



**Executive Leadership and Strategic Engagement Committee (EC)
of the 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: 277 207 912 746 Passcode: QSiRrY

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Phone Conference ID: 168 251 497# [Find a local number](#)

Monday, January 8, 2024 ▪ 11:30 a.m. – 1:00 p.m.

AGENDA

1. Call to Order and Attendance
2. Public Comment – Agenda Items
3. Introduction of Paul David, Fleis & VandenBrink to the EC **Information Item**
4. Introduction of Kirsti Jones, Chief Financial Officer **Information Item**
5. Approval of the November 13, 2023 Minutes **Action Required**
6. WDB Activities:
 - a. WDB Nomination: Nate Henschel, Consumers Energy **Action Item**
 - b. Committee Rosters **Discussion Item**
 - c. February 12, 2024 Meeting Agenda **Discussion Item**
7. Strategic Partnerships Discussion **Discussion Item**
Janie McNabb, One-Stop Operator
8. WDB Committee/Council Updates **Information Item**
 - a. Career Educational Advisory Council (CEAC): *Tonia Castillo, Committee Chairperson*
 - b. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - c. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
 - d. Ad-Hoc: Essential Service Awards Committee: *Mark Bergsma, Committee Chairperson*
 - e. Ad-Hoc: Strategic Plan-Vision Statement Committee: *Janie McNabb, One-Stop Operator*
9. Other Business: *Jacob Maas* **Information Item**
 - a. Michigan Works! Association (MWA) Legislative Day (March 13)
 - b. National Association of Workforce Boards (NAWB) 2024 Forum, Washington, D.C. (March 23-26)
 - c. 2024 MiCareerQuest at DeVos Place, GR MI (March 27)
10. Public Comment
11. Adjournment

**Next Scheduled Executive Leadership and Strategic Engagement Committee Meeting:
March 11, 2024**



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Grand Rapids NW Service Center**

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Phone Conference ID: 485 928 735# [Find a local number](#)

Monday, November 13, 2023 ▪ 11:30 a.m. – 1:00 p.m.

MINUTES

Members/Alternates Present: Heather Daniel (Chairperson), Mark Bergsma, Tonia Castillo, Jordan Clark, Jay Dunwell, Jim Fisher, Jon Hofman

Members/Alternates Absent: Shana Lewis (Vice-Chairperson)

Staff Present: Jacob Maas, Angie Barksdale, Janette Monroe, Jeff Dornbos (virtual), Tasha Evans (virtual), Amy Lebednick (virtual), Chad Patton (virtual), Tawanna Wright (virtual)

Guests Present: Janie McNabb (One-Stop Operator, Strategic Policy Consultants)

1. Call to Order, Chairperson Heather Daniel at 11:39 a.m.
2. Public Comment – Agenda Items – None.
3. Approval of the September 18, 2023 Minutes **Action Required**
 - Motion – Jim Fisher**
 - Second – Mark Bergsma**
 - Item Approved – Motion approved**
4. Report on Financial Activities- Notes to August 2023 Board Financials **Information Item**
Jacob Maas, Chief Executive Officer reviewed ACSET’s statement of revenue and expenditures for the two months ending August 31, 2023.
5. WDB Activities
 - a. Executive Committee Roster **Discussion Item**
Janette Monroe, Executive Assistant, reviewed that during the September EC Meeting, the Executive Committee discussed and agreed that the newly elected WDB Chairperson should determine the Executive Committee Roster for the Chair’s elected term of office. Janette reviewed that between September and October 2023, a call for interest to serve on the EC was sent out to WDB members. Paul David from Fleis & Vandenbrink indicated an interest in joining the committee. Discussion took place. Chairperson, Heather Daniel, requested that Paul be notified by staff to join the EC. It was also suggested that each committee chairperson provide a brief committee overview to the full board during the February 2024 WDB meeting. Staff agreed to send out another poll to board members seeking their interest in joining a WDB committee.
 - b. December 11, 2023 Annual Meeting Agenda **Discussion Item**
Janette Monroe reviewed that planning for the annual meeting is underway. Staff plan to highlight the successes of 2023 at the annual meeting, which will include recognitions for Employer of the Year, Partner of the Year, and the Impact Award. Invitations were sent out today and staff expect to have a good turnout. Discussion took place.

- c. **February 12, 2024 Meeting Agenda** **Discussion Item**
 Janette Monroe stated that staff will work with Committee Chairpersons to provide updates on each committee to the workforce board as discussed in Item 5a. These updates shall provide the board with goals and strategies as they relate to the Strategic Plan. Additionally, Committee Chairpersons (EC, Legislative, and Solutions Driven) will also be asked to provide an overview of each of their committees to the board. The EC decided it would be best to bring in a speaker for the April or June meeting, instead of February.

6. WMW WDB Subcommittees Updates

- a. Career Educational Advisory Council (CEAC) **Discussion Item**
 Tonia Castillo, WDB Member and Council Chairperson, reported that the CEAC met on September 22, 2023. The CEAC discussed the comprehensive local needs assessment that the ISDs are currently working on, grant updates, metrics, member activities and initiatives taking place. These council meetings are attended well and are a great networking opportunity for all the members to gather and convene. Community partners also attend these meetings. Next CEAC meeting is scheduled for January 26, 2024.

- b. Legislative Committee **Information Item**
 Jim Fisher, WDB Member and Committee Chairperson, reported that the committee met on October 17, 2023. The committee approved its 2024 meeting calendar, discussed the State Fiscal Year (FY) 2024 Supplemental and continued discussions and objectives on legislator tours and visits throughout the region into the new year. Jim further reviewed elections coming up.

- c. Solutions Driven Committee **Information Item**
 Jordan Clark, WDB Member and Committee Chairperson, reported that the committee met on October 13, 2023, and that the committee continued its discussions on career pathways, apprenticeships, partnerships, and retention solutions. Jordan mentioned that it may be helpful to meet with staff prior to the next meeting to ensure the committee is staying in line with its intended priorities.

Janie reported that she is meeting with a few staff to further discuss some strategy development around the retention solutions department.

- d. Ad-Hoc: Essential Service Awards (ESA) Committee: Janette Monroe reviewed the ESA document provided in the packet and noted that nominations will be open November 13-December 15, 2023. Nominations will be vetted by the committee and awardees will be recognized at an Economic Club of Grand Rapids meeting in early 2024. Mark Bergsma will be the ad-hoc Chairperson, and WDB members Emily Babson and Jon Hofman are planning to be on the committee. More information will be forthcoming.
- e. Ad-Hoc: Strategic Plan-Vision Statement Committee: Janie McNabb, One-Stop Operator, reviewed that since the last meeting in September, a small group of staff which includes both Jacob Maas, Angie Barksdale, a manager and front-line staff members from each of the three departments, and EC members Shana Lewis, Tonia Castillo, and Jon Hofman, convened to begin discussion on the Strategic Plan's Vision statement. Janie reviewed the background on the "ask" of this work from a staff standpoint and stated that she will work with this committee over the next several months with a goal to bring forth a new vision statement for WDB approval.

Jim Fisher further inquired the EC and staff about the role and responsibilities of strategic partnerships. Discussion took place and further discussion will take place at the January 2024 EC meeting.

7. Other Business

Discussion Itema. Wagner-Peyser (WP) Proposed Rule

Jacob Maas reported that he was recently on a call with the Michigan Works! Association (MWA) and the Office of Information and Regulatory Affairs (OIRA) and the Office of Management and Budget (OMB) to voice Michigan's concerns about the proposed rule, now that a rulemaking draft is being sent up to the White House/executive branch for additional review. Jacob reported he has been a part of discussions with Congresswoman Scholten and Senator Peters' offices and commended the legislators for their leadership during this time. Jacob stated he will continue to share any new updates with the WDB as they are received.

b. Workforce Innovation and Opportunity Act (WIOA) Federal Budget:

Jacob Maas reported there are continued and ongoing conversations taking place and funding concerns at this time. Jacob will continue to keep the board updated as more information becomes available.

c. National Association of Workforce Boards (NAWB) 2024 Forum:

Jacob Maas reported that the NAWB 2024 Forum will take place in Washington, D.C., March 23-26, 2024. Staff will work with the Executive Committee members who wish to attend. Jacob stated that Capitol Hill visits will be important this year, notably with Senator Debbie Stabenow retiring. Staff answered board members' questions.

d. MiCareerQuest: Jacob announced that the event is scheduled to take place on Wednesday, March 27th at DeVos Place in Grand Rapids, MI.e. Michigan Works! Association's Legislative Day: Jacob Maas stated that legislative day is scheduled for March 13, 2024 in Lansing.f. Going Pro Talent Fund (GPTF): Angie reported that WMW submitted 352 applications ahead of schedule, asking for \$21.2 million. Applications are with the state team for review and scoring. Staff answered board members' questions.

g. Angie reported that the U.S. Department of Labor (DOL) is holding a Vision Convening for WIOA in Chicago, IL and Tasha Evans, Director of Talent Solutions will be attending on behalf of West Michigan Works!. Further, Angie reported that she will be attending the National Skills Coalition's Skills in the States Summit in Baltimore, Maryland, which will focus on advocating for skills policy at the state level.

8. Public Comment- None

9. Adjournment at 12:54p.m. by Chairperson Heather Daniel.

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

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

Barry County

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

Ionia County

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

Kent County

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

Grand Rapids SE Service Center
121 Martin Luther King Jr St SE
Grand Rapids, MI 49507
(616) 336-4040

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

Montcalm County

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

Muskegon County

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

Ottawa County

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

MEMORANDUM

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

FROM: Jacob Maas, Chief Executive Officer

DATE: January 2, 2024

RE: WDB Member Nomination

Background

As of November 2023, the West Michigan Works! (WMW) Workforce Development Board (WDB) had one (1) vacant private/business sector seat for the term of office through October 31, 2024. This seat was previously held by Randy Boss from Ottawa Kent Insurance. Staff have recently received an application from Mr. Nate Henschel with Consumers Energy to fill this seat.

Nate is currently the Community Affairs Manager and is the primary local contact for Consumers Energy engaging with local elected officials, stakeholders and customers in both Kent and Montcalm Counties. Nate previously held a position with The Grand Rapids Chamber of Commerce and served as a member of the WMW Legislative Committee.

Action

We request approval from the Executive Committee to support the nomination of Nate Henschel to the WDB with the term of office date through October 31, 2024. We will further request formal appointment from the ACSET Governing Board.

Committee Rosters of West Michigan Works! Workforce Development Board
As of: January 2024

Item #6b

First Name	Last Name	Company	Additional Committee/Council
Emily	Babson	Plascore	Adhoc-ESAs
Nora	Balgoyen	ITC Holdings	Legislative
Ryan	Bennett	West Michigan Plumbers & Fitters #174	CEAC
Mark	Bergsma	Berends Hendricks Stuit Insurance	Executive/Legislative/ESAs
Kenyatta	Brame	Cascade Engineering	
Morgan	Carroll	Greater Muskegon Economic Development	
Tonia	Castillo	Ottawa Area Intermediate School District	CEAC-Chair/Executive
Jordan	Clark	Meijer	Solutions-Chair
Cathy	Cronick	Michigan Rehabilitation Services	Solutions
Heather	Daniel	Haworth, Inc	Executive- Chair
Paul	David	Fleis & Vandenbrink	Executive
Jay	Dunwell	Wolverine Coil Spring Co	Executive/Legislative/Solutions/Discover Mfg
Jim	Fisher	Second Act, LLC	Executive/Legislative-Chair
Kristin	Garris	Goodwill Industries of West Michigan	
Jan	Harrington-Davis	Corewell Health	
Jennifer	Heinzman	Barry County Chamber of Commerce & Economic Development Alliance	DM/tepped down solutions in 10/2023
Jon	Hofman	Holland Board of Public Works (HBPW)	Executive/Ad hoc ESAs/ Ad hoc Strategic Plan Vision
TaRita	Johnson	The Right Place Inc	WMTT Industry Council
Gregory S.	King	Lakeshore Advantage	WMTT Industry Council
David	Kitchen	West Michigan Electrical JATC	
Kelly	Kroll	Bradford White Corporation	
Charles W	Lepper	Grand Rapids Community College	
Shana	Lewis	Trinity Health	Executive Vice-Chair/Ad hoc Strategic Plan Vision/MWA BOD
Kolene	Miller	Perrigo	
Daniel	Rinsema-Sybenga	Muskegon Community College	Solutions
Jen	Schottke	West Michigan Construction Institute	
Michelle	Seigo	MI Department of Health and Human Services, Ionia & Montcalm Counties	Solutions
Samantha	Semrau	Kendrick Plastics	
Connie	Stewart	Montcalm Community College	
Daniel	TenHoopen	Heart of West Michigan United Way	Solutions
Mark	Thomas	Northview Public Schools	
Sara	Whisler	CarbonSix	Discover Mfg
vacant	vacant		
Dave	Smith	The Employer's Association	Solutions
Diane	Smit	Hearthside Foods	Solutions
Dan	Hall	Architectural Glass and Metal	Solutions
Samantha	Bull	Clark Retirement	Solutions
Kim	Peters	OST	Solutions
Marcelle	Marcelleti	Job Corps	Solutions

Committee Rosters of West Michigan Works! Workforce Development Board
As of: January 2024

Item #6b

Jeran	Culina	Business Leaders United	Legislative
Marcus	Keech	The Grand Rapids Chamber	Legislative
Milinda	Ysasi	GROW	Legislative
Rich	Okoniewski	Allegan County Technical and Education Center	CEAC/Agri Council
Dave	Searles	Careerline Tech Center-Ottawa	CEAC
Rich	Franklin	Barry Intermediate School District	CEAC
Ted	Paton	Ionia ISD	CEAC
Pat	Walstra	Kent ISD-Region4 Adult Ed	CEAC
Kyle	Fiebig	Muskegon ISD	CEAC-Vice-Chair
Cary	Stamas	Kent ISD	CEAC
Michael	O'Connor	Zeeland Adult Ed	CEAC
David	Tebo	Ottawa Area ISD	CEAC
Ginger	Rohwer	MiSTEM Network's Greater West Michigan Region at GVSU	CEAC
Jay	Ediger	Junior Achievement	CEAC
Cheryl	Burmeister	Howmet	CEAC
Lisa	Hungerford	TalentFirst	CEAC
Chauncy	Williams	MCEC-Muskegon Public Schools	CEAC
Kimberly	Slazek	Trans-Matic	CEAC
Jimmy	Brady	Consumers Energy	CEAC
Luke	McCotter	ADAC Automotive	CEAC
Kim	Baron	Grand Rapids Public Schools	CEAC