



**West Michigan Works! (WMW) Workforce Development Board (WDB)
Annual Meeting
Frederik Meijer Gardens (Huizenga Grand Room North)
1000 East Beltline NE • Grand Rapids, MI 49525
Monday, December 9, 2019
11:30 a.m. – 1:30 p.m.
(Lunch begins at 11:45 a.m.)**

AGENDA

1. Welcome and Call to Order
2. Public Comment – Agenda Items
3. Approval of the October 14, 2019 Minutes **(WDB Members Only) Action Required**
4. Presentation and Recognitions
 - a. Partner of the Year – Montcalm Community College
Brittany Lenertz, Talent Solutions Director
 - b. Employer of the Year – N.N. Mobile Solutions (Autocam)
Amy Lebednick, Business Solutions Director
 - c. Impact Awards – Aruna Khadka, Medilodge of Holland, Grand Rapids Community College, and Thompson M-Tec, Ottawa Area Intermediate School District
Angie Barksdale, Chief Operating Officer
5. Adjournment

**Next Scheduled Workforce Development Board Meeting:
February 10, 2020 at 12:00 p.m. located at:
Westside Service Center
215 Straight Ave NW, Grand Rapids, MI 49504**



West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting

Westside Service Center

215 Straight Ave. N.W.

Grand Rapids, MI 49504

Monday, October 14, 2019

Lunch 11:30 a.m. ▪ Meeting 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Dave Smith (Chairperson), Cindy Brown (Vice-Chairperson), Ryan Bennett, Mark Bergsma, Norm Brady, John Buchan, Jordan Clark, Cathy Cronick, Jay Dunwell, Jim Fisher, Heather Gluszewski, Kiesha Guy, Mike Helsel, Rebecca Herrington, Jon Hofman, Angela Huesman, Scott McLean, Valerie Putnam, Dan Rinsema-Sybenga, Michelle Seigo, Samantha Semrau, Dan TenHoopen, Therese Thill, Mark Thomas, Darryl Todd, Shana Welch, Sherry White, Pat VerDuin

Workforce Board Members Absent: Travis Alden, Nora Balgoyen, Randy Boss, Kenyatta Brame, Bob Ferrentino, David Kitchen, Bill Pink

Staff Present: Angie Barksdale, Brenda Isenhardt, Jane Kreha, Amy Lebednick, Brittany Lenertz, Jacob Maas, Janette Monroe, Nancy Wiest

Guests Present: Jessica Babcock (Suburban Inns), Dick Bulkowski (Steepletown), Pastor Idella Williams (Family United for Justice and Equality)

1. Call to Order, Chairperson Dave Smith at 12:01 p.m.

2. Public Comment- Agenda Items- None

3. Approval of August 12, 2019 Minutes

Action Required

Motion – Jim Fisher

Second – Mark Thomas

Item Approved by Vote – Motion carried

4. Approval of Career Educational Advisory Council (CEAC) Member

Action Required

Angie Barksdale, Chief Operating Officer, reported that current CEAC Member Celena Mills has submitted a resignation from the council due to changes in her current position. Celena has named Shannon Tripp as her replacement. Shannon is currently the Associate Superintendent for Career and Technical Education (CTE) and Career Center Principal with Montcalm Area Intermediate School District (MAISD). Angie requested the WDB's approval to appoint Shannon Tripp to the CEAC.

Motion – Mark Bergsma

Second – Sherry White

Item Approved by Vote – Motion carried

5. WMW WDB Bylaws

Action Required

Angie Barksdale, Chief Operating Officer, reported that WMW staff members were notified by the State of Michigan that updates are needed to the current WDB bylaws. WMW staff also made additional revisions to the existing bylaws. Angie reviewed the changes with the Executive Committee. Discussion took place, and Angie answered board members' questions. Angie noted that on September 23, 2019, the Executive Committee of the WDB supported suggested changes and are seeking approval from the WDB.

Angie further noted that WMW staff will also request approval from the Governing Board on October 28, 2019. Discussion took place, and WMW staff members answered board members' questions.

Motion – Scott McLean made a motion to approve the changes to the WDB Bylaws as recommended by the Executive Committee of the Workforce Development Board

Second – Sherry White

Item Approved by Vote – Motion carried

6. WMW WDB Chairperson and Vice-Chairperson Biographies and Terms of Office November 2019-October 2021 Ballot **Action Required**

Cindy Brown, WDB Vice-Chairperson, reported that WMW staff collected nominations for Officers of the WDB for term dates of November 1, 2019 through October 31, 2021. WMW received 8 nominations for Chairperson and 10 nominations for Vice-Chairperson. Cindy reported that nominees were contacted to confirm their willingness and ability to serve as an Officer of the Board. Cindy reviewed the four nominees who indicated a willingness to serve and requested that each nominee provide a brief biography to the board. Cindy called for any additional nominations for Chairperson twice. Cindy closed the nominations for Chairperson, with Mark Bergsma being the only nominated candidate willing and able to serve as Chairperson. Cindy further requested any additional nominations for Vice-Chairperson twice. After hearing no further nominations, Cindy closed the nominations for Vice-Chairperson. WDB Member Mark Bergsma spoke to the board about his experience and ability to serve as WDB Chairperson. Thereafter, the biographies and experience of the nominees for Vice-Chairperson, Nora Balgoyen, Heather Gluszewski, and Dave Smith, were presented to the board for consideration. Upon completion of presentations, Cindy requested that all voting board members in attendance fully complete their ballots and return them promptly to WMW staff for ballot count. Cindy stated that the results will be announced in Item #12. Ballots were given to each board member for voting.
7. Policy Approval: WMW 15-02c2 Rules of Conduct **Action Required**

Nancy Wiest, Staff Attorney, reported that changes are being proposed to the WMW Service Center Rules of Conduct to reflect changes in the law and in response to the experiences of staff members over the past year. Nancy reviewed the proposed changes with the WDB. Discussion took place, and Nancy answered board members' questions. Nancy requested approval of the revised Service Center Rules policy.

Motion – Jim Fisher
Second – Darryl Todd
Item Approved by Vote – Motion carried
8. WMW WDB 2020 Meeting Calendars **Action Required**

Jacob Maas, Chief Executive Officer, reported that the Executive Committee discussed the WDB 2020 meeting calendars in September and agreed to reduce the number of meetings from 6 to 5 per year. Jacob requested approval from the WDB to approve the meeting calendar for 2020.

Motion – Jim Fisher
Second – Jon Hofman
Item Approved by Vote – Motion carried
9. WMW WDB Quarterly Dashboard: Quarter 3 **Information Item**

Brittany Lenertz reviewed the WMW Service Summary Dashboard metrics for October 1, 2018 through June 30, 2019. Brittany noted that staff plan to provide this update at every board meeting starting next year, with additional data included.
10. Solutions Driven Updates **Information Item**

Workforce and Industry Awareness

 - a. Rapid Growth Media
Rapid Growth is a hyper-local e-newsletter focused on supporting and expanding coverage of job

growth, economic development, real estate, non-profit innovation, city building, and placemaking. WMW has the opportunity to put together an editorial advisory group to support and expand content. This is being launched in Kent and Ottawa Counties.

- b. WZZM 13 Trade Up **Information Item**
Brittany Lenertz, Talent Solutions Director, reported that WMW is a sponsor of the WZZM13 Trade Up campaign. The purpose and value of our sponsorship is to ensure that all West Michigan high-demand industries are showcased and accurate workforce information is shared with the public. This initiative will address the skilled labor shortage and highlight the benefits of pursuing a trade career. WMW Industry Council Leads and one employer from each talent council will appear in short morning or afternoon broadcast segments. Billboards focused on career training will also be displayed throughout West Michigan.
- c. Community Newsletters
The WMW marketing department is reaching out to several community newsletters to deliver valuable workforce information to local communities.
- d. National Apprenticeship Week (NAW)
Amy Lebednick, Business Solutions Director, reported that NAW is a nationwide celebration that gives businesses, communities, and educators the opportunity to highlight their apprenticeship programs and apprentices while providing valuable information to career seekers. NAW will be held November 11-17, 2019. WMW is offering an Apprenticeship 101 webinar to engage interested employers in starting an apprenticeship program. In addition, the Apprenticeship Success Coordinator will be providing training to WMW staff members in both the Business and Talent Solutions departments.
- e. Veterans Week
Amy Lebednick reported that Veterans Day will be observed on November 11, 2019. WMW will honor Military Veterans in every service center the week of November 12-15th with various initiatives at all service centers.
- f. Going Pro Talent Fund (GPTF) FY20 Applications
Amy Lebednick further reported that the deadline for GPTF application submissions to the Michigan Works! agencies was October 2nd. Final applications will be submitted to the State of Michigan by October 18th after a review of each application is completed. Compared to FY19, WMW received an increase of 93 applications.
- g. Retention Solutions Network (RSN)
Angie Barksdale, Chief Operating Officer, reported that WMW has signed two additional employers to the RSN: Shape Corp and Muskegon Family Care. Both employers will start receiving onsite services in November. To-date, the RSN has signed four employer members. To accommodate the needs of the expanding RSN, WMW is in the process of hiring a second Success Coach.
- Amy Lebednick noted that approximately 10,000 students from over 110 schools have participated in Discover Manufacturing month.

11. WMW WDB Subcommittees Updates

Information Item

- a. Executive Committee: Dave Smith, WDB Chairperson, reported that WMW staff presented financial activities, including the 2019 budget modification and 2019-2020 budget, to the Executive Committee at the last meeting. Dave also reported that the committee discussed future meetings, strategic plan updates, and changes to the WDB bylaws. Dave also noted that he made a recommendation at the strategic plan focus groups for WMW staff to consider making some changes to the Executive Committee makeup as it relates to terms and structure of the committee.

- b. Talent Solutions: Mark Thomas, WDB Member, reported that the WorkReady curriculum has fully launched and that work is being done with 3rd party assessment evaluators. Mark noted that as of September 30, 2019, approximately 349 workshops have been attended and a total of 71 WorkReady certificates have been issued.
- c. Employer Solutions: Sherry White, WDB Member, reported that the subcommittee was introduced to new WMW staff members recently added to the Business Solutions team. Sherry reported that collaborations and planning are in full effect for the next MiCareerQuest event, which will be held on May 15, 2020. The subcommittee has been updated on GPTF's and is in the process of reviewing the Employer of the Year nominations.
- d. Strategic Partnerships: Heather Gluszewski, WDB Member, reported that the subcommittee collaborated with Janie McNabb, One-Stop Operator, on partnership level definitions, definitions on partnership strengths, and the tracking system.
- e. Outreach and Communications: Mark Bergsma, WDB Member, reported that the subcommittee is working on the hard-to-serve populations with additional media coverage through a marketing campaign. Mark also stated that the subcommittee is working on the Essential Service Awards in partnership with the Economic Club of Grand Rapids. Mark noted that nominations from all seven counties were received.
- f. Career Educational Advisory Council (CEAC): Cindy Brown, WMW WDB Vice-Chairperson, reported that the CEAC recently met and discussions included the Perkins Regional Grant updates, the Marshall Plan, CEAC metrics, and council member activities and initiatives. The CEAC also had a member change that was approved today. The next meeting is scheduled for January 24, 2020.
- g. Legislative Subcommittee: Jim Fisher, WDB Member, reported that the subcommittee continues to complete legislative visits and WMW Service Center tours throughout the region in order to bring awareness about WMW services and programs. Jim stated that the subcommittee met on October 1, 2019 and discussed current budget and legislative priorities, including the 2020 Budget items that were recently vetoed by Governor Whitmer as they relate to workforce development and training programs. The subcommittee plans to meet sometime in November.

Dave Smith took a moment to recognize WDB Member Therese Thill for her time on the WDB over the last several years. Therese is stepping down due to recent changes with the composition and requirements of the board.

12. Announcement of WMW WDB Chairperson and Vice-Chairperson:

Terms of Office November 2019-October 2021

Information Item

Cindy Brown, WDB Vice-Chairperson, announced that based on the ballots tallied, the two-year term for the WMW WDB Chairperson will be Mark Bergsma, and serving a two-year term as the Vice-Chairperson will be Heather Gluszewski. In compliance with the Open Meetings Act (OMA), the ballots were tallied as follows:

Chairperson

Mark Bergsma (28 votes): all members present voted for Mark Bergsma to serve as Chairperson.

Vice-Chairperson

Nora Balgoyen (3 votes): Herrington, TenHoopen, Thomas

Heather Gluszewski (14 votes): Bennett, Brady, Brown, Clark, Cronick, Dunwell, Gluszewski, Helsel, Hofman, Huesman, Thill, VerDuin, Welch, White

David Smith (11 votes): Bergsma, Buchan, Fisher, Guy, McLean, Putnam, Rinsema-Sybenga, Seigo, Semrau, Smith, Todd

13. Other Business

Information Item

a. Strategic Plan Update:

Angie Barksdale reported that the One-Stop Operator completed regional focus groups during the month of September. Angie further reported that coming up next, WMW staff members will be given the opportunity to weigh in via an electronic survey. Angie also reported that board members, community partners and organizations that were unable to attend the focus groups will have an opportunity to participate electronically in the upcoming weeks.

b. Save the Date: December 9, 2019 Annual Meeting at Fredrick Meijer Gardens. Lunch will begin at 11:30 a.m. Highlights of the year, recognitions and annual report will be presented.

14. Public Comment- None

15. Adjournment at 1:01p.m. by Chairperson Dave Smith.

Recorded by: _____ Received by: _____