



Workforce Development Board Meeting
<https://westmiworks-org.zoom.us/j/96060811304>
Meeting ID: 960 6081 1304
Passcode: 280259
Dial by your location: +1 929 436 2866 US
Monday, February 8, 2021 ▪ 12:00 p.m. – 1:30 p.m.

AGENDA

- | | |
|---|-------------------------|
| 1. Call to Order and Welcome | |
| 2. Public Comment – Agenda Items | |
| 3. Approval of Minutes | Action Required |
| a. October 12, 2020 | |
| b. December 14, 2020 | |
| 4. Bureau of Labor Market Information and Strategic Initiatives (LMISI)
Department of Technology, Management and Budget (DTMB)
<i>Nick Gandhi, Economic Analyst</i> | Information Item |
| 5. Virtual Dashboard: <i>Angie Barksdale, Chief Operating Officer</i> | Information Item |
| 6. Solutions Driven Updates: <i>WMW Staff</i> | Information Item |
| 7. WDB Committee/Council Updates | Information Item |
| a. Executive Committee, <i>Mark Bergsma, WDB Chairperson</i> | |
| b. Career Educational Advisory Council (CEAC), <i>Cindy Brown, Council Chairperson</i> | |
| c. Legislative Committee, <i>Jim Fisher, Committee Chairperson</i> | |
| 8. Other Business | Information Item |
| 9. Public Comment | |
| 10. Adjournment | |

Next Scheduled Workforce Development Board Meeting:
April 8, 2021
Location: TBD



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

<https://westmiworks-org.zoom.us/j/92830546456>

Meeting ID: 928 3054 6456 Passcode: 448630

Dial by your location: +1 929 436 2866 US

Monday, October 12, 2020 • 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Mark Bergsma (Chairperson), Heather Gluszewski (Vice-Chair), Jessica Babcock, Nora Balgoyen, Ryan Bennett, Norm Brady, Kenyatta Brame, Cindy Brown, John Buchan, Jordan Clark, Cathy Cronick, Jay Dunwell, Jim Edmonson, Jim Fisher, Kiesha Guy, Jennifer Heinzman, Rebecca Herrington, Jon Hofman, Angela Huesman, Shana Lewis, Bill Pink, Valorie Putnam, Dan Rinsema-Sybunga, Michelle Seigo, Dave Smith, Dan TenHoopen, Mark Thomas, Darryl Todd, Sherry White, Pat VerDuin, Stacy Young

Workforce Board Members Absent: Randy Boss, Paul David, Mike Helsel, Dave Kitchen, Scott McLean, Samantha Semrau

Staff Present: Jacob Maas, Angie Barksdale, Brenda Isenhardt, Jane Kreha, Amy Lebednick, Brittany Lenertz, Jennifer Mitchell, Janette Monroe, Tawanna Wright, Kyle Tarkington, Mac Dodds, Shana DeWent, Anne Pentiak, Ally Mills, Joe Thiry

Guests Present: Janie McNabb (One-Stop Operator)

1. Call to Order and Roll Call, at 12:00 p.m.
2. Public Comment- None
3. Approval of June 8, 2020 Minutes

Action Required

Motion – Jim Fisher

Second – Dave Smith

Item Approved by Vote – Motion carried

4. WDB Member Terms of Office Applications: November 2020 - October 2022 **Information Item**
Jacob Maas, Chief Executive Officer, reported that there are 18 current board members whose terms of office expire on October 31, 2020. Jacob reported that applications were reviewed by the designated Nomination Committee of the WDB. WMW received one (1) additional application from an individual at Gerald R. Ford Job Corps Center, and a couple of nomination members met with and have made a recommendation for this individual to join the Solutions Driven Subcommittee. Also, Amanda Cooper from Lakeshore Advantage has applied to fill the seat of Angela Huesman. The WDB would continue to meet the State requirements and the WDB would be represented by 37 members. Jacob reported that staff will request approval of the slate of applicants to the ACSET Governing Board to serve with the term of office dates of November 1, 2020 through October 31, 2022.
5. WDB 2021 Meeting Calendars **Information Item**
Jacob Maas, Chief Executive Officer, reported that staff and Executive Committee members met and discussed the meeting calendars for 2021. The Executive Committee recommended that the WDB continue to meet virtually until further notice or until there are changes to the law that prohibit us from doing so. Jacob further noted that the Michigan Works! Association (MWA) lobbyist is working to push for changes

to the Open Meetings Act (OMA), which would allow for public meetings to be held virtually until March 2021. Staff is requesting WDB's approval of the 2021 WDB meeting schedule.

Motion – Mark Thomas

Second – Cindy Brown

Item Approved by Vote – Motion carried

6. Approval of Career Educational Advisory Council (CEAC) Membership Roster **Action Required**
Amy Lebednick, Business Solutions Director, reported that the majority of the CEAC members' term limits have expired, and staff have received applications for nominations through August 13, 2020. Amy reviewed the existing members who have reapplied, new applicants, resignations, and vacancies with the WDB. Amy also reviewed the CEAC roster. Amy indicated that Cindy Brown remains the Chairperson and Kyle Fiebig the Vice-Chairperson. Amy further requested the WDB's approval of the updated CEAC roster for the term dates of August 2020 through July 2022.

Motion – Pat VerDuin

Second – Dan Rinsema-Sybenga

Item Approved by Vote – Motion carried

7. Policy Approvals **Action Required**
a. Draft WMW 18-06c1: Work Based Training Policy
Amy Lebednick, Business Solutions Director, stated that this new policy supersedes the previously approved WMW 18-06 Work-Based Training Policy. The updated policy applies to agreements with public or private employers with training agreements. The policy includes strategy to implement Work-Based Training Agreements administered by West Michigan Works! and outlines the various work-based training agreements that may be executed in the region and the strategy used to implement them. Amy reviewed the changes and updates of the policy with the WDB. Discussion took place, and Amy answered board members' questions.

Motion – Sherry White

Second – Shana Lewis

Item Approved by Vote – Motion carried

- b. WMW 15-02c4: Rules of Conduct
Tawanna Wright, Staff Attorney, reported that changes are being proposed to the WMW Service Center Program Rules of Conduct to include notice to jobseekers that they may be subject to monitoring to ensure appropriate usage of computers or other equipment that is related to job seeking, hiring, or related to WMW programs and services or programs offered by a Michigan Works! service partner. Tawanna reviewed the revisions of the policy language. Discussion took place. There were several questions and comments, which were addressed by Tawanna Wright and Angie Barksdale.

Motion – Dave Smith

Second – Jim Fisher

Item Approved by Vote – Motion carried

- c. Draft PI 20-XX: Use of Federal Funds for Job Seeker and Business Services in the Marijuana Industry Policy
Brittany Lenertz, Talent Solutions Director, reported that the State of Michigan legalized the recreational use, cultivation, and distribution of marijuana in December 2018; however, under federal law, marijuana that contains THC is still considered a controlled substance. Brittany reported that federally funded programs are bound by federal law; therefore, WMW cannot provide training, recruitment, or retention support for any activities related to the recreational use of marijuana that contains THC. Brittany requested approval of the policy.

Motion – Sherry White

Second – Jordan Clark

Item Approved by Vote – Motion carried

- d. Draft WMW 20-01c1: Foster Support Incentive Stipend Policy
Brittany Lenertz reported that the Foster Summer Youth Employment Program (SYEP) awards limited funding each year for work readiness and work experience to eligible foster youth. Brittany reported that eligibility is determined by the Department of Health and Human Services (DHHS) and also provides the funding for this program. Brittany reported that due to COVID-19, the State has allowed this program to include virtual career exploration, as opposed to strictly onsite work experience, therefore requiring changes to the policy. Brittany reviewed the changes. Discussion took place, and WMW staff answered board members' questions. Brittany requested approval of the policy changes.

Motion – Jon Hofman

Second – Michelle Seigo

Item Approved by Vote – Motion carried

8. Virtual Dashboard **Information Item**
Angie Barksdale, Chief Operating Officer, reported that the COVID-19 pandemic has impacted the way WMW serves and interacts with the community, and that although our service centers have been unable to deliver in-person services, WMW has continued to respond to the needs of employers and jobseekers with innovative and virtual solutions. Angie reviewed the new virtual dashboard with WDB members which included data from the months of March through August. It covered the following data points: Customers Served, Training, Recruitment/Hiring, COVID-19 Related Services Provided, and Website Traffic. Discussion took place, and WMW staff answered board members' questions.
9. Solutions Driven Updates **Information Item**
Angie reported that WMW continues to provide virtual services to both employers and jobseekers wherever possible. On a limited basis and where in-person services are required, WMW service centers are open by appointment for employment-related services, although WMW is continuing to see low numbers of in-person services. Angie reviewed a few of the highlights from the packet.
- a. Kent County Youth Services
Angie, reported that in the past, WMW has restructured Youth Services and created a strategy and department around Opportunity Youth. This restructuring resulted in WMW providing direct Out-of-School Youth (OSY) Services in all counties except Kent. This summer, the State granted WMW permission to extend OSY provider contracts one year beyond the expiration date to provide WMW additional time to determine the best service delivery strategy in Kent County. Beginning this fall, WMW will begin offering direct OSY Services in Kent County, alongside two contractors (Kent ISD and Steepletown Neighborhood Services). Angie reported that this will provide WMW an opportunity to determine if it is feasible and appropriate for WMW to exclusively offer direct OSY Services in Kent County, or if it would be more appropriate to continue procuring contractors for this work given the size and the scope of the community. The services provided directly by WMW will be part of the regional strategy adopted in other counties, and WMW will continue to grow the Jobs for Michigan's Graduates programs that are being developed regionwide.
- b. Unemployment Insurance (UI) Assistance
Information included in board packet.
Grants/Funding Opportunities: Angie stated that as a result of the stresses placed on the workforce due to COVID-19, several grant and funding opportunities have been made available to our system.
- c. National Dislocated Worker Grant
WMW will receive \$285,000 of a \$3 million statewide grant for COVID-19 emergency relief. This funding will be used for career and training services, technology upgrades to support virtual

services, and short-term subsidized employment for disaster relief efforts, which can include temperature screening, contract tracing, or positions in the construction industry.

- d. Jobs for the Future (JFF): Future of Work Challenge
Angie Barksdale reported that West Michigan Works! was invited to apply for a JFF challenge, working towards rapidly reskilling 25,000 displaced workers over a two-year period nationwide. Angie reported that WMW partnered with Michigan Works! Southwest and Michigan Works! Berrien, Cass, Van Buren. If selected, a pilot of 1-4 technology solutions will be designed to upskill workers across the region. Angie noted that the amount of funding available is small and the challenge provides nationwide exposure as well as expert coaching opportunities.
- e. Unemployment Insurance Funding for Claims Assistance
Information included in board packet.
- f. Going PRO Apprenticeships
Information included in board packet.
- g. Going PRO Talent Fund
Information included in board packet.

Industry Talent Council Initiatives:

- h. West Michigan Tech Talent
Information included in board packet.
- i. Construction Workforce Development
Information included in board packet.
- j. Discover Manufacturing
Information included in board packet.
- k. Retention Solutions Network (RSN)
Information included in board packet.

10. Strategic Plan and Committee Structures

Information Item

Janie McNabb, One-Stop Operator (Strategic Policy Consultants), reported that at the September 2020 Executive Committee meeting, updates were reviewed and assessed. She also discussed the new Solutions Driven Committee, which will be a combination of the previous Talent and Business Solutions Subcommittees. Janie explained that the new committee structure eliminated the Strategic Partnerships Committee by integrating the theme of strategic partnerships within each committee. The Executive Leadership and Strategic Engagement Committee (Executive Committee) will ensure accountability for these discussions within the subcommittees. Janie reported that outreach to potential committee members will be conducted by the WDB Chair, CEO, COO, and/or Director-level staff. The WDB Chair will appoint members who have agreed to serve and select Co-Chairs. The expectation is that members who have agreed to serve on the committees will be appointed by the WDB Chair, in a timely matter, so that the committees can hold their first meetings by November 2020.

11. WMW WDB Subcommittees Updates

Information Item

- a. Executive Committee: Mark Bergsma, WDB Chairperson, reported that the Executive Committee met in September, reviewed budgets, strategic plan measurements and workgroup structure recommendations, and discussed some of the agenda items in the board packet.
- b. Career Educational Advisory Council (CEAC): Cindy Brown reported that the CEAC met in September and discussed grant updates, Futures for Frontliners, State Budget, CEAC metric updates, council member activities, and initiatives. The next meeting is scheduled for January 22, 2021.
- c. Legislative Subcommittee: Jim Fisher reported that staff have completed their virtual legislative visits with the region's State Representatives and Senators. Jim stated that according to staff,

the visits have been going well, and that the legislators have been grateful for the work being done and are happy to know that WMW service centers have been available to assist their constituents during this challenging time.

12. Other Business

Information Item

a. 501(c)(3)

Angie Barksdale reported that staff have been discussing the future of creating a 501(c)(3), non-profit entity of ACSET. Angie reported that following a Request for Proposals (RFP), ACSET awarded the bid to Dickinson Wright, LLC (Dickinson). Staff started to meet with Dickinson back in March 2020. Dickinson has provided consultation and recommendations to staff about whether such a non-profit entity is possible. Angie stated that Dickinson has found a path that would entail establishing a separate entity that is a 501 (c)(3) and a Michigan non-profit. To accomplish this, there would need to be a Memorandum of Understanding (MOU) and Service Agreement between the new entity and the ACSET Governing Board, so there are open transparencies of the roles and responsibilities of the two organizations and how they are interconnected. Angie further reported that staff will be discussing the non-profit creation further with the ACSET Governing Board at the October 26, 2020 meeting.

b. Futures for Frontliners

Angie Barksdale reported that staff have received additional training and guidance on Futures for Frontliners, so that staff are able to assist customers throughout the application process. Angie reported that there are two pathways of credentials: 1.) Community College, or 2.) Adult Education or GED/HS completion. Angie stated that community colleges should work together to identify co-enrollments and collaboration opportunities. Applications will be accepted through December 31, 2020. Brief discussion took place, and staff answered board members' questions. Additional information can be found here: [Futures for Frontliners](#).

c. State and National Initiatives:

Jacob reported that staff from WMW helped craft and influence the 2020 priorities. The Michigan Works! Association released both the key Federal and State Legislative Priorities. Jacob reviewed the documents provided in the board packet. Jacob reviewed all the priorities and actions of each priority.

State Priorities: 1.) Going Pro Talent Fund: released with up to about \$27 million, 2.) Futures for Frontliners, 3.) MiReconnect Program, and 4.) Partnership. Accountability. Training. Hope. (PATH) Program.

Federal Priorities: 1.) Jumpstart our Businesses by Supporting Students (JOBS) Act of 2019, 2.) Building U.S. Infrastructure by Leveraging Demands for Skills (BUILDS) Act, 3.) Workforce Innovation and Opportunity Act (WIOA) Funding, 4.) Temporary Assistance for Needy Families (TANF) Reauthorization, and 5.) College Transparency. Jacob further noted that WMW staff will begin engaging with legislators again after the November 3, 2020 election.

13. Public Comment- None.

14. Adjournment at 12:58 p.m. by Chairperson Mark Bergsma.

Recorded by: _____ Received by: _____



Workforce Development Board Meeting
<https://westmiworks-org.zoom.us/j/99851604257>
Meeting ID: 998 5160 4257 Passcode: 347354
Dial by your location: +1 929 436 2866 US
Monday, December 14, 2020 ▪ 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Mark Bergsma (Chairperson), Heather Gluszewski (Vice-Chair), Jessica Babcock, Nora Balgoyen, Ryan Bennett, Norm Brady, Kenyatta Brame, Randy Boss, Cindy Brown, John Buchan, Jordan Clark, Mandy Cooper, Cathy Cronick, Paul David, Jay Dunwell, Jim Edmonson, Jim Fisher, Kiesha Guy, Jennifer Heinzman, Mike Helsel, Rebecca Herrington, Jon Hofman, Shana Lewis, Scott McLean, Valorie Putnam, Dan Rinsema-Sybenga, Michelle Seigo, Dave Smith, Dan TenHoopen, Mark Thomas, Sherry White, Pat VerDuin

Workforce Board Members Absent: Dave Kitchen, Darryl Todd, Bill Pink, Samantha Semrau, Stacy Young,

Governing Board Members Present: Commissioners Ken Mahoney, Robert Womack, Mark De Young, Monica Sparks, Kurt Reppart

Staff Present: Jacob Maas, Angie Barksdale, Brenda Isenhardt, Jane Kreha, Amy Lebednick, Brittany Lenertz, Janette Monroe, Melanie White, Jennifer Philipps, Abby Monterusso, Abby Stalker, Emily Gary, Erin Kenny, Jeremiah Hill, Karen Mazur, Jessica Reinsch, Stacy Bush, Michelle Krcatovich, Kathy Rohlman, Tawana Brown, Laura Krist, Lisa Tabaczka, Tasha Evans, Jody Haagsma, Juan Rosario, Shana DeWent

Guests Present: Janie McNabb (One-Stop Operator), Wende Randall, Laura Pruess, Gerald Merrell, Charlie Wynne, Ron Janish, Cary Stamas, Jessica Pierce, Rich Okoniewski, John VanElst, Alexa Kramer, Andy Johnston, Emilio Zamarripa, Julie Parks, Dominique Bunker, Steve Heethuis, Tom Stephenson, Nate Hoffman, Gordon Wickens, Holly Severance, David Tebo, Rachel Hood, Milinda Ysasi, Kendra Spanjer, Bill Guest, Jay Ediger, Tracie Coffman, Senator John Bizon, Stephanie Beckhorn

1. Call to Order and Roll Call, at 12:01 p.m.

2. Public Comment- None

3. Presentation and Recognitions

Information Item

Mark Bergsma, WDB Chairperson, on behalf of the board and organization thanked the guests, board members, elected officials for joining the meeting. Mark reported that the WMW annual report will be available in the coming weeks. Mark reported that from the very beginning of the COVID-19 pandemic and as the Governor of Michigan issued directives in the spring and throughout the summer, WMW adjusted service deliveries to ensure compliance and the health and safety of job seekers, employers and staff. WMW staff transitioned quickly and continued to respond to employer and job seeker needs with innovative virtual solutions.

a. Talent Solutions and Partner of the Year

Brittany Lenertz, Talent Solutions Director, reviewed results from the Talent Solutions programs. Some of the highlights included the number of job seekers served, wages earned, Expungement Clinic, Unemployment Insurance (UI) assistance in which WMW helped resolve claim issues, launched and provided virtual services, R.I.S.E. U.P., America's Promise Grant, and the opening of the new Hastings Service Center in Barry County.

In addition, Brittany presented Allegan County Area Technical and Education Center (ACATEC) with the Partner of the Year Award. ACATEC has provided outstanding support for WMW participants by participating in the Integrated Education and Training (IET) programs for Corrections Officers and investing in the success of the program from the grant process, to logistics, to student engagement. Rich Okoniewski accepted the award.

b. Employer Solutions and Employer of the Year

Amy Lebednick, Business Solutions Director, reviewed results from the Business Solutions programs. Some of the highlights included the following: number of employers served, jobs filled, talent fund distributions, industry council initiatives, COVID-19 responses for employers that received rapid response services, employers that received services related to the pandemic, average monthly jobs posted, and virtual hiring events. Amy further reported on Labor Market Information (LMI), registered apprenticeships, and career awareness events such as MiCareerQuest®, Youth 101, Discover Manufacturing Week, and Hour of Code. In addition, Amy presented Perrigo with the Employer of the Year Award. Perrigo has been committed to providing opportunities for its employees to gain new skills through apprenticeships. To ensure employee success, Perrigo vets individuals for at least one year before placing them in a program, and also developed an internship program with ACATEC to give socially and economically challenged students a chance to excel in the workforce while continuing their education and earn higher wages. Perrigo has been an active participant in many regional talent initiatives that educate youth and encourage the exploration of manufacturing careers. Recruitment of a diverse workforce has been an ongoing priority for Perrigo, as it has developed diversity and inclusion strategies to ensure inclusive leadership. Ron Janish, EVP Global Operations & Supply Chain & Chief Transformation Officer of Perrigo accepted the award.

c. Retention Solutions and HireReach

Angie Barksdale, Chief Operating Officer, reported that WMW currently provides services to two (2) retention networks with four (4) companies participating in the Lakeshore Network (Allegan, Ottawa and Muskegon counties) and two (2) participating in the Central Network (Kent, Barry, Ionia and Montcalm counties). Angie reviewed the number of employees served, barriers addressed, success coach hours, average ROI, and support services funds spent thus far. Further, Angie reported that since launching HireReach in 2018, more than twenty-five (25) West Michigan employers have launched their implementation of an evidence-based selection model with HireReach, which include employers from multiple industries such as government, higher education, manufacturing, legal services and hospitality.

d. Sharing Knowledge and Best Practices

Angie Barksdale reported that every year, WMW has the honor of presenting at conferences and consulting with other organizations around the country and state on WMW's organizational structures and programs, and that this year was no different. Angie reported that staff gave twelve (12) formal presentations/workshops, and eleven (11) different consulting services to several workforce development boards, state departments, and community-based organizations on WMW's structure, regionalization, business services, Talent Councils and/or Registered Apprenticeship programs. Angie reported some of these organizations were from Nevada, Virginia, Oklahoma, Connecticut, Alabama, and the Department of Labor (DOL) of Apprenticeship. Furthermore, Angie reported that in 2020, staff conducted seven (7) service center or employer tours, twenty-eight (28) virtual presentations, two (2) federal legislator visits, and seventeen (17) state legislator visits.

e. What's Ahead

Angie Barksdale reported that in 2021 WMW will focus efforts in three areas: (1) Building Capacity (2) Continued Innovation, and (3) Safe Transition from COVID-19. To building capacity, WMW will create a 501 (c)(3), ensure the sustainability of the TalNet Initiatives, which focus on career coaching and career pathways and job analysis along with HireReach, and expand funding

opportunities. WMW will continue to innovate through virtual services, and The Future of Work Grand Challenge (FOW), FOW is a collaboration between leading social impact organizations to pilot and scale technology-based workforce solutions. The goal of FOW is to refine solutions in real time based on user feedback, better align new approaches to employment services and workforce boards across the county and continue to address the changing talent needs of employers in the new and emerging economy. Finally, WMW will safely transition back from COVID-19, by determining which in-person services to offer first, and whether any current jobs can continue to be performed remotely.

f. Impact Award – Hunter Daniels, Sanctuary at McAuley

Angie Barksdale reviewed that each year, West Michigan Works! submits nominations for the Impact Awards to the Michigan Works! Association. Angie reviewed that the award is given by the Association to honor those that have built economic results by creating jobs and developing fresh talent in their communities. The awards are given in Lansing in the presence of local State legislators. This year, WMW is proud to announce Hunter Daniels and Sanctuary at McAuley received this recognition. The video of Hunter’s story was presented.

<https://www.westmiworks.org/jobs/scholarships/>.

g. Potential Risks/Opportunities for 2020

Jacob Maas, Chief Executive Officer, reviewed that federally the region will have a new administration and new Department of Labor director; locally a new Congressman; and statewide a new interim Unemployment Insurance Agency director and the Labor and Economic Opportunity director. Jacob discussed the issue of maintaining talent amid a pandemic and ensuring a focus on the importance of programs.

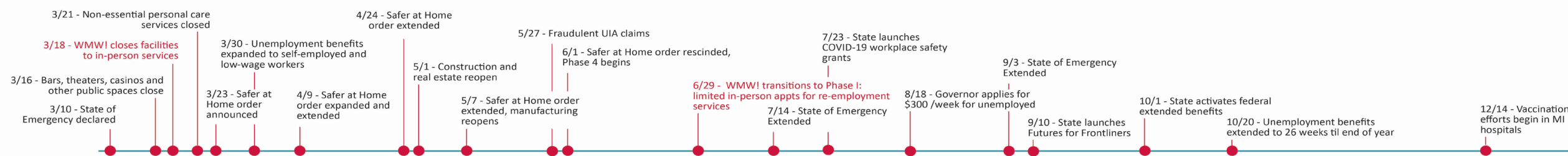
Jacob also reported on unemployment rates, hiring events, labor force solutions, and in-person work requirements. Lastly, Jacob discussed the short- and long-term impact of the COVID-19 pandemic, not just as it relates to health risks, but also its impact on the economy in terms of future workforce challenges, service delivery changes, diversity equity and inclusion work, and how WMW is preparing to be a part of the solution.

4. Adjournment at 1:02 p.m. by ACSET/West Michigan Works! Governing Board Chairperson Ken Mahoney.

Recorded by: _____ Received by: _____

We are Solutions-Driven

The COVID-19 pandemic has impacted the way we interact with and serve our community. While our service centers have been unable to deliver in-person services, West Michigan Works! has continued to respond to employer and job seeker needs with innovative, virtual solutions.



CUSTOMERS SERVED

	March	April	May	June	July	August	September	October	November	December	TOTAL
Employers served	938	387	235	410	556	317	215	280	146	69	3,533
Employer service-related activities logged	1,786	1,579	1,124	1,428	1,493	1,068	762	1,106	497	334	11,177
Service center calls taken (employers and job seekers)	*	19,311	11,138	20,952	9,703	5,949	4,560	4,628	3,354	3,655	83,250
Online chats answered (employers and job seekers)	**	237	249	528	260	36	40	46	31	21	1,445
Orientations (PATH, WIOA, Youth combined)	543	72	77	125	57	257	557	221	182	191	2,698
In-person appointments				45	234	369	309	336	210	209	1,712

*Began tracking calls April 1.
 **Installed chat service on WMW! website mid-April.

TRAINING

On-the-Job and Classroom	212	161	163	145	134	159	196	162	167	133
Apprenticeship	128	127	128	127	125	119	112	112	110	102
Incumbent Worker	103	68	102	90	91	74	89	98	86	67
Work Experience	48	35	30	29	26	19	7	7	6	9

MONTHLY TOTAL*	491	391	423	391	376	371	404	287	277	227
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*Some individuals may be active across multiple months.

RECRUITMENT/HIRING

Employers receiving recruitment assistance	279	415	304	294	171	383	250	305	196	78	2,805
Positions posted in Weekly Hot Jobs email blast	1,085	1,067	1,100	1,095	2,546	2,481	1,847	1,984	2,300	1,433	16,938
Virtual hiring events:											
Participating employers	*	39	47	56	82	17	44	108	29	***	422
Participating job seekers	*	54	88	58	98	15	40	52	52	***	457
Timeslots filled	*	92	156	90	85	40	43**	80	82	***	625
Anticipated jobs filled	*	18	25	13	38	12	101	22	9	***	238

*First virtual hiring event held April 21,23.
 **September job fair was held using Brazen platform; this number represents # of chats and video calls made during event.
 ***No job fair in December.

COVID-19 RELATED SERVICES

Unique employers receiving layoff assistance/support services	144	96	36	24	12	4	8	5	4	2	335
Employers receiving COVID-19-related assistance (excludes layoff and recruitment services)	568	308	144	87	31	1	-	-	-	-	1,138
Individuals receiving Unemployment Insurance (UI) assistance through WMW!	*	115	1,580	3,102	2,211	1,201	995	701	405	537	10,847
UI issues resolved	*	67	1,009	2,024	1,319	763	596	417	262	343	6,800

*Unemployment Insurance project began April 27.

RETENTION SOLUTIONS NETWORK SERVICES

Employer members							5	5	6	6	
Employees served							25	27	22	58	132
Barriers addressed							42	46	44	124	256
Success coach hours working with employees							121.25	112	90	226.25	549.5



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
1550 Leonard NE
Grand Rapids, MI 49505
(616) 336-4100

SERVICE CENTERS

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

220 East Main St
Fennville, MI 49408
(269) 561-2001

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

Ionia County
301 W Main St
Ionia, MI 48846
(616) 389-8525

Kent County
121 Franklin SE
Grand Rapids, MI 49507
(616) 336-4040

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

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

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

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

Ottawa County
121 Clover St
Holland, MI 49423
(616) 396-2154

MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: WMW Staff
DATE: February 2, 2021
RE: Solutions Driven Updates

West Michigan Works! (WMW) continues to provide virtual services to both employers and job seekers, as well as in-person appointments in our Service Centers for employment-related services.

Talent Survey:

The current economic recovery is unlike anything we’ve seen before. Finding talent to fill positions pre-COVID 19 was a challenge, and it has continued to be a challenge throughout the pandemic. Additionally, though we know many people are not working, we have experienced increased difficulty in connecting people with valuable WMW services. To that end, we have partnered with the Center for Social Research at Calvin University to conduct a survey of talent to discover what it is keeping them from work and what solutions may be beneficial to returning more people to the world of work. We expect to have initial results by the end of this month, with more complete analysis and potential solutions in March.

Clean Slate Navigator:

WMW has received funding from the State of Michigan to hire a “Clean Slate Navigator”, responsible for assisting individuals who qualify for conviction expungement with the complex process of expungement. Additionally, the funding allows us to pay the legal fees associated with the expungement process. We are in the process of hiring the Clean Slate Navigator and soliciting bids for attorneys on retainer across our region, and we expect to be operational with the program by mid-March.

Grants:

Future of Work: West Michigan Works! has been selected as one of six workforce boards across the country to receive tailored support and funding to pilot innovations that will help put more than 25,000 COVID-impacted workers back to work. Launched in June in response to the pandemic-induced labor market crisis, the [Future of Work Grand Challenge](#) was created through a collaboration between the social impact organizations [New Profit](#), [JFF](#), [MIT Solve](#), [Jobcase](#), and [XPRIZE](#) to identify and fund the most promising ideas and solutions to support a more equitable economic recovery and better meet the needs of low-income, middle-skill and underserved workers at the local level.

WMW has partnered with Michigan Works! Southwest and Michigan Works! Berrien, Cass, and Van Buren to serve all of southwest Michigan. The collaborative will be paired with 2-5 solutions to pilot and are expected to recruit 100-350 individuals per solution. Solutions are currently being selected, and our solutions will be announced by the end of this month, when we will begin recruiting.

Grand Rapids Community College's One Workforce Grant: WMW is partnering 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

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.

Going PRO Talent Fund (GPTF):

This year employers in the West Michigan region (Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa) have been awarded over \$13 million in training funds. Statewide, \$39 million was awarded to 850 Michigan businesses. West Michigan Works! received award notifications for 283 employers. Applications are being funded in amounts ranging from \$1,500 to \$ 498,284. At this time, four applications totaling \$240,494 are pending.

FY 2021 Going PRO Talent Fund Funds Requested by MWA						
Michigan Works! Agency	Total Amount Requested	Number of Applications Submitted	Percent of Total Applications Submitted	Incumbent Trainees	New Hire Trainees	Employers
CAMW	\$ 2,249,780.00	84	8.14%	1,144	619	56
DESC	\$ 3,086,036.00	30	2.91%	987	952	26
GLB	\$ 1,718,909.00	48	4.65%	1,446	190	48
GST	\$ 1,789,446.00	37	3.59%	992	490	37
Macomb	\$ 4,518,855.00	46	4.46%	1,270	1,990	42
BCVB	\$ 1,996,092.00	56	5.43%	1,014	606	55
NE	\$ 605,813.00	17	1.65%	311	132	17
Region 7B	\$ 266,250.00	13	1.26%	184	49	13
MWSE	\$ 3,340,155.00	98	9.50%	1,535	776	72
MWSW	\$ 2,793,738.00	44	4.26%	1,247	822	41
West Central	\$ 700,128.00	26	2.52%	543	74	24
NW	\$ 1,288,698.00	42	4.07%	798	252	39
Oakland	\$ 1,996,596.00	79	7.66%	1,294	349	68
SEMCA	\$ 3,485,799.00	77	7.46%	1,807	1,206	59
UPWARD	\$ 1,412,886.00	48	4.65%	721	369	41
WMW	\$ 12,287,724.00	287	27.81%	3,991	4,679	248
GRAND TOTAL	\$ 43,536,905.00	1,032	100.00%	19,284	13,555	886

GPTF Program Awards 2017-2021			
Year	# of Awards	Total Awards	Avg Award
2017	122	\$ 5,069,655.15	\$ 41,554.55
2018	232	\$ 8,947,587.00	\$ 38,567.19
2019	257	\$ 10,920,269.10	\$ 42,491.32
2021	283	\$ 13,147,864.68	\$ 46,458.89

FY21	# of Awards	\$ Awards	% of total #	% of total \$
Agribusiness	10	\$609,145.65	4%	5%
Construction	42	\$1,778,510.00	15%	14%
Healthcare	45	\$2,545,712.97	16%	19%
IT	15	\$550,445.45	5%	4%
Manufacturing	130	\$5,648,162.99	46%	43%
Other	41	\$2,015,887.62	14%	15%

State Apprenticeship Expansion (SAE): WMW has submitted a \$305,000 grant proposal to the LEO. If awarded, these funds will help cover employer costs for 116 new registered apprentices and increasing diversity of RAP populations. Additionally, funding will allow WMW to scale the Registered Apprenticeship Program (RAP) and Industry Registered Apprenticeship Program (IRAP) model into new industry sectors and occupations, and increasing diversity of RAP populations.

Standards Recognition Entity (SRE):

The USDOL has certified WMW as a Service Recognition Entity (SRE). To address America's skills gap and to rapidly increase the availability of high-quality apprenticeship programs in sectors where apprenticeship opportunities are not widespread, the USDOL has issued a Final Rule that establishes a system for advancing the development of high-quality Industry Recognized Apprenticeship Programs (IRAP). An IRAP can be developed by DOL-recognized, industry-leading third-party entities such as trade groups; corporations; non-profits; educational institutions; unions; and joint labor-management organizations. Standards Recognition Entities (SREs), will, in turn, evaluate and recognize IRAPs consistent with the USDOL's Office of Apprenticeship standards.

Industry Talent Council Initiatives:

Industry Week Spotlights – Recruitment Campaign: Beginning February 22nd and running through April 9th, each Industry Talent Council will host a weeklong campaign to aimed to promote the industry, recruit job seekers, and support & engage industry employers. Activities will include employer interviews aired on WZZM, live webinars, access to relevant workforce resources, and job fairs or networking events. More information will be posted on each Industry Talent Council's website as we get closer to the events

<https://employers.westmiworks.org/industry-councils/>.

- West MI Health Careers Council (WMHCC)
 - February 22-26
- Construction Workforce Development
 - March 7-12
 - Coincides with National Women in Construction week
- West MI Tech Talent (WMTT)
 - March 22-26
- Agribusiness Talent Council (ATC)
 - March 22-26
 - Coincides with National Ag Week
- Discover Manufacturing (DM)
 - April 5-9

MiCareerQuest: This event will be held virtually on April 21, 2021. This year, registration is open to 7th – 12th grade students and up to 30,000 attendees can be accommodated. The event will be hosted using a platform called vFairs, which provides several opportunities for students to remain engaged throughout the event. Student registration has been extended to February 15th, in order to allow more time for schools to register. We encourage schools, teachers, counselors, and principals to go online and register their students by visiting the MiCareerQuest website: www.micareerquest.org.

Retention Solutions Network (RSN):

THK Rhythm Automotive joined RSN Central in November 2020. Shape Corp and Pliant Plastics (RSN Lakeshore) initially signed one year member agreements, both employers have renewed their network membership for another year. Hackley Community Care has committed to a one-year membership, their contract services will start on March 8, 2021. The network addition of Hackley Community Care brings RSN Lakeshore to 5 participating employers.

In January RSN Central convened its first network member meeting. RSN Central currently has two participating members. Member meetings provide an opportunity for employers to connect, collaborate and share best practices. Both networks meet on a bi-monthly schedule and receive newsletters to keep them connected and informed in between meetings.

West Michigan Works! will continue to recruit additional employers to join both networks until capacity is reached.