



**West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting  
Grand Rapids NW Service Center ▪ 215 Straight Ave NW Grand Rapids, MI 49504**

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

**[Click here to join the meeting](#) Meeting ID: 260 931 685 982 Passcode: PTKxUf**

**+1 616-803-9815,,127468698# Phone Conference ID: 127 468 698#**

**Monday, October 9, 2023 ▪ 12:00 p.m. – 1:30 p.m.**

**AGENDA**

1. Call to Order and Attendance
2. Public Comment – Agenda Items
3. Introduction of Jeff Dornbos, Staff Attorney **Information Item**
4. Approval of the June 12, 2023 Minutes **Action Required**
5. WDB Activities: *Janette Monroe, Executive Assistant*
  - a. Election of WDB Officers: November 1, 2023 – October 31, 2025 **Action Required**
  - b. Member Term of Office: November 1, 2022 – October 31, 2024 **Information Item**
  - c. Member Term of Office: November 1, 2023 – October 31, 2025 **Information Item**
  - d. 2024 Meetings Schedule **Action Required**
6. Presentation: Talent Survey **Information Item**  
*Tasha Evans, Director of Talent Solutions*
7. WMW 16-03c8 Welfare Reform Support Services Policy **Action Required**  
*Tasha Evans, Director of Talent Solutions*
8. WDB Committee/Council Updates **Information Item**
  - a. Executive Committee: *Mark Bergsma, WDB Chairperson*
    - i. Strategic Plan, Executive Committee Roster
  - b. Career Educational Advisory Council (CEAC): *Tonia Castillo, Committee Chairperson*
  - c. Legislative Committee: *Jim Fisher, Committee Chairperson*
  - d. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
9. Success Story: Shanti Burrell **Information Item**  
*Chad Patton, Director of Development and Innovation*
10. WDB Service Summary: *Angie Barksdale, Chief Operating Officer* **Information Item**
11. Solutions Driven Updates **Information Item**  
*Tasha Evans, Director of Talent Solutions, Amy Lebednick, Director of Business Solutions, Chad Patton, Director of Development and Innovation*
12. Other Business: *Jacob Maas, Chief Executive Officer* **Information Item**
  - a. Wagner-Peyser (WP) Proposed Rule
13. Public Comment
14. Adjournment

**Next Scheduled Workforce Development Board Meeting: December 11, 2023 located at:  
Frederik Meijer Gardens & Sculpture Park, 1000 East Beltline NE, Grand Rapids, MI 49525**



**West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting  
Grand Rapids N.W. 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

Passcode: EtWgCL [Download Teams](#) | [Join on the web](#)

Or call in (audio only) [+1 616-803-9815](tel:+16168039815), [63736401#](tel:+16168039815) Phone Conference ID: 637 364 01# [Find a local number](#)

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

## MINUTES

**Workforce Board Members Present:** Mark Bergsma (Chairperson), Heather Daniel (Vice-Chairperson), Nora Balgoyen, Morgan Carroll, Tonia Castillo, Cathy Cronick, Paul David, Jay Dunwell, Jim Fisher (virtual), Jennifer Heinzman, Jon Hofman, Charles Lepper, Greg King, Shana Lewis (virtual), Jen Schottke, Samantha Semrau, Daniel TenHoopen, Mark Thomas, Sara Whisler, Stacy Young

**Workforce Board Members Absent:** Ryan Bennett, John Buchan, Jordan Clark, Kristin Garriss, TaRita Johnson, David Kitchen, Scott McLean, Kolene Miller, Dan Rinsema-Sybenga, Michelle Seigo

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

**Guests Present:** Nick Gandhi (Michigan Center for Data and Analytics, Department of Technology, Management and Budget), Cynthia Walker (GR Ford Job Corps)

1. Call to Order at 12:01 p.m. Chairperson, Mark Bergsma.
2. Public Comment- Mark Bergsma welcomed Dr. Charles Lepper to the workforce board. Dr. Lepper is the new President/CEO of Grand Rapids Community College (GRCC).

3. Approval of the April 10, 2023 Minutes

**Action Required**

**Motion – Daniel TenHoopen**

**Second – Jennifer Heinzman**

**Item Approved by Vote – Motion carried**

4. Presentation: Michigan Center for Data and Analytics  
Department of Technology, Management and Budget (DTMB)  
Nick Gandhi, Economic Analyst presented on the Michigan and West Michigan Works! Labor markets. Nick covered the following topics: 1.) jobless rates, 2.) labor force (including women in labor force, working age, payroll jobs), 3.) unemployment, 4.) Industry employment, 5.) Projections across the state and region, and 6.) Top Occupational Growth. The full presentation can be viewed here: [www.westmiworks.org/meetings](http://www.westmiworks.org/meetings).  
Brief discussion took place and Nick answered board members' and staff questions.

**Information Item**

5. WDB Activities:

**Information Item**

- a. Terms of Office and Vacancies:

Jacob Maas, Chief Executive Officer reported that there were 17 current board members whose terms of office expire on October 31, 2023 along with 1 vacant seat. Staff will be collecting applications for the November 1, 2023-October 31, 2025 office term and encourage current board members to reapply. Applications can be submitted via online at:

<https://www.westmiworks.org/about-us/leadership/workforce-development-board-application/>.

In addition, Jacob mentioned that there is an additional business/private sector seat that is vacant for the term of office ending October 31, 2024. Applications will be reviewed by a

Nomination Committee assigned by the Executive Committee and will be presented to the Executive Committee and ACSET Governing Board for approval. Lastly, Jacob reported that John Buchan recently retired from NN Inc. Although John was not in attendance, Jacob thanked him for his service and partnership as a member of the workforce board over the years. In addition, Jacob announced that Dr. Stacy Young, President of Montcalm Community College is leaving the state for a new position as President of Manchester University this summer. Jacob thanked Dr. Young for her service and partnership on the board.

b. Call for nomination of Officers:

Jacob reported that in accordance with the WDB bylaws, the selection of board officers will need to be conducted in October. Jacob reported that a call for nominations will be sent out in late August 2023. Jacob noted that members who wish to fill the Chair and Vice-Chair seats must represent the Business/Private sector. Once nominations are received, the selected nomination committee will contact nominees in September regarding their interest and willingness to serve as officers. The nominees will be given the opportunity to speak at the October board meeting, prior to a final vote taking place. Furthermore, Jacob reported that current WDB Chairperson, Mark Bergsma will have served two consecutive terms as Chairperson of the WDB and will not be eligible to reapply for another term as Chair. Additionally, current Vice-Chairperson, Heather Daniel, will have also served two consecutive terms as Vice-Chairperson of the WDB and will not be eligible to reapply as Vice Chair.

6. **Contract Extensions: Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services, Workforce Innovation and Opportunity Act (WIOA) Youth** **Action Required**  
Chad Patton, Director of Development and Innovation, reported that Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services are providers of the Workforce Innovation and Opportunity Act (WIOA) Out-of-School Youth (OSY) services in Kent County. Chad reviewed that both agencies contracted with ACSET to provide services beginning July 1, 2021 through June 30, 2022. These contracts were extended to June 30, 2023, unless terminated prior. As a result of satisfactory performance and monitoring, Chad requested that the contracts for both parties be extended through June 30, 2024, to allow for continued youth services in Kent County. Staff answered board members' questions.

**Motion – Daniel TenHooen**

**Second – Jon Hofman**

**Item Approved by Vote – Motion carried**

7. **WMW 15-03c3 WIOA Youth Eligibility Policy** **Action Required**  
Chad Patton stated that there are updates needed to our local youth eligibility policy to include language consistent with Training and Employment Guidance Letter (TEGL) 09-22 regarding the use of previous assessments. Chad highlighted these revisions as outlined in the board packet and requested WDB approval of this policy to reflect these changes. Discussion took place and staff answered board members' questions.

**Motion – Morgan Carroll**

**Second – Mark Thomas**

**Item Approved by Vote – Motion carried**

8. **Wagner Peyser (WP) Proposed Rule** **Information Item**  
Jacob Maas, Chief Executive Officer, reported that there is currently no definitive date for the Wagner Peyser final ruling. Jacob did note that President Biden's nominee for Secretary of the Department of Labor, Julie Su was recently in front of the House Education & Workforce Committee, in which Su said her staff would work on a number of workforce-related issues. Jacob thanked board members and congressional members for their support over the past year.

## 9. WMW WDB Subcommittee Updates

## Information Item

- a. Executive Leadership and Strategic Engagement Committee (Executive Committee): Mark Bergsma, Chairperson, reported that the Executive Committee met on May 8, 2023 and discussed the March 2023 Board financials, the 2024 budget, discussed the terms of office, nomination committee and upcoming election of officers, today's meeting agenda, and staff provided updates on recent events and conferences.
- b. Career Educational Advisory Council (CEAC): Tonia Castillo, WDB Member and Council Chair, reported that the CEAC met on May 26, 2023. The council discussed grant updates, metrics, member activities and initiatives taking place.
- c. Legislative Committee: Jim Fisher, WDB Member and Committee Chair, reported that the committee met in April 18, 2023. Staff provided recaps on the Michigan Works! Association (MWA) Legislative Day that took place in Lansing, MI, the National Association of Workforce Boards (NAWB) Forum that took place in Washington, D.C., Legislator visits and tours, staff attending the National Skills Fund (NSF) summit and lastly, the Wagner-Peyser (WP) Proposed Rule. Next meeting is scheduled for July 18, 2023.
- d. Solutions Driven Committee: Angie Barksdale, on behalf of Jordan Clark, WDB Member and Committee Chair, reported that the committee met May 25<sup>th</sup>. The committee discussed Career Pathways, partnerships and retention solutions. Next meeting is scheduled for October 13, 2023.

## 10. Success Story

## Information Item

Tasha Evans, Director of Talent Solutions, reviewed the success story on Jessica Geary, which was provided in the board packet. The full story can be viewed online here:  
<https://www.westmiworks.org/blog/general/jessica-geary-overcomes-employment-barriers>.

## 11. WDB Service Summary

## Information Item

Angie Barksdale, Chief Operating Officer, reviewed the Service Summary for October 2022 through April 30, 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.

## 12. 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): Tasha Evans, Director of Talent Solutions, reported that WMW will work with Muskegon Area Intermediate School District (MAISD) and the Muskegon Public School system, on this 3-year grant aiming 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. Tasha reported that to-date, 8 participants have been identified to start training. ***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): Information provided in board packet. ***Diversity and Inclusion, Pipeline Development***
- e. MDARD Specialty Crop Grant: Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- f. Going PRO Talent Fund (GPTF) (FY23): Amy Lebednick, Director of Business Solutions, reported that for Cycle 1 of GPTF, the Michigan Department of Labor and Economic Opportunity (LEO) announced the award of \$47 million in statewide funding for the GPTF for fiscal year 2023, Cycle 1. West Michigan employers fared well, with 193 receiving an award totaling \$17,463,904.00 (\$18.6M with admin). Amy reported that a full list of grant recipients statewide for Cycle 1 is available online at: [Michigan.gov/TalentFund](https://Michigan.gov/TalentFund).  
  
For Cycle2, the online individual employer application was open from May 1-24, 2023. In total 265 applications were submitted to WMW. All applications will have been reviewed and submitted to the State by June 5, 2023. Cycle 2 awards are anticipated to be announced in July 2023. Awarded training may occur from July 17, 2023 – July 16, 2024.  
  
Furthermore, Amy Lebednick reported that the Industry Lead Collaborative (ILC) applications opened on March 22, 2023. WMW was notified on May 25, the ILC funds have been exhausted and no additional applications will be considered at this time. ***Enhanced Relationships, Pipeline Development***
- g. Grand Rapids Community College's One Workforce Grant Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- h. Michigan Learning and Education Advancement Program (MiLEAP)  
Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- i. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)  
Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- j. State Apprenticeship Expansion (SAE) – West Michigan Works!  
Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- k. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC)  
Information provided in board packet. ***Enhanced Relationships, Pipeline Development***
- l. Sector Strategies Employer Led Collaborative Grant  
Amy Lebednick reported that the Michigan Department of Labor and Economic Opportunity (LEO) released a Request for Proposals (RFP) to support the development of new, or the enhancement of existing, employer-led collaboratives throughout the state. Amy stated that \$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***
- m. Barrier Removal and Employment Success (BRES)  
Chad Patton, Director of Development and Innovation, reported that 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 BRES grant program which started on Monday, May 22, 2023. Eligible applicants for funding include, but are not limited to, community-based organizations, educational institutions, 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 RFP that are not a 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 through Monday, July 24, 2023, at 5pm EST. Awards will be announced on September 15, 2023. The grant period is October 1, 2023 – September 30, 2025. Information provided in board packet. ***Pipeline Development, Diversity and Inclusion***

**Industry Talent Council Initiatives:** Amy Lebednick reported that all ITCs have expanded their outreach with dedicated LinkedIn accounts and bimonthly newsletters. 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 coordinated two career exploration events in May. Career AG-xploration was held at the Muskegon Farmer's Market on May 6, 2023. Eleven industry employers connected with over 350 Kindergarten-ninth grade students and parents from over 20 school districts along with other community members. Amy reported that the ATC is seeking additional funding to expand this event into four additional counties for 2024. In addition, Amy reported this was the first time that agribusinesses had intentional space reserved at the MiCareerQuest event, with eighteen exhibits showcasing over 50 careers in the industry. Exhibitors connected with over 7,000 students, teachers and other community members during the event. The ATC hosts quarterly job fairs 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 and registration is now open. Lastly, the ATC was awarded the Michigan Department of Agriculture and Rural Development Specialty Crop Block Grant to fund food safety and leadership training funds, and video productions began this spring. Videos will be used in the future for classroom engagement activities to show various careers involved in food production.

- 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.**

Amy reported that the CCC was able to add three new members to the council in April, bringing in a wealth of knowledge and experience and will be pivotal in moving the construction workforce forward. The CCC also helped conduct the Construction Sector during MiCareerQuest by bringing in 35 employers and 24 exhibits that highlighted 17 different trades in the sector. 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 high school students, college students, and job seekers through a variety of job readiness services. Lastly, the CCC continues to represent and recognize the amazing women in the industry through Women Who Build West Michigan series. The highlights can be found on the CCC website: [Construction Careers Council | West Michigan Construction Talent Council](#).

- c. [Discover Manufacturing](#) (DM): **Mission: "We Exist to Inspire and Expand Manufacturing Talent in West Michigan."**

Amy Lebednick reported that on June 9<sup>th</sup>, DM awarded \$9,000 in scholarships to 9 deserving recipients pursuing a career in manufacturing with strong ties to the West Michigan region, including four renewal applicants. The awards were presented during the DM Leadership meeting and members were able to engage with the scholars and parents. One of the recipients shared that they tried welding for the 1<sup>st</sup> time at a hand-on exhibit at MiCareerQuest. This experience piqued



the student's interest in the trade, which ultimately resulted in the student pursuing welding as a profession. 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 reported that the WMHCC collaborated with IMPART Alliance on a State of Michigan MICA 3.0 grant initiative to improve outcomes for direct care workers across the state. An enhanced training curriculum has been developed, train-the-trainer sessions have occurred, and worker training began in April. In addition, the council is continuing the advancement of several new and established apprenticeship programs, including a recent submission for Cardiovascular Technicians and Anesthesia Technologists programs. The WMHCC has finalized a comprehensive credential list for the healthcare industry. The directory is available online on the WMHCC website. WMHCC is 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 on August 2<sup>nd</sup> from 4-7pm. 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 has formed a subcommittee to work on the development of a Cyber Security Registered Apprenticeship program. A variety of program templates exist with the USDOL Office of Apprenticeship which allow for customization of a program. The current focus is to upskill current employers for a cyber-security role within their current role. WMTT is continuing its series of networking events and additional information can be found on its website.

## Programs

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

Amy Lebednick reported that West Michigan Works! currently holds standards for 36 US Department of Labor (DOL) registered apprenticeships, with over 136 active apprentices and almost 70 participating employers. The team just added 3 additional programs to our manufacturing standards which are listed in the board packet. More recently, 21 apprentices completed the Medical Assistant (MA) program, which is the 7<sup>th</sup> cohort of the MA Registered Apprenticeship Program (RAP). ***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 preparing for a June 20<sup>th</sup> launch of our 6-week Youth Summer Career Readiness program. This program will include a work experience along with employability skills training, while earning a base wage. Chad stated that they have received approximately 200 applications so far. ***Pipeline Development, Diversity and Inclusion***

- c. [MiCareerQuest](#):

Chad Patton reported that this year's event was a big success thanks to Project Manager, Maggie

Ryan, ISD partners, Industry Councils, sponsors, exhibitors, employer champions, volunteers, and financial supports. Chad reported that approximately 7,981 students attended from 72 different schools, and 92 businesses exhibited 280 different careers. Planning for next year has already begun. **Pipeline Development**

d. HireReach (HR):

Chad Patton reported that HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach launched its Spring Academy in partnership with the City of Kalamazoo and Southwest Michigan Works! HR secured \$250K from the Opportunity Marketplace hosted by the Opportunity for All Initiative. This funding will allow 1 academy to run in the fall while also making necessary updates to the learning management system and distribution partnerships. **Diversity and Inclusion**

e. Retention Solutions Network (RSN):

Chad Patton reported that 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. To-date, the RSN has 10 employer partners having purchased 30 shares and a retention rate of 76% for our employer members. **Enhanced Relationships, Diversity and Inclusion**

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

Tasha Evans, Director of Talent Solutions, reported that this pilot program is aimed to assist non-custodial parents in obtaining and maintaining employment in getting back on track with child support payments. The pilot takes place in close partnership with Muskegon County Friend of the Court and will include both voluntary referrals and mandated participation. Furthermore, Tasha reported they are actively working with local partners on expanding LEAP to include Allegan County with participants being referred as soon as mid-June. 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: Tasha Evans reported that based on conversations to-date, WMW has received 36 referrals who may potentially be interested in this program, and 3 employers from Ottawa County, participating in the grant. Additional information provided in board packet. **Enhanced Relationships, Pipeline Development**

c. Hot Jobs! Report: Additional information provided in board packet. The Hot Jobs Report can be accessed on the WMW website or by clicking [here](#). **Pipeline Development**

### 13. Other Business

- a. Janette Monroe, Executive Assistant reviewed that board members received a Conflict of Interest (COI) form which is from a state policy issuance for the workforce board recertification. Janette asked board members to complete the form and return it her prior to leaving the meeting.



14. Public Comment- None.

15. Adjournment at 1:24 p.m. by Chairperson, Mark Bergsma.

Recorded by: \_\_\_\_\_ Received by: \_\_\_\_\_

**ADMINISTRATIVE OFFICE**

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

**SERVICE CENTERS****Allegan County**

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**MEMORANDUM**

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

**FROM:** Janette Monroe, Executive Assistant

**DATE:** October 9, 2023

**RE:** Election of WDB Officers (Chairperson and Vice-Chairperson)  
Term of Office: November 1, 2023 - October 31, 2025

**Background**

We recently collected nominations from WDB members for the offices of WDB Chairperson and Vice-Chairperson for the term dates of November 1, 2023 through October 31, 2025. At the time of this WDB packet mailing, we received 1 nomination for Chairperson and 3 nominations for Vice-Chairperson. Nominees were contacted to confirm their willingness and ability to serve in the role. Presented to you are the nominees for Officers of the WDB for term of office dates November 1, 2023 – October 31, 2025:

**Chairperson**

- Heather Daniel

**Vice-Chairperson**

- Shana Lewis

The above nominees have provided brief biographies (see attached) and have indicated that they are willing to serve this term of office. Additional nominations may be made at the meeting held on October 9, 2023.

**Action**

As far as voting is concerned and assuming there is only one candidate to serve as Chairperson, then action (i.e. nomination\* and a vote of yeas and nays) would be required by the members to elect the Chairperson and again separately for the Vice-Chairperson. If there are multiple nominees for either office, then voting will occur by ballot for that office.

\*Robert's Rules of Order state that it is *customary* to nominate one or more candidates before proceeding to an election to fill an office (unless the election is by ballot or roll call).

Heather Daniel



Heather has been in sales, program management, and business development for over 20 years. Her current role is Program Manager, Human Resources, with Haworth. Heather is leading several key HR programs that focus on students and early career, outreach, and employment branding to continually build and enhance the talent pool at Haworth. Some of these initiatives include Language Bridge, Internships, Summer Students, Scholarships, Education Outreach, College and University Relations, and OAISD FuturePrep'd.

Heather is also dedicated to serving in the community. She has served on a number of boards and committees and is currently an active member of the West Michigan Works! Workforce Development (vice chair), Lakeshore Ethnic Diversity Alliance (secretary, prior treasurer), and NHBC (trustee). She has also been involved with Spectrum Health Advocacy Council (chair of the cancer council, member of the executive council), Grand Rapids Sister Cities (treasurer), Grand Rapids Triathlon (VIP champion), Gilda's Club Red (board), and Inforum (WMI board, chair affinity groups).

Born in Lansing, Michigan, she obtained her Bachelor of Applied Science in Business from Davenport University and achieved certification from Society for Human Resource Management (SHRM), Institute for Diversity Certification (IDC), and currently studying for Project Management Professional (PMP). Outside of work, she enjoys spending time with her husband, is an avid golfer, lifelong music lover, and passionate about organizing and continuous improvement.



**Shana Lewis, SHRM-SCP** has more than twenty years of successful Talent Acquisition and Workforce Development experience. In her current role she serves as Vice President of Talent Acquisition and Workforce Development Programs for Trinity Health. Which includes Trinity Health Michigan. Trinity Health is the 2nd largest Catholic Health System nationally with locations in 25 states.

Ms. Lewis has implemented several **innovative recruitment and talent strategies including workforce development programs, a regional sourcing model and hiring practices that have significantly improved and strengthened the hiring process, including the Evidence-Based Selection Process.** The Evidence Base Selection Process and workforce development programs have significantly increased the diversity of Mercy Health's workforce. In 2019 Ms. Lewis, in collaboration with The Source, West Michigan Works and the W.K. Kellogg Foundation, launched The Mercy Health Career Development Center, the first of its kind for Trinity Health. These strategies have been nationally published.

Ms. Lewis has frequently been invited to speak at nationally, **including an invitation by the Obama and the Trump White House Administrations to participate in Employer Healthcare Workforce Roundtable discussions and most recently she serves on the Industry Recovery Panel for the Biden Administration.**

Ms. Lewis is passionate about removing barriers and creating greater access to higher wage careers. She leads an *Elite* nationally recognized Talent Acquisition and Workforce Development teams that were **instrumental in introducing apprenticeship programs to the Healthcare Sector, including the registered Medical Assistant Apprenticeship program, which is the first of its kind in the nation, and for which has received local and national recognition.**

Throughout her career she has served in multiple leadership roles throughout the community and at the state and national level. Most recently Shana was appointed to Michigan **Governor's Workforce Development Board (LEO).** Ms. Lewis is an active board of trustee for a national organization BLU – Business Leaders United. Shana has been **invited to participate in the Biden Administration's Healthcare Recovery Panel to shape the caregiving workforce initiative and other policy responses focused on health care workforce.** This often takes her to Washington DC to meet with legislators to advocate for policies advancing workforce equity.

Additionally, she serves as a Board Trustee for Michigan Works! West Michigan Works Executive Council and Workforce Board, Council Member for Grand Rapids Mayor Racial Equity and Inclusion, and Board Trustee for KConnect. **Shana was named as one of the 50 Most Influential Women in West Michigan in 2016,** accepted the 2017 and 2022 Pillar Award on behalf of Trinity Health Michigan for her work in the advancement of minorities and woman, **she was recognized by Crain's Detroit Business with the 2019 HR Excellence Award,** and most recently received the Innovator of the Year Award presented by League for Innovation in The Community College.

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**MEMORANDUM**

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

**FROM:** Executive Leadership and Strategic Engagement Committee  
(Executive Committee or EC) of the West Michigan Works! (WMW)  
Workforce Development Board (WDB)

**DATE:** October 9, 2023

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

**Background**

As of July 2023, the West Michigan Works! Workforce Development Board had two (2) vacant seats for the term of office through October 31, 2024. The first vacancy is a business seat, which was previously filled by Randy Boss from Ottawa Kent Insurance. Staff are currently seeking a replacement to fill this seat. The second vacancy is in the Higher Education sector. Dr. Stacy Young recently departed Montcalm Community College (MCC) for a position in another state. Since then, MCC has selected an interim President, Connie Stewart, while the college pursues Dr. Young's predecessor. Connie Stewart has since applied to fill the seat on behalf of Montcalm Community College.

On September 18, 2023, the Executive Committee of the WDB approved and supported Connie Stewart's application. Staff will request formal appointment from the ACSET Governing Board for appointment to serve on the WDB with the term of office dates through October 31, 2024 and to continue seeking fulfilling the business seat until further notice.

<b>Business (1):</b> vacant
<b>Higher Education (1):</b> Connie Stewart, Montcalm Community College

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**MEMORANDUM**

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

**FROM:** Executive Leadership and Strategic Engagement Committee  
(Executive Committee or EC) of the West Michigan Works! (WMW)  
Workforce Development Board (WDB)

**DATE:** October 9, 2023

**RE:** Member Term of Office: November 1, 2023 – October 31, 2025

**Background**

As of July 2023, the West Michigan Works! Workforce Development Board had 17 board members, including 1 additional vacant business seat, whose term of office expire on October 31, 2023. Of those, staff were notified that John Buchan, recently retired from NN Inc., and Scott McLean, Corewell Health Ventures, requested to step down from his service on the board. Below are the following openings:

<b>Adult Education (1)</b>
<b>Business (11)</b>
<b>Community-Based Organization (1)</b>
<b>Higher-Education (1)</b>
<b>Labor (1)</b>
<b>Organized Labor/Employee Rep (1)</b>
<b>Public Assistance (1)</b>



Applications were reviewed by a Nomination Committee assigned by the Executive Committee. The proposed slate of applicants is listed below. Please note the names highlighted are new applicants interested in joining the board.

<b>Adult Education (1):</b> <b>Tonia Castillo</b>
<b>Business (11):</b> <b>Emily Babson</b> , Jordan Clark, Paul David, Jay Dunwell, Jim Fisher, <b>Jan Harrington-Davis</b> , Jon Hofman, <b>Kelly Kroll</b> , Shana Lewis, Kolene Miller, Samantha Semrau
<b>Community-Based Organization (1):</b> <b>Jennifer Heinzman</b>
<b>Higher-Education (1):</b> <b>Charles Lepper</b>
<b>Labor (1):</b> <b>David Kitchen</b>
<b>Organized Labor/Employee Rep (1):</b> <b>Ryan Bennett</b>
<b>Public Assistance (1):</b> <b>Michelle Seigo</b>

The names highlighted in yellow above, are new applications from the following:

1. Emily Babson, Plascore
2. Jan Harrington-Davis, Corewell Health
3. Kelly Kroll, Bradford White

On September 18, 2023, the Executive Committee of the WDB approved and supported the above slate of applicants. Staff will request formal appointment from the ACSET Governing Board for appointment to serve on the WDB with the term of office dates November 1, 2023 through October 31, 2025.



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## MEMORANDUM

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

**FROM:** Janette Monroe, Executive Assistant

**DATE:** October 9, 2023

**RE:** 2024 Meeting schedules

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### Background

We have proposed meeting dates for the upcoming 2024 Executive Leadership and Strategic Engagement Committee and Workforce Development Board meetings. On September 18, 2023, the Executive Committee supported the following calendar schedule for 2024.

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

January 8, 2024  
March 11, 2024  
May 13, 2024  
September 16, 2024  
November 18, 2024

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

February 12, 2024  
April 8, 2024  
June 10, 2024  
October 14, 2024  
December 9, 2024

### Action

We are requesting support and approval from the Workforce Development Board for the 2024 meeting schedules.



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## MEMORANDUM

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

**FROM:** Tasha Evans, Director of Talent Solutions

**DATE:** October 9, 2023

**RE:** Draft WMW 16-03c8 Welfare Reform Supportive Services Policy

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## Background

In October of 2017, the Workforce Development Board approved a Supportive Services Policy for Welfare Reform programs to provide guidance for providing supportive services to job seekers enrolled in the PATH and FAE&T program. This policy seeks to include language that allows for WMW! to apply any updates to State policy regarding an allowable support, amount, and/or limit to local policy. This change will allow us to provide job seekers access to all allowable benefits, based on available funds, should the State policy change to exceed previous caps.

## Action

We are requesting that the WDB approve WMW 16-03c8 Welfare Reform Support Service Policy to reflect these changes.



**Title:** Draft WMW 16-03c78 Welfare Reform Supportive Services

**Effective Date:** XX-XX-XXXX

**Approved by:** West Michigan Works! Workforce Development Board on XX-XX-XXXX.

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

**Supersedes:** WMW 16-03c67

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

#### **Policy:**

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

The dollar amounts listed below may be exceeded if State policy changes an allowable support, amount, and/or limit or if blended with other state or non-state funding such as Barrier Removal Employment Success (BRES).

#### **I. Eligibility**

- A. Welfare Reform Program guidelines allow for the provision of support services for Welfare Reform job seekers at any time during their participation.

## WMW 16-03c78 Welfare Reform Supportive Services

- B. In an emergency, in which a job seeker would lose his or her employment without immediate action, West Michigan Works! (WMW) Staff will respond within 24 hours to a request for supportive services to prevent the loss of employment.
- C. A job seeker who requests a supportive service must provide documentation of his or her eligibility and need for the service, according to the criteria described below. Staff will evaluate the supportive service request and request approval.

**Supportive services do not constitute entitlements.**

## **II. PATH Support Service Types:**

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

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

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

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

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

### **B. Vehicle Repair**

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

## WMW 16-03c78 Welfare Reform Supportive Services

means of transportation for employment-related activities. With the repairs authorized, the vehicle must be determined to be safe and roadworthy.

The job seeker must provide the following information:

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

### C. Vehicle Insurance

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

The job seeker must provide the following information:

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

### D. Vehicle Purchase

PATH staff may authorize payment of up to \$5,000 toward the purchase of a vehicle if the vehicle will be used for a job seeker's primary means of transportation for employment-related activities and the job seeker does not already own a safe and roadworthy vehicle. The purchase must be approved in advance, and only one PATH or MDHHS Vehicle Purchase payment may be made to a job seeker during the job seeker's lifetime. In a two-parent family, if both parents are required to participate and need separate vehicles, an exception may be made prior to approving a vehicle purchase for a second parent. Before authorizing the purchase, all the following conditions must be met:

1. Public Transportation is not reasonably available (such as considering the location and



## WMW 16-03c78 Welfare Reform Supportive Services

hours of employment, childcare, or long commute) and the job seeker has no other means to reach the job site reliably as defined in the MDHHS Bridges Eligibility Manual 233A.

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

#### **E. Moving/Relocation**

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

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

#### **F. Medical Exams, Immunizations, and Tests**

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

## WMW 16-03c78 Welfare Reform Supportive Services

These services include:

- Employment related photocopies.
- The completion of an MDHHS Medical Needs form by a Medical Doctor (D), or Doctor of Osteopathic Medicine (DO) certifying that based on previous medical records or recent medical examination, the client is able (or unable) to participate in employment-related activities, and whether or not there are limitations or restrictions on the types of activities in which the job seeker may be engaged.
- An employment or training-related general medical or physical examination by an MD or DO (including the completion of an MDHHS Medical Needs form).
- Immunizations or test when required to obtain, maintain, or enhance employment, and cannot be obtained free of charge.

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

#### **G. Other Employment-Related Expenses**

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

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

#### **H. Identification**

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

- Michigan ID
- Birth Certificate
- Driver's License

## WMW 16-03c78 Welfare Reform Supportive Services

**I. Transportation**

PATH job seekers may be provided with transportation assistance to fulfill PATH program requirements, including orientation, or to participate in employment and training activities, or employment. The career coach will determine the need for transportation assistance allowance for public transit, Uber, Lyft or Taxi Service.

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

**Stipends for PATH allowable activities.**

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

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

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

Listed below are the possible points for payment:

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

If a job seeker is requesting a stipend for his or her transportation payment, in order to receive a

## WMW 16-03c78 Welfare Reform Supportive Services

full stipend, the job seeker must be able to show that:

- The vehicle is registered in his or her name or an eligible family member's name;
- The job seeker obtained a ride with another person; or
- The job seeker is using a vehicle owned by another person with that person's permission. However, no more than one stipend may be issued for a single trip using the same vehicle.
- Valid Driver's License if job seeker is not riding with another job seeker.

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

#### **J. Child Care**

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

#### **K. PATH Program Supportive Services by Category:**

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

##### **Auto Other**

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

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

- Tires.
- Maintenance.

##### **Auto Purchase – Purchase cost of a vehicle**

##### **Auto Insurance**

##### **Clothing**

## WMW 16-03c78 Welfare Reform Supportive Services

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

**Other Supportive Services**

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

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

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

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

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

**Relocation – Must be related to an employment offer.**

- Moving expenses.

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

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

## WMW 16-03c78 Welfare Reform Supportive Services

Support services may include:

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

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

Gas cards or vouchers can be provided, as a prepaid allowance, but their use will be restricted to a



## WMW 16-03c78 Welfare Reform Supportive Services

specific purchase or service allowed by the program. Any prepaid allowance will require the job seeker to provide a receipt to be returned to WMW to use as justification it was used for its intended support service.

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

#### **IV. FAE&T TLFA Job Retention Support Services (Entered in OSMIS as "Job Retention Supportive Services.")**

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

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

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

#### **V. Disallowed Support Services**

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

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

## WMW 16-03c78 Welfare Reform Supportive Services

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

**VI. Transitional Support Services**

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

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

SUCCESSFUL MILESTONE	SUPPORTIVE DOCUMENTATION	AMOUNT
Completion of Comprehensive Assessment	Verification of Assessment Completion	\$25.00
Completion of AEP	OSMIS	\$25.00
Obtained Employment	Pay Stubs/Employment Verification	\$50.00
90 Days of Continuous Employment	Pay Stubs/Employment Verification	\$100.00
Completion of first 30 days of the Community Service Program (CSP) or Work Experience Program (WEP)	Worksite Evaluation	\$75.00
Pass General Educational Development (GED) Test	Test Results	\$100
High School Completion	Diploma	\$100

## WMW 16-03c78 Welfare Reform Supportive Services

<b>Completion of Vocational Training</b>	Certificate or Degree	\$125.00
<b>WorkReady Certificate</b>	Certificate	\$50.00
<b>WorkReady Plus Certificate</b>	Certificate	\$50.00
<b>Completion of Job Readiness Curriculum in Tovuti</b>	Documentation from LMS	\$50.00
<b>Satisfactory Completion of Subsidized Employment/OJT</b>	Check stubs	\$125.00
<b>Completion of Job Fit Assessment(s)</b>	Assessment Results	\$50.00

## ACHIEVING DREAMS THANKS TO THE WIOA YOUTH PROGRAM



**Shanti Burrell**

Shanti always knew she wanted to be a CNA when she grew up. As a child she often went to work with her mother, who was a CNA, to play and lend a hand. From that early age she knew this would be her career as well.

After high school Shanti stepped into health care holding multiple positions: a Resident aide at Railside Living Center, a Medication Technician at Care Cardinal and then as a Phlebotomist at Spectrum Health.

Dissatisfied with her income and hungry to achieve her goals, Shanti looked for CNA training opportunities but could not afford the programs she found until she learned about scholarships through Goodwill Industries of Grand Rapids.

Determined to find a solution, Shanti attended a CNA hosted by Goodwill. Here she met Danielle Garcia, a West Michigan Works! GoodSTART WIOA Youth Program career coach who helps young people achieve their career goals.

Through Danielle, Shanti was deemed eligible for the GoodSTART WIOA Youth Program which would cover the cost of training as well as transportation to and from the training site. Being unemployed during this time meant funding from the WIOA Youth Program was essential to Shanti's success.

That she would be successful was apparent from the beginning, however, since Shanti was so determined. "We worked through customer service training, and I helped her with employability skills, including learning about resumes, cover letters, interviewing, thank you cards and team-building skills," Danielle said. "When her CNA classes started, she was always on time, positive and ready to learn."

As Shanti worked through the 115-hour CNA training and work experience, she also worked to earn a certificate in the NRF Rise Up Foundation Customer Service and Sales and in CPR/AED. This training was also eligible for mileage reimbursement, allowing the GoodSTART WIOA Youth Program to help her get to and from training.

"I would check in to see how she was balancing life, work and training," Danielle shared. "I provided one-on-one study time if she didn't understand the material and talked to the CNA instructors when she was worried about exams."

Near the end of her training Shanti experienced a devastating family tragedy. Through this hardship, she stayed focused and earned higher than 75 percent on both her skills and knowledge exams, securing her a CNA certificate.

"After training, I helped Shanti with her job search for CNA positions around where she lives," Danielle shared. She eventually became a CNA and began working at Mission Point in Holland, helping others as a nursing assistant just like her mother.

# Service Summary Explanation

October 1, 2022 – August 31, 2023

## Management Observations and Highlights

- *Service Center Traffic:* Service center traffic shows a slightly higher than average increase through the month of August. This is on par with anticipated projections as more individuals continue to engage into in person job search activities.
- *Employers Served:* Consistently, the business solutions team serves more returning employers than new employers from month to month. Numbers increased during this past quarter due to outreach during the beginning of this new program year. We continuously strive to connect with new employers as time allows, while also maintaining quality services for existing customers.
- *Jobs Filled by Industry:* Jobs filled numbers have also increased over this past quarter due to increased outreach at the beginning of this program year.
- *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 FY23 Cycles 1 and 2 funding.
- *Hiring Events:* Business Solutions and Development & Innovation staff are collaborating to reimagine in-person hiring events during the fall of this year. Q3 saw an increase in employer and job seeker participation likely due to several in-person hiring events held, in addition to regularly scheduled virtual events. In July and August of Q4, West Michigan Works! hosted 8 hiring events with 75 employers and 441 job seekers attending those events. This included a healthcare career fair carnival held in August.
- *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. RSN is now fully staffed, and success coaches have been assigned to geographic regions.
- *WorkReady Certificates Earned:* We have begun the process of improving both attendance and the overall curriculum for these workshops. So far, we have seen a 5% increase in unique workshop attendance compared to preassessments taken over the last 2 months.



## Service Summary Oct. 1, 2022 to Aug. 31, 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



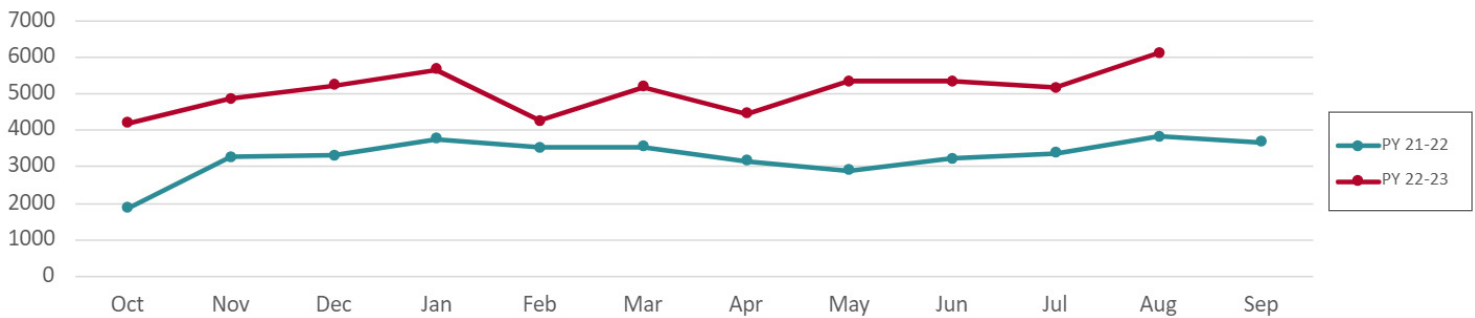
Pipeline Development



Diversity and Inclusion

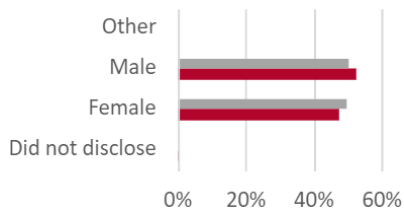
### Service Center Traffic & Call Volume\* (PY comparison by month)

\*call volume not included in PY 21-22 numbers

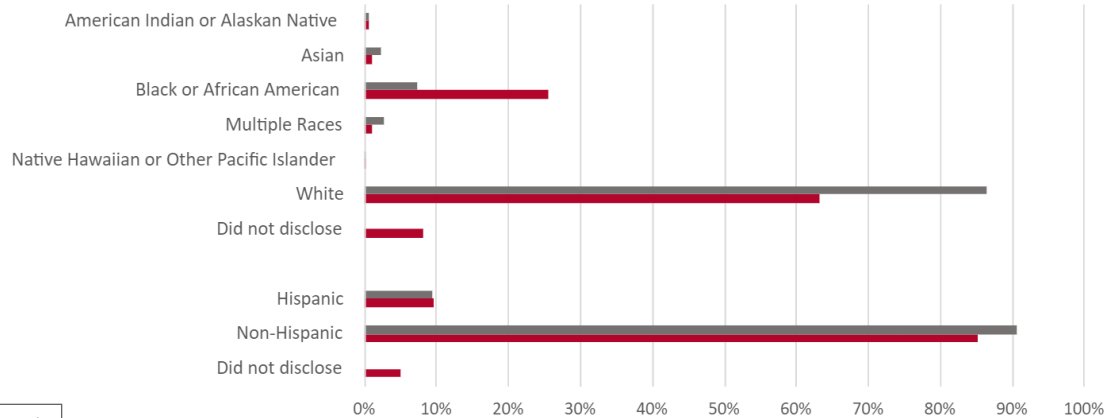


### Diversity of Job Seekers Served

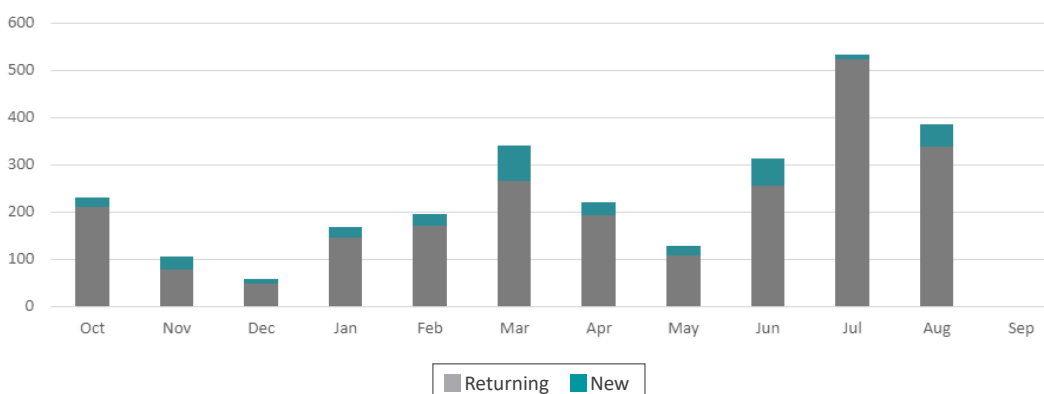
#### Gender



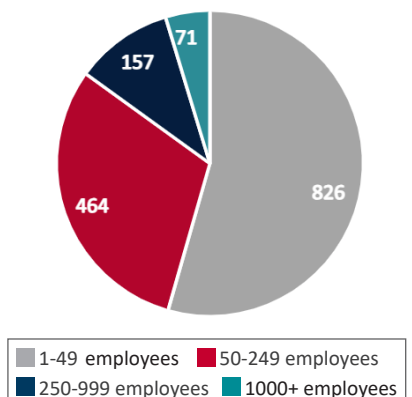
#### Race & Ethnicity



### 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	47	22	39	71	
Construction	39	5	43	2	8	58	17	9	47	33	73	
Healthcare	99	299	3	188	91	33	39	105	113	63	291	
IT	106	69	0	3	0	12	13	2	6	11	5	
Manufacturing	367	302	226	35	83	40	26	362	533	376	484	
Other	60	99	73	228	77	170	93	57	155	99	143	
<b>Total</b>	<b>671</b>	<b>774</b>	<b>435</b>	<b>461</b>	<b>302</b>	<b>340</b>	<b>223</b>	<b>582</b>	<b>876</b>	<b>621</b>	<b>1067</b>	

## Training: by Industry

	New Hire	Classroom	Apprentice	Credentials Earned
Construction	40	447	1	8
Healthcare	101	604	38	322
Information Technology	32	32	0	8
Manufacturing	147	110	0	17
Other	133	194	0	363
<b>Total</b>	<b>453</b>	<b>1387</b>	<b>39</b>	<b>718</b>

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	May 23	Jun 23	Jul 23	Aug 23
New Hire	668	313	55	345	599	568	225	165	166	196	147
Classroom	161	281	79	344	117	459	209	56	168	197	95
Apprenticeship	13	18	0	13	2	130	48	16	65	63	6
<b>Total</b>	<b>842</b>	<b>612</b>	<b>134</b>	<b>702</b>	<b>718</b>	<b>1157</b>	<b>482</b>	<b>237</b>	<b>399</b>	<b>456</b>	<b>248</b>

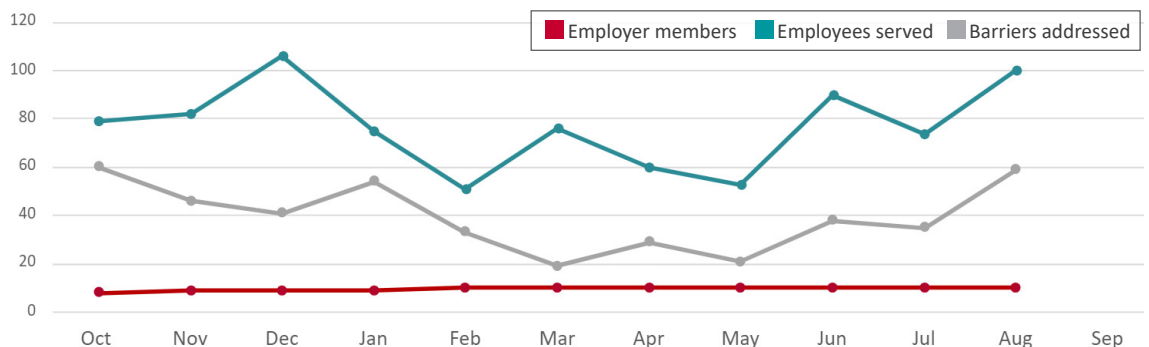
## Hiring Events

	Events	Employers	Job Seekers
Q1	2	62	65
Q2	5	79	157
Q3	19	276	493
Q4	8	75	441
<b>TOTAL</b>	<b>34</b>	<b>492</b>	<b>1156</b>

## Retention Solutions Network

Success coach hours  
(cumulative, reported quarterly)

**922.00**



## WorkReady Certificates Earned (cumulative, reported quarterly)

<b>3,053</b> Pre-Assessments	<b>163</b> Post-Assessments	<b>281</b> WorkReady Certificates	<b>187</b> WorkReady Plus Certificates
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Service Summary  
Oct. 1, 2022 to Aug. 31, 2023

## Service Summary: Strategic Plan Alignment and Indicator Descriptions

<b>Pipeline Development:</b> Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.	<b>Enhanced Relationships:</b> Foster widespread networks to collaboratively address workforce needs in the region.	<b>Diversity and Inclusion:</b> 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 &amp; 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**

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Allegan, MI 49010  
(269) 686-5079

**Barry County**

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

**Ionian County**

603 W Adams St  
Ionia, MI 48846  
(616) 389-8525

**Kent County**

121 MLK Jr St SE  
Grand Rapids, MI 49507  
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215 Straight Ave NW  
Grand Rapids, MI 49504  
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10075 Northland Dr NE  
Rockford, MI 49341  
(616) 228-6724

**Montcalm County**

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Greenville, MI 48838  
(616) 754-3611

**Muskegon County**

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

**Ottawa County**

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

**MEMORANDUM**

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

**FROM:** West Michigan Works! Staff

**DATE:** October 9, 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**

**Early Childhood Education (ECE) Registered Apprenticeships:** The Early Childhood Investment Corporation's (ECIC) Childcare Investment Fund awarded West Michigan Works! \$120,000 to convene leaders to develop solutions that will help finance, provide educational support, and increase compensation for jobseekers who want to become early childhood educators. Under this 1-year grant, West Michigan Works! Plans to convene early childhood education stakeholders across our region to develop and launch a plan that will bolster the early childhood educator pipeline. ***Enhanced Relationships, Pipeline Development***

**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, 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. Six of the eight participants successfully completed the first cohort. ***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 have not yet transitioned into the RRCs. 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***

**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:** 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***

**Barrier Removal and Employment Success (BRES) Expansion:** 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. ***Update:*** to ensure equity in access to funding opportunities, the Michigan Department of LEO, Workforce Development has discontinued the Request for Proposals (RFPs) published on May 22, 2023, for the Barrier Removal for Employment Success program. No awards were granted. We anticipate a new RFP to be released in the future. ***Update:*** The state has reissued the RFP with a submission deadline of October 20, 2023. ***Pipeline Development, Diversity and Inclusion***

**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) awarded WMW \$525,800 to help create 200 new registered apprentices during the grant period of April 13, 2021 through June 30, 2024. To date, we have enrolled 116 new apprentices and expended \$363,877 in grant funds including almost \$83,000 in direct employer supports. ***Enhanced Relationships, Pipeline Development***

**State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC):** WMW is providing Project Management and Apprenticeship Program Technical Assistance for the State Apprenticeship Expansion grant awarded to the consortium by LEO-WD. WMW continues to support other contracted Michigan Works Agencies to enroll participants in the grant. 203 apprentices have been supported through this grant, including employer incentives of \$218,600. ***Enhanced Relationships, Pipeline Development***



**MDARD Specialty Crop Grant:** The ATC has received approval to reallocate funds from its Michigan Department of Agriculture and Rural Development (MDARD) Specialty Crop Block Grant for employers to receive 100% reimbursement for the Varnum Law Agricultural Employment Compliance Guide. This is a first step towards a workgroup that will investigate the utilization of various visa employment programs in farming and food production, and identifying resources to connect employers with to support recruiting and hiring from the global workforce. *Enhanced Relationships, Pipeline Development*

**Going PRO Talent Fund:**

Fiscal Year 2023:

The Michigan Department of Labor and Economic Opportunity announced the award of \$64,792,406 to 1,103 employers statewide for the Going PRO Talent Fund (GPTF) for fiscal year 2023. West Michigan Works! employer awards are outlined below:

- Cycle 1: 201 employers received a total of \$17,463,904.00. Awarded training may occur from February 1, 2023 – January 31, 2024.
- Cycle 2: 69 employers received a total of \$3,697,712. Awarded training may occur from July 17, 2023 - July 16, 2024.

A full list of grant recipients statewide is available online at

[Michigan.gov/TalentFund](https://Michigan.gov/TalentFund).

Fiscal Year 2024:

The application for cycle 1 is tentatively scheduled to open October 9, 2023. The grant process is competitive, and funds are allocated quickly. Employers can learn more about the upcoming Going PRO Talent Fund application process for cycle 1 by watching this [information session video](#). *Enhanced Relationships, Pipeline Development*

**Sector Strategies Employer Led Collaborative Grant:** West Michigan Works was awarded a \$406,472 Sector Strategies Employer Led Collaborative (ELCs) Grant from the Michigan Department of Labor and Economic Opportunity in July 2023 to support the development of new, or enhance existing, employer-led collaboratives throughout the state. This is a two-year grant ending September 30, 2025. Grant funds will allow WMW to maximize impact of our existing employer-led Industry Talent Councils through. With the funding, WMW will hire a Project Coordinator to assist all five WMW 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 and a summer camp for the construction industry. *Enhanced Relationships, Pipeline Development*

**Michigan Statewide Targeted Apprenticeship Inclusive and Readiness System (MiSTAIRS):** West Michigan Works! received \$324, 625 in funding from the Department of Labor and Economic Opportunity to support the continuation of development and implementation of comprehensive strategies to support

Registered Apprenticeship (RA) expansion; engage industry and workforce intermediaries, employers, and other partners to expand and market RA to new sectors and underserved populations; enhance capacity to conduct outreach and work with employers to start new programs; and expand and diversify participation in RA through innovations, incentives, and system reforms. WMW will target underrepresented populations for direct enrollment and completion of RAP. Funding will be available July 2, 2023, through June 30, 2025. ***Enhanced Relationships, 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. In September, WMW convened ITC members from all five industry talent councils at an annual event to share best practices, celebrate successes, and collaborate on future events. Additionally, each council published a Community Impact Report highlighting the impact of their work over the last year. These reports are included along with the agenda packet and can also be found on the homepage of each council's website linked below. ***Enhanced Relationships, Pipeline Development***

**Agribusiness Talent Council of West Michigan (ATC) Mission:** 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 will host its next quarterly job fairs for opportunity populations, in partnership with regional and state partners who serve these populations November 9th and will be held at the WMW SE Service Center. Planning will begin for 2024 Career AG-xploration events soon, as we await the decision for the MDARD Rural Readiness Grant, which would expand the event to 4 additional counties. The ATC approved applying for the USDA Agriculture and Food Research Initiative Food and Agricultural Non-Formal Education Grant, which could provide up to \$750,000 to pilot expanded career exploration activities across the region for K-12 students.

**Construction Careers Council (CCC) Mission:** The Construction Careers Council creates a bright future for West Michigan's construction industry by building a diverse and qualified workforce. The CCC is currently working on Careers in Construction Month in their "campaign" strategy to increase construction career awareness. The council is planning on doing traveling roadshows in classrooms (6<sup>th</sup>-12<sup>th</sup> grades), an all women panel during construction inclusion week, and a before the jobsite workshop at the end of October. The council has also continued to interview and write blogs on the "Women Who Build West Michigan" to increase diversity and encourage women to join the construction industry. These blogs can



be found on the CCC website. The project is moving towards a podcast along with the articles. Furthermore, within the framework of the “train” strategy, the CCC is close to getting their Before the Jobsite downloadable checklist on the website, which will be a helpful tool for job seekers and students preparing for an interview within construction. The project will also pilot a workshop within classrooms that will expose students to careers within the industry and interviewing skills. Lastly, the CCC approved a project designed around improving mental health within the construction industry focusing on substance abuse, suicide, stigma, and depression and anxiety among the workforce. The project team has been formed, has met once and is working diligently to make sure the project is done correctly and can offer solutions to the issues listed above.

**Discover Manufacturing (DM) Mission: “We Exist to Inspire and Expand Manufacturing Talent in West Michigan.”** DM has implemented improvements for the council’s flagship event, Discover Manufacturing Week, which will be November 6 -10, 2023. The changes are designed to help streamline the registration and matching process, putting less stress on educational champions, while increasing the effectiveness of communication to employers.

Project planning for multiple approved projects have been under development including redesigning activities in a Mobile Manufacturing Lab owned by Grand Rapids Community College, monitoring inquiries and outcomes for Adopt-A-School, planning for a Career Readiness Event in April 2024, and marketing an online Earn and Learn directory.

**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. WMHCC held a family friendly, career fair carnival at the GRCC M-TEC center on August 2nd. 13 employers and 19 total exhibitors attended the event and had the opportunity to speak to over 250 job seekers. Employers anticipate hiring over 50 job seekers as a result of this event. There were many positive comments made by attendees. 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/>. The council is also partnering with MAISD on two different career exploration events for health sciences students. Both events will expose students to professionals in various health care occupations and give the students practical experience in the daily operations of those occupations.

**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.** Work continues on the development of a Cyber Security Registered Apprenticeship program. The committee is led by a WMW Apprenticeship Success Coordinator. WMTT Council approved the renewal of both Mi Code Experience (MiCE) and MiCareerQuest. Project Coordinator hired for MiCE. WMTT Council Approved an event focused on assisting international students and small businesses with the Visa process. "Demystifying the Visa Process: The Small Business Guide to hiring International students". No further details at this point. A strategic communication training session; Communicating as a Technologist" is being moved to December. WMTT will be working with The Right Place on a series of events focusing on DEI and Tech. (talent attraction and retention).

The long term goal will be to create a program focused on entry-level/new-to-cyber career paths. WMTT continues hosting a series of networking events focused 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. The next event will be held in collaboration with The Right Place during Tech Week September 20 and 21 including, lightening talks on diversifying the tech talent pipeline with local partners and a panel presentation on "Attracting & Retaining Talent in the Work-From-Home Era." WMTT has also recently approved a Speak by Design training that will help employers advance strategic communications skills for employees in key roles including technologists and providing leadership development for mid to senior level leadership.

**West Michigan Works! Registered Apprenticeship Programs (WMW RAP):** The apprenticeship team continues to experience steady growth driven by employer demand. WMW currently holds standards for 37 US Department of Labor registered apprenticeships, with 133 active apprentices and 73 participating employers.

The WMW RAP team has expanded to four full-time positions including two Apprenticeship Success Coordinators. One assists individual employers interested in creating new programs or joining our standards, the other focuses on the

development and management of cohort model programs in non-traditional industries. The team also includes a project manager who oversees special projects and strategic planning; and the newest position is a Regional Training provider offering supports to the team as well as to apprentices participating in our cohort model programs.

**Ascend Youth Programming:** The Ascend team currently provides in-person and virtual programming for eligible youth across our 7-county region. The Ascend Summer Career Readiness Program wrapped up a successful season of summer work experiences with a total of 85 youth attending programming. With cuts to funding for this program, we were happy to only see a decrease of 3 youth served between this year and last year. We were also happy to see stability in youth served as we made a transition to providing 100% in-person work experience. The Ascend program will debrief for continuous improvement, and transition to year-round activities including recruitment, outreach, and youth retention through quality career coaching and services. ***Pipeline Development, Diversity and Inclusion***

**MiCareerQuest:** MiCareerQuest is a Career Exploration Experience for middle and high school students. We are excited to announce that MiCareerQuest 2024 will take place on March 27, 2024 with March 28, 2024 as a back-up. Planning with the Steering and ISD Committees will begin at the end of September. Preparations for the event have already begun with fundraising, timeline planning, and curriculum development for our region's schools. ***Pipeline Development***

**HireReach:** HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach continues to offer an Academy to 7 businesses in Kalamazoo in partnership with WE Upjohn and Southwest Michigan Works!. The HireReach team is also recruiting for a grant-funded academy in Kent County. This academy will host 6 Kent County employers. The HireReach team has also engaged in strategic planning for the next three years. We plan to have a draft plan by the end of August. ***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. With RSN at full staff, the team is now focusing on continuous improvement and growth for the program. We have retained 10 employer partners with a total of 32 shares and a retention rate of 74%. ***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. This program is now also fully implemented in Allegan.

The state is currently in conversation with other area Friend of the Court agencies with the goal of a statewide expansion. ***Pipeline Development, Diversity and Inclusion***

### Initiatives

**Electric Vehicle (EV) Industry Recruitment Pilot & EV Jobs Academy:** The Michigan Economic Development Corporation (MEDC) Talent Attraction Team (TAT) is collaborating with West Michigan Works! (WMW) to pilot an initiative designed to support TAT employers in the EV industry with attraction, retention, and development of EV occupations critical to the success of the industry. WMW received \$1M to support these efforts over the next year. Currently, there are two local employers participating in the program, with the potential for other employers to be added to the pilot. Additionally, the Michigan Department of Labor and Economic Opportunity allocated \$70,000 to WMW to support the EV Jobs Academy. This initiative aims to expand education and training in critical mobility careers, including those needing supportive services and incumbent workers who want to advance into new, emerging careers. 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***

**USDOL Training For Apprenticeship Training Representatives:** WMW was commissioned by the National Association of Workforce Development Professionals (NAWDP) in response to an RFP to provide training for US DOL Office of Apprenticeship and State Apprenticeship Agency Apprenticeship Training Representatives (ATR). The training will equip ATRs to better assist Registered Apprenticeship (RA) program sponsors in engaging their local workforce development board staff for practical WIOA support. The training will provide ATRs with specific information and tools that help them move from understanding policy alignment to practical implementation with partners.