



Workforce Development Board Meeting
<https://westmiworks-org.zoom.us/j/95072298463>

Meeting ID: 950 7229 8463

Passcode: 243993

Dial by your location: +1 929 436 2866 US

Monday, June 14, 2021 ▪ 12:00 p.m. – 1:30 p.m.

AGENDA

1. Call to Order and Welcome
2. Public Comment – Agenda Items
3. Approval of April 12, 2021 Minutes **Action Required**
4. Presentation: *Randy Thelen, President/CEO, The Right Place, Inc.*
5. WMW WDB Member Terms of Office Applications: November 2021 - October 2023
Jacob Maas, Chief Executive Officer **Information Item**
6. Youth Provider Proposals: *Brittany Lenertz, Talent Solutions Director*
 - a. Out-of-School Youth Providers **Action Required**
 - b. In-School Youth Providers **Action Required**
7. Virtual Dashboard: *Angie Barksdale, Chief Operating Officer* **Information Item**
8. Solutions Driven Updates: *WMW Staff* **Information Item**
9. WDB Committee/Council Updates **Information Item**
 - a. Executive Committee, *Mark Bergsma, WDB Chairperson*
 - b. Career Educational Advisory Council (CEAC), *Cindy Brown, Council Chairperson*
 - c. Legislative Committee, *Jim Fisher, Committee Chairperson*
10. Other Business **Information Item**
 - a. National Association of Workforce Boards (NAWB) “Hybrid” Forum: June 24-26, 2021
11. Public Comment
12. Adjournment

Next Scheduled Workforce Development Board Meeting:
October 11, 2021
Location: TBD



Workforce Development Board Meeting
<https://westmiworks-org.zoom.us/j/95753211783>

Meeting ID: 957 5321 1783

Passcode: 521393

Dial by your location: +1 929 436 2866 US

Monday, April 12, 2021 • 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Mark Bergsma (Chairperson) (Grandville, MI), Heather Gluszewski (Vice-Chair) (Allegan, MI), Nora Balgoyen (Allegan, MI), Ryan Bennett (Ottawa Co, MI), Norm Brady (Kent Co, MI), Kenyatta Brame (Grand Rapids, MI) Cindy Brown (Georgetown Twp, MI), John Buchan (Harris Co, TX), Mandy Cooper (Ottawa Co, MI), Cathy Cronick (Caledonia, MI), Paul David (Grand Rapids, MI), Jay Dunwell (Whitehall, MI), Jim Edmonson (Baton Rouge, LA), Jim Fisher (Norton Shores, MI), Kiesha Guy (Muskegon, MI), Jennifer Heinzman (Hastings, MI), Rebecca Herrington (Allegan Co, MI), Jon Hofman (Holland, MI), Shana Lewis (Clinton Twp, MI), David Kitchen (Coopersville, MI), Scott McLean (Grand Rapids, MI), Bill Pink (Kent Co, MI), Dan Rinsema-Sybenga (Muskegon, MI), Michelle Seigo (Eaton Co, MI), Samantha Semrau (Kent Co, MI), Dave Smith (Grand Rapids, MI), Dan TenHoopen (Grand Rapids, MI), Mark Thomas (Kent Co, MI), Darryl Todd (Norton Shores, MI), Sherry White (Muskegon, MI), Pat VerDuin (Grand Haven, MI), Stacy Young (Sidney, MI)

Workforce Board Members Absent: Jessica Babcock, Randy Boss, Jordan Clark, Mike Helsel, Valorie Putnam

Staff Present: Jacob Maas, Angie Barksdale, Brenda Isenhardt, Jane Kreha, Amy Lebednick, Brittany Lenertz, Janette Monroe, Melanie White, Tawanna Wright

Guests Present: Janie McNabb (One-Stop Operator, Strategic Policy Consultants), Dr. Neil Carlson (Calvin University) Kevin Stotts (Talent 2025), Thomas Walstrum (Federal Reserve Bank of Chicago), Dick Bulkowski (Steepletown), Taylor Hartson (Calvin University)

1. Call to Order, attendance and location of board members taken, at 12:00 p.m.

2. Public Comment- None

3. Approval of February 8, 2021 Minutes

Action Required

Motion – Jim Fisher

Second – Sherry White

Item Approved by Vote – Motion carried

4. Bylaws and Policy Approvals

Action Required

Tawanna Wright, Staff Attorney, reported that although the WMW WDB Bylaws were recently revised and approved in June 2020, there were subsequent revisions to the Open Meetings Act (OMA) and to the State of Michigan’s Policy Issuance (PI) 20-12 regarding Conflict of Interest and Nepotism in 2020 that require the WDB Bylaws to be revised again. Additionally, because of the changes in PI 20-12, the ACSET Conflict of Interest Policy must also be revised.

a. **West Michigan Works! Workforce Development Board Bylaws**

Tawanna Wright reviewed the proposed revisions and additions to the WDB bylaws listed on the memo included in the board packet. WDB members proposed revising Article VI, Section 4: “Conflict of Interest,” to make the language more discretionary, by changing two references from “will” to “may” in this section. Discussion took place, and staff answered board members’ questions. A motion was made to approve the bylaws with the revised language.

Motion – Jim Fisher**Second – McLean****Item Approved by Vote – Motion carried**b. Conflict of Interest (COI) and Nepotism Policy

Tawanna Wright reviewed the proposed changes to the Conflict of Interest and Nepotism Policy with the board. Tawanna stated that Section II.B. of the Policy would be revised to reflect more discretionary language as articulated in the WDB Bylaws. Discussion took place. Staff answered additional board members' questions. A motion was made to approve of COI Policy with the proposed language changes.

Motion – Mark Thomas**Second – Shana Lewis****Item Approved by Vote – Motion carried**c. Virtual Meeting Policy

Tawanna Wright reported that this is a new policy that is intended to house all of the background procedure for virtual meeting attendance. Tawanna reported that this new policy is consistent with the State OMA and its recent amendments. WDB members recommended adding an 18-hour notice requirement for virtual meetings held under section B. 2. of the Virtual Meeting policy. Discussion took place and staff answered board members' questions. A motion was made to approve the Virtual Meeting policy with the additional language.

Motion – Cindy Brown**Second – Dave Smith****Item Approved by Vote – Motion carried**d. Draft WMW 16-03c4 Welfare Reform Support Services Policy

Brittany Lenertz, Talent Solutions Director, reviewed that in October 2017, the WDB approved a Supportive Services Policy for Welfare Reform programs which provided support services to job seekers enrolled in the Partnership. Accountability. Training. Hope. (PATH) and Food Assistance Education and Training (FAE&T) programs. The policy update expands support services to include internet services and the purchase of various types of electronic equipment for job seeker usage. Brittany reported that the requested policy update will also include reimbursement for mileage connected to self-employment home delivery services.

Motion – Bill Pink**Second – Cindy Brown****Item Approved by Vote – Motion carried**e. Draft WMW 18-16c2 Work-Based Training Policy

Amy Lebednick, Business Solutions Director, reported that the requested policy applies to agreements with public or private employers training job seekers pursuant to Work-Based Training Agreements. The policy update includes strategy implementation for West Michigan Works! Staff. Amy reviewed the two updates to the policy and requested WDB approval of the changes.

Motion – Sherry White**Second – Kenyatta Brame****Item Approved by Vote – Motion carried**f. Draft WMW 21-XX Time-Limited Work Activities Policy

Amy Lebednick, Business Solutions Director, reported that the Time-Limited Work Activities Policy is new and applies to agreement with public and private employers who will train job seekers pursuant to Time-Limited Work Activities. The policy outlines the various types of activities that may be executed in the region and the strategy to implement them. Amy answered board members' questions and requested approval of the new policy.

Motion – Sherry White
Second – Cindy Brown
Item Approved by Vote – Motion carried

5. Career Educational Advisory Council (CEAC) Membership **Action Required**
 Amy Lebednick, Business Solutions Director, reported that Ms. Lisa Hungerford, Director of Education innovation for Talent 2025, has applied to the CEAC in order to replace Mr. Kevin Stotts as an “Other Member.” Amy requested approval from the WDB to appoint Lisa to the CEAC.

Motion – Jim Fisher
Second – Darryl Todd
Item Approved by Vote – Motion carried

6. Talent Survey Presentation **Information Item**
 Dr. Neil Carlson, Ph.D. Director for the Center for Social Research at Calvin University, conducted a COVID-19 Unemployed Workforce Survey in partnership with West Michigan Works!. Dr. Carlson reviewed the design of the survey, noting that out of 9,787 surveys sent, 792 responses were received between January 19 and March 2nd. Dr. Carlson reviewed the presentation with the board, which included data on the following: demographics, employment status, search for work, barriers to work and support. Dr. Carlson answered board members’ questions. Dr. Carlson reported that a final report with executive summary will be forthcoming.
7. Future of Work/Strategic Planning Presentation **Information Item**
 Kevin Stotts, Talent 2025, presented on the West Michigan labor market, COVID-19 related job losses by industry in West Michigan, current work, 20-year trajectory for Michigan, soft skills development, and Talent 2025’s five-year goals and ways to help.

(*Due to time limitations, items 8 through 11 were not discussed. Staff recommended that board members review the information provided in the board packet. *)

8. Virtual Dashboard **Information Item**
 Information provided in board packet.
9. Solutions Driven Updates **Information Item**
 Information provided in board packet.
- a. Talent Survey
 Information provided in board packet.
 - b. Clean Slate Navigator
 Information provided in board packet.
- Grants/Funding Opportunities:** Information provided in board packet.
- c. Future of Work
 Information provided in board packet.
 - d. Grand Rapids Community College’s One Workforce Grant
 Information provided in board packet.
 - e. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)
 Information provided in board packet.
 - f. Going PRO Talent Fund (GPTF)
 Information provided in board packet.
 - g. State Apprenticeship Expansion (SAE)
 Information provided in board packet.
 - h. Standards Recognition Entity (SRE)
 Information provided in board packet.

- i. Industry Talent Council Initiatives:
Information provided in board packet.
- j. MiCareerQuest
Information provided in board packet.
- k. Retention Solutions Network (RSN)
Information provided in board packet.

10. WMW WDB Subcommittees Updates **Information Item**

- a. Executive Leadership and Strategic Engagement Committee: Not discussed due to time.
- b. Career Educational Advisory Council (CEAC): Not discussed due to time.
- c. Legislative Committee: Not discussed due to time.

11. WMW WDB Subcommittees Updates **Information Item**

- a. Workforce Advocacy Month: Not discussed due to time.
- b. National Association of Workforce Boards (NAWB) "Hybrid" Forum: June 24-26, 2021: Not discussed due to time.

12. Public Comment- None.

13. Adjournment at 1:46 p.m. by Chairperson Mark Bergsma.

Recorded by: _____ Received by: _____

**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
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220 East Main St
Fennville, MI 49408
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Barry County

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Ionia County

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Kent County

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Muskegon County

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Ottawa County

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Holland, MI 49423
(616) 396-2154

MEMORANDUM

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

FROM: West Michigan Works! Staff

DATE: June 8, 2021

RE: WDB Member Terms of Office

Background

Listed below are the 19 current board members whose terms of office expire October 31, 2021. WMW staff will be collecting applications for the November 1, 2021 - October 31, 2023 office term. Staff is encouraging current board members to reapply. The application process has been updated this year. Applications can be submitted via online at: <https://www.westmiworks.org/workforce-development-board-application/>

Applications are due July 30, 2021. Applications will be reviewed by a Nominating Committee assigned by the Executive Committee. Applications will be presented to the Executive Committee and the ACSET Governing Board for final approval.

Business (12):

Jessica Babcock, John Buchan, Jordan Clark, Paul David, Jay Dunwell, Jim Fisher, Rebecca Herrington, Jon Hofman, Shana Lewis, Scott McLean, Samantha Semrau, Sherry White

Community-Based Organization (2):

Jennifer Heinzman, Patricia VerDuin

Higher Ed (1):

Bill Pink

Adult Ed (1):

Valorie Putnam

Organized Labor/Employee rep (1):

Ryan Bennett

Labor (1):

David Kitchen

Public Assistance Agencies (PA 491) (1):

Michelle Seigo



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MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: WMW Staff
DATE: June 8, 2021
RE: Funding Recommendations for Workforce Innovation and Opportunity Act (WIOA) Out-of-School Youth Providers

Background:

A Proposal Review Committee consisting of Workforce Development Board members and ACSET staff developed these funding recommendations. The Proposal Review Committee read, reviewed and rated the proposals and developed a set of recommendations, which it believes satisfies the regulations and the needs of Out-of-School Youth in Kent County, given the allotted funding resources.

The Proposal Review Committee recommends the approval of the programs at the funding levels specified in the attachment to this memo. Because ACSET has not yet received its allocation from the State of Michigan, the Proposal Review Committee requests that the WMW WDB authorize ACSET to offer interim funding to Youth Service Providers, pending youth contract completion. The committee also recommends that ACSET staff be granted the authority to make necessary allocation changes to providers dependent upon determination of carry-forward youth funding and final allocations from the State of Michigan.

All proposals received are available for review and copying at ACSET's administrative offices located at 1550 Leonard NE, Grand Rapids, MI 49505, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday (except on legal holidays).

WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) SERVICES FOR OUT-OF-SCHOOL YOUTH

The funding for these projects is authorized under Title I of the Workforce Innovation and Opportunity Act of 2014 (P.L. 113-128), Subtitle B, Chapter 2 - Youth Workforce Investment Activities and is obligated through the Talent Investment Agency State of Michigan. Eligible youth must be 16 to 24 years of age, not attending school, and meet at least one of eight barriers to education and employment. Proposers were asked to submit innovative proposals that reflect a clear approach to delivering a comprehensive system to out-of-school, disconnected youth in Kent County, based on youth development principles and best practices that support, motivate, and prepare youth for continuing educational achievements, successful transition into adulthood, and long-term success in employment.

Out-of-School Youth programs operate on a year-round basis and included services such as:

- Tutoring, student skills training, and dropout prevention that lead to a secondary school diploma or equivalent
- Alternative secondary school services or dropout recovery
- Paid/unpaid work experiences
- Occupational Skills Training
- Leadership development
- Support services
- Adult mentoring
- Follow-up services
- Comprehensive guidance and counseling (including drug and alcohol abuse, mental health)
- Financial literacy
- Entrepreneurial skills training
- Labor market and employment information
- Education offered concurrently with workforce preparation
- Post-Secondary education transition services

Action:

The proposal review committee is recommending that Program Year 2021 (PY21) funding be awarded to the following contractors at the noted levels, pending final allocations from the State of Michigan.

Proposer	Requested Funding	PY 21 Recommended Funding	Number of Youth to be Served
Goodwill Industries of Greater Grand Rapids	\$353,061	\$274,575	To be negotiated
Kent Intermediate School District	\$350,000	\$128,000	To be negotiated
Steepletown Neighborhood Services	\$309,500	\$274,575	To be negotiated
TOTAL	\$1,012,561	\$677,150**	

***Based on shifting \$90,200 ISY funds to the OSY preliminary/base allocation.*

Please note: The proposed PY21 OSY funding recommendations include the request to transfer in-school youth funds released in RFP21-004 of \$90,200 to focus funding and services to the disconnected OSY population. This request aligns with the February 6, 2017, WDB approved Memorandum of the WMW Service Delivery Model. Recommended funding is based on preliminary planning estimates until ACSET receives PY21 youth allocation and WIOA Youth carry-forward funds are finalized. Contract budgets may be evaluated and modified to increased funding levels during the contract evaluation period, and as funding allows.

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MEMORANDUM

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

FROM: WMW Staff

DATE: June 8, 2021

RE: Funding Recommendations for Workforce Innovation and Opportunity Act (WIOA) In-School Youth Providers

Background:

A Proposal Review Committee consisting of Workforce Development Board members and ACSET staff developed the funding recommendation. The Proposal Review Committee read, reviewed, and rated the proposals and developed a set of recommendations, which it believes satisfies the regulations and the needs of In-School Youth in Kent County, given the allotted funding resources.

The Proposal Review Committee recommends the approval of the programs at the funding levels specified in the attachment to this memo. Because ACSET has not yet received its allocation from the State of Michigan, the Proposal Review Committee further requests that the WMW WDB authorize ACSET to offer interim funding to Youth Service Providers, pending youth contract completion. The committee also recommends that ACSET staff be granted the authority to make necessary allocation changes to providers dependent upon determination of carry-forward youth funding and final allocations from the State of Michigan.

All proposals received are available for review and copying at ACSET's administrative offices located at 1550 Leonard NE, Grand Rapids, MI 49505, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday (except on legal holidays).

WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) SERVICES FOR IN-SCHOOL YOUTH

The funding for these projects is authorized under Title I of the Workforce Innovation and Opportunity Act of 2014 (P.L. 113-128), Subtitle B, Chapter 2 - Youth Workforce Investment Activities and is obligated through the Labor and Economic Opportunity, Workforce Development, State of Michigan. Eligible youth must be 14 to 21 years of age, attending school, and meet at least one of seven barriers to education and employment. Proposers were asked to submit innovative proposals that reflect a clear approach to delivering a comprehensive system to in-school youth in Kent County, based on youth development principles and best practices that support, motivate, and prepare youth for continuing educational achievements, successful transition into adulthood, and long-term success in employment.

In-School Youth programs operate on a year-round basis and included services such as:

- Tutoring, student skills training, and dropout prevention that lead to a secondary school diploma or equivalent
- Alternative secondary school services or dropout recovery
- Paid/unpaid work experiences
- Occupational Skills Training
- Leadership development
- Support services
- Adult mentoring
- Follow-up services
- Comprehensive guidance and counseling (including drug and alcohol abuse, mental health)
- Financial literacy
- Entrepreneurial skills training
- Labor market and employment information
- Education offered concurrently with workforce preparation
- Post-Secondary education transition services

Action:

Pursuant to the WDB approved, February 6, 2017, WMW Service Delivery Model Memorandum, the review committee is recommending a reduction to the funding for the in-school youth (ISY) program to transition out of the ISY program model. The transitioned phase-out of this program will allow youth resources to be concentrated on WIOA’s targeted population of out-of-school youth and better align with the strategic vision of WMW - to focus efforts on those youth who lack services due to their disconnection from school. The proposal review committee is recommending that Program Year 2021 funding be awarded to the following proposer, at the reduced budget planning level, and the unallocated amount be shifted to out-of-school funding.

Proposer	Requested Funding	PY 21 Recommended Funding	Number of Youth to be Served
Kent Intermediate School District (KISD)	\$190,200	\$100,000	To be negotiated
TOTAL	\$190,200	\$100,000*	

**Based on preliminary, estimated budget planning numbers.*

Only two in-school youth proposals were received. The proposal from the Hispanic Center of Western Michigan is not recommended for funding.

Please note: The proposed PY21 funding is recommended as a phase-out allocation to transition the termination of the in-school youth program model, which is only delivered in Kent County. This recommendation will allow sufficient time to transition or close services to the current caseload. This recommendation also helps to focus current and future resources on out-of-school youth and reduces the duplication of efforts provided by school systems to prepare ISY for their future and careers. WMW will continue to support career exploration activities for K-12 students and school systems through the delivery of information or initial services within our other funding streams, rather than dedicated, intensive programming delivered in an in-school youth program model.



Service Summary Oct 1, 2020 to Apr 30, 2021

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

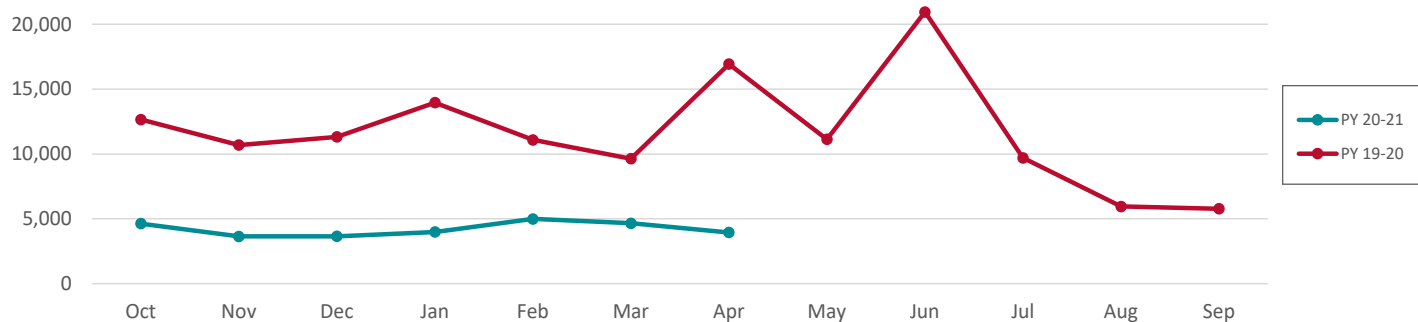


Pipeline Development



Diversity and Inclusion

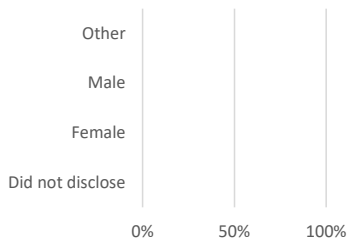
Service Center Traffic & Call Volume (PY comparison by month)



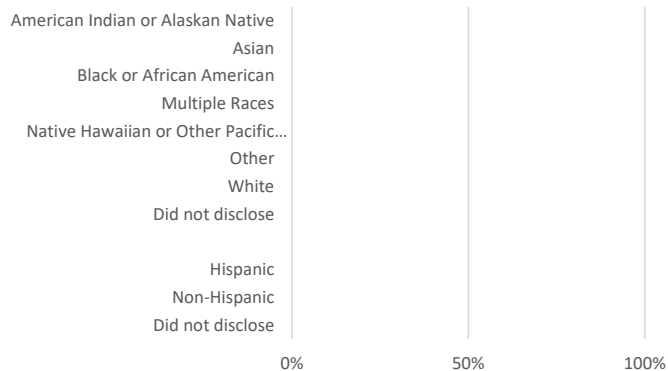
Diversity of Job Seekers Served

NOTE: Due to the low volume of job seeker traffic in our service centers, we cannot collect demographic data at this time.

Gender

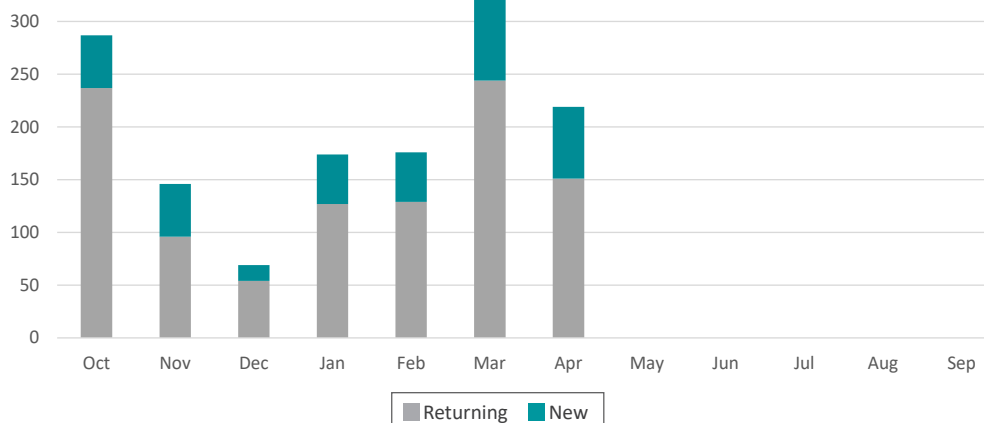


Race & Ethnicity

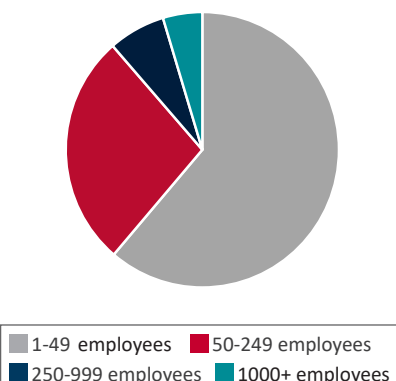


■ WMW! Region ■ Job Seekers Served

Employers Served (unique count)



Diversity of Employers Served (by size)



■ 1-49 employees ■ 50-249 employees
■ 250-999 employees ■ 1000+ employees

Jobs Filled by Industry

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Agribusiness	56	0	0	0	10	45	2					
Construction	0	1	5	0	7	16	1					
Health Care	128	46	3	42	23	74	144					
Information Technology	0	0	0	2	0	0	0					
Manufacturing	238	213	229	235	203	475	454					
Other	195	194	168	188	161	124	134					
TOTAL	617	454	405	467	404	734	735					

Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Agribusiness	0	0	0	0
Construction	22	92	0	60
Health Care	3	126	22	60
Information Technology	18	23	1	4
Manufacturing	124	132	11	15
Other	36	39	3	5
TOTAL	203	412	37	144

Active grants supporting new hire, classroom and apprenticeship training this reporting period:

- MICA 2.0
- MAICA 2.0
- WIOA Incumbent Worker Training
- WIOA On-the-Job Training
- WIOA Individual Training Accounts
- Going PRO Apprenticeships (GPA)
- PATH Subsidized Employment
- Future of Work
- National Dislocated Worker Grant
- Young Professionals

Training (completed): Going PRO Training Fund

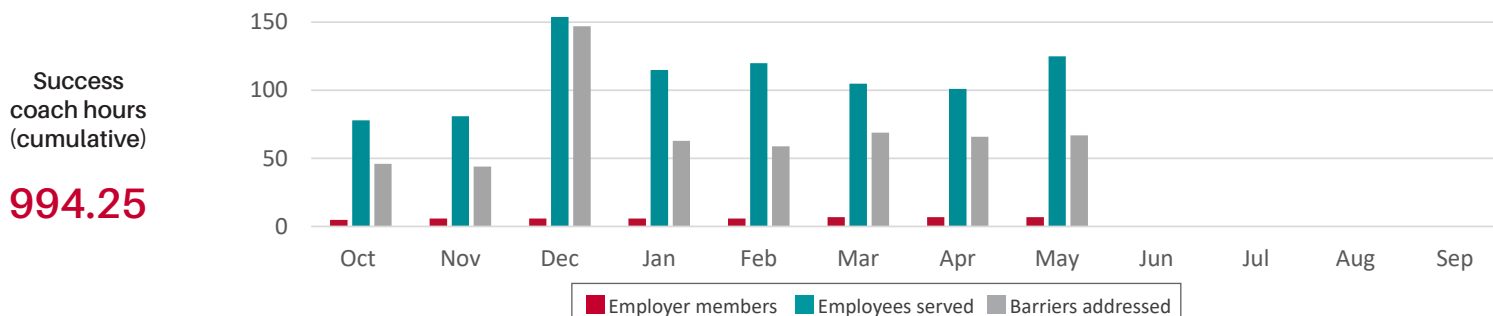
	New Hire	Classroom	Apprenticeship
Agribusiness	0	0	0
Construction	0	0	0
Health Care	0	0	0
Information Technology	0	1	0
Manufacturing	0	100	0
Other	0	8	0
TOTAL	0	109	0

Data reported for Program Year 2021 (2/1/21 - 1/31/22)

Hiring Events

	Events	Participating Employers	Job Seekers
Q1	24	140	104
Q2	9	108	300
Q3			
Q4			
TOTAL	33	248	404

Retention Solutions Network



WorkReady Certificates Earned (cumulative)

1031	66	26	66
Pre-Assessments	Post-Assessments	WorkReady Certificates	WorkReady Plus Certificates



Service Summary
Oct 1, 2020 to Apr 30, 2021

Workforce Development Board Dashboard Narrative

Service Center Traffic & Call Volume

Data represented as service center traffic and call volume includes total counts for both foot traffic and incoming calls. In response to Covid-19, WMW shifted from tracking foot traffic to tracking call volume in March of 2020. As we begin to invite job seekers back on a walk-in bases, we will reinstate standard tracking procedures.

Diversity of Job Seekers

Due to low foot traffic into the service centers and a result of the Covid-19 pandemic, WMW was not able to collect demographic data on job seekers served. Many of the job seekers were served virtually or over the phone.

Employers Served

The numbers reported are employers served each month for the initial time this program year. An employer is counted once per program year as unique; this occurs the first time an employer receives value-added services within a program year. A new employer is one that has never been engaged with WMW. A returning employer is one that has received services from WMW in the past.

Diversity of Employers

Diversity of Employers is a new metric being tracked beginning this program year to give us a more comprehensive picture of our employer base. This metric shows the diversity of employers served by company size (total number of employees) and can be helpful in planning strategies for identifying specific employer groups for size-targeted initiatives.

Jobs Filled by Industry

This is the total number of jobs filled for an employer based on their designated industry. These positions were filled for each employer through WMW assistance and services.

Training by Industry

Training opportunities and completion rates significantly decreased with closure mandates, capacity caps, and social distancing requirements throughout this program year. WMW anticipates seeing training by industry and credential rates continue to increase as the economy begins to fully reopen.

Training: Going PRO Talent Fund

The Going PRO Talent Fund numbers presented are reflective of trainings that have been completed and paid out. New hires are still working to complete retention eligibility. Apprentices will be taking spring or summer classes prior to meeting eligibility to bill out. The balance of the classroom trainings have not been completed to date but are either in process or are scheduled for completion later this year. This program runs February through January for the FY21 grant year and the bulk of the billing won't occur until late summer/fall.

Hiring Events

In response to the pandemic, all hiring events are currently held virtually. Finding qualified talent continues to be a challenge, but we are pleased with the overall employer response. WMW continues to look for new and innovative ways to conduct outreach to job seekers.

Retention Solutions Network

Due to COVID-19, Success Coaches were not able to meet employees on-site and instead provided virtual open-hours for each employer while maintaining a flexible work schedule to meet the needs of the employees. This data reveals the total number of employees served but does not consider the high number of touchpoints each employee had with each of our Success Coaches. The barriers addressed include transportation, housing, and utilities, so that employees can successfully engage in the workplace.

WorkReady Certificates

WorkReady is an employability skills curriculum developed in coordination with employers. It consists of nine modules: five “core employability skills” and four “advanced employability skills”. 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. Following attendance at any needed workshop(s) job seekers take the post-assessment to ensure they’ve gained the knowledge necessary to understand and use that skill. Following a successful pre-assessment, workshops and post-assessment, job seekers receive a certificate that communicates to regional employers that they are “work ready.” Job Seekers can choose to obtain a WorkReady Certificate, consisting of the five core employability skills or work toward a WorkReady Plus Certificate that includes the advanced modules.



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
1550 Leonard NE
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(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
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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! Workforce Development Board
FROM: West Michigan Works! Staff
DATE: June 8, 2021
RE: Solutions Driven Updates

Re-Opening for Walk-In Traffic:

All WMW! Service Centers will be open Monday through Friday for walk-in traffic to serve job seekers through job search assistance, Unemployment Insurance work search requirements, and any public re-employment services.

Grants:

Future of Work: Training has begun for two of the three Future of Work solutions: machining and customer service/sales. Entrepreneurship training will begin this month. A second cohort of customer service/sales will begin in late June. The website is still live and interested talent can apply online here: <https://www.mifutureofwork.org/>. We will begin tracking the employment success of these individual in August.

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.

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.

State Apprenticeship Expansion (SAE) – West MI Works: The Michigan Department of Labor & Economic Opportunity, Workforce Development (LEO-WD) approved our proposal submitted in response to the State Apprenticeship Expansion Grant Program. WMW was awarded \$525,800 which will help create 200 new registered apprentices during the grant period of April 13, 2021 through March 31, 2023. This is an increased award amount from our original proposal,

West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.

submitted to LEO-WD in the amount of \$305,000 for 116 new registered apprentices. These funds will help cover employer costs and will allow WMW to scale the registered apprenticeship programs by hiring an additional Apprenticeship Success Coordinator to develop new programs by working with our Industry Talent Councils.

State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC): WMW responded to an RFP issued by the MEWDC to provide Project Management and Apprenticeship Program Technical Assistance for a \$1.1 million State Apprenticeship Expansion grant awarded to the consortium by LEO-WD. The MEWDC has confirmed they will issue a contract with WMW to provide services for the grant. WMW will hire a Project Manager (PM) to support the hiring of 427 apprentices at 28 energy industry companies statewide in critical job roles within gas and electric skilled trades and line-clearance tree trim. In addition to these employers, the PM will support of 36 partner organizations including community college and K12 partners, energy provider associations, union partners, state agencies and a network of Michigan Works. It is anticipated this work will eventually fall under the new non-profit agency, Strategic Workforce Solutions.

Summer Youth Work Experience:

WMW will again be providing a hybrid summer experience for youth, ages 14 – 24, partnering with multiple funders and community-based organizations. This summer will include both in-person work experience opportunities, as well as an option for a six-week virtual career exploration program. This year's partners include DTE & United Way of the Lakeshore, the City of Grand Rapids and its GROW 1000 program, the Doug & Maria DeVos Foundation and Brown Hutcherson, and the Department of Labor & Economic Growth with Summer Young Professionals and Summer Youth Employment Program for youth in foster care.

Regional Talent Innovation Grants: This program will provide \$7.5 million in Community Development Block Grant-CARES Act funding to local economic development organizations and workforce development partners for competitive training programs that target growth in region-specific occupations. WMW is partnering with our local Economic Development organizations to submit a proposal which will include funds to cover training and support services for incumbent workers in the IT and manufacturing industries. Applications are due May 7th.

Michigan Learning and Education Advancement Program (MiLEAP): WMW!, in partnership with Grand Rapids Community College, Montcalm Community College, Muskegon Community College, and West Michigan Center for Arts and Technology 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.

Industry Talent Council Initiatives:

Parent Engagement Event:

Employers representing each of the five industry talent councils worked together, in collaboration with regional representatives from the Intermediate School Districts, to roll out a parent engagement event. The event's purpose was to provide direction to parents with soon-to-graduating seniors that were undecided on their next steps. On Wednesday, June 9th, parents can join professionals from each industry for a virtual discussion about accessible careers in West Michigan's high demand industries. Attendees will be provided with an overview of career pathways and career exploration tools, as well as practical information about current opportunities for graduates, including internships and apprenticeship opportunities.

MiCareerQuest 2021 Outcomes & Next Steps

According to a survey administered to students who attended MiCareerQuest™ on April 21st, 81% agreed that they learned about employment and education/training opportunities that they did not know about prior to attending the event. The majority of students felt that employers provided engaging and interesting events. The educators were also given a post-event survey; 92% of those educators agree that this learning experience helps to fill a need that they currently have in their district for students. 80% of educators also agreed that their own personal awareness of career and post-secondary education opportunities were expanded as a result of MiCareerQuest™.

Next year, we are aiming to be back to an in-person MiCareerQuest™. We are working with the ISDs to enhance MiCareerCompass and implement more tools in the Educator Packet in regards to hot jobs and information such as salary, education pathways, and alternative follow up activities/lesson plans tailored for the educator and students. We are also convening with our planning committees to examine our quadrants to accommodate an additional sector, Agribusiness, as its introduction as its own sector this year was very successful.

New resources developed this year (can be access on www.micareerquest.org/resources)

- **Virtual Career Cards**

New virtual career cards for each industry were developed by employer to provide education content on the occupations highlighted at the event. Many individuals showcased on the front of the cards are local industry experts working in that role.



- **MiCareerCompass**

MiCareerCompass is a career awareness and reflection guide for teachers and students. It follows the Michigan Career Development Model and gives educators and students another resource for career development education. Suggested activities are listed for students to prepare for MiCareerQuest and reflect upon the experience. [Download the MiCareerCompass PDF.](#)



Helping students explore careers
and find their TRUE NORTH



WMW Sponsored Registered Apprenticeships Programs

WMW! holds registered apprenticeship standards for 27 occupations with 56 employers actively signed on to our standards. WMW! current holds the standards for 80 active apprentices. Since WMW! has started to hold apprenticeship standards, 334 apprentices have been added across all industries with 188 total completions.

Initiatives

Clean Slate Navigator:

WMW received funding to hire a Clean Slate Navigator and has begun a soft launch of expungement services. These services will allow certain criminal records to be “set aside”, allowing greater employment opportunities for many residents in West Michigan. These services will be available to the general public for the purposes of increasing our region’s talent pool over the next several weeks.

The State of the West Michigan Workforce Webinar

On June 3, WMW hosted a webinar, "The State of the West Michigan Workforce." Our hope is that a concerted and collaborative effort to address the issues outlined in the report will prepare our community to return to work and meet the talent needs of our region.

Below are links to the final report, presentation and resources mentioned in the webinar.

- Final report: [West Michigan Works! COVID-19 Unemployment Survey](#)
- Webinar recording: [State of the West Michigan Workforce](#)
- PowerPoint Presentation: [Talent Survey Findings](#)

Sources Cited in the presentation:

- [The Demographic Drought: How the Approaching Pandemic Will Transform the Labor Market for the Rest of Our Lives](#)
- [Women in the Michigan Workforce](#)

Congressional/Legislative Visits-2021

Dist	First Name	Last Name	Visit
	Gary	Peters	
	Debbie	Stabenow	
2	Bill	Huizenga	
3	Peter	Meijer	
4	John	Moolenaar	
6	Fred	Upton	
70	Pat	Outman	
72	Steve	Johnson	5/7/2021
73	Bryan	Posthumus	
74	Mark	Huizenga	5/3/2021
75	David	LaGrand	5/24/2021
76	Rachel	Hood	5/14/2021
77	Tommy	Brann	
80	Mary	Whiteford	5/14/2021
86	Thomas	Albert	5/24/2021
87	Julie	Calley	5/14/2021
88	Luke	Meerman	5/10/2021
89	Jim	Lilly	
90	Bradley	Slagh	5/3/2021
91	Greg	VanWoerkom	3/4/2021
92	Terry	Sabo	3/9/2021
19	John	Bizon	3/25/2021
26	Aric	Nesbitt	6/7/2021
28	<i>Vacant</i>		
29	Winnie	Brinks	6/21/2021
30	Roger	Victory	
33	Rick	Outman	6/14/2021
34	Jon	Bumstead	