



**West Michigan Works! (WMW) Workforce Development Board (WDB)
Frederik Meijer Gardens (Huizenga Grand Room South)
1000 East Beltline NE • Grand Rapids, MI 49525**

Public Access: <https://westmiworks-org.zoom.us/j/93995138476>

You can also dial in using your phone

+1 (929) 436-2866 Meeting ID: 939 9513 8476 Passcode: 687656

Monday, December 13, 2021

Meeting 12:00 p.m. – 1:30 p.m. (In-person lunch begins at 11:30 a.m.)

AGENDA

1. Call to Order: WDB Chairperson, Mark Bergsma
Any board member(s) attending virtually must either state physical location on the record or type the information in the public chat box.
2. Public Comment – Agenda Items
3. Approval of the October 11, 2021 Minutes **(WDB Members Only) Action Required**
4. Presentation and Recognitions **Information Item**
 - a. Partner of the Year – Plainwell Adult Education
Brittany Lenertz, Talent Solutions Director
 - b. Employer of the Year – Dykhuis Farms
Amy Lebednick, Business Solutions Director
 - c. Impact Awards – City of Grand Rapids, DeVos Foundation, W.K. Kellogg Foundation
Angie Barksdale, Chief Operating Officer
5. Adjournment: ACSET/West Michigan Works! Governing Board (GB) Chairperson, Frank Garcia

**Next Scheduled Workforce Development Board Meeting: February 14, 2022 at 12:00 p.m.
located at: L. William Seidman Center (GVSU)
50 Front Street S.W. (1008SB Loosemore Forum)
Grand Rapids, MI 49504**



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+1 (929) 436-2866 Meeting ID: 942 4705 8969 Passcode: 344449
Monday, October 11, 2021 ▪ Meeting 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Heather Daniel (Vice-Chair), Nora Balgoyen, Ryan Bennett, Randy Boss, Norm Brady, Cindy Brown, Kenyatta Brame (Kentwood, MI), Jordan Clark, Mandy Cooper, Cathy Cronick, Paul David, Jay Dunwell, Jim Fisher, Jennifer Heinzman, Rebecca Herrington (Allegan Co, MI), David Kitchen (Coopersville, MI), Shana Lewis (Clinton Township, MI), Bill Pink (Grand Rapids, MI), Dan Rinsema-Sybenga, Michelle Seigo, Samantha Semrau, Dave Smith, Dan TenHoopen, Stacy Young

Workforce Board Members Absent: Mark Bergsma (Chairperson), Jessica Babcock, John Buchan, Jim Edmonson, Kiesha Guy, Jon Hofman, Mike Helsel, Scott McLean, Mark Thomas, Darryl Todd, Sherry White, Patricia VerDuin

Staff Present: Jacob Maas, Angie Barksdale, Bob Perkins, Jane Kreha (virtual), Amy Lebednick, Brittany Lenertz, Janette Monroe, Melanie White (virtual), Tawanna Wright (virtual)

Guests Present: Janie McNabb (One-Stop Operator), Tonia Castillo (Ottawa Area Intermediate School District), Kristin Garris (Goodwill Industries of West Michigan)

1. Call to Order at 12:03 p.m. Vice-Chairperson, Heather Daniel requested that members and staff members present introduce themselves.
2. Public Comment- None.
3. Approval of June 14, 2021 Minutes **Action Required**
Motion – Jim Fisher
Second – Jennifer Heinzman
Item Approved by Vote – Motion carried.
4. Introduction of New Chief Financial Officer **Information Item**
 Bob Perkins, Chief Financial Officer, introduced himself to the board.
5. Election of Chairperson and Vice-Chairperson: November 2021 - October 2023 **Information Item**
 Janette Monroe, Executive Assistant, reported that WMW staff requested nominations from the WDB for the offices of WDB Chairperson and Vice Chairperson for the term dates of November 1, 2021 through October 31, 2023. Janette reported that at the time of the board mailing, only one (1) Chairperson nomination and one (1) Vice-Chairperson nomination were received. Those current nominees are Chairperson, Mark Bergsma, and Vice-Chairperson, Heather Daniel. Both Mark and Heather are eligible for another term of office and are willing and able to serve. Janette requested additional nominees. Being none, Janette reported that a ballot was not needed and requested a motion for approval of candidates.
Motion – Jim Fisher moved to close the nominations and approve Mark Bergsma to serve as Chairperson and Heather Daniel to serve as Vice-Chairperson for the terms of office November 1, 2021 through October 31, 2023.
Second – Dave Smith
Item Approved by Vote – All WDB Members present voted affirmatively. Motion carried.

6. WDB Activities: Jacob Maas, Chief Executive Officer
- a. WDB Member Terms of Office 2021-2023 **Information Item**
 Jacob Maas, Chief Executive Officer, reported that at the end of June 2021, the WMW WDB had 19 board members whose terms of office expire on October 31, 2021. Staff collected applications and they were reviewed by the Nomination Committee. Jacob reviewed a few of the changes and presented the slate of applicants to the members. Jacob reported that staff will be requesting appointment from the ACSET Governing Board on October 25.
- b. WDB Resignations and Nomination **Action Required**
 Jacob Maas, reported that in June staff were notified that previous CBO member, Kiesha Guy has had to step down from the WDB. Goodwill Industries has since had its new Chief Workforce Officer, Kristin Garris apply to fill the open seat. The term of office for the vacated seat is open through October 31, 2022. WMW was also notified that Darryl Todd, Jessica Babcock, and Pat VerDuin are no longer participating on the WDB at this time. Jacob also reported that WDB member Sherry White has retired and will no longer serve on the WDB. Jacob requested approval from the Executive Committee to support the nomination of Kristin Garris to join the WDB as the CBO representative. Angie Barksdale, Chief Operating Officer, reported that the matrix roster of the WDB will stay in compliance with the amount of board members decreasing from 37 to 33.
Motion – Jay Dunwell
Second – Cindy Brown
Item Approved by Vote – Motion carried.
- c. 2022 Meeting Calendars **Action Required**
 Jacob Maas reported that staff and the Executive Leadership and Engagement Committee met and discussed the meeting calendars for 2022. Jacob presented the proposed 2022 meeting schedule to the board and requested any changes. With none, Jacob requested the WDB's approval of the 2022 meeting schedules.
Motion – Dan TenHoopen
Second – Shana Lewis
Item Approved by Vote – Motion carried.
7. Approval of Career Educational Advisory Council (CEAC) Member and Roster **Action Required**
 Amy Lebednick, Business Solutions Director, reported that the CEAC needed to fill an Academic Educator representative seat on the council. Amy stated that an application to fill the seat was received from Chauncy Williams, who is currently the Muskegon Community Education Center Coordinator of Student Success for Muskegon Public Schools. Amy requested the WDB's approval to add Chauncy Williams to the CEAC.
Motion – Dan Rinsema-Sybenga
Second – Dave Smith
Item Approved by Vote – Motion carried.
 In addition to the approval of the new member, Amy further reported that in accordance with an updated policy from the State of Michigan, the CEAC needs to be recertified with the State of Michigan. Amy requested the WDB's approval of the CEAC roster.
Motion – Dan TenHoopen
Second – Ryan Bennett
Item Approved by Vote – Motion carried.
8. Policy Approval: WMW PI 21-01c1 Time Limited Work Activities Policy **Action Required**
 Amy Lebednick reported that the updated policy supersedes the previously approved WMW 21-01 Time-Limited Work Activities Policy. Amy reported that this policy applies to agreements with public or private employers who train participants under certain programs. Amy stated that the policy is being revised to

comport with recent USDOL and LEO changes which have reclassified virtual career readiness and exploration as a work experience activity under the policy. Amy requested the WDB's approval of the updated WMW 21-01c1 Time-Limited Work Activities Policy.

Motion – Dave Smith

Second – Samantha Semrau

Item Approved by Vote – Motion carried.

9. WDB Dashboard **Information Item**

Angie Barsdale, Chief Operating Officer, reviewed the Service Summary for October 1, 2020 through September 30, 2021 with board members. The Summary provides data of the organization's progress toward fulfillment of its services in alignment with the 2020 Strategic Plan. Angie reviewed the data points related to Service Center Traffic & Call volume, Diversity of Job seekers Served, Employers Served, Jobs Filled by Industry, Training by Industry, Training Completed with Going Pro Talent Fund (GPTF), Hiring Events, Retention Solutions, and Work Ready Certificates Earned. Discussion took place on "Other" Jobs Filled by Industry, traffic and call volume, work search and work registration, and service center security. A request was also made to add apprenticeships pipeline to the dashboard. Staff answered board members' questions.

10. Solutions Driven Updates **Information Item**

Grants/Funding Opportunities: Amy Lebednick, Business Solutions Director, stated that several staff members continue to work on numerous grant and funding opportunities. Amy stated that WMW is keeping most of these opportunities on the agenda to keep WDB members updated. The grants listed below are all focused on training, re-training, and apprenticeships to ensure job seekers are ready for in-demand jobs.

- a. Grand Rapids Community College's One Workforce Grant
Information provided in board packet.
- b. Future of Work
Information provided in board packet.
- c. MICA 3.0
Amy Lebednick reported that this grant focuses on the enhancement and expansion of critical work of the West Michigan Works! Industry Councils, which will allow funding for a project coordinator to lead projects under the council and serve as a connector between schools and industry as well as support training for 34 new U.S. Department of Labor (USDOL) registered apprentices.

Amy Lebednick reported that for Going Pro Talent Fund (GPTF) FY 2022, WMW has received 635 inquiries and has conducted 413 fact-finding meetings with employers. Currently 391 employers plan to apply. Amy further stated that if all those employers do apply, then WMW will have approximately 100 more applicants than in the past. Amy stated that the deadline to apply for funding is Thursday, October 28. A final number of applicants will be reported at the December board meeting.
- d. Michigan Learning and Education Advancement Program (MiLEAP)
Information provided in board packet.
- e. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)
Information provided in board packet.
- f. Regional Talent Innovation Grants
Information provided in board packet.
- g. State Apprenticeship Expansion (SAE) – West Michigan Works!
Information provided in board packet.

- h. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC)
Information provided in board packet.

Industry Talent Council Initiatives: Amy reviewed the initiatives that the talent councils have been engaged in.

- i. MiCareerQuest 2022 Event Update
Amy Lebednick reported that after much deliberation, the MiCareerQuest Steering Committee has decided not to hold the traditional large in-person event at DeVos in 2022. The committee is considering an alternative initiative that would allow for engagement with industry representatives either in a classroom or virtual setting.
- j. Construction Careers Council (CCC):
Amy Lebednick reported that CCC is a newly formed West Michigan Works! supported talent council. The council was recently formed and represents a broad range of trades. The council works closely with the Construction Workforce Development Alliance led by the Associated Builders and Contractors (ABC). CCC's strategies of focus are: Recruit, Train, and Sustain. The Council is currently planning projects to roll out during Careers in Construction month.
- k. Discover Manufacturing (DM):
Amy Lebednick reported that there are several projects underway for the manufacturing talent council which include:
- a. SME Prime: \$6 million Appropriation in the state's budget will support the SME Education Foundation's Partnership Response Initiative (PRIME) which will be used to provide Michigan high schools with opportunities to craft and run CTE programs for students interested in learning about manufacturing. Ionia, Ottawa, and Kent ISD have submitted applications for the funding. Discover Manufacturing is excited to support those applications.
 - b. Manufacturing Week / Scholarships: Manufacturing Week registration is open on www.discovermanufacturing.com. There are two ways to participate this year; virtual and in-person small group tours. Virtual tours will feature up to 40 manufacturers for 30-minute sessions on Nov 1 -5. In-person tours will be offered Nov 15 -19 with an emphasis on small groups of highly engaged students. Scholarship offerings will begin during Manufacturing Week, additional information has been added to the DM website.
 - c. Adopt a School: An Adopt a School toolkit has been added to the DM website. To date, 11 schools have been "adopted" by a manufacturer.
- l. West Michigan Health Careers Council (WMHCC): Amy reported that the council is planning an additional Career Exploration event which is to be held during Healthcare Week in January 2022.
- m. West Michigan Tech Talent (WMTT): West Michigan Works! has hired a new industry Council Lead of WMTT. John Rumery started on 9/20/2021 and has extensive experience in the IT industry. Ongoing projects for WMTT include:
- a. Rebranding of the West Michigan Hour of Code event to {Mi} Code Experience: Initial planning for the {Mi} Code Experience will be a hybrid event for 2022 with an asynchronous option. The event will provide "live virtual" sessions for mentors to connect with classrooms. A temporary Project Coordinator has been hired to help move that project forward.
 - b. Partnership with MiSTEM Network on a [Congressional App Challenge](#): High School students compete to develop an application. U.S. Representatives publicly recognize the winning

teams, and each winning app may be put on display in the U.S. Capitol Building for one year. Additional prizes may be available.

- n. Agribusiness Talent Council of West Michigan (ATC): A Career Ag-exploration project was approved at the ATC's August council meeting. The council is working on details of what the Career Ag-exploration initiative will entail. The council will also work on developing a draft of a playbook to share with others in the region. Amy reviewed the additional information provided in the packet.
- o. WMW Sponsored Registered Apprenticeships Program: Amy reported that WMW holds registered apprenticeship standards for 28 occupations in construction, healthcare, I.T., and manufacturing. 57 employers are participating under WMW sponsorship. In the current Program Year, 192 registered apprentices have completed their program and 92 active apprentices are assigned under WMW's standards.

Additional Initiatives

- p. Clean Slate Navigator: Brittany Lenertz, Talent Solutions Director, reported that through the Clean Slate Navigator services, WMW has seen 4 felony and 2 misdemeanor conviction expungements for 3 job seekers. There are 49 job seekers that are currently active in services, representing a total of 89 misdemeanors and 39 felony convictions. Brittany reported that 41 of those job seekers are simply waiting for their hearings to be scheduled. Brittany reported some significant roadblocks to this work, including adjournments of scheduled hearings due to the Michigan State Police and Attorney General's office failure to timely respond to court hearing deadlines. Furthermore, Brittany reported that WMW is working on a new partnership with Legal Aid of Western Michigan, which will enable more individuals to be served under this funding. Staff participated in a successful Kent County Expungement Fair in August and are currently planning a Muskegon County Expungement Fair in November. Dan TenHooen thanked staff for the work being done in this program and noted what a life-long impact it will continue to make in individuals' lives.
- q. Learn, Earn and Provide (LEAP) Pilot: Brittany reported that WMW was invited by the State of Michigan to partner with the Muskegon County Friend of the Court to offer the LEAP pilot. The program aims to assist non-custodial parents in obtaining and maintaining employment and getting back on track with child support payments. Brittany further reviewed the information provided in the packet.
- r. Launchpad: WMW is launching a new database, connecting multiple departments into one system. Brittany reviewed the information provided in the packet.

11. WMW WDB Subcommittees Updates

Information Item

- a. Executive Leadership and Strategic Engagement Committee: Heather Daniel, WDB Vice-Chairperson, reported that the Executive Committee recently met in September, reviewed the board financials, reviewed the upcoming terms of office, 2022 calendar dates, appointed Jordan Clark as Chair of the Solutions Driven Committee, and discussed the WDB October agenda.
- b. Career Educational Advisory Council (CEAC): Cindy Brown, WDB Member and CEAC Chairperson, reported that the CEAC discussed grants and initiatives, CEAC metric updates, and CEAC council member activities and initiatives.
- c. Legislative Committee: Jim Fisher, WDB Member and Legislative Chairperson, reported that the committee met on September 27 and discussed legislative updates, meetings with legislators, critical issues related to unemployment insurance and work registration, the State of Michigan 2022 Budget including support for the GPTF, and the American Rescue Plan (ARP)- known as the Mi New Economy Plan.

- d. Solutions Driven Committee: Jordan Clark, WDB Member, reported he was recently appointed by the Executive Leadership Committee to serve as Chairperson. Jordan reported that the newly formed committee will be focused on addressing barriers to implement talent, business, and retention solutions, serving as a sounding board for director-level staff, the industry councils, and the board. Jordan reported that the roster and committee framework is provided in the packet.

12. Other Business

Information Item

- a. MI New Economy: <https://www.michigan.gov/mineweconomy/>
Jacob Maas reported the MI New Economy is a 3-year plan that seeks to address the structural challenges the state faced prior to and during the COVID-19 pandemic. Jacob reviewed the 3 pillars of the plan: 1.) Grow the Middle Class, 2.) Support Small Business, 3.) Build Strong Communities. Jacob reported that the first pillar is more closely tied to workforce development programs. Jacob noted that MI New Economy is anticipated to fund several initiatives, such as Going Pro Talent Fund, Future for Frontliners, MiReconnect, some new COVID funding, and college pipelines. Jacob stated that the plan will go through legislation.

WDB Member, Dr. Pink, suggested asking Quentin L. Messer, Jr., CEO for the MEDC, to provide an update to the WDB on continued work being done.

WDB Member, Jim Fisher, reported that Poppy Sias-Hernandez has recently been appointed as the new Executive Director of Global Michigan, and that it may be of interest for her to speak to the board considering her experience and knowledge of working on the Governor's Cabinet.

Jacob further reported that approximately 1,300 refugees will soon be resettling in Michigan..

WDB Member, Jay Dunwell, asked what WDB members can do to help the MI New Economy new plan be successful. Jacob reported on his high-level engagement opportunities to be a voice at the table, infrastructure, outcomes, etc. Jacob and Angie stated they will stay in the conversation and keep the board updated on state level key partnerships.

13. Public Comment- None.

14. Adjournment at 1:30 p.m. by Vice-Chairperson Heather Daniel, with a reminder that the next meeting is scheduled for December 13, 2021 at Fredrick Meijer Gardens.

Recorded by: _____ Received by: _____