and needs-related payments that are necessary to enable an individual to participate in training.

West Michigan Works! staff will also provide the following services to eligible TAA workers:

1. Staff will interview each adversely affected worker regarding suitable training.
2. Staff must work with adversely affected workers to find an approvable training program that is appropriate for the worker. Staff may provide career exploration resources and activities to expedite the affected worker's career selection and fulfill the documentation requirements of the Six Training Standards.
3. Staff will inform each individual of the requirement for participation in training or to request a waiver of the training requirement, as a condition for receiving Trade Readjustment Allowance (TRA)

compensation within six months after separation date or certification date whichever gives the worker the most time.

4. Staff will provide each individual with an application for TRA payments.
5. Staff will assist each Individual with the development of an Individual Service Strategy. (The ISS is required for completion and entry into OSMIS prior to commencement of training or the issuance of a waiver of the training requirement).
6. Staff will expedite job vacancy listings to the worker. Staff will facilitate information to the worker on: jobs skills necessary to obtain in demand jobs identified in job vacancy listings, information relating to local occupations that are in demand, earnings potential of such occupations, and skills requirements for area occupations.

Each training candidate will receive a comprehensive assessment. For classroom training candidates, each person will be provided a skills assessment and the results will be retained in the participant file. A formalized test is not required for employer driven referrals since these candidates are prescreened by the employer prior to referral to West Michigan Works! The appropriateness for the candidate to fill the OJT position should be considered based on the person's work history and prior training background.

EMPLOYMENT HARDSHIPS AND SUCCESS FOR RACHEL VANZOEST



Securing an education and a career does not always result in long-term success. For Rachel VanZoest, a graduate of Cleary University, facing this hard truth started at the beginning of her professional career. This meant working as a Field Operation Technician with Precision Diagnostics in February of 2021 only to be let go after a year and a half.

Discouraged and once again seeking employment, VanZoest had several interviews but received no offers. "She was interested in pursuing a career in Medical Billing and Coding in hopes of finding solid employment and possibly working from home in the future," Talent Development Specialist Kim Heenan said.

VanZoest started by registering for work at the West Michigan Works! Greenville service center and scheduling an appointment with Reemployment Services and Eligibility Assessment (RESEA). She received help with her resume, work search, next steps in the job hunt, and was even determined eligible for assistance through the Workforce Innovation and Opportunity Act (WIOA).

Thanks to some essential assistance from WIOA, RESEA and West Michigan Works! staff, she changed her professional direction for the better. VanZoest also attended several of our workshops, utilizing her resources and persisting despite hardships.

"The staff was very welcoming and helped me achieve a few of the goals I had set in place," VanZoest said.

One of these goals included enrolling in Medical Billing and Coding thanks to Central Michigan University's Ed2Go program. "It is a self-paced program that she has a year to complete. She is enjoying the training and getting good test scores," Heenan said.

"Thanks to their help, I was able to get a position with MyMichigan Health. It's an excellent opportunity to gain more experience for when I get my Medical Billing and Coding certificate," VanZoest said. "I have recommended them to several people I have spoken to, and also tell people about the services that they offer."

Service Summary Explanation

October 1, 2022 – February 28, 2023

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. In February we saw a decline in traffic across all service center locations. This may be partially due to wintery road conditions and it being a shorter month.
- *Employers Served:* Consistently, the business solutions team serves more returning employers than new employers from month to month. Over the last quarter, business solutions staff spent a significant amount of time meeting with employers to discuss and assist with FY23 Cycle 1 Going PRO Talent Fund. We continuously strive to connect with new employers as time allows, while also maintaining quality services for existing customers.
- *Jobs Filled by Industry:* Overall, jobs filled have steadily decreased due to the heavy volume of Going Pro Talent Fund applications processed by staff, a natural decrease in jobs filled over the holidays, and staffing shortages due to vacations and open positions.
- *Going Pro Talent Fund:* total number of trainings completed *and* paid out each month. Training is not always paid out the same month the training was completed due to delays in employer reporting and documentation collection. Data is reflective of multiple fiscal years and/or cycles within a fiscal year. Current billing includes training authorized to take place under the FY22 and FY 23 Cycle 1 funding.
- *Hiring Events:* We are coordinating facilitated workgroups to reimagine hiring events during the fall of 2023. Virtual job fairs are offered to employers monthly.
- *Retention Solutions Network:* Success Coaches are providing more services to employees at member companies. We continue to work on recruiting more employer members. February experienced a slight decrease in employees served and barriers addressed, likely due to staff training and it being a shorter month.
- *WorkReady Certificates Earned:* We have begun the process of improving both attendance and the overall curriculum for these workshops. We have engaged the Solutions-Driven Committee in this process.



Service Summary Oct 1, 2022 to Feb 28, 2023

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

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

Strategic Plan Alignment



Enhanced Relationships



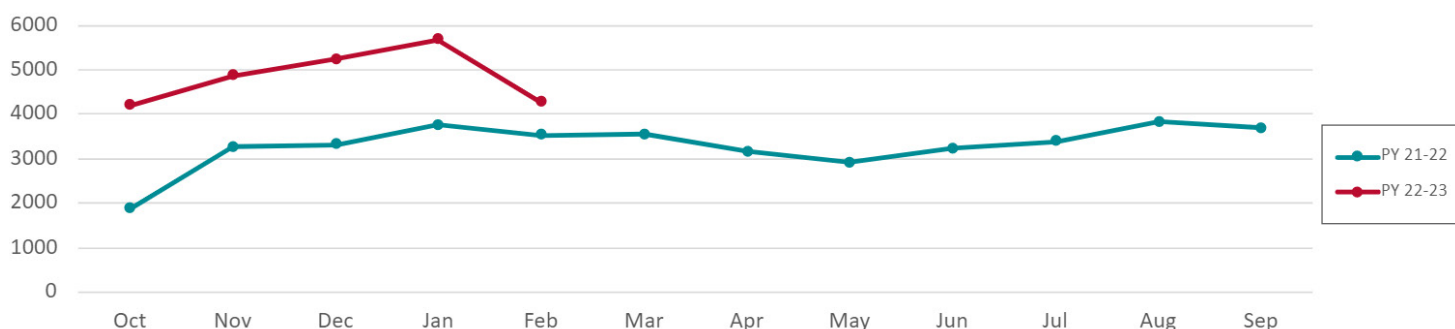
Pipeline Development



Diversity and Inclusion

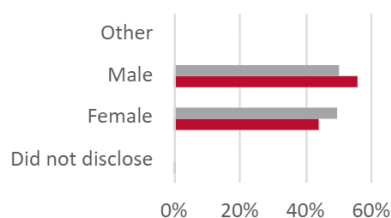
Service Center Traffic & Call Volume* (PY comparison by month)

*call volume not included in PY 21-22 numbers

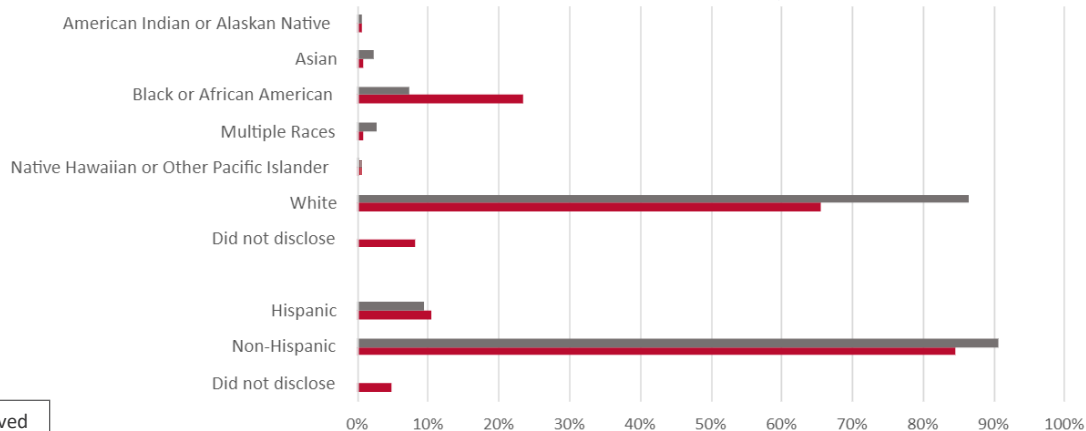


Diversity of Job Seekers Served

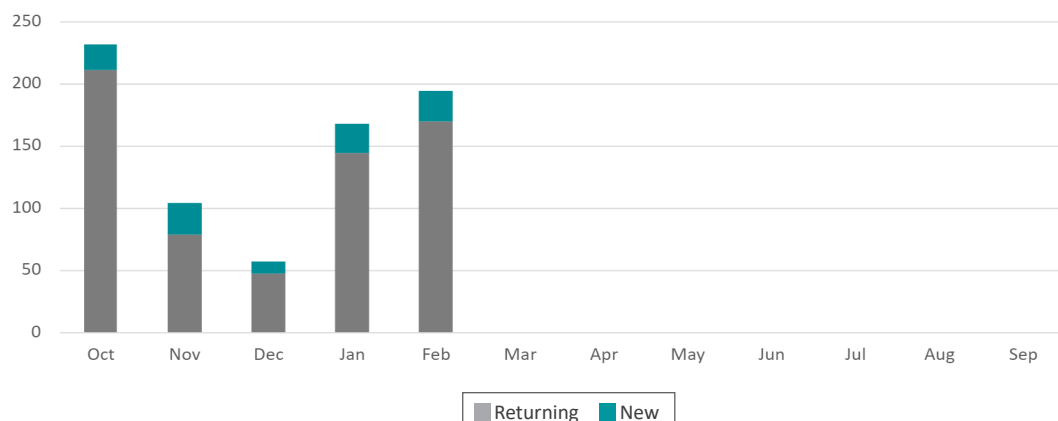
Gender



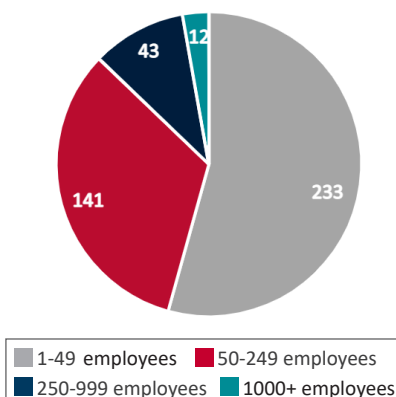
Race & Ethnicity



Employers Served (unique count)



Diversity of Employers Served (by size)



Jobs Filled by Industry

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Agribusiness	0	0	90	5	43							
Construction	39	5	43	2	8							
Healthcare	99	299	3	188	91							
IT	106	69	0	3	0							
Manufacturing	367	302	226	35	83							
Other	60	99	73	228	77							
Total	671	774	435	461	302							

Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Construction	16	212	1	3
Health Care	32	367	43	73
Information Technology	21	25	0	0
Manufacturing	62	37	0	7
Other	46	97	0	166

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

Going PRO Apprenticeship (GPA)
MiREACH
MiLEAP
One Workforce
PATH Subsidized Employment
State Apprenticeship Expansion (SAE)
WIOA Incumbent Worker Training
WIOA Individual Training Accounts
WIOA On-the-Job Training
WIOA Youth Work Experience
Young Professionals
DTE Foundation

Training (completed): Going PRO Training Fund

	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23
New Hire	668	313	55	345	599
Classroom	161	281	79	344	13
Apprenticeship	13	18	0	13	2
Total	842	612	134	702	718

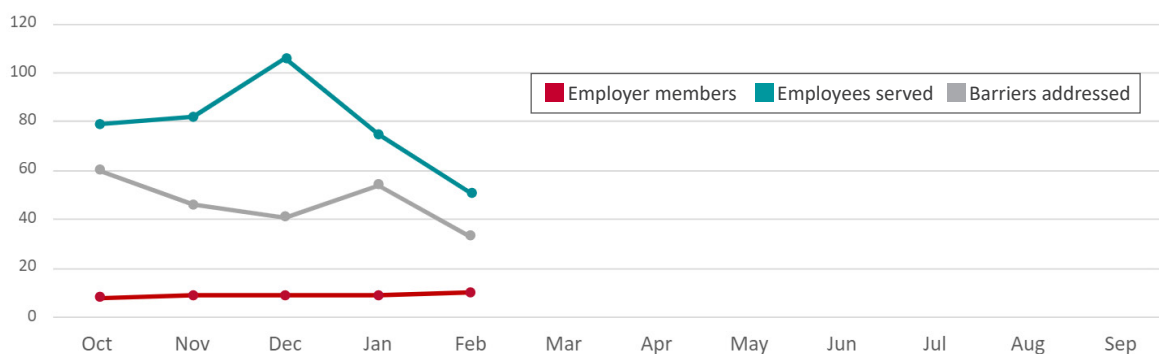
Hiring Events

	Participating		
	Events	Employers	Job Seekers
Q1	3	68	65
Q2			
Q3			
Q4			
TOTAL	3	68	65

Retention Solutions Network

(cumulative, reported quarterly)

Success coach hours
387.00



WorkReady Certificates Earned (cumulative, reported quarterly)

1,172 Pre-Assessments	53 Post-Assessments	33 WorkReady Certificates	69 WorkReady Plus Certificates
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Service Summary
Oct 1, 2022 to Feb 28, 2023

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

Indicator	Strategic Plan Alignment	Narrative
<i>Service Center Traffic & 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. Food Processors, as part of Agribusiness, are currently reported under manufacturing. 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 Going Pro Talent Fund.
<i>Training (completed): GoingPro</i>	Enhanced Relationships; Pipeline Development	As one of our largest funding sources for employer-driven training, Going PRO Talent Fund (GPTF) is reported separately. Allowable training funded by GPTF includes new hire, incumbent, and registered apprenticeships.
<i>Hiring Events</i>	Enhanced Relationships; Pipeline Development	This indicator shows hiring 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
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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: April 10, 2023

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

Health Resources & Services Administration (HRSA): The Department of Health and Human Services (DHHS) awarded a \$2.9 million dollar Health Resources & Services Administration (HRSA) grant to Grand Rapids Community College (GRCC). West Michigan Works! (WMW) has partnered with GRCC and Corewell Health, Cherry Health, and Trinity Health Systems to implement the grant. This three-year grant will expand the public health workforce in West Michigan through classroom training and apprenticeship opportunities. The focus is on 150 participants, with approximately 60% of grant dollars going directly toward students. ***Enhanced Relationships, Pipeline Development***

Michigan Career Opportunity Academies for Community Health (MiCOACH): The Department of Health and Human Services (DHHS) awarded a \$3 million dollar Health Resources & Services Administration (HRSA) grant to the State of Michigan Michigan, Labor and Economic Opportunity (LEO). LEO has partnered with multiple Michigan Works! Agencies and Intermediate School Districts (ISD) to increase the number of Community Health Workers (CHWs) and Health Support in the ISDs. Locally, WMW will work with MAISD and the Muskegon Heights Public School system. This three-year grant will aim to improve the dissemination of health information, connection to mental health resources, and help create safer, healthier school environments and communities. Throughout the course of this grant, WMW will partner to serve 24 recently or soon to graduate Muskegon Heights youth. ***Enhanced Relationships, Pipeline Development***

The Michigan Citizen Reentry Initiative (MiCRI): A cooperative grant opportunity with the US Department of Labor and the Department of Justice with a state award of \$7.6 million to launch the new initiative designed to reduce recidivism among

justice involved citizens and increase their successful participation in employment and training opportunities. This includes individuals incarcerated in the Federal Correctional Institute (FCI) in Milan, Michigan and four Residential Reentry Centers (RRC). Although the planning stages for this grant is anticipated to conclude in April, participants will not be entering the RRCs until late May or early June 2023. As we currently understand it, WMW services cannot begin until this time.

Enhanced Relationships, Diversity and Inclusion

Michigan Incarcerated Veterans' In-Reach Program (MIVIP): led by LEO's Veterans' Employment Services team in partnership with the Michigan Department of Corrections and the Michigan Works! network. In addition to the in-reach employment services, veterans will receive post-release wrap-around services to help ensure each participant's success and reduce recidivism. One of the primary goals is to help incarcerated veterans understand how their military experiences can bring value to the civilian workplace including how to market their credentials as well as skills such as teamwork, problem solving, adaptability and effective communication. The \$2.4M in funding to support MIVIP was provided through a Pathway Home grant from the U.S. Department of Labor's Employment and Training Administration. ***Diversity and Inclusion, Pipeline Development***

MDARD Specialty Crop Grant. The Agribusiness Talent Council of West Michigan was awarded a grant via West Michigan Works! to provide funding for over \$80,000 of food safety and leadership training. Additionally, the funds will pay production costs to produce 5 videos to market high skill, in demand career opportunities at West Michigan are specialty crop growers. ***Enhanced Relationships, Pipeline Development***

Going PRO Talent Fund FY23: The Michigan Department of Labor and Economic Opportunity announced the award of \$47 million in statewide funding for the Going PRO Talent Fund (GPTF) for fiscal year 2023, Cycle 1. West Michigan employers fared very well, with 193 receiving an award totaling \$17,463,904.00 (\$18.6M with admin). A full list of grant recipients for Cycle 1, per MWA, is available online at Michigan.gov/TalentFund. ***Enhanced Relationships, Pipeline Development***

Industry Lead Collaborative applications opened March 22 and will remain open for an undisclosed period of time. The online individual employer application for Cycle 2 is scheduled to be open from May 1-24. Cycle 2 awarded training may occur from July 17, 2023 - July 16, 2024 and awards are anticipated to be announced in June. ***Enhanced Relationships, Pipeline Development***

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. We are currently in year 3 of this grant.

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 (WMCAT) 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. The state granted a no cost extension through June 30, 2024 and we have expanded training opportunities to include high demand credentials offered through other local area providers.

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. The grant was set to expire on March 31, 2023, but the State Dept of LEO is submitting a modification to extend the grant until June 30, 2024. ***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. We are actively working with 23 companies and have over 300 apprentices that are enrolled or are actively being enrolled in the grant. ***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. All Industry Talent Councils are actively managing planning and design workgroups with exhibitors for MiCareerQuest 2023. ***Enhanced Relationships, Pipeline Development***

Agribusiness Talent Council of West Michigan (ATC): The Agribusiness Talent Council is an employer-led collaborative that seeks to expand the talent pool by promoting career pathways and opportunities in West Michigan's agribusiness industry.

The ATC hosts an ongoing series of job fairs for historically marginalized segments talent streams. The next Ag-Jobs-4-All event takes place 4/13/2023 at the WMW Holland Service Center. Registration is open now. Council efforts to promote the industry include Agribusiness Spotlight Week, March 20-24. Activities for Spotlight Week include a WZZM segment with two employers sharing information on industry careers, a social media campaign showcasing information on the economic and workforce impact of the industry, and a Spotlight on Ag Readers activity, which reached twenty-six classrooms and over 550 students. Agribusiness industry professionals read the students a book related to farming, shared what their career is, and provided a take-home magazine for the students to share with their families. Career Ag-xploration, a day of hand-on activities to showcase industry roles for K-12 students and their families, will be held 5/6/2023 at Muskegon Farmers Market. Michigan Works! West Central staff will help recruit employers from Oceana and Newaygo, based on a high number of Muskegon County students living in those counties. The ATC will integrate a job fair space for older students and job seekers to engage with employers in addition to the activities aimed at younger students. The Foods That Built West Michigan series continues to be highlighted in the monthly newsletter issuance, as well as on the ATC blog and LinkedIn pages. ATC continuously seeks nominations, especially for Muskegon, Barry, Ionia, or Montcalm employers to highlight the full range of work being done across our region. The ATC was awarded the MDARD Specialty Crop Block Grant to provide food safety and leadership training to specialty crop growers in our region. The application process has been finalized and two employers have requested and

been approved for funding. The MDARD SCBG will also fund a series of promotional videos for the industry. Fifteen employers were nominated and three were selected to be featured. Production of the videos will take place from spring through fall of 2023.

Construction Careers Council (CCC): The Construction Careers Council creates a bright future for West Michigan’s construction industry by building a diverse and qualified workforce.

The CCC Traveling Roadshows has been widely popular with schools. To date, 16 traveling roadshows across West Michigan were completed reaching over 500 students. The CCC has formed a subcommittee to plan the next phase of traveling roadshows which will include opportunities to get involved with job shadows, and connecting with employers to do mock interviews. The council will also be participating in its first counselor traveling roadshow. The event will give employers and counselors the opportunity to better understand each other. Employers will show counselors a live hands on demonstration of their trade/occupations, followed by a panel discussion with the employers. Questions will be directly from the counselors, students, and parents. The CCC is also taken a more prominent role in MiCareerQuest one of the largest career awareness events in the state. Lastly, the CCC celebrated Women in Construction Week the first week of March. The council is highlighting women here in West Michigan through the Women who Build West Michigan Series. As an extension of Women in Construction Week – the CCC will continue to recognize women in the construction industry through the Women Who Build West Michigan Series for the entirety of the year.

Discover Manufacturing (DM): Mission: “We Exist to Inspire and Expand Manufacturing Talent in West Michigan.”

Discover manufacturing is actively working to make improvement to the DM Week Activities including convening project team to explore updates and efficiencies within the process and procedure of the events along with a project team focused on improving the hands on activities part of the Mobile Manufacturing Lab, The manufacturing scholarship initiative has applications closing in April, with up to \$10,000 to be awarded in May 2023. Select manufacturers are currently being invited to showcase their company through an Earn and Learn website directory that outlines tuition reimbursement, apprenticeships, internships, co-op opportunities on the DM website. Discover Manufacturing is also working with the Manufacturers Council, Lakeshore Advantage, and Talent First to partner on the career readiness conference occurring on April 20. The event is being held at Miller Knoll in Zeeland.

West Michigan Health Careers Council (WMHCC): Mission: The purpose of WMHCC is to provide an employer-led collaborative council of healthcare employers, educators, workforce development, and economic development organizations working together to meet West Michigan’s healthcare talent needs.

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. An enhanced training curriculum has been developed and train-the-

trainer sessions are occurring now with worker training planned to begin in April. The council continues the advancement of several new and established apprenticeship programs including recent submissions to the US Department of Labor for Cardiovascular Technicians and Anesthesia Technologists programs. The council has made significant progress on revising and finalizing a comprehensive credential list for the healthcare industry and are anticipating a public version to be available in early April. WMHCC is in the early stages of planning a family friendly, career fair carnival. Going for an innovative take on a traditional career fair that includes food and entertainment elements. This event will be held at the GRCC M-TEC building in the late summer. Additionally, the council is planning a health care career expo geared towards high school students and their parents in partnership with the Kent ISD Workforce Development team to be held on April 19th. Employers will focus on showcasing the variety of careers available in health care with an emphasis on entry level careers and upward mobility in the industry. A project group focused on retention is meeting regularly to develop a resource guide and best practices for barrier reduction in healthcare. This includes a community resource guide developed with the help of resource navigators. The completed version of the guide was published in January and can be viewed as a PDF here: <http://www.talnet.org/resources/>

West Michigan Tech Talent (WMTT): Mission: West Michigan Tech Talent looks to engage employers of Information Technology professionals with best practices, resources and a community to grow, develop, recruit and retain a diverse and inclusive world class IT workforce in West Michigan.

WMTT has formed a subcommittee to work on the development of a Cyber Security Registered Apprenticeship program. The committee will be led by the WMW Apprenticeship Success Coordinator (ASC). A variety of program templates exist with the UDSOL office of apprenticeship which will allow for customization of a program. The current focus is on a program to upskill current employers for a cyber security role within their current program. Long term goal will be to create a program focused on entry-level/new-to-cyber career paths. Monthly meetings are taking place along with a special event for the CISO community being organized by members of the CSA West Michigan. The team is looking to have a program ready to roll in late 2023.

WMTT will be hosting a series of four networking events in 2023 with the goal of adding 400 new IT professionals to their network. The first event is at LaFleur Marketing on March 23, followed by June 1 at the Surge Center in Holland with Lakeshore Advantage. WMTT is also hosting; Tech Trends with Keith Brophy on April 27th. This will potentially be the largest WMTT hosted event in history with approximately 150-175 attendees. We are currently recruiting co-sponsors for the event. You can RSVP here: <https://survey.alchemer.com/s3/7242250/WMTT-Tech-Trends>

Other initiatives include the recruitment of exhibitors, sponsors and volunteers for the MiCareerQuest (IT Sector), annual sponsorship of GRWebDev & SoftwareGR and early discussion about sponsoring TeacherCon 2023 and our involvement with Tech Week (September 2023).

Programs

West Michigan Works! Registered Apprenticeship Programs (WMW RAP): WMW currently holds standards for 34 US Department of Labor registered apprenticeships, with over 160 active apprentices and 93 participating employers.

The WMW RAP Team has been working closely with the Industry Talent Councils, employers, and partners to develop new registered apprenticeship programs supported under WMW's standards, including:

- West Michigan Health Careers
 - EEG (Electroencephalogram technician) – 6 apprentices in the inaugural class graduated last summer and we currently have 7 apprentices enrolled in the 2nd cohort.
 - Cardiovascular Technician – currently engaging with employers to determine program demand and interest.
 - Anesthesiology Technician - letters of Support have been provided in anticipation of submitting the occupation to the USDOL later this spring.
 - Community Health Worker – We are currently engaging with employers to determine program demand and interest.
- West Michigan Tech Talent
 - Cyber Security Apprenticeship – Employer partners are currently reviewing job competencies and identifying training providers for the program.

The team is currently developing 3 additional programs and meeting regularly with employers in the manufacturing and construction industries. In March, WMW moved the Training Coordinator, Angela Johnson, from the Development and Innovation department to the Business Solutions RAP team in order to build capacity for growing demand. ***Enhanced Relationships, Pipeline Development***

Ascend Youth Programming: The Ascend team currently provides in-person and virtual programming for eligible youth across our 7-county region. We also continue to expand our partnerships to recruit more youth and to provide co-located services. Along with co-locating services in partner locations, the Ascend team is working on 2 major projects: a MiCareerLaunch pilot program in partnership with Muskegon Community Education Center, and the 2023 summer work experience program. ***Pipeline Development, Diversity and Inclusion***

MiCareerQuest: We are 1 month away from MiCareerQuest 2023. We are close to having 100 exhibitors registered and have 7300 students confirmed as we continue to get more confirmations and invite past school attendees to participate this year. We invite all of you to attend the VIP tour on Wednesday, May 24 at 10am or 11:45am. Lunch will be provided.

This is an event that you will not want to miss. If you're able to attend the VIP tour, [please register here](#). ***Pipeline Development***

HireReach: HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach is set to launch their spring academy with Kalamazoo in April. HireReach also presented to a group of funders at the Opportunity Marketplace on March 27. This presentation requested funding for a 3-year plan that will provide an opportunity to train 88 employers in skills-based hiring over the next three years. ***Diversity and Inclusion***

Retention Solutions Network: After a discussion with the newly-created RSN advisory team, the Retention Solutions Network has increased its cost per share by \$1500. The advisory team, a group of RSN employers, explained that the benefits they receive from RSN are worth the investment at the increased cost. RSN is also excited to hire a third success coach as employer demand continues to grow. ***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 2022. 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. We are actively working with the local partners on expanding LEAP to include Allegan County. ***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***

Initiatives

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. ***Pipeline Development***

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***

MEDC TAT EV & Mobility Pilot: The Michigan Economic Development Corporation (MEDC) Talent Action Team (TAT) is collaborating with the Boston Consulting Group to bring together industry, higher education, training, and recruitment program partners to support the need for workers in the Electronic Vehicle (EV)

industry. The TAT has reached out to West Michigan Works! to discuss implementation of a pilot project to support the hiring needs of five local EV employers. The goal is to expand educational and job support opportunities to build competitive, cross-industry talent for the future of electrification and mobility in the state. Based on our conversations to date, WMW will assist with recruiting approximately 1,300 qualified individuals to fill Production Worker and Frontline Supervisor roles in the West region (connecting them to relevant short-term training programs where necessary). ***Enhanced Relationships, Pipeline Development***

Hot Jobs! Report: The 2023 edition of the annual Hot Jobs! report is now published on the WMW website. The Hot Jobs! report is a list of West Michigan's top in-demand jobs and is an essential tool used by WMW and community partners to begin discussions around career exploration, identify existing skills that would transfer into high-demand occupations, and inform decisions regarding funding occupational training. Occupations making the list show a significant number of open positions in the current job market, are expected to see considerable growth in the next five years and can lead to self-sufficiency through living wages and opportunities for advancement. New features were made to this year's report including a visual classification system that allows job seekers to more quickly identify if an occupation meets the criteria for West Michigan Works! training scholarships, if an occupation is represented within multiple industries, and the level of demand for each position. The Hot Jobs! list also features an increased wage range of the 25th-75th percentile. Those who are just starting their careers may expect wages at the lower end of the distribution, near the 10th or 25th percentile, while those with more experience and education may expect wages near the 75th or 90th.

The Hot Jobs Report can be accessed on the WMW website or by clicking [here](#).
Pipeline Development