



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.

[Click here to join the meeting](#) Meeting ID: 255 142 310 030

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

AGENDA

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of the April 10, 2023 Minutes **Action Required**
4. Presentation: Michigan Center for Data and Analytics
Department of Technology, Management and Budget (DTMB)
Nick Gandhi, Economic Analyst **Information Item**
5. WDB Activities: *Jacob Maas, Chief Executive Officer* **Information Item**
 - a. Terms of Office and Vacancies
 - b. Call for nomination of Officers
6. Contract Extensions: Goodwill Industries of Greater Grand Rapids and Steepletown
Neighborhood Services, Workforce Innovation and Opportunity Act (WIOA) Youth
Chad Patton, Director of Development and Innovation **Action Required**
7. WMW 15-03c3 WIOA Youth Eligibility Policy **Action Required**
Chad Patton
8. Wagner Peyser (WP) Proposed Rule **Information Item**
Jacob Maas, Chief Executive Officer
9. 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: *Angie Barksdale, Chief Operating Officer, on behalf of Jordan Clark, Committee Chairperson*
10. Success Story: Jessica Geary **Information Item**
Tasha Evans, Director of Talent Solutions
11. WDB Service Summary: *Angie Barksdale, Chief Operating Officer* **Information Item**
12. 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
13. Other Business **Information Item**
14. Public Comment
15. Adjournment

Next Scheduled Workforce Development Board Meeting: October 9, 2023



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Monday, April 10, 2023 • 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, Kenyatta Brame, Tonia Castillo, Jordan Clark, Cathy Cronick, Paul David (virtual), Jim Fisher, Jennifer Heinzman, Jon Hofman, Greg King, David Kitchen, Dan Rinsema-Sybenga, Jen Schottke, Michelle Seigo, Samantha Semrau, Daniel TenHooopen, Mark Thomas, Sara Whisler

Workforce Board Members Absent: John Buchan, Morgan Carroll, Jay Dunwell, Kristin Garriss, TaRita Johnson, Shana Lewis, Scott McLean, Kolene Miller, Stacy Young

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

Guests Present: Mike Krombeen (Midwest Strategy Group)

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

2. Public Comment- None.

3. Approval of the February 13, 2023 Minutes

Action Required

Motion – Dan Rinsema-Sybenga

Second – Mark Thomas

Item Approved by Vote – Motion carried

4. Presentation: Midwest Strategy Group

Information Item

Mike Krombeen, Partner at Midwest Strategy Group provided a follow up on the Michigan Works! Association (MWA) Legislative Day event that took place, provided a high-level overview/analysis of the 2023 State budget and Open Meetings Act (OMA) bills. Discussion took place and Mike answered staff and board members' questions.

5. WMW 16-01c1 Trade Act Adjustment (TAA) Training Approval Policy

Action Required

Tasha Evans, Director of Talent Solutions, reviewed requested policy changes provided in board packet. These changes align with the recommendation provided by the TAA state monitor and align with the Department of Labor (DOL) regulations. Tasha requested WDB approval of this policy to reflect these changes. Discussion took place and staff answered board members' questions.

Motion – Jennifer Heinzman

Second – Michelle Seigo

Item Approved by Vote – Motion carried

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 March and discussed the WDB roster, National Association of Workforce Boards (NAWB) Forum and additional events taking place this spring, January 2023 financials, and today's meeting agenda. Mark also provided an update on the Essential Service Awards (ESA) ceremony that took place at the end of February.
- b. Career Educational Advisory Council (CEAC): Tonia Castillo, WDB Member and Council Chair, reported that the CEAC met in January and the next meeting is scheduled for May 26th.
- c. 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 18th.
- d. Solutions Driven Committee: Jordan Clark, WDB Member and Committee Chair, reported that the committee met on March 20th. The committee discussed Career Pathways, partnerships and retention solutions. Next meeting is scheduled for May 25th.

7. Success Story

Information Item

Tasha Evans reported that staff plan to present a success story at each board meeting moving forward. Tasha reviewed the success story provided in the board packet. The full story can be viewed online here:

<https://www.westmiworks.org/blog/general/employment-hardships-and-success-for-rachel-vanzoest/>

8. WDB Service Summary

Information Item

Angie Barksdale, Chief Operating Officer, reviewed the Service Summary, for October 2022 through February 28, 2023, with board members. Angie reviewed the Management Observations and Highlights which included information and data 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.

9. Solutions Driven Updates

Information Item

Summaries of each initiative highlighted under solutions-driven updates includes 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): Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- b. Michigan Career Opportunity Academies for Community Health (MiCOACH): Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- c. The Michigan Citizen Reentry Initiative (MiCRI): Information provided in board packet. ***Enhanced Relationships, Diversity and Inclusion***
- d. Michigan Incarcerated Veterans' In-Reach Program (MIVIP): Tasha Evans reported that this program is led by LEO's Veteran's Employment Services team in partnership with the Michigan Department of Corrections and the Michigan Works! Network. 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. The \$2.4 million 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***

- e. MDARD Specialty Crop Grant: Amy Lebednick, Director of Business Solutions, 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***
- f. Going PRO Talent Fund (FY23): Information provided in board packet. ***Enhanced Relationships, Pipeline Development***

Amy Lebednick reported that the Industry Lead Collaborative applications opened on 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.

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)
Information provided in board packet. ***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!
Information provided in board packet. ***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 all ITCs are actively planning for MiCareerQuest 2023. Amy reviewed that the electronic copy of the packet has all the ITC's websites hyperlinked to access 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 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, which 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 (26) classrooms and over 550 students. 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. 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.**
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 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 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. 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 Discover manufacturing is actively working to make improvements to the DM Week activities. The improvements include convening a project team to explore updates and efficiencies within the process and procedure of DM week activities, 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. Additional information is provided in the board packet.

- 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 reports that the WMHCC is in the early stages of planning a family-friendly, career fair carnival, with 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/>.

- 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.**

WMTT is hosting a series of four (4) networking events in 2023 with the goal of adding 400 new IT professionals to their network. The first event was at LaFleur Marketing on March 23rd, and the next event networking event will be June 1, 2023 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.

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

Programs

- a. [WMW Sponsored Registered Apprenticeships Program](#):

Amy Lebednick reported that West Michigan Works! currently holds standards for 34 US Department of Labor registered apprenticeships, with over 160 active apprentices and almost 93 participating employers. The WMW Apprenticeship 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 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. 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

b. Ascend Youth Programming:

Chad Patton, Director of Development and Innovation, 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. 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***

c. MiCareerQuest:

We are 1 month away from MiCareerQuest 2023. We are close to having 100 exhibitors registered and have 7,300 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. ***Pipeline Development***

d. HireReach:

Chad Patton reported that HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach is set to launch its 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***

e. Retention Solutions Network (RSN):

Chad Patton reported that RSN has developed a 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***

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

Additional information provided in board packet. ***Pipeline Development, Diversity and Inclusion***

g. Clean Slate:

Additional information provided in board packet. ***Diversity and Inclusion***

Initiatives

a. Grow with Google:

Tasha Evans reviewed that WMW 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. Grow with Google has expanded its partnership to include the State of Michigan and the last day to apply for these scholarships is June 30th. The State Grow with Google program has allowed WMW to continue to offer these certificate programs to interested job seekers and incumbent workers. ***Pipeline Development***

- b. Michigan Economic Development Corporation (MEDC) Talent Action Team (TAT) Electric Vehicle (EV) & Mobility Pilot: Additional information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- c. Hot Jobs! Report: Amy Lebednick reported that 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***

10. Other Business

- a. A few board members inquired about funding for GPTF. Discussion took place and staff answered board members' questions.
- b. Angie reported that team members attended the National Association of Workforce Boards (NAWB) Forum in Washington, D.C. Jacob stayed for an extra day to attend legislative visits and to testify before the U.S. House of Representatives, Committee on Ways and Means, Subcommittee on Work and Welfare. The subcommittee's jurisdiction includes bills and matters which include the Temporary Assistance for Needy Families (TANF), which is the block grant and primary funding source for cash assistance known as the Partnership. Accountability. Training. Hope (PATH) program in the State of Michigan.
- c. Angie reported that a small team will attend the National Skills Coalition (NSC) Summit May 1-3, in Washington, D.C. This conference focuses more on skills policies. Angie reported she was asked to co-lead the Michigan delegation on legislative visits.
- d. Furthermore, Angie reported that on May 8-9, she and Amy Lebednick will be attending the National Association for Workforce Development Professional (NAWDP) conference in New Orleans, L.A. West Michigan Works! is receiving the 2022 Best Practice Award for our work in Apprenticeships.

11. Public Comment- None.

12. Adjournment at 1:11 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: Jacob Maas, Chief Executive Officer

DATE: June 12, 2023

RE: WDB Member Terms of Office

Background

Listed below are the 16 current board members and 1 vacant seat whose terms of office expire October 31, 2023.

We will be collecting applications for the November 1, 2023 - October 31, 2025 office term and are encouraging current board members to reapply. Applications can be submitted via online at: <https://www.westmiworks.org/about-us/leadership/workforce-development-board-application/>

Applications are due July 31, 2023. Applications will be reviewed by a Nominating Committee assigned by the Executive Committee. Applications will be presented to the Executive Committee and the ACSET Governing Board for final approval.

Adult Education (1):

Tonia Castillo

Business/Private Sector (11):

John Buchan, Jordan Clark, Paul David, Jay Dunwell, Jim Fisher, Jon Hofman, Shana Lewis, Scott McLean, Kolene Miller, Samantha Semrau, 1 vacancy

Community Based Organization (1):

Jennifer Heinzman

Higher Education (1):

Dr. Charles Lepper

Labor (1):

David Kitchen

Organized Labor/Employee rep (1):

Paul Bennett

Public Agencies (PA 491) (1):

Michelle Seigo

In addition to the above, the board also has 1 vacancy for the following seats for the terms of office through October 31, 2024.

Business/Private Sector (1):

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MEMORANDUM

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

FROM: Jacob Maas, Chief Executive Officer

DATE: June 12, 2023

RE: Call for Nomination of Officers of the WDB

Background

In accordance with the West Michigan Works! Workforce Development Bylaws, Article IV: Organization, Section 2: Selection:

The Chairperson and the Vice-Chairperson shall be elected by the WDB to a two-year term of office. Nominations for these offices will be sought by the Executive Committee prior to the meeting at which the elections shall take place. The Executive Committee will present such nominations to the WDB at the meeting at which officers are to be elected. If the Executive Committee has established a Nominations Committee, the Nominations Committee shall solicit nominations for these positions from the membership of the WDB and present the nominations to the Executive Committee. The Chairperson and Vice-Chairperson, by law, shall always be chosen from among members representing the business sector, and no local elected official may serve as chairperson or vice-chairperson. No officer may serve more than two consecutive terms in that position.

- Ending October 31, 2023, Mark Bergsma, will have served two consecutive terms as Chairperson of the WDB and will not be eligible to reapply for another term for Chair.
- Ending October 31, 2023, current Vice-Chair, Heather Daniel will have also served for two consecutive terms as Vice-Chairperson and will not be eligible to reapply for Vice-Chair.

A call for nominations will be sent out in August 2023 and will be due in September 2023. Nominees will be contacted by the nomination committee requesting interest and willingness to serve as WDB Chair or Vice-Chair.

Elections of these officers are slated to take place at the October 2023 WDB meeting.

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MEMORANDUM

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

FROM: Chad Patton, Director of Development and Innovation

DATE: June 12, 2023

RE: Contract Extensions: Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services Workforce Innovation and Opportunity Act (WIOA) Youth Programs

Background

Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services are providers of Workforce Innovation and Opportunity Act (WIOA) Out-of-School Youth (OSY) services in Kent County.

Both parties entered into a contract with ACSET to provide services in accordance with the Workforce Innovation and Opportunity Act (Pub. L. 113-128) with a period of performance beginning July 1, 2021, and was extended to an end date no later than June 30, 2023, unless terminated prior to that date. This contract allows for extensions, at the sole discretion of ACSET, for a period of three (3) years, based on performance.

A thorough monitoring of WIOA Youth contract compliance was conducted, which included data validation, eligibility requirements, file documentation, data entry accuracy, enrollment rates, performance measures, follow-up, and outcomes. The contractor monitoring found both parties to be performing at satisfactory levels.

Goodwill Industries was monitored in November-December 2022 and had no findings and Steepletown was monitored in April-May 2023 and had two findings.

Budgets for each contract will be negotiated with contractors, once final WIOA Youth allocations are received from the State.

Recommendation

It is recommended that the contracts for Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services be extended through June 30, 2024, to allow for continued youth services in Kent County.

Action

WMW staff are requesting WDB approval to move forward with the above noted recommendations.

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MEMORANDUM

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

FROM: Chad Patton, Director of Development and Innovation

DATE: June 12, 2023

RE: Draft WMW 15-03c3 WIOA Youth Eligibility Policy

Background

On March 2, 2023, the United States Department of Labor (USDOL) issued Training and Employment Guidance Letter (TEGL) 09-22 to provide guidance to states, local workforce areas, and other recipients of Workforce Innovation and Opportunity Act (WIOA) Title I youth formula funds on the activities associated with the implementation of WIOA. The TEGL allows the use of previous academic assessments up to 12 months when enrolling a youth, rather than the current limit of six-month old assessments.

This policy seeks to update our local policy to include language to be consistent with TEGL 09-22 regarding the use of previous assessments. This change will align with WIOA Adult and PATH program allowance of previous assessments. Additionally, the following general revisions were made to this policy:

- Added clarifying language within the Policy section regarding the intention of the policy.
- Clarified "Attending" and "Not Attending" school.
- Removed the runaway definition and included this criterion with the homeless definition, as they are considered the same definition.
- Added clarifying language to the definition of family and the criteria for "family of one."

Action

WMW staff are requesting that the WDB approve WMW 15-03c3 WIOA Youth Eligibility Policy to reflect these changes.



Title: WMW 15-03c3
Workforce Innovation Opportunity Act (WIOA) In and Out-of-School Youth Eligibility

Effective Date: 6-12-2023

Approved By: West Michigan Works! Workforce Development Board on 6-12-2023

Program(s) Affected: This policy applies to individuals seeking eligibility to participate in the Workforce Innovation Opportunity Act (WIOA) Youth programs.

Scope: WIOA Youth programs

Supersedes: WMW 15-03c2

References: WIOA Section 129(a)(1)(B & C); WIOA Rules, 20 CFR 681.300; Training Employment Guidance Letter (TEGL) 21-16 and WIOA Manual

Policy: This policy defines local eligibility criteria for enrollment into West Michigan Works! WIOA Youth programs, including WIOA-funded state initiatives. Provisions of career or training services for all WIOA programs is dependent upon the individual's ability to meet standard eligibility requirements and prove authorization to work in the United States. Any individual who cannot demonstrate authorization to work will not be eligible for program enrollment, career or training services and will be referred to appropriate agencies. Efforts to determine authorization to work and/or refer customers to appropriate agencies or offices to assist will be coordinated with Migrant Services. All individuals, regardless of authorization to work, are able to receive self-services through West Michigan Works! service centers.

A. In-School Youth

An eligible in-school youth is defined, under WIOA section 129(a)(1)(C), as an individual who:

1. Is age 14-21 (or through the age of 25 with a disability) **and**
2. Attending *school (as defined by state law) **and**
3. A low-income individual **and**
4. Has one or more of the following barriers
 - a. A homeless individual, including runaways

WMW 15-03c3 WIOA In and Out-of-School Youth Eligibility

- b. An offender
- c. A foster care youth including a youth who has aged out of the foster care system or who has attained 16 years of age and left foster care for kinship guardianship or adoption, a child eligible for assistance under Section 477 of the Social Security Act, or in an out-of-home placement.
- d. Pregnant or parenting youth
- e. Basic skills deficient
- f. A youth who is an individual with a disability
- g. An English language learner
- h. Requires additional assistance to complete an educational program or to secure or hold employment

****See "Attending School" definition in Attachment A***

B. Out-of-School Youth

An eligible out-of-school youth is defined, under WIOA section 129(a)(1)(B), as an individual who:

- 1. Is age 16-24 **and**
- 2. Not attending ***school** (as defined by state law) **and**
- 3. Has one or more of the following barriers
 - a. A recipient of a secondary diploma or its recognized equivalent who is a low-income individual and is either basic skills deficient or an English language learner
 - b. A school dropout (age 18+ or 16+ with parent consent)
 - c. A homeless individual, including runaways
 - d. A youth within the age of compulsory (required by law) school attendance, but has not attended school for at least the most recent completed school year calendar quarter
 - e. An offender
 - f. A foster care youth including a youth who has aged out of the foster care system or who has attained 16 years of age and left foster care for kinship guardianship or adoption, a child eligible for assistance under Section 477 of the Social Security Act, or in an out-of-home placement
 - g. Pregnant or parenting youth
 - h. A youth who is an individual with a disability
 - i. A low-income youth who requires additional assistance to complete an educational program or to secure or hold employment

****See "Not Attending School" definition in Attachment A***

C. Requires Additional Assistance

Definitions and eligibility documentation requirements regarding the “requires additional assistance to complete an educational program, or to secure or hold employment” criterion must be established at the local level.

The West Michigan Works! Workforce Development Board definition for Youth Who Require Additional Assistance includes the following:

1. GPA less than 2.0 in secondary or post-secondary education
2. Dropping out of post-secondary education
3. Fired from one or more employers (for any reason, including attendance)
4. No employment history
5. An employment history of less than six months for one employer
6. Member of a single parent household
7. Gang affiliation
8. High absenteeism rate from school
9. Responsible for care of siblings or other family members
10. Recreational or addictive use of drugs or alcohol
11. In need of credit recovery
12. Living in rural areas lacking adequate transportation to employment
13. Received an Individual Education Plan (IEP), an accommodation under Section 504 of the Rehabilitation Act of 1973 (also called a “504 Plan”), or an Individualized Plan for Employment (IPE) through Michigan Rehabilitation Services (MRS)
14. Child of an incarcerated parent
15. Victim of human trafficking

D. Five Percent Allowances

WIOA allows a five percent enrollment exception under two situations:

- Per section 681.250 of the Federal Register, WIOA allows a low-income exception where five percent of WIOA youth may be participants who ordinarily would be required to be low-income for eligibility purposes and meet all other eligibility criteria for WIOA except the low-income requirement.
- Per 681.310 (b) of the Federal Register, not more than five percent of the in-school youth newly enrolled in a given program year may be eligible based only on the “requires additional assistance to complete an educational program or to secure or hold employment” condition.

WMW 15-03c3 WIOA In and Out-of-School Youth Eligibility

Both exceptions require the MWA to calculate the five percent exception based on new enrollees for the program year rather than the total caseload. Due to the limited number eligible for the five percent allowance, the MWA reserves the 5% exception determination within the administrative operations. Contractors and direct service youth staff must not enroll youth using either of the five percent exception criteria.

E. Other Responsible Adult

For purposes of authorizing a minor to participate in the WIOA programs, the signature of a parent, guardian or other responsible adult is required. Local areas may define “other responsible adult” in order to enroll minors with the authorization of individuals other than a parent or legal guardian.

Other responsible adults shall include the following:

- A relative with whom the individual resides;
- An adult who has been delegated custodial or administrative responsibilities in writing, either temporarily or permanently, by a parent or by an appropriate agency;
- An agency or organization representative who is in a position to know the individual’s circumstances (i.e. clergy, school teacher, probation or other officer of the court or foster parent);
- A representative of an agency which provides/provided services to the individual and who is aware of the individual’s circumstances (i.e. social worker, homeless shelter official, child protective worker, foster worker, or health clinic official).

Attachment A: Definitions

Attending School: An individual attending public K-12 secondary school, home school, alternative education, virtual learning or credit bearing post-secondary education. This includes full- or part-time and those who are between school terms and intend on returning to school.

Not Attending School: An individual not attending public K-12 secondary education or credit bearing post-secondary education. An individual attending adult education under title II of WIOA, YouthBuild, Job Corps, *high school equivalency or *dropout re-engagement programs or those attending non-credit bearing classes are not considered attending school.

****Must NOT be funded by the public K-12 school system. Those youth are considered in-school.***

Low-Income Individual: A low-income individual must meet one of the following conditions -

- a) Is receiving or is a member of a family that receives, or was determined eligible to receive income-based public support within the prior six months;
 - a. Temporary Assistance to Needy Families (TANF)
 - b. Supplemental Security Income (SSI)
 - c. Refugee Assistance
 - d. Supplemental Nutrition Assistance Program (SNAP)
 - e. Food Assistance Program (FAP)
- b) A member of a family that lives at 100% or less of the poverty threshold or at 70% or less of the Lower Living Standard Income Level (LLSIL)
- c) Receives or is eligible to receive free, or reduced lunch
- d) Qualifies as a homeless individual
- e) Is a foster youth
- f) An individual with a disability whose own income meets the income requirement of the poverty level (item b above), but who is a member of a family whose income does not meet this requirement
- g) Living in a high poverty area, based on Census data pulled by WMW!

School Dropout: An individual who is no longer attending secondary school and who has not received a secondary school diploma or its recognized equivalent. The term “school dropout” does not refer to individuals who have dropped out of post-secondary education.

Homeless Individual: A homeless individual (including runaway) is defined as an individual who lacks a fixed, regular, adequate nighttime residence; and any individual –

- Who has a primary night time residence that is a publicly or a privately operated shelter for temporary accommodation;
- An institution providing temporary residence for individuals intended to be institutionalized; **OR**
- A public or private place not designated for, or ordinarily used as, a regular sleeping accommodation for human beings.

Offender: An offender is an individual who is an adult or juvenile –

- a) Who is or has been subject to any stage of the criminal justice process, and for whom services under this Act may be beneficial; or
- b) Who requires assistance in overcoming artificial barriers to employment resulting from a record of arrest or conviction

In Foster Care or Aged Out of Foster Care: Foster care means 24-hour substitute care for children placed away from their parents or guardians and for whom the State agency has placement and care responsibility. This includes, but is not limited to, placements in foster family homes, foster homes of relatives, group homes, emergency shelters, residential facilities, child care institutions, and pre-adoptive homes. A child in foster care is in accordance with this definition regardless of whether the foster care facility is licensed and payments are made by the State or local agency for the care of the child, whether adoption subsidy payments are being made prior to the finalization of an adoption, or whether there is federal matching payments that are being made.

Pregnant or Parenting Youth: A pregnant or parenting youth is an individual who is between the ages of 14 and 24 years of age and pregnant, or a male or female youth who is providing custodial care for one or more dependent children under the age of 18.

Basic Skills Deficient: Basic skills deficient is defined as an individual –

- a) Who is a youth that has English reading, writing, or computing skills at or below the 8th grade level on a generally accepted standardized test (current or within previous 12 month results); or
- b) Who is unable to compute or solve problems, or read, write, or speak English at the level necessary to function on the job, in the individual's family, or in society, as locally defined with one or more of the following criteria:
 - English is the individual's second language; or
 - Has a social, mental or physical impairment as documented by a physician or other qualified service provider; or
 - Enrolled in remedial courses in post-secondary education; or
 - Lacks the short-term pre-vocational skills (i.e. learning, communication or computer literacy skills) an individual needs to prepare for unsubsidized employment or training, as documented by and in his/her comprehensive assessment; or
 - **On-the-Job Training ONLY:** if an individual possesses 50% or less of the skills required to do the job, as indicated by the training outline.

Family: The term "family" means two or more persons related by blood, marriage, or decree of court, who are living in a single residence, and are included in one or more of the following categories:

- A married couple and dependent children
- A parent or guardian and dependent children
- A married couple

A person not meeting the definition of family is considered to be an individual/family of one when calculating income and is applicable to a person with a disability or an individual who is currently in foster care.

Income: For registration eligibility purposes, income is divided into included income and non-included income.

Included Income:

Includes all income *actually received* by the members of the applicant's family during the income determination period six months prior to application. Only the income for individuals included in the applicant's family size is considered when determining family income. In addition, the income of these family members is only to be counted during the periods persons are actually members of the applicant's family unit.

* Included income is income *actually received* by the participant, meaning they have actually received a check stub for hours worked. If an applicant has worked, but has *not* yet received payment, this will **not** be factored as income.

Included income:

1. Gross Wages and Salary - The total money received (amount paid before deductions) from work performed as an employee including:

- gross wages and salaries
- tips
- commissions
- piece rate payments (payments based on the number of items/units completed, instead of hours worked)
- cash bonuses
- vacation pay (this includes Armed Forces terminal leave pay)
- Income earned through the senior community service employment program.

2. Net Self Employment Income - Net income (gross receipts - operating expenses = net employment income) from a business firm, farm, or other enterprise (including odd jobs) in which a person is engaged on his/her own account. If net self-employment income reflects a deficit amount, income from the source is to be considered "-0-" when calculating family income. Self-employed includes a farmer, rancher, fisherman, professional person, independent trades person, and other business people.

3. Miscellaneous Income:

- Regular payments from railroad retirement, strike benefits from union funds, worker's compensation, veteran's payments, and training stipends
- Alimony
- Unemployment compensation

- Child support payments
- Military family allotments, excluding allotments for active duty, or other regular support from an absent family member or someone not living in the household
- Pensions whether private, including employer contributing 401(k), **OR** government employee (including military retirement pay)
- Regular insurance or annuity payments
- College or university grants (does NOT include Pell), fellowships, scholarships, and assistant ships
- Dividends, interest, net rental income, net royalties, and periodic receipts from estates or trusts.
- Net gambling or lottery winnings.
- WIOA, On-the-Job Training payments.
- Old Age, Survivors and Disability Insurance benefits including Social Security Disability Income – SSDI, received under Section 202 of the Social Security Act (42 USC 402)

Non-Included Income:

- Severance Pay
- Welfare payments (including Temporary Assistance for Needy Families, Supplemental Security Income, Food Assistance Employment and Training Program, and Refugee Assistance)
- Capital gains
- Foster child care payments
- Any assets drawn down as withdrawals from a bank, the sale of property, an employee exclusive 401(k), the sale of property, a house or a car
- Tax refunds, gifts, loans, lump-sum inheritances, one-time insurance payments, or compensation for injury
- Non - cash benefits such as employer paid fringe benefits, food or housing received in lieu of wages, Medicare, Medicaid, Food Stamps, school meals, and housing assistance
- Pay or allowances received while on Active Military Duty. (38 U.S.C. 2013)
- Pell grants
- Education assistance and compensation payments to veterans and other eligible persons (Chapters 11, Compensation for Service Connected Disability or Death, 13, Dependence and Indemnity Compensation for Service Connected Death, 31, Vocational Rehabilitation, 34, Veterans' Education Assistance, 35, War Orphans' and Widows' Educational Assistance, and 36, Administration of Educational Benefits. 38 U.S.C. 2013)
- Allowances, earnings, and payments to individuals participating in programs under WIOA shall not be considered as income for the purposes of determining eligibility for WIOA
- Earned income credit (EIC). (TEIN #35-93)
- Educational financial assistance received under Title IV of the High Educational Act. (20 U.S.C. 1087)
- Needs-based scholarships
- Adoption subsidies

Individual with a Disability: an individual with any disability as defined in section 3 of the Americans with Disabilities Act of 1990 (42 USC 12102)

English Language Learner: An English language learner means an eligible individual who has limited ability in reading, writing, speaking, or comprehending the English Language, and –

- a) Whose native language is a language other than English; or
- b) Who lives in a family or community environment where a language other than English is the dominant language

Age of Compulsory School Attendance: Per Michigan Combined Law 380.1561, for a child who turned age 11 before December 1, 2009 or who entered grade 6 before 2009, the child's parent, guardian, or other person in this state having control and charge of the child shall send that child to a public school during the entire school year from age of 6 to the child's sixteenth birthday. Except otherwise provided in this section, for a child who turns age 11 on or after December 1, 2009 or a child who was age 11 before that date and enters grade 6 in 2009 or later, the child's parent, guardian, or other person in this state having control and charge of the child shall send the child to a public school during the entire school year from age 6 to the child's eighteenth birthday.

High Absenteeism Rate: High Absenteeism will be considered as 10 or more unexcused absences in a school year (10 days or 60 hours).

LOCAL PARTNERSHIPS WERE KEY TO JESSICA GEARY'S SUCCESS



Jessica began working with West Michigan Works! career coach Julie Sooy in the Allegan Service Center in August 2022. Jessica had many years of experience caring for people, but she did not have a Certified Nursing Assistant credential nor high school diploma, so her previous work did not pay well and she had no potential for advancement.

"Jessica applied for dozens and dozens of jobs and couldn't get one," Julie said. "When I first started working with her in August, she was pretty serious and a bit down." This changed when Jessica began working with Julie and Allegan Public schools' adult education program.

She enrolled in courses and prepared for her GED tests from August 2022 until February 2023, working faithfully in each of her classes. By this point, Jessica had a goal in mind. "I wanted to obtain my CNA license, get my GED and work for a really great company," she said.

Jessica's strong will and determination quickly became clear through her career exploration activities with Julie. As Jessica was finishing her GED, she began working towards a Certified Nurse Assistant (CNA) certification through Lake Michigan College. West Michigan Works! was able to support her with the essentials she couldn't get herself such as transportation, and scrubs and shoes required for the training.

"Once she started getting successes under her belt, like getting her GED, she became someone who smiled more, joked more and looked overall happier," Julie said.

After months of CNA classes, while also working to update her resume and practicing interview skills, Jessica earned her CNA in March 2023. Her persistence didn't only pay off there- a CNA trainer noticed Jessica's work ethic and offered her a full-time position at Kauhale Otsego, an assisted living and memory care community. In a brief eight months, Jessica had earned two education credentials and landed herself a fulfilling, supportive job.

"West Michigan Works helped me by removing all of the barriers that were standing in my way," Jessica said. "I knew I needed to do something with my life and West Michigan Works! helped me find my way."

Service Summary Explanation

October 1, 2022 – April 30, 2023

Management Observations and Highlights

- *Service Center Traffic:* Although we experienced a slight decrease in service center traffic for April, the overall traffic is still above average when compared to all of the reporting months.
- *Employers Served:* Consistently, the business solutions team serves more returning employers than new employers from month to month. During the last month of this quarter, business solutions staff spent a significant amount of time meeting with employers to discuss and assist with FY23 Cycle 2 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 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 and job seeker participation saw an increase in this last quarter.
- *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 April 30, 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



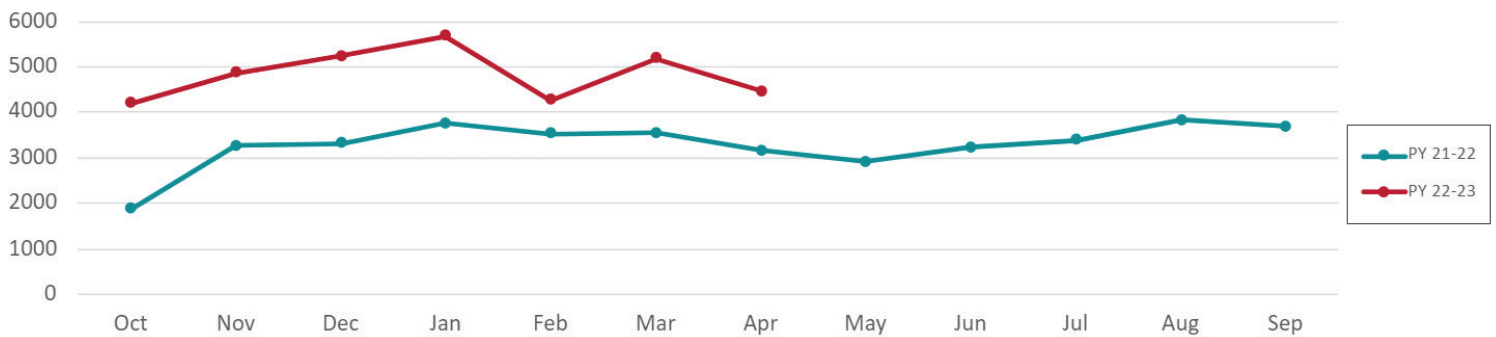
Pipeline Development



Diversity and Inclusion

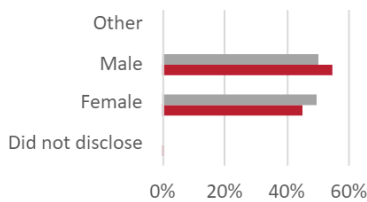
Service Center Traffic & Call Volume* (PY comparison by month)

*call volume not included in PY 21-22 numbers

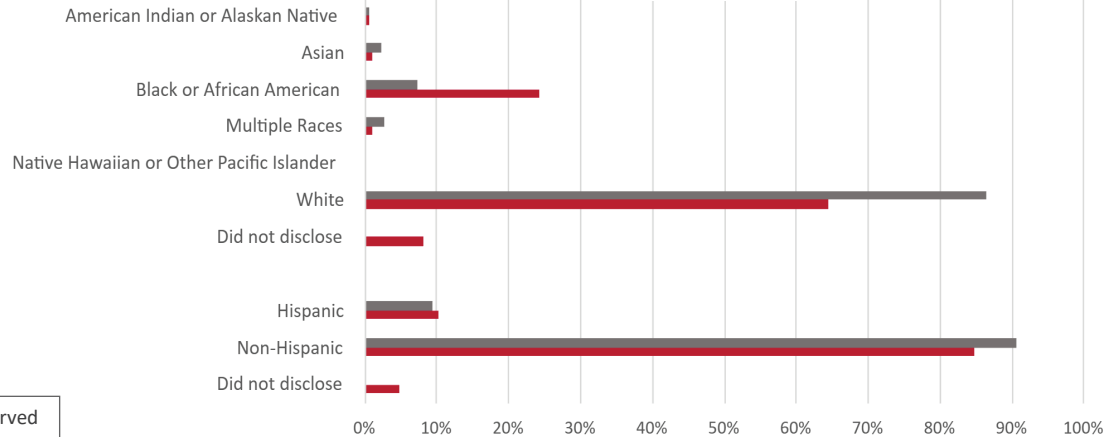


Diversity of Job Seekers Served

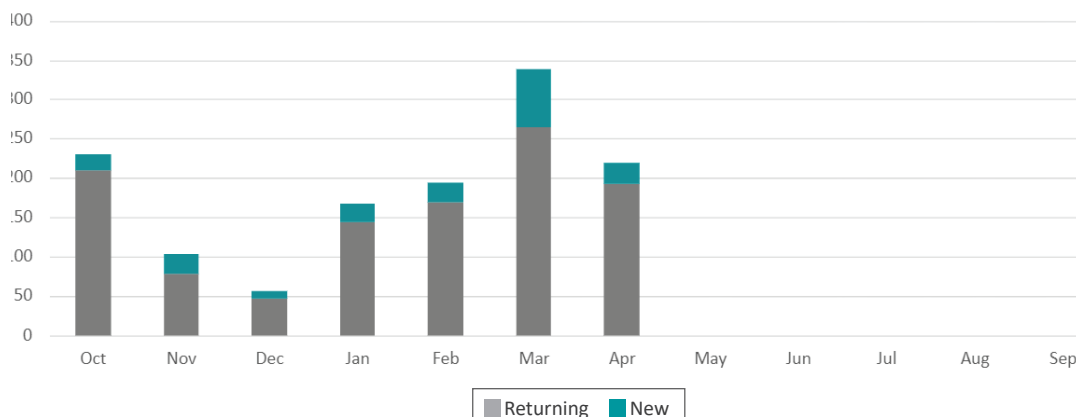
Gender



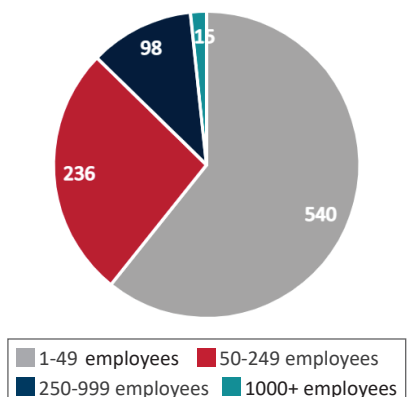
Race & Ethnicity



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	27	35					
Construction	39	5	43	2	8	58	17					
Healthcare	99	299	3	188	91	33	39					
IT	106	69	0	3	0	12	13					
Manufacturing	367	302	226	35	83	40	26					
Other	60	99	73	228	77	170	93					
Total	671	774	435	461	302	340	223					

Training: by Industry

	New Hire	Classroom	Apprentice	Credentials Earned
Construction	18	268	1	5
Healthcare	49	406	41	119
Information Technology	26	28	0	0
Manufacturing	99	66	0	11
Other	67	104	0	219
Total	259	872	42	354

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	Mar 23	Apr 23
New Hire	668	313	55	345	599	568	459
Classroom	161	281	79	344	13	225	209
Apprenticeship	13	18	0	13	2	130	48
Total	842	612	134	702	718	1157	482

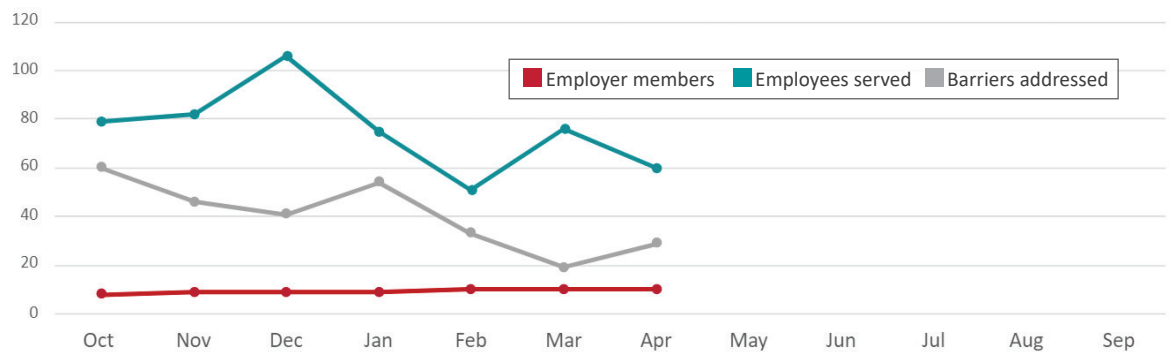
Hiring Events

	Participating		
	Events	Employers	Job Seekers
Q1	3	68	65
Q2	5	75	157
Q3			
Q4			
TOTAL	8	143	222

Retention Solutions Network

Success coach hours
(cumulative, reported quarterly)

387.00



WorkReady Certificates Earned (cumulative, reported quarterly)

2,528 Pre-Assessments	120 Post-Assessments	76 WorkReady Certificates	141 WorkReady Plus Certificates
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Service Summary
Oct 1, 2022 to April 30, 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." Workshops are offered at service center locations and at partner locations.

**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 MLK Jr St 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: June 12, 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:

Cycle 1: 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 statewide for Cycle 1 is available online at Michigan.gov/TalentFund.

Cycle 2: The online individual employer application was open from May 1-24. In total, 265 applications were submitted to WMW. All applications and will be reviewed and submitted to the state by June 5. Cycle 2 awards are anticipated to be announced in July. Awarded training may occur from July 17, 2023 - July 16, 2024.

Industry Lead Collaborative (ILC): ILC applications opened March 22, 2023. WMW was notified on May 25 the ILC funds had been exhausted and no additional applications will be considered at this time.

Enhanced Relationships, Pipeline Development

Grand Rapids Community College 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 was approved for an extension through June 30, 2023. Leo has filed an additional modification request to extend the deadline out to 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. The grant was set to expire on March 31, 2023, but the State Dept of LEO was approved for an extension through June 30, 2023. Leo has filed an additional modification request to extend the deadline out to June 30, 2024.

Enhanced Relationships, Pipeline Development

Sector Strategies Employer Led Collaborative Grant

The Michigan Department of Labor and Economic Opportunity (LEO) released a Request for Proposals to support the development of new, or the enhancement of existing, employer-led collaboratives throughout the state. \$4.7 million in grant awards are available to organizations through the Sector Strategies Employer-Led Collaborative initiative. LEO anticipates funding 10-20 awardees with one-time grants ranging from \$150,000 to \$500,000. West Michigan Works! submitted a proposal for consideration to LEO on May 8, 2023. The proposal includes funding to help support an additional team member to assist all five industry talent councils with project implementation, connecting with the community, and building diverse talent pipelines. Additionally, funding would support training registered apprentices in brand new high demand occupations. **Enhanced Relationships, Diversity and Inclusion**

Barrier Removal and Employment Success: The Michigan Department of Labor and Economic Opportunity (LEO) is encouraging organizations who can assist Michiganders with removing barriers to employment to apply for the \$14.6 million Barrier Removal and Employment Success grant program starting Monday, May 22. Eligible applicants for funding include, but are not limited to, community-based organizations, educational institutions, and Michigan Works! agencies, private for-profit agencies, private non-profit agencies, and other established, experienced providers of supportive services. The total funding available for this initiative is \$14,625,000. Entities awarded funding under this Request for Proposals that are not Michigan Works! agency (MWA) will be required to partner with a local MWA for the purpose of fiduciary responsibilities and required reporting. Applications for funding will be accepted beginning Monday, May 22, 2023. The application deadline is Monday, July 24, 2023, at 5 p.m. EDT. Awards will be announced September 15, 2023. The grant period is Oct. 1, 2023 – Sept. 30, 2025. ***Pipeline Development, Diversity and Inclusion***

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 several workgroups and projects. All councils successfully implemented employer engagement 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 coordinated two career exploration events in May. Career AG-xploration was held at the Muskegon Farmer's Market on May 6. Eleven industry employers connected with over 350 K-9th grade students from 20+ school districts participated along with their parents and other community members. We are seeking additional funding to expand this event to four additional counties for 2024. This was the first time agribusiness had intentional space reserved at the MiCareerQuest event. Eighteen exhibits showcased over 50 careers in the industry. Exhibitors connected with 7,981 students, their teachers, and other community members who toured the event.

The ATC hosts quarterly job fairs for opportunity populations, in partnership with regional and state partners who serve these populations. The next Ag-Jobs-4-All hiring event is taking place at the WMW Ionia Service Center. Employer registration is now open.

The ATC was awarded the Michigan Department of Agriculture and Rural Development Specialty Crop Block Grant to fund food safety and leadership training, and industry promotional videos. Three employers have now applied for the training funds, and video production began this spring. Videos will be used in the future in classroom engagement activities to show various careers involved in food production.

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 Construction Careers Council was able to add three new members to the council in April. Each member brings a wealth of knowledge and experience to the council and will be pivotal in moving the construction workforce forward. The council is excited to announce the additions of:

- Steve Huizinga, Freedom Construction
- Rachel Austin, EV Construction
- Joe Gavitt, Eastbrook Homes

The CCC helped conduct the Construction Sector during MiCareerquest. We were able to bring in 35 different employers and have 24 exhibits, highlighting 17 different trades in the sector. The career awareness event was able to reach 8,000 students and as an industry we were able to raise \$35,500 as an industry for the event.

The CCC also approved a new project that falls under the "train" strategy. The project will be called "Before the Jobsite" and will help to prepare students (high school and college) and job seekers through:

- Resume Building
- Preparing for an interview
- Interviewing skills
- Post Interview follow up etiquette
- Recommended credentials

Lastly, the council continues to represent and recognize the amazing women in the industry through the Women Who Build West Michigan Series. The council highlights the stories of women once a month through a blog series that can be found on the CCC website: [Construction Careers Council | West Michigan Construction Talent Council](#)

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

The DM Week process improvement team has made strides toward recommendations for self-matching schools and manufacturers during Discover Manufacturing Week this November 6 -10. The changes are designed to help streamline the process, putting less stress on educational champions, while increasing the effectiveness of communication to employers.

DM is promoting “next steps” after a successful in-person MiCareerQuest for educators and manufacturers to connect with our Adopt A School initiative and our Earn and Learn Directory.

On June 9th, DM will award \$9000 in scholarships to nine deserved recipients including four renewal applications, pursuing a career in manufacturing with strong ties to our West Michigan region. Our Leadership Team will have an opportunity to engage with students and their parents during our award ceremony.

Discussions are progressing regarding the ongoing program support and activities of the Mobile Manufacturing Lab between DM and GRCC. We have convened a team of talented individuals to reimagine the trailer activities for students including educators, manufacturers, and economic development partners.

Plans for the next Career Readiness Conference and the role all our councils may play in the next larger conference is under discussion by the planning committee as a follow up to the April Conference hosted by Discover Manufacturing, The Right Place, and the Manufacturer’s Council at Miller Knoll.

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, train-the-trainer sessions have occurred, and worker training began 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. The directory is available online on the WMHCC website and continues to be updated with new programs. In partnership with Kent ISD, the council held a health careers expo geared towards high school students and their parents. Employers showcased the variety of careers available in health care with an emphasis on entry level careers and upward mobility in the industry. WMHCC is planning a family friendly, career fair carnival. Going for an innovative take on a traditional career fair that includes food and entertainment elements to be held at the GRCC M-TEC center from 4pm-7pm on August 2nd. 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 practices 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 continues with their series of networking events, with a focus on creating an environment of belonging for tech workers, especially those who work remotely. This supports the efforts to establish West Michigan as a tech hub, with a thriving environment for existing workers.

- June 1, SURGE Center in Holland (partners: BizStream, Lakeshore Advantage and MEDC).
- July 17th, Spartan Innovations. (partners OST, Purpose Jobs and Spartan Innovations)
- September (date TBD), Tech Week with The Right Place
- Including our March 2023 event and April Tech Trends, we anticipate engaging with over 500 tech professionals, CS students, and community leaders to share the WMTT story and solicit their support for council activities.

WMTT is reviewing proposals to support:

- TeacherCon 2023 (expected to engage over 200 high school STEM educators to learn more about teaching C.S.)
- Beer City Code sponsorship (August 2023)
- Speak by Design- advanced strategic communications skills for technologists, providing leadership development for mid to senior level leadership.

Programs

West Michigan Works! Registered Apprenticeship Programs (WMW RAP): WMW currently holds standards for 36 US Department of Labor registered apprenticeships, with 136 active apprentices and 70 participating employers.

The WMW RAP Team continues to develop new programs for area employers and graduate apprentices from our cohort model programs.

- Recently completed 21 apprentices in our Medical Assistant (MA) program. This was the 7th cohort of the MA Registered Apprenticeship Program (RAP).
- Three new programs have been added to our manufacturing standards including Electrical Maintenance, Mechatronics Technician, and Automotive Technician programs.
- We continue to meet with Employers and Training Partners to explore the creation of new RAP occupations including Cardiovascular Technician, Anesthesiology Technician, Community Health Worker, and Cyber Security Technician.

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. The Ascend team is preparing for the June 20 launch of our 6-week Youth Summer Career Readiness program. This program will include a work experience along with employability skills training. Youth will be paid a base wage of \$14.00 per hour, a \$4.00/hour raise from last year. ***Pipeline Development, Diversity and Inclusion***

MiCareerQuest: MiCareerQuest is a Career Exploration Experience for middle and high school students. MiCareerQuest 2023 was a big success thanks to our Project Manager, Maggie Ryan, our ISD partners, our Industry Council Leads, sponsors, and our exhibitors and employer champions. We are now in the process of compiling survey data, but we have some numbers for this year's return-to-in-person event: 7981 students attended from 72 different schools and 92 businesses exhibited 280 different careers. We will have a debrief in June with employers and immediately start planning and improving for next year. Thank you to all who supported by either volunteering, attending, or financially supporting the event. ***Pipeline Development***

HireReach: HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach has launched its Spring Academy in partnership with the City of Kalamazoo and Southwest Michigan Works!. HireReach was also successful in securing \$350,000 from the Opportunity Marketplace hosted by the Opportunity for All initiative. This funding will allow us to run 1 academy in the fall while also making necessary updates to our learning management system and distribution partnerships. ***Diversity and Inclusion***

Retention Solutions Network: Retention Solutions Network (RSN) is a fee-based employer network focused on navigating resources and providing support services to member employees, thus helping them to stay in their job and advance within their business. RSN is excited to be fully staffed and is in the process of developing a regional plan for delivering services. The three regions will be west, central, and east with 1 success coach representing each region. Today, we have 10 employers partners having purchased 30 shares and a retention rate of 76%. ***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 with participants being referred as soon as mid-June. ***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.

This grant expired on March 31 of 2023. WMW assisted over 330 individuals remove employment barriers through Clean Slate. ***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. 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. The last day to register for scholarships is June 30 of 2023. ***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-90th 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***