



**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 (New York)**

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

**AGENDA**

1. Call to Order and Welcome
2. Public Comment – Agenda Items
3. Approval of the June 8, 2020 Minutes **Action Required**
4. WDB Member Terms of Office Applications: November 2020 - October 2022  
*Jacob Maas, Chief Executive Officer* **Information Item**
5. WDB 2021 Meeting Calendars, *Jacob Maas* **Action Required**
6. Approval of Career Educational Advisory Council (CEAC) Membership Roster  
*Amy Lebednick, Business Solutions Director* **Action Required**
7. Policy Approvals **Action Required**
  - a. Draft WMW 18-06c1: Work Based Training Policy, *Amy Lebednick*
  - b. WMW 15-02c4: Rules of Conduct, *Tawanna Wright, Staff Attorney*
  - 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*
  - d. Draft WMW 20-01c1: Foster Support Incentive Stipend Policy, *Brittany Lenertz*
8. Virtual Dashboard: *Angie Barksdale, Chief Operating Officer* **Information Item**
9. Solutions Driven Updates: *Angie Barksdale* **Information Item**
10. Strategic Plan and Committee Structures, *Janie McNabb, Strategic Policy Consultants* **Information Item**
11. WDB Subcommittees Updates **Information Item**
  - a. Executive Committee, *Mark Bergsma, WDB Chairperson*
  - b. Career Educational Advisory Council (CEAC), *Cindy Brown, Council Chairperson*
  - c. Legislative Subcommittee, *Jim Fisher, Subcommittee Chairperson*
12. Other Business **Information Item**
  - a. 501(c)(3), *Angie Barksdale*
  - b. [Futures for Frontliners](#), *Angie Barksdale*
  - c. State and Federal Legislative Priorities, *Jacob Maas*
13. Public Comment
14. Adjournment

**Next Scheduled Workforce Development Board Meeting: December 14, 2020**

**Virtual Platform: TBD**



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

<https://global.gotomeeting.com/join/742281597>

You can also dial in using your phone

United States: +1 (872) 240-3212 ▪ Access Code: 742-281-597

Monday, June 8, 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, Randy Boss, Norm Brady, Kenyatta Brame, Cindy Brown, Cathy Cronick, Paul David, Jay Dunwell, Jim Edmonson, Jim Fisher, Kiesha Guy, Jennifer Heinzman, Rebecca Herrington, Jon Hofman, Angela Huesman, , David Kitchen, Scott McLean, Bill Pink, Valorie Putnam, Dan Rinsema-Sybenga, Michelle Seigo, Dave Smith, Darryl Todd, Pat VerDuin, Sherry White, Stacy Young

**Workforce Board Members Absent:** Jordan Clark, Mike Helsel, Shana Lewis, Samantha Semrau, Daniel TenHoopen, Mark Thomas

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

**Guests Present:** Janie McNabb (One-Stop Operator)

1. Call to Order and Roll Call, at 12:00 p.m.
2. Public Comment- Agenda Items- Mark Bergsma thanked Dave Smith for his years as Chairperson.
3. Approval of February 10, 2020 Minutes **Action Required**  
**Motion – Jim Fisher**  
**Second – Sherry White**  
**Item Approved by Vote – Motion carried**
4. Bylaws of the West Michigan Works! (WMW) Workforce Development Board (WDB) **Action Required**  
 Melanie White, Staff Attorney, stated that in October 2019, the WDB approved the proposed bylaw updates and since that time, the ACSET Governing Board has been unable to attain the supermajority quorum needed to approve the WDB bylaws, and therefore have been tabled at the Governing Board meetings. Melanie stated that due to the COVID-19 pandemic requiring virtual board meetings and the Governing Board's recommendation of a language change to one of sections, a few changes are being proposed. Melanie reviewed the recommended changes with board members. Discussion took place and staff answered board members' questions. Melanie stated that WMW staff received support and approval from the Executive Committee on May 11, 2020 and are seeking approval from the WDB. Melanie stated that these changes require a 2/3 affirmative vote of members present. Staff will also request the Governing Board's approval.  
**Motion – Jon Hofman**  
**Second – Paul David**  
**Item Approved by Vote – Motion carried**
5. WMW 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 stated that staff will be collecting applications for the November 1, 2020 – October 31, 2022 office term. Jacob encouraged current board members to reapply. Jacob

stated that the applications can be submitted online through July 31, 2020. Applications will be reviewed by a Nominating Committee assigned by the Executive Committee and will be presented to the Executive Committee and ACSET Governing Board for approval.

6. Policy Approvals

**Action Required**

- a. WMW 15-06c4 Workforce Innovation and Opportunity Act (WIOA) Support Services Policy  
Brittany Lenertz, Talent Solutions Director, stated that changes are proposed to the West Michigan Works! WIOA Support Services Policy to further provide guidance for providing supportive services to job seekers enrolled in WMW WIOA programs. This policy seeks provisions for virtual service delivery needs.

**Motion – Paul David**

**Second – Sherry White**

**Item Approved by Vote – Motion carried**

- b. WMW 15-11c2: WIOA Youth Incentive Policy  
Brittany Lenertz, Talent Solutions Director, stated that the policy changes seeks to add a new incentive for completing project-based assignments that relate to work readiness or youth program elements, such as leadership, financial literacy, entrepreneurship, etc. Brittany stated this change is an important addition as program services move towards virtual platforms for the Youth population. Brief discussion took place, and WMW staff answered board members' questions.

**Motion – Randy Boss**

**Second – Jay Dunwell**

**Item Approved by Vote – Motion carried**

- c. Draft WMW 20-XX: Foster Support and Incentive 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 this program has been operated by youth contractors in previous years; however, WMW, will operate directly for 2020. Brittany stated that a local SYEP policy is needed to provide supports and incentives for this program. This program has limited resources for supports due to the short-term nature of the program. Discussion took place, and WMW staff answered board members' questions. Brittany requested approval of the policy changes.

**Motion – Cindy Brown**

**Second – Bill Pink**

**Item Approved by Vote – Motion carried**

7. Strategic Plan: One-Stop Operator (OSO), Janie McNabb

**Action Required**

Janie McNabb, One-Stop Operator (Strategic Policy Consultants), reported that she recently met virtually with all the Chairpersons of existing committees for WMW. Janie reported that in alignment with the updated strategic plan, she has now drafted measurement and committee structure recommendations. Janie reviewed the Committee structures as follows: Executive Leadership and Strategic Engagement, Career Education Advisory Council (CEAC), Legislative, Solutions Driven, and Ad Hoc Workgroups. Janie further reviewed the strategic priorities, purpose, indicators, and staff for each committee. Discussion took place. Janie and Jacob Maas answered board members' questions. Discussion took place. Janie and WMW staff answered board members' questions.

**Motion – Jim Fisher**

**Second – Scott McLean**

**Item Approved by Vote – Motion carried**

8. WMW WDB Dashboard **Information Item**  
Janie McNabb reviewed the WMW Service Summary Dashboard metrics for October 1, 2019 through April 30, 2020. Janie reported that the data shown on the updated Service Summary are indicators of the organization's progress toward fulfillment of its services-based strategic priorities, as developed in the 2020 Strategic Plan. These include the following: Enhanced Relationships, Pipeline Development, and Diversity and Inclusion. Janie reported that each indicator is a reflection of the work conducted on an operational level to ensure robust service delivery and strategic plan development. Brief discussion took place and Janie answered board members' questions Janie stated that staff would like to present the metrics bi-monthly rather than quarterly.
9. Solutions Driven Updates **Information Item**  
Angie Barskdale, reported that due to the COVID-19 pandemic, WMW made quick adjustments to serve our communities.
- a. Unemployment Insurance (UI) Assistance  
Angie reported that WMW has continued to assign staff to assist with Unemployment Insurance resolving issues over the phone. Brittany stated that from May 1 – May 27, WMW fielded nearly 10,000 calls in the service centers, assisting with simple issues, and assisted 1,482 with more complex issues.
- b. Virtual Talent Services **Information Item**  
Angie reported on the following service updates:  
**Employment and Training Services:** Staff continue to work on serving more individuals virtually with more services. In addition to online workshop options, we have worked out a process for virtual enrollments so we can continue to serve new individuals with career coaching and training assistance. We have a small pipeline of people ready to begin new trainings in high-demand careers.  
**PATH:** Angie stated that now beginning July 1 (rather than June 1 as originally planned), we will begin receiving Partnership. Accountability. Training. Hope. (PATH) referrals from the Department of Health and Human Services (DHHS) again. While these individuals need to receive services from WMW! in order to receive cash assistance from DHHS, all services and activities will be done virtually, including an online orientation, barrier identification and removal, career coaching, and job search assistance. We expect approximately 400 referrals across our seven counties in June.  
**Assessment Testing:** West Michigan Works! is now able to proctor the CASAS Assessment test remotely. Assessments are required to be completed for several services funded by WIOA. The entire process will be conducted virtually, from registration to proctoring the assessment test itself
- c. Virtual Rapid Response Services  
Angie reported that Rapid Response materials for individuals experiencing layoffs have been updated so that information can be disseminated to employers and job seekers electronically. Amy further reported that the Business Solutions Representatives continue to assist employers by providing resources and information on layoff prevention and UIA Assistance for those needing to downsize. Amy further noted that virtual meetings, worker orientations are taking place in collaboration with the state. Amy also reported that there has been an employer certified by the Trade Adjustment Assistance (TAA) and a process was developed for delivering a virtual TAA Worker Benefit Orientation and doing virtual registrations for the TAA program.
- d. Virtual Hiring Events  
Angie reported that Business Solutions continues to see a demand for recruitment services in order to best meet employers' hiring needs. Angie reviewed the following events:

**Job Fairs:** A Virtual Job Fair was hosted April 21 and 23, May 20 and 21. Additional job fairs will be held in June and July. Employers are scheduled for a series of pre-scheduled 15-minute time slots during which the employer and candidate can discuss job openings.

**Employer of The Day:** By mid-June, employers will have the opportunity to register as an “Employer of the Day.” This singular event will be marketed ahead of the event and candidates will be pre-scheduled to speak with the employer.

**Veteran Networking Job Club:** Traditionally, this monthly event was held at a West Michigan Works! Service Center in collaboration with community partners whose organizations offer employment services for Veterans. At these events, Veterans could connect with various resources, learn about workforce trends, and network with employers who were hiring. We have now developed an online version of the Veteran Network Job Club that will continue to be offered virtually every month, beginning June 11. Any Veteran interested in attending can register at [www.VNJC.org](http://www.VNJC.org).

e. Weekly Hot Jobs Blast Newsletter

Angie reported that in order to highlight a broad range of jobs for employers that have hiring needs now and to accommodate the influx of employees temporarily laid off, we have expanded the criteria and format of jobs posted in the weekly Hot Jobs Blast newsletter. In addition, we have added this job information to our website, so it is readily accessible to anyone visiting our page. Changes include highlighting jobs with 10 or more openings and temporary positions.

f. Retention Solutions Network (RSN)

The Retention Solutions Network (RSN) suspended all onsite visits and off-site meetings through the end of the executive order. Throughout the stay at home order, RSN success coaches continue to provide services to member employees via phone and virtual appointments. Services being utilized during the shutdown include support services, budgeting assistance/financial literacy, customized referrals/resources to community partners and UIA guidance to employees and members of their household that are displaced due to COVID-19.

The network currently has four participating members. The network's first member to join, DeWys Manufacturing, has signed on for a second year of membership. The RSN is also in the process of onboarding its fifth employer, Haworth. Haworth will join the network this summer, their contract start date is yet to be finalized.

Furthermore, brief discussion took place and Angie answered board members' questions. Angie also reported that WMW has created a re-engagement guide that details protocols for staff phasing returning to the offices. Angie reported that WMW is working on alignment with when some other state offices plan to return and currently that date is June 22, 2020 but subject to change.

10. WMW WDB Subcommittees Updates

**Information Item**

- a. Executive Committee: Mark Bergsma, WDB Chairperson, reported that the Executive Committee met in May, reviewed budgets, strategic plan measurements and workgroup structure recommendations and discussed the amended bylaws.
- b. Talent Solutions: Brittany Lenertz reported every four years and in alignment with the WIOA law, WMW is required to review the Adult Education Title II funds to ensure alignment with the WMW regional plan. Brittany stated the subcommittee convened volunteers to review those applications and plan to have them back to the State in a week or so.
- c. Employer Solutions: Sherry White, WDB Member, reported there are currently no updates. Amy Lebednick, stated that due to COVID-19, the subcommittee canceled their previous meeting.

- d. Strategic Partnerships: Heather Gluszewski, WDB Member, reported no new updates.
- e. Outreach and Communications: Mark Bergsma, WDB Chairperson, reported that with foreseen changes being implemented from the updated strategic plan, an ad hoc committee will likely be convened and work will start being implemented on the Essential Service Awards in the fall.
- f. Career Educational Advisory Council (CEAC): Cindy Brown reported that the CEAC met a couple weeks ago and had a presentation with Junior Achievement, highlighting a lot of online programming that they offer. The Council also had discussions on various grants, CTE planning and on changes with administering programs virtually for the next school year.
- g. Legislative Subcommittee: Jim Fisher reviewed that the subcommittee is currently on a pause and would like to get a meeting scheduled in the next month or so, but indicated that the committee is in line with the goals and strategies. Jim noted that there is a lot going on legislatively at the State and Federal levels. Jim recommended to board members that if they have an opportunity, to speak with legislators on the work being done as it pertains to budgets and workforce development. Jim stated that he hopes to do some visits and calls in the next few months and year following the upcoming elections. Jim stated that we will likely hear more about the State budget and be in a wait and see with budgets.

## 11. Other Business

## Information Item

- a. MWA Legislative Day- canceled - looking at virtual  
Jacob Maas reported that the Michigan Works! Association is looking to host Legislative Day virtually. Additional information will be forthcoming.
- b. MiCareerQuest 2020-canceled - looking at virtual  
Jacob Maas reported WMW is actively moving forward with MiCareerQuest 2021 and the tentative date is April 21, 2021. Jacob noted majority of the sponsors have allowed the grant money to be withheld for the next event. Jacob also mentioned that the steering committee is having discussions on an alternative virtual career exploration opportunity for 2020. Additional information will be forthcoming.
- c. Census 2020, Complete Count  
Jacob Maas reported that WMW has been involved in the Census 2020 Complete Count committee and has worked diligently to promote residents to complete the census. Jacob recommended to continue encouraging residents to complete the Census and to visit the WMW website at: <https://www.westmiworks.org/census-2020/> to learn more.
- d. State and National Initiatives:
  - Future for Frontliners**  
Jacob Maas reported that Governor Whitmer announced the “Future for Frontliners,” a G.I. Bill program for Essential Workers that will provide a tuition-free pathway to college or a technical certificate to essential workers who do not have a college degree. Jacob reported that this program appears to be an extension of the MiReconnect program that was previously introduced by Governor Whitmer. Jacob stated that conversations are still happening with the State on the work and support that Michigan Works! agencies will provide as it relates to this program. Jacob stated that WMW will provide additional information as it becomes available.
  - Relaunching America’s Workforce Act (RAWA)**  
Jacob Maas reported that on May 1st, members of the House of Representatives introduced Relaunching America’s Workforce Act (RAWA), which calls for significant investment in workforce and skills in future stimulus packages. RAWA is a critical step, but inclusion of this funding in any future stimulus package is not guaranteed. Jacob reported that WMW staff are likely to support the proposed act.

**Health and Economic Recovery Omnibus Emergency Solutions (HEROES) Act**

Jacob reported that in response legislation brought forth their first response to directly target WIOA programs and the workforce development system. The HEROES Act proposes to appropriate \$2.04 billion and would “relax” eligibility requirements from WIOA and those as a “covered individual” under the CARES Act. This Act also proposes that priority of services in local one-stops be given to those directly impacted by COVID-19. Jacob reviewed the proposed allocations.

e. National Association of Workforce Boards (NAWB)

Jacob Maas reported that this years’ event is going to be held virtually due to COVID-19. Jacob reported that WMW is participating in a few panels and thanked board members Dr. Pink and Norm Brady for allowing Jen Schottke (Associated Builders & Contractors of West Michigan) in volunteering to participate with Jacob on a panel presentation for Work-Based Experience on the Resume.

12. Public Comment- None. Jacob Maas reminded board members that the next meeting is October 12, 2020 and there is no meeting in August. Jacob also reminded those board members’ whose terms of office expire this year, that applications will still be due on July 31, 2020. Jacob also stated that it is very likely that the locations of the remaining workforce board meetings will likely change, as the service centers have currently been converted into computer labs for public use due to the social distancing guidelines.

13. Adjournment at 1:15 p.m. by Chairperson Mark Bergsma.

Recorded by: \_\_\_\_\_ Received by: \_\_\_\_\_



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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)  
**FROM:** West Michigan Works! Staff  
**DATE:** October 5, 2020  
**RE:** WMW WDB Terms of Office Applications

**Background**

According to the West Michigan Works! Workforce Development Board roster, eighteen (18) current board member terms of office seats expire October 31, 2020. Applications were reviewed by the designated Nomination Committee which consisted of John Buchan, Jay Dunwell, Jim Fisher, Rebecca Herrington, Jon Hofman, Shana Lewis, Scott McLean and Sherry White. WMW received one (1) additional application from an individual at Gerald R. Ford Job Corp. Staff and a couple nomination members met with and have made a recommendation for this individual to join the Solutions Driven Subcommittee. Also, Amanda Cooper has applied to fill the seat of Angela Huesman from Lakeshore Advantage. The WMW WDB would continue to meet State requirements and the WDB would be represented by 37 members.

On September 21, 2020, the Executive Committee of the Workforce Development Board approved and supported the slate of applicants below.

<b>Business (9):</b> Nora Balgoyen, Mark Bergsma, Randy Boss, Norm Brady, Kenyatta Brame, Heather Gluszewski, Mike Helsel, Dave Smith, Darryl Todd
<b>Community-Based Organization (3):</b> Cindy Brown, Kiesha Guy, Mark Thomas
<b>Economic Development (2):</b> Jim Edmonson, Amanda Cooper
<b>Higher Ed (2):</b> Dan Rinsema-Sybenga, Stacy Young
<b>Organized Labor/Employee rep (1):</b> Dan TenHoopen
<b>Vocational Rehab (1):</b> Cathy Cronick

WMW staff will request approval of the slate of applicants listed above to the ACSET Governing Board for appointment to serve on the WMW WDB with the term of office dates of November 1, 2020 through October 31, 2022.



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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)  
**FROM:** West Michigan Works! Staff  
**DATE:** October 5, 2020  
**RE:** 2021 Meeting calendars

**Background**

West Michigan Works! staff members and Executive Committee members met and discussed the following schedules for the upcoming 2021 Executive Committee and Workforce Development Board meeting calendars. Recommendations are as follows:

**Meetings will be held via virtual platform until further notice.****WDB at 12:00 p.m. – 1:30 p.m.**

February 8, 2021  
April 12, 2021  
June 14, 2021  
October 11, 2021  
December 13, 2021 (Combined with the ACSET Governing Board)

**Executive Committee at 11:30 a.m. – 1:00 p.m.**

January 11, 2021  
March 8, 2021  
May 10, 2021  
September 20, 2021  
November 8, 2021

**Action**

WMW staff is requesting support and approval from the WDB for approval of the 2021 WDB meeting schedule.

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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)  
**FROM:** Amy Lebednick, Business Solutions Director  
**DATE:** October 5, 2020  
**RE:** WMW CEAC Terms of Membership Applications

**Background**

The Michigan Department of Labor and Economic Opportunity (LEO) Policy Issuance (PI): 19-29, regarding the Career Educational Advisory Council (CEAC), states that the CEAC was created to replace all existing Employer Advisory Groups (EAG's) and Talent District Career Councils (TDCC's). This policy assists the local workforce development board in facilitating and formally establishing a collaborative partnership between employers, labor, workforce development advocates, local school districts, postsecondary institutions, and training centers to identify and collectively develop and implement training strategies that effectively address Michigan employers' talent needs.

It has been two years since the CEAC's inception and therefore, the majority of members' term limits have expired. Reapplicants and new applicants for nomination were accepted through August 13, 2020.

**Reapplicants:**

- Cheryl Burmeister- Howmet
- Cindy Brown- The Right Place
- Dave Searles- OAISD Careerline Tech Center
- David Tebo- Hamilton Community Schools
- Jay Ediger- Junior Achievement
- Jen Schottke- GRPS Parent
- Kristofer Pachla- GVSU
- Kyle Fiebig- Muskegon Area ISD CTC
- Michael O'Connor- Zeeland Adult Education
- Patricia Walstra- Kent ISD
- Ted Paton- Ionia County ISD

**New Applicants:**

- Mike Schneiderhan- Barry Career Access Network
- Rich Okoniewski- Allegan Area Technical and Education Center
- Ryan Bennett- U.A. Local #174

**Resignations:**

- Kevin Stotts- Talent 2025
- Susan Hatto- Montcalm Community College

**Vacancies:**

- Academic Educator

**Action**

WMW is requesting that the WMW Workforce Development Board approve the updated CEAC Roster.

**CAREER & EDUCATIONAL ADVISORY COUNCIL (CEAC) ROSTER**  
August 2020 - July 2022

WDB: West Michigan Works! 4b														
CEAC Lead Contact: Kiosha Jeltema														
Name & Title: Kiosha Jeltema - Business Solutions Manager														
Telephone Number: 616-336-3590														
Email Address: kjeltema@westmiworks.org														
E. SECTOR/CATEGORY(S)														
5. EDUCATION														
A. NAME & TITLE OF MEMBER (Indicate Voting or Ex Officio)	B. NAME AND TYPE OF ORGANIZATION (or School District for Public School Parent)	C. MAILING ADDRESS, PHONE, AND EMAIL	D. CHAIR	D. VICE CHAIR	1. WDB Member	2. Non-WDB Employer	3. Labor	4. Other Member	Local District	Postsecondary Institution	CTE Administrator	Academic Educator	ISD	Parent
Rich Okoniewski - CEPD 50 Director/Principal	Allegan County Technical and Education Center	Address: 2891 116th Ave, Allegan MI 49010 Phone: 269-512-7807 Email: rich.okoniewski@alleganaesa.org											x	
Dave Searles - Director of Career and Tech Education	Careerline Tech Center (Ottawa)	Address:13663 Port Sheldon St., Holland, MI 49424 Phone: 616-796-1302 Email: dsearles@oaisd.org									x			
Mike Schneiderhan - Coordinator	Barry Career Access Network	Address: 535 W. Woodlawn Ave, Hastings, MI 49058 Phone: 269-838-8411 Email: mschneiderhan@barryisd.org											X	
Ted Paton - Associate Superintendent	Ionia County ISD	Address: 250 E Tuttle Rd. Ionia, MI 48846 Phone: 616-527-6540 Email: tpaton@ioniaisd.org											X	
Patricia Walstra - Region 4 Adult Education Consultant	Kent ISD (Adult Ed.)	Address: 2930 Knapp NE Grand Rapids, MI 49525 Phone: 231-740-1893 Email:patriciawalstra@kentisd.org											X	
Kyle Fiebig - Principal/CTE Director	Muskegon Area ISD	Address: 200 Harvey St, Muskegon, MI 49442 Phone: 231-767-3605 Email: kfiebig@muskegonisd.org		X							x			
Shannon Tripp - Associate Superintendent for CTE and Career Center Principal	Montcalm Area ISD	Address: 1550 W. Sidney Rd., Sidney, MI 48885 Phone: 616-225-5706 Email: stripp@maid.com									X			
Cary Stamas - Director of Career Readiness and Director of Career & Tech Education CEPD 32	Kent ISD	Address: 7246 Cascade Woods SE, Grand Rapids, MI 49546 Phone: 616-365-2385 Email: carystamas@kentisd.org									x			
Michael O'Connor - Director of Adult Education	Zeeland Adult Education	Address: 96 W. 15th St., Holland, MI 49423 Phone: 616-915-1881 Email: moconnor@zps.org							X					
David Tebo - Superintendent	Hamilton Community Schools	Address:4815 136th Ave. Hamilton, MI 49419 Phone: 269-751-5148 Email: dtebo@hamiltonschools.us							X					



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**MEMORANDUM**

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

**FROM:** Amy Lebednick, Business Solutions Director

**DATE:** October 5, 2020

**RE:** Draft WMW 18-06c1: Work-Based Training Policy

**Background**

This new policy supersedes the previously approved WMW 18-06 Work-Based Training Policy.

The updated 18-06c1 Work-Based Training Policy applies to agreements with public or private employers who will train participants pursuant to Work Based Training Agreements including: On-the-Job Training (OJT), Customized Training, Incumbent Worker Training (IWT), and Registered Apprenticeships under the Workforce Innovation and Opportunity Act (WIOA) and On-the-Job Training (OJT) and Subsidized Employment under the Partnership. Accountability. Training. and Hope. (PATH) program. The policy includes a 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.

Updates to the policy include:

- General updates to provide clarity on the definition, outreach strategy, and eligibility criteria for work-based training.
- On-the-Job Training:
  - Employers must be located in our region
  - Employee full time status was decreased from 32 to 30 hours per week to align with the federal definition of full time employment
  - Part time (no less than 20 hours/week) USDOL Registered Apprentices are eligible
  - Increased allowable reimbursement for PATH Participants from 50% to 75%. WIOA OJT reimbursement remains at 50%.
  - Participants must be offered an hourly wage that is equal to, or higher than, 130% of the state's minimum wage
  - Participants must receive a W2
  - Addition of nepotism clause
  - Non-profit employers exhibiting proof of unemployment insurance exemption are eligible
  - OJT skills and tasks must be observable and measurable, and progress must be documented on the training plan

- Modifications due to extenuating circumstances are allowable, as well as partial reimbursement due to employee termination
- Incumbent Worker Training:
  - Incumbent workers must be residents of Michigan
  - Employers must be located in our region
  - Clarity on training requirements for funding eligibility including allowances for layoff aversion, list of ineligible trainings and reimbursable costs, required employer documents for reimbursement, and modification allowances.
  - Removal of specific training listed (occupation skills/skill upgrading and retraining).

### Action

WMW staff is requesting that the West Michigan Works! Workforce Development Board approve Draft WMW 18-06c1 Work-Based Training Policy.



**Title:** WMW 18-06c1 Draft Work-Based Training Policy

**Effective Date:** XX-XX-XXXX

**Approved by:** West Michigan Works! Workforce Development Board on xx/xx/xxxx

**Programs Affected:** WIOA Adult, Dislocated Worker, & Youth Programs and PATH Program

**Supersedes:** WMW 18-06 Work-Based Training Policy

**Reference:** Workforce Innovation and Opportunity Act (WIOA) Manual; Training & Employment Guidance (TEGL) 15-10; 20 CFR 680.700 et seq.; PATH Manual, Chapter 7: PATH Work Participation Requirements; 45 CFR 261.30 et seq.

**Background:** This policy applies to agreements with public or private employers who will train participants pursuant to Work-Based Training Agreements: On-the-Job Training (OJT), Customized Training, Incumbent Worker Training (IWT), and Registered Apprenticeships (RA) under the Workforce Innovation and Opportunity Act (WIOA) and On-the-Job Training (OJT) under the Partnership, Accountability, Training, and Hope (PATH) program. The policy includes a strategy to implement Work-Based Training Agreements administered by West Michigan Works! (WMW).

**Policy:** This policy outlines the various types of work-based training agreements that may be executed in the region and the strategy to implement them.

### Strategy to Implement Work-Based Training Services

Work-Based Training Services can be an effective training strategy to provide opportunities for participants and employers in both finding high quality work and in developing a high-quality workforce. Training is employer-driven and defined as Customized Training, On-the-Job Training (OJT), Incumbent Worker Training (IWT), and Registered Apprenticeships (RA).

The general goal is continued unsubsidized employment upon completion of training. Business Solutions will work directly with local employers to assess their training, recruiting and retention needs, and develop appropriate solutions as needed.

Work-based training may be appropriate to implement when:

- There is a reasonable expectation of continued employment with the employer following training completion.
- There is an opportunity for a participant to find or retain high-quality work and for the employer to develop a highly skilled workforce.
- The participant lacks the specific skills required for the job.

### Outreach Strategy

General outreach and awareness of activities leading to work-based programs is promoted through social media sites, local school boards, community colleges, community partners, industry talent councils, job fairs, on-site and community



WMW 18-06c1 Work-Based Training Policy workshops, WMW Career Coaches, employer participation, and strategic events organized to target a larger audience such as MiCareerQuest, a region wide career exploration event for youth ([www.micareerquest.org](http://www.micareerquest.org)).

Outreach to employers is conducted both directly and indirectly. Through the demand-driven system, Business Solutions works directly with employers, as well as industry talent councils, to identify talent needs in West Michigan's high demand industry sectors. This approach allows for streamlined recruiting and training in relevant fields for jobs that are currently in high demand, as well as best utilizing Business Solutions' time and resources. Development of industry talent councils has allowed cohesive dialogue by employers and key workforce stakeholders within the same industry to express needs and concerns openly and address solutions appropriately. Direct outreach is conducted through one-on-one fact-finding meetings with a Business Solutions Representative (BSR) and an employer. Presentations and surveys are conducted in partnership with local chambers, human resource associations, state and local economic developers, community partners, and educators to further WMW's outreach.

In WMW's demand-driven system, employer engagement results in:

- Employers identifying industry demand and vacancies
- Employers providing direct input into the design of educational program offerings that directly respond to industry identified demand, and curriculum that addresses occupational skill requirements (work-based learning)
- Alignment of State and local services and programs with the industry's need for workers and skills
- Michigan Training Connect (MiTC) includes programs representing high-demand occupations based on input from employers
- Michigan Industry Cluster Approach (MICA Strategy) is being utilized to increase employer-sponsored trainings, obtain accurate data on in-demand jobs and skill gaps, and establish a strategic training fund to sustain the demand-driven workforce system.

Outreach to train job seekers and program participants in high demand occupations is conducted through a variety of methods. WMW provides a list of the fastest-growing, most in-demand jobs in West Michigan to individuals desiring a new career. Additionally, career exploration workshops are offered to help job seekers assess and navigate their career options. Program participants may receive career coaching on employment and training options made available to eligible individuals with priority of service given to adults who are identified as low income, basic skill deficient, or a qualified veteran or spouse of a veteran.

### **Customized Training**

Customized training is designed to ensure that training meets the unique needs of the jobseekers and employers or groups of employers. Customized training is to be used to meet the special requirements of a n e employer or group of employers and is conducted with a commitment by the employer to employ all participants upon successful training completion. Employers must pay 50% of the training costs.

For employed workers to qualify for customized training, the employee must not be earning a self-sufficient wage as determined by the Workforce Development Board (WDB) policy WMW 15-04, WIOA Adult and DW Eligibility. Additionally, the training must incorporate new technologies, processes/procedures, skills upgrade, workplace literacy, or other appropriate outcomes.

### **On-the-Job Training (OJT)**

OJT is ideal for employers looking to reduce new hire training costs, expand their business, and/or hire and train staff with specialized skills. Additionally, OJT is a critical tool that can help job seekers enter into successful employment. OJT is primarily designed to first hire the participant and then provide the participant with the knowledge and skills necessary for the full performance of the job. Business Solutions shall target occupations for OJT that are listed on the annual Hot Jobs report with wages that are equal to, or greater than, the current labor market occupational wage for the applicable job title. On-the-Job Training means training is provided by an employer to a paid worker engaged in productive work for

a job that:

- Provides knowledge or skills essential to the full and adequate performance of the job.
- Provides reimbursement to the employer of up to 50% of the wage rate for WIOA participants and 75% wage rate for PATH participants. Reimbursement is for the extraordinary costs of providing the training and additional supervision related to the training.
- Is limited in duration as appropriate to the occupation for which the participant is being trained, taking into account the content of the training, the prior work experience of the participant, and the service strategy of the participant, as appropriate.

#### Employer Eligibility

All employers in public, private non-profit or private sector must be capable of providing the on-the-job training described in the OJT training plan. Prior to entering into an OJT agreement with an employer, the Business Solutions Representative shall conduct a fact-finding meeting to ensure that the employer can provide both training and long-term employment to an OJT participant employer and meets the following conditions:

- The business must be located in one of the following counties: Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, or Ottawa
  - If the business does not have a brick and mortar presence, the address associated with the FEIN number must be located in one of the counties listed above.
- Participants must be offered full time, permanent employment, receiving a W2. Full time employment is defined as a minimum of thirty (30) hours per week or an average of thirty (30) hours per week for each four (4) week period.
- Part time, permanent employment is allowable for:
  - USDOL Registered Apprenticeship (RA) programs in which the apprentice is employed at least 20 hours per week.
  - A participant with a documented disability, if their disability is related to the position, as defined by law, or if the reduced schedule is a bona fide accommodation to the disability.
- Participants must be offered an hourly wage that is equal to, or higher than, 130% of the state's minimum wage.
- Employers must offer wages, benefits, and working conditions that are at least equal to those provided to regular employees who have worked for a similar length of time and are doing the same type of work.
- The employer must comply with all applicable federal, state, and local laws and regulations providing safe and clean working conditions.
- The employer must certify that it has not relocated any part of its business from any location in the United States, in the last 120 days, in which relocation resulted in the unemployment of any of its employees at the former location.
- No participant shall be trained under an OJT training plan when the position is funded in whole or in part with other Federal or State funds. A participant may be trained under an OJT training plan when the position is funded in whole or in part with municipal funds only with the authorization from the Business Solutions Manager.
- The employer must agree to release all documentation as outlined in the OJT Agreement.
- The participant may not be trained for a position that was created by the displacement of employed workers in the same or similar position.
- Employers shall provide appropriate Workers Compensation protection, general liability, and unemployment insurance to OJT participants. Non-profit employers without an unemployment insurance number must provide official documentation confirming their exemption.
- After successful completion of the required training, the employer must agree to retain the participant, on the same terms as its other newly hired employees in similar positions.
- The position's compensation must not be dependent primarily upon commissions or tips.
- No OJT program may impair an existing contract for services or collective bargaining agreement. Any OJT contract for a position which is covered by a collective bargaining agreement must be authorized in writing by the labor organization involved.
- The employer must not be experiencing any abnormal labor conditions, such as a strike, lockout, or similar conditions.

### Participant Eligibility

Prior to approving an OJT, potential participants will be assessed by a career coach to ensure they are eligible for the program and suitable for the training. To qualify for OJT, the participant must meet eligibility requirements as outlined in the Workforce Development Board (WDB) policy WMW 15-04, WIOA Adult and DW Eligibility or be a participant in the PATH program administered by WMW.

A Business Solutions Representative, in conjunction with the employer, will assess an occupation's specific vocational preparation. Talent Solutions staff will assess the participant's academic and occupational skill level, prior work experience, and the Individual Employment Plan (IEP) or Individual Service Strategy (ISS). The results will be used to determine the appropriateness of and suitability for the OJT, along with determining the duration of the training.

Participants must meet the employment criteria as outlined under the Employer Eligibility section and be a resident of Michigan.

### Incumbent Worker Eligibility

Individuals currently employed may be eligible for an OJT when the Participant Eligibility criteria is met, and the following circumstances are true:

- The employee is not earning a self-sufficient wage and the OJT is for a self-sufficient wage, and
- The training relates to the introduction of new technologies, introduction to new production or service procedures, or upgrading to a new job that require additional skills or workplace literacy

### Nepotism

No participant may be hired into an OJT component if he or she is a member of the Employer's immediate family; or if a member of the participant's immediate family is engaged in an administrative capacity for WMW or the Sponsor; or if the participant would supervise, or would be supervised by, a member of the participant's immediate family. "Immediate member of the family" includes spouse, child, parent, brother, brother-in-law, step brother, sister, sister-in-law, step sister, son-in-law, daughter-in-law, mother-in-law, father-in-law, aunt, uncle, niece, nephew, grandparent, stepparent, stepchild, grandchild, or a member of the participant's household.

- A person "in an administrative capacity" includes those persons who have administrative responsibility for or influence on OJT employees in the place of employment, including all elected or appointed officials who have any responsibility for the obtaining or approval of WMW training programs or the Job Training Plan between WMW and the LEO, and other officials who have influence or control over the administration of WMW training programs, including persons who have selection, hiring, placement, or supervisory responsibilities for OJT employees.

### OJT Employer Agreement and Training Plan

An OJT contract includes an Employer Agreement and a Training Plan(s). The Employer Agreement sets the ground rules for OJT with an employer and functions as the non-financial agreement between the employer and WMW. Employer Agreements are valid for one year and cover all training plans approved with the employer. The Training Plan is an outline of the planned training activities to be accomplished during the training period and constitutes a financial obligation between the employer and the MWA. It authorizes the reimbursement of the agreed upon amount upon successful completion of the training plan period.

The training Plan includes the following elements:

- Training plans for each position are individually negotiated with the employer. Length of training time must be limited to the period required for the participant to become proficient in the occupation for which he or she is being trained, and will be determined based on the participant's current skills, previous work history, skills required for the position, level of job difficulty, participant's IEP or ISS.
- Each OJT Training Plan outlines the planned training activities to be accomplished and financial obligation between WMW and the employer. Skills and tasks listed must be observable and measurable. The participant's progress is documented on the training plan.

If an employer fails to exhibit a pattern of successfully completing OJTs and retaining participants, the employer may be prohibited from the OJT program for one (1) year. After one-year, the employer may again be evaluated for OJT program participation if a good faith effort has been made to correct previous problems. In determining employer eligibility for multiple contracts, the following circumstances should be considered:

- The employer has demonstrated satisfactory performance in previous OJT or other training programs.
- If the employer has failed to exhibit a pattern of providing participants with long-term employment and/or comparable labor market wages the employer may be prohibited from the OJT program for one (1) year. After one-year, the employer may again be evaluated for OJT program participation if a good faith effort has been made to correct previous problems.

#### Training Plan Modifications

Modifications must be approved by the Business Solutions Manager and a modification to the training plan will be issued by WMW and signed by WMW, the employer, the collective bargaining agent, and staffing agency, if applicable.

Extensions may be granted for either of the following circumstances and if the extension of the original training plan does not exceed the allowable length of training for the occupation as specified in the USDOL O\*NET Specific Vocational Preparation guidelines:

- the participant did not obtain necessary skills during the original training period.
- the participant did not complete the full number of training hours specified in the original training plan due to extenuating circumstances such as, but not limited to, medical leave or worksite closure of 12 weeks or less.

#### OJT Staffing Agency Agreements and Training Plans

A participant may be placed in an OJT position through personnel or staffing agency, provided that the criteria listed under OJT Employer Agreement and Training Plan section is met, and:

- The Business Solutions Representative conducts a fact-finding meeting with the host employer and reviews turnover patterns in such positions of the host employer and determines that there is a good chance of long-term continued employment at the worksite;
- The pay rate for the OJT participant meets State and local requirements, and benefits for the OJT employee would be equal to similarly employed persons;
- The host employer, the staffing agency, and eligible participant all must sign the OJT employer agreement and training plan; and
- The reimbursement check is payable to the employer that provides the training and is exclusive of any fees paid to the staffing agency.

#### Reimbursement

Employers shall be reimbursed for the costs associated with training the participant at the rate indicated in the training plan, which shall not exceed an amount equal to 50% of the straight-time hourly wages paid to the employee for hours actually worked. In addition:

- Reimbursement will not be made for costs associated with overtime pay, holiday, sick pay, or commissions (from start date until completion of training period).
- Partial reimbursement may be issued if a participant quits or is fired for just cause and all required trainee documentation and signatures are obtained
- Employers must provide clear documentation of the following:
  - number of hours worked each day by the participant
  - rate of pay for the time period
  - supporting documents must be signed by both the participant and the employer or only by the employer if accompanying documentation (timesheets/timecards) is signed by the participant.

#### Monitoring

## WMW 18-06c1 Work-Based Training Policy

- Business Solutions Representatives review OJT Agreements with employers, particularly with respect to wages, eligibility, training length, and training outline.
- All OJT worksites are monitored by a Business Solutions Representative with the employer prior to execution of the OJT Employer Agreement using the OJT Pre-Award Checklist. Worksites are monitored at least once per year. Monitoring visits include review of the worksite for health and safety issues and working conditions; review of and assistance with billing and record-keeping procedures; and review of the participant's progress utilizing the training outline. Any problem areas identified as needing corrective action will be written into the report and appropriate follow up to ensure the issue has been corrected will be conducted.
- WMW shall make record of OJT employers which do not comply with their contracts and require corrective action when necessary.
- Follow up evaluations with the employer to ensure that training is successfully being delivered will be completed by the Business Solutions Representative at the mid and end point of the training period.

**Incumbent Worker Training (IWT)**

In an effort to be more responsive to the needs of local employers, WMW utilizes WIOA funding to provide incumbent training solutions to employers of West Michigan Region 4b. IWT is designed to ensure that employees of a company can gain the skills necessary to retain employment or avert a layoff and must increase both the participant's and an employer's competitiveness. IWT is designed to meet the special requirements of an employer (including a group of employers in partnership with other entities) to retain a skilled workforce, or to avert the need to lay off employees by assisting the workers in obtaining the skills necessary to retain employment. This policy includes a description of local and/or regional layoff aversion strategies and services being utilized in our region. It addresses the requirement of using IWT as part of the demand-driven strategy.

Business Solutions Representatives from WMW will conduct fact finding sessions with employers to determine pre-eligibility of training grant request(s). Business Solutions encourages the use of this grant for employers needing to advance the skills level of their employees or avoid layoffs. Promotion of the grant is conducted through continuous outreach with WMW industry talent councils, existing and new employers, and via partnerships and networking opportunities in the region. Employers may receive up to \$25,000 reimbursement per program year with a matching 50% employer contribution (non-federal share) towards the cost of training for eligible IWT.

**Employer Eligibility**

- Located in one of the WMW counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, and Ottawa
- Has at least one full-time employee
- Is financially viable and current on all state tax obligations
- Commitment by the employer to retain or avert the layoffs of the workers being trained
- Priority will be given to employers in West Michigan's high demand industries where additional training will represent a significant upgrade in employee skills, and/or employers whose request for training represents a layoff avoidance strategy.

**Employee Eligibility**

Eligible workers employed by local companies are defined as workers who are:

- Residents of Michigan, and
- Meet the Fair Labor Standards Act requirements for an employer-employee relationship, and
- Currently on the payroll of the employer for six months or more
  - In the event that the IWT is being provided to a cohort of employees, not every employee in the cohort must have an established employment history for six or more months, as long as the majority of employees within the cohort do meet the requirements.

An Incumbent Worker does not necessarily have to meet eligibility requirements for career and training services for adults

WMW 18-06c1 Work-Based Training Policy and dislocated workers under the WIOA, however, a WIOA registration form and documentation verifying that the worker meets program eligibility criteria of identity, age, citizenship/right to work, and compliance with Selective Services registration requirements must be obtained.

### Training Eligibility

The following criteria must be examined to qualify for IWT funding:

- Characteristics of the participants in the program
- Relationship of the training to the competitiveness of the participant and the employer
- Training must increase both the participant and employer's competitiveness and productivity
- Training is limited to skill attainment activities that directly benefit the worker(s) receiving the training by making them more qualified in their field of employment and/or provide new skills for new product lines or processes that avert layoff.
- Completion of training must result in a certificate, certification, or credential issued to a participant by a third party in recognition of a participant's attainment of measurable technical or occupational skills. These technical or occupational skills are generally based on standards developed or endorsed by employers.
  - This requirement will be waived in instances where the training will avert a layoff or the training prepares an individual to be laid off, for entry into a new occupation within the targeted workforce. Training must include skill attainment activities.
- Training must not be a normal cost of doing business for the employer, examples include: Diversity and Sexual Harassment training, CPR/First Aide, New Hire Orientation, and Lock Out/Tag Out.

Ineligible trainings and costs include, but are not limited to, the following:

- Leadership/Management
- Equipment (such as iPads or other equipment/supplies/devices) that can be used outside of training
- Compensation or consultant fees not directly related to the provision of training
- Costs incurred prior to the application approval date
- Capital improvements
- Travel or food
- Membership fees/dues
- Conferences with breakout sessions
- Company web site design and development, web site hosting, and maintenance, software upgrade, advice on computer selection for purchase and upgrade
- Purchase of employee assessment systems, systems usage licenses, and/or subscriptions

### IWT Agreement, Application, and Training Plan

An agreement, application, and training plan are completed by the employer as a single point of reference to establish the company's training needs. It will document details of the training being requested, name of training provider(s), trainees, training period, and cost. The IWT agreement, application, and training plan are submitted to WMW and reviewed for approval at least once per month. Because incumbent worker participants are subject to selection for the federally mandated data validation, all required WIOA documentation is to be collected and verified prior to the start of training.

Employer(s) are required to contribute 50% non-federal share towards the cost of training, not to exceed \$25,000 per program year. Calculation of non-federal employer share of the training may be cash or approved in-kind.

Documents required prior to employer reimbursement include:

- A certificate, certification, or credential issued to a participant(s) by a third party in recognition of attainment of measurable technical or occupational skills necessary to obtain employment or advance within an occupation.
- A copy of the training provider invoice and proof that payment was received from the employer.

### Training Modifications



## WMW 18-06c1 Work-Based Training Policy

Modifications must be approved by the Business Solutions Manager and a modification to the application and training plan will be issued by WMW and signed by WMW, the employer, and the collective bargaining agent, if applicable.

### Layoff Aversion

Layoff aversion is a comprehensive approach that allows an assessment of the economic situation in a given area. Layoff aversion strategies and activities will be offered to employers to prevent, or minimize the duration of, unemployment resulting from layoffs. Strategies will be customized to allow for quick deployable tactics that are informed by economic data and inclusive of multiple partners. When appropriate, WMW will assist the employer with the IWT program or other work up-skilling approaches.

WMW Business Solutions will maintain a strong and diverse network with local economic developers, education providers, business associations, and other State and local government organizations in order to continue to effectively service employers. This Rapid Response network will be committed to ongoing strategic planning and data gathering that will play a key role in the management of economic transition. The widest array of services possible will be provided based on the needs of the workers and employers. These services include:

- Access to real-time information on layoffs and growth, as well as information on available skilled workers for growing companies.
- Early warning networks and systems to understand economic transition trends within industries, communities, or at specific employers, and plan strategies for intervention when necessary and appropriate.
- Informational and Direct Reemployment Services offered for affected workers.
- Provision of information and access to unemployment compensation benefits and programs, comprehensive one-stop services, and employment and training activities (including information on the Trade Adjustment Assistance Program, Pell Grants, the GI Bill and other resources).
- Solutions for Businesses in Transition; Growth and Decline.
- Adjustment Retraining Notification (WARN) Act notice.

### Targeting and Aligning Layoff IWT within a Demand-Driven Strategy:

Providing IWT is one of the most common strategies employed by practitioners to assist companies in regaining economic health. Small to mid-sized companies or businesses unable to provide resources toward training required as a result of technology or workforce changes(s) may become vulnerable or “at-risk.” Demand-driven strategies can provide the linkages with and resources to assist with job retention and lay off aversion efforts. Partners include community based organizations, economic developers, rapid response staff, financial institutions, chambers of commerce, educational institutions, trade organization, councils, or associations. The objective of the demand driven system is to adapt the workforce to help ensure the supply of workers with skills and competencies that better align with industry, and thus increase employment and retention.

### USDOL Registered Apprenticeships

USDOL Registered Apprenticeship is a national training system that combines paid learning on-the-job and related technical and theoretical instruction in a skilled occupation. USDOL Registered Apprenticeships offer job seekers immediate employment opportunities that usually pay higher wages and offer continued career growth. Certifications earned through Registered Apprenticeship programs are recognized nationwide as portable industry credentials. The primary apprenticeship certification is a certificate of completion, awarded at the end of the apprenticeship. Many programs also offer interim credentials and training certificates based on a competency model that leads to a certificate of completion.

WMW is dedicated to increasing the skilled labor market in West Michigan through development of Registered Apprenticeships. Building apprenticeships in which the WIOA agency/workforce intermediary is the backbone organization positioned in the region is critical to collaborative work among area employers/competitors. WMW acts as the “sponsor” for employer demand apprenticeship program development by allowing for more employer participation across the region.

- As the program Sponsor, WMW is the liaison between employers and the Department of Labor, making program

## WMW 18-06c1 Work-Based Training Policy

development and administration seamless for employers.

- WMW facilitates collaboration with employers, local community colleges, and training providers to develop the best supporting curriculum with flexibility to meet individual employer needs.
- WMW's connections with high school apprenticeship feeder programs and other community resources assist in development of a talent pipeline.
- WMW can provide recruitment and assessment of candidates so they are apprenticeship ready.
- Our industry apprenticeship consortiums provide a forum to collaborate and share best practices with other employers in each industry.
- Employers have access to funding to help support their apprenticeship program.

WMW Business Solutions staff and the Apprenticeship Coordinator have created a robust engagement between USDOL Registered Apprenticeship and the public workforce system to include the incorporation of USDOL Registered Apprenticeship into strategic planning, service design, and service delivery. The development of apprenticeship programs with WMW as the program sponsor has led to an accelerated advancement and growth of the industry sector councils.

Eligible participants may use Individual Training Accounts (ITAs) to pay tuition for USDOL Registered Apprenticeships. OJT contracts may be written with USDOL Registered Apprenticeships or participating employers in USDOL Registered Apprenticeship programs for the OJT portion of the program, consistent with the requirements under the 20 Code of Federal Regulations (CFR) 680.710 and 680.740(b).

There is no federal prohibition on using both Individual Training Account (ITA) and OJT funds when placing participants into a USDOL registered apprenticeship program. 20 CFR 680.330 provides further information on using ITAs to support participants in registered apprenticeships.





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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)  
**FROM:** Tawanna Wright, Staff Attorney  
**DATE:** October 5, 2020  
**RE:** Revision of WMW Rules of Conduct (WMW 15-02c4)

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**Background**

Changes are proposed to the West Michigan Works! Service Center and Program Rules of Conduct to include notice to customers that they may be subject to monitoring to ensure that usage on computers or other equipment is related to seeking employment, hiring employees, or related to a WMW program or a program offered by a Michigan Works! service partner.

**Requested Action**

The WMW Executive Committee supported the recommended changes at its September meeting, and WMW Staff is now requesting WDB's approval of the proposed changes.



**Title:** West Michigan Works! 15-02c4 Service Center and Program Rules of Conduct

**Effective Date:** XXX, 2020

**Approved By:** West Michigan Works! Workforce Development Board on XXX, 2020

**Program Affected:** All West Michigan Works! Programs

**Scope:** West Michigan Works! (WMW) makes its service centers available to members of the public and provides employment and training services for the purpose of assisting job seekers to find employment, acquire employment-seeking skills and seek training, and enabling employers to fill openings and retain employees in their workforce. Persons who utilize the Service Centers, or who receive WMW program services from WMW staff members at a location other than a Service Center, in any way, including, but not limited to, visiting the center or communicating with staff in person or by telephone, electronic media, or postal service must abide by the following rules of conduct.

**Supersedes:** WMW 15-02, 15-02c1, 15-02c2, and 15-02c3

**Reference:** N/A

**Policy:**

**A. Communication**

WMW requires that customers communicate with each other and members of the staff in a polite and courteous manner. Prohibited behavior includes, but is not limited to:

- Shouting, yelling and loud talk that disturbs members of the staff or other customers;
- Use of vulgar, profane, obscene or sexually explicit language;
- Use of racial, ethnic or sexual epithets;
- Making threats of harm against members of the staff, other customers, the customer himself or herself, or threats of harm to personal property;
- Making sexual propositions or suggestions directed toward members of the staff or other customers;

## WMW 15-02c4 Service Center Rules of Conduct

- Making sexually explicit or racially or ethnically demeaning remarks or jokes.

**B. Conduct**

WMW requires that customers visiting its Service Centers or receiving services from a WMW staff member at a location other than a Service Center conduct themselves in a respectful and professional manner.

Prohibited behavior includes, but is not limited to:

Service Centers and other locations:

- Assaultive or threatening actions or behavior toward members of the staff, the customer himself or herself, or other customers;
- Intentional destruction of or damage to property or equipment;
- Unwelcome non-consensual touching of members of the staff or other customers;
- Display of sexually explicit or racially or ethnically insulting written material or images;
- Making obscene gestures;
- Possession of firearms, explosives, knives or other weapons;
- Being under the influence of illegal substances, marijuana or alcohol;
- Theft or attempted theft of any item from the Service Center, a member of the staff, or another customer;

Service Centers:

- The use of computers, printers or other equipment for any purpose other than a purpose that is related to seeking employment or hiring employees, related to a Michigan Works! program, or related to a program offered by a Michigan Works! service partner." By using such computers or other equipment, the customer acknowledges that he or she is subject to monitoring to ensure that usage is related to employment, ~~or~~ a WMW program, or a program offered by a Michigan Works! service partner. By using such computers or equipment, the customer acknowledges that he or she has no reasonable expectation of privacy with respect to any material or images that he or she accesses, views, copies, or downloads on computers or other equipment owned by WMW.
- Possession of marijuana, alcoholic beverages or illegal substances in the service center;
- Unauthorized solicitation for any purpose by a non-employee of WMW, including the selling of commercial products or services;
- Bringing any animal into a Service Center, except a service animal, as defined by the West Michigan Works! Service Animal Policy. An animal that accompanies an individual solely to provide emotional support and comfort to the individual is not a service animal.

## WMW 15-02c4 Service Center Rules of Conduct

Customers who visit a Service Center must be wearing at least a shirt, blouse or similar garment on their upper body and slacks, shorts or skirt; a dress or similar garment; and boots, shoes or sandals. Customers wearing less clothing will be required to leave the Service Center.

The smoking of any substance, including e-cigarettes, cigarettes or marijuana, is prohibited in the Service Centers.

**C. Violation of Service Center and Program Rules**

A customer who engages in prohibited communication or conduct will be asked by a member of the staff to cease. If the customer refuses to do so, the staff member will report the prohibited behavior to management. If the prohibited behavior occurs while the customer is visiting the center, the customer will be told to leave the building if the prohibited behavior does not cease. If the Staff member is providing services at a location other than a Service Center, the Staff member will discontinue the contact with the client and notify the manager in charge of the WMW program and the appropriate person at the site where the Staff member is assigned of the violation(s). Depending upon the severity of the prohibited communication or conduct, the customer may be told by a member of the staff to leave a Service Center immediately without first being asked to stop the behavior. The staff may enlist the assistance of a law enforcement agency to remove a customer who refuses to leave a Service Center or to provide protection from a client who poses a threat of physical harm at any other location where a Staff member is assigned. WMW may bar a customer who has violated the above rules from entering the Service Center(s) and/or contacting staff members for a period of time to be determined by WMW.

A customer who has been removed from or barred from contacting staff and/or entering a Service Center operated by WMW may appeal that action by sending a written appeal to the WMW Complaint Officer within 5 business days after receipt of the notice barring him or her from a service center, or from contacting staff member(s). The written appeal must explain why the customer feels that WMW should not have taken the action. The appeal will be decided at a meeting of the WMW Complaint Officer, the WMW Talent Solutions Manager or the WMW manager in charge of the program, if the involved Staff member was assigned to a location other than a Service Center, the WMW staff member who requested that the action be taken, and the customer, following the proper

WMW 15-02c4 Service Center Rules of Conduct

steps as indicated in the *Procedure for Enforcement of West Michigan Works! Service Center and Program Rules of Conduct*.

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**MEMORANDUM**

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

**FROM:** Brittany Lenertz, Talent Solutions Director

**DATE:** October 5, 2020

**RE:** Draft PI 20-XX: Use of Federal Funds for Job Seeker and Business Services in the Marijuana Industry Policy

**Background**

The State of Michigan legalized the recreational use, cultivation, and distribution of marijuana on December 6, 2018. However, marijuana remains classified under federal law as a controlled substance according to Schedule I of the Controlled Substance Act. Federally funded programs are bound by federal law; therefore WMW! cannot support activities related to the recreational use of marijuana, such as training, recruitment, or retention activities.

**Action**

WMW staff is requesting that the WDB approve Draft PI 20-XX to reflect these changes.

## PI 20-XX Usage of Federal Funds for Job Seeker and Business Services in the Marijuana Industry DRAFT



- Title:** Usage of Federal Funds for Job Seeker and Business Services in the Marijuana Industry
- Effective Date:** October 12, 2020
- Approved by:** West Michigan Works! Workforce Development Board on Area Community Services Employment and Training (ACSET) Governing Board on [REDACTED]
- Programs Affected:** All West Michigan Works! federally funded programs. This includes but is not limited to Workforce Innovation and Opportunity Act, Partnership. Accountability. Training. Hope., Trade Adjustment Assistance, Food Assistance Employment & Training, and Wagner-Peyser.
- Supersedes:** None
- Reference:** United States Drug Enforcement Administration Title 21 United States Code (USC) Controlled Substances Act; Michigan Department of Labor and Economic Opportunity Policy Issuance (PI) 20-22
- Background:** The State of Michigan legalized the recreational use, cultivation, and distribution of marijuana on December 6, 2018. Marijuana is defined as a mind-altering (psychoactive) drug, produced by the cannabis sativa plant. Marijuana refers to any form or product containing THC. Forms include, but are not limited to dried marijuana, topicals, concentrates (including hash, THC/marijuana oils, wax, and shatter), and edibles (referring to any form of marijuana that is mixed with food or drinks). Marijuana remains classified under federal law as a controlled substance according to Schedule I of the Controlled Substance Act. Federally funded programs are bound by federal law.
- Policy:** The purpose of this policy is to clarify the use of federal workforce development funds in relation to marijuana containing tetrahydrocannabinol (THC).
- Federal funds cannot be used to support violations of federal law. Michigan's legislative changes with respect to marijuana do not alter federal law, existing suitability criteria, or Executive Branch policies regarding marijuana. An individual's disregard of federal law pertaining

## PI 20-XX Usage of Federal Funds for Job Seeker and Business Services in the Marijuana Industry DRAFT

to marijuana remains adjudicative and subject to disciplinary action. Therefore, federally funded programs offered by West Michigan Works! (WMW) may not support job seeker and/or business services in the marijuana industry containing THC. This policy does not preclude the use of federal funds for the testing of individuals to determine the use of marijuana for the purpose of employment eligibility if this testing is an allowable use of those funds.

Federally funded programs are bound by federal law. This means, with respect to marijuana containing THC, WMW will not use its federal funds to:

1. support a customer in entering or retaining employment that is related to the growing, selling, producing, handling, or distribution of marijuana in any form. This includes, but is not limited to, On-the Job Training, Work Experience, Apprenticeships, or Subsidized Employment activities.
2. support education in fields of study specific to the marijuana industry.
3. support self-employment or small business goals, or ventures associated with marijuana industry. This includes any business that has related activity that involves marijuana as a component of the business, including self-employment plans that result in the establishment of a dispensary or other marijuana-based industry employment.
4. support businesses that include marijuana production, processing, transportation, sales, or other marijuana-related activities as a component of their business. This includes, but is not limited to, employee recruitment or retention activities.
5. purchase marijuana in any form on behalf of a customer, nor assist a customer in the acquisition or consumption of marijuana in any form.

There are no exceptions to this prohibition.

Federal funds may be used to support job seekers and/or business services in connection with hemp production and products. Hemp is a term used to classify varieties of Cannabis that contain 0.3% or less THC content. Hemp holds the capabilities to produce resources such as textiles, food, rope, clothing, shoes, paper, and more.





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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)  
**FROM:** Brittany Lenertz, Talent Solutions Director  
**DATE:** October 5, 2020  
**RE:** Draft WMW 20-01c1 Foster Support Incentive Stipend Policy

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**Background**

The Foster SYEP awards limited funding each year to provide work readiness and work experience to eligible foster youth 14 and older. Eligibility is determined by the Department of Health and Human Services (DHHS) and also provides the funding for this program. Due to COVID-19, the state has allowed this program to include virtual career exploration program, as opposed to strictly onsite work experience, requiring changes to this policy. These changes include:

- The provision of incentives for Virtual Work Readiness activities
- A stipend procedure to allow for a virtual program, rather than strictly an hourly wage as required by an onsite work experience

**Action**

WMW staff is requesting that the WDB approve Draft WMW 20-01c1 to reflect these changes.



<b>Title:</b>	WMW 20-01, <b>chg. 1</b> <b>Foster Summer Youth Employment Program (SYEP) Support Service, Incentive and Stipend Policy</b>
<b>Effective Date:</b>	<b>June 8, 2020</b>
<b>Approved by:</b>	West Michigan Works! Workforce Development Board on <b>June 8, 2020</b>
<b>Programs Affected:</b>	Chafee-eligible Foster Summer Youth Employment Program; Department of Health and Human Service.
<b>Supersedes:</b>	None
<b>References:</b>	Department of Health and Human Services (DHHS), Children’s Foster Care Manual, Youth in Transition Program; Workforce Innovation and Opportunity Act of 2014.
<b>Background:</b>	Support services under the SYEP program are allowed for youth participants enrolled into the Foster SYEP to assist with their ability to participate in the program and includes provisions to address participant and program delivery needs during COVID-19. Incentives under the SYEP program are also allowed within the DHHS support service allocation for recognition and achievement directly tied to activities, work experiences <b>and/or program completion and must align with the goals of the program. August 5, 2020 State of Michigan LEO and DHHS agreed to allow virtual programming and stipends in lieu of onsite work experiences due to COVID-19 concerns.</b>
<b>Support Policy:</b>	DHHS determines eligibility for the Foster SYEP; therefore, a DHS-348 form must be present to allow support service and incentive provision. Allowable support services include those supports needed to attend orientations and/or workshops and successfully prepare for and participate in work experience activities. DHHS funded support services must comply with the allowances of the federal funding source.  <b>Supportive Service Procurement</b> <ul style="list-style-type: none"> <li>▪ Purchase and procurement of all supportive services must follow ACSET’s Procurement Policy.</li> <li>▪ Support services may be provided to Foster SYEP referred and enrolled youth, based on need.</li> </ul>

## WMW 20-01, Chg. 1 Foster SYEP Support Service, Incentive and Stipend Policy

- The youth must be in compliance with program requirements (attendance, maintaining contact, etc.).
- Support services will align with the types and limits identified below.
- All support services provided will be entered into the support service screen and case noted in OSMIS. Supportive documentation will be maintained in the youth's file.
- Support service funding is limited and is not an entitlement. There must be a documented need for the support service provision.

Support Type	Support Definition	Limits
<b>Public Transportation</b>	Includes bus passes, taxi or other public transportation options, such as Uber, Lyft, etc.	\$25/week
<b>Auto-Related Expenses</b>	Includes mileage assistance to the youth (no greater than 0.30 cents/mile)	\$50/week
<b>Other - Volunteer Driver Costs</b>	Includes mileage paid to another driver to transport the youth at no greater than 0.30 cents/mile.	\$50/week
<b>Other - Clothing</b>	Includes necessary clothing or uniforms for the youth to participate at the worksite. May include appropriate clothing, personal safety items, work gloves, shoes, protective clothing, uniforms, etc.	\$75/enrollment
<b>Other – Work-related Items</b>	One-time work-related expenses. Items needed to participate at the worksite, when required by the worksite.	\$50/enrollment
<b>Equipment and Access</b>	Devices such as laptops, tablets or chrome books may be necessary for individuals to participate in online job readiness workshops, events, or trainings. Internet access such as prepaid data cards or Hotspots may also be provided to allow accessibility. Individuals may be provided such equipment and access when assigned to virtual activities or trainings and have a demonstrated need.	\$500/enrollment

**Incentive Policy:**

Incentives must comply with the requirements in Office of Management and Budget (OMB) 2 CFR part 200. Federal funds cannot be spent on entertainment costs. Therefore, incentives may not include entertainment, such as movie or sporting event tickets or gift cards to movie theaters or other venues whose sole purpose is entertainment.

- Incentive dollars may be earned by Foster SYEP enrolled youth upon completion of specific outcomes and/or goal attainment (see chart below).
- Enrolled youth must be in compliance with program requirements (maintaining required contact, attendance, etc.).
- Incentives will be presented in the form of prepaid gift cards that cannot be redeemed for cash.
- All incentive awards will be documented via the signed incentive receipt.
- All incentives will be case noted in OSMIS case notes.
- Supportive documentation, as indicated, will be maintained in the jobseeker file.

## WMW 20-01, Chg. 1 Foster SYEP Support Service, Incentive and Stipend Policy

Goal	Support Documentation	Amount
<b>Successful Completion of a Work Experience Activity or Virtual Work Readiness Program</b>	Fulfilling either the work experience requirement based on scheduled weeks through the end of the work assignment or maintaining attendance throughout a defined virtual program schedule. Documentation via OSMIS activity screen Work Experience/Work Readiness activities start, estimated and actual end date, and supported by payroll records of wages or stipend payment records.	\$150
<b>Attendance and Completion of a two-week Work Readiness session – ONLY FOR THOSE IN ONSITE WORK EXPERIENCE</b>	Consistent attendance, based on attendance logs, at work readiness pre-employment workshops/sessions and completion for those who elect to be placed at an onsite work experience rather than a virtual program option.	\$25
<b>Completion of project-based assignments that relate to work readiness or youth program elements, such as leadership, financial literacy, entrepreneurship, LMI, etc.</b>	Documentation of assignment completion. Assignments must correlate to work readiness or youth program elements necessary for program success and outcomes.	\$25

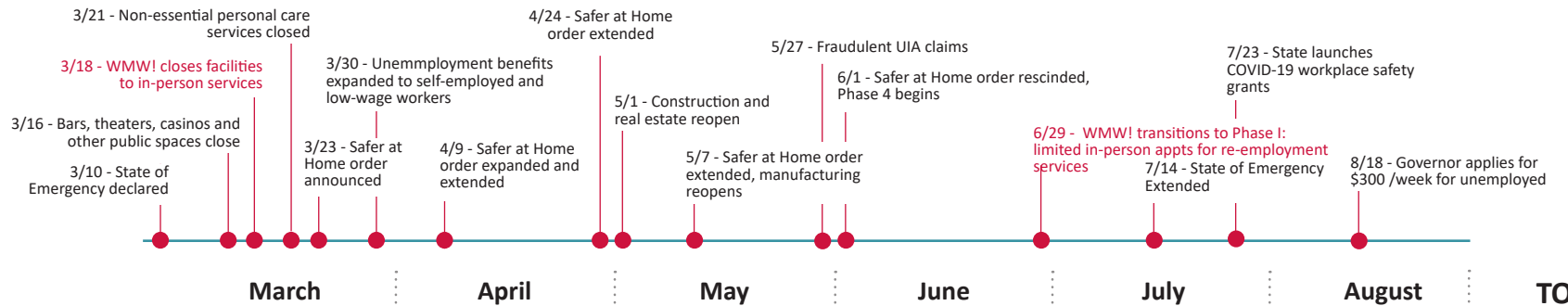
**Stipend Procedure:**

A stipend is a fixed payment made to a participant during their enrollment to encourage the youth to participate in certain activities (seat/participation time payments). The stipend is intended to encourage and motivate the youth to reach goals leading to successful completion and positive outcomes for the program. The stipend can be provided for activities such as classroom instruction, participation in other events or activities such as Talent Tours or project-based learning assignments and may be attended virtually or onsite.

- Stipends are earned weekly, based on attendance in education or training services, including job readiness and career exploration instruction or activities.
- Youth in attendance are paid a daily rate of \$40 for a potential weekly total of \$160.
- Payments will be issued to the youth in the form of a check.
- Youth will complete a W-9 and issued a 1099 if they meet or exceed the allowable tax threshold of \$600 (incentives are not included in the \$600 total).
- Youth are not paid for days they are absent.
- If a youth is tardy, leaves early or engages in prohibited online conduct, the stipend payment may be reduced accordingly, with approval of the Career Coach.
- All stipend payments will be documented based on attendance records and case noted in OSMIS.

# 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.



	March	April	May	June	July	August	TOTAL
<b>CUSTOMERS SERVED</b>							
Employers served	938	387	235	410	556	317	2,843
Employer service-related activities logged	1,786	1,579	1,124	1,428	1,493	1,068	8,478
Service center calls taken (employers and job seekers)	*	19,311	11,138	20,952	9,703	5,949	67,053
Online chats answered (employers and job seekers)	**	237	249	528	260	36	482
Orientations (PATH, WIOA, Youth combined)	543	72	77	125	57	257	1,547
In-person appointments				45	234	369	648
<b>TRAINING</b>							
On-the-Job and Classroom	195	160	154	142	123	131	
Incumbent Worker	85	66	83	78	70	68	
Apprenticeship	21	20	21	21	21	112	
Work Experience	43	35	30	29	26	18	
<b>MONTHLY TOTAL</b> (some individuals may be active across multiple months)	<b>344</b>	<b>281</b>	<b>288,</b>	<b>270</b>	<b>240</b>	<b>309</b>	
<b>RECRUITMENT/HIRING</b>							
Employers receiving recruitment assistance	279	415	304	294	171	383	1,976
Positions posted in Weekly Hot Jobs email blast	1,085	1,067	1,100	1,095	2,546	2,481	9,374
Virtual hiring events:							
Participating employers	***	39	47	56	82	17	241
Participating job seekers	***	54	88	58	98	15	313
Timeslots filled	***	92	156	90	85	40	463
Anticipated jobs filled	***	18	25	13	38	12	106
<b>COVID-19 RELATED SERVICES</b>							
Unique employers receiving layoff assistance/support services	144	96	36	24	12	4	312
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	7,008
UI issues resolved	****	67	1,009	2,024	1,319	763	4,419
<b>WEBSITE TRAFFIC (Percentage change from same time last year)</b>							
westmiworks.org	196%	160%	114%	172%	80%	-26%	
jobs.westmiworks.org	172%	259%	200%	220%	238%	188%	
employers.westmiworks.org	106%	125%	135%	158%	136%	118%	

\* Began tracking calls April 1.

\*\* Installed chat service on WMW! website mid-April.

\*\*\* First virtual hiring event was held April 21, 23.

\*\*\*\* Unemployment Insurance project began April 27.



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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)  
**FROM:** West Michigan Works! Staff  
**DATE:** October 5, 2020  
**RE:** Solutions Driven Update

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West Michigan Works! continues to provide virtual services to both employers and job seekers wherever possible. On a limited basis and where in-person services are required, WMW service centers are open by appointment for employment-related services; we continue to see low usage of our in-person services.

**Kent County Youth Services**

Over the last two years, WMW has restructured Youth services and created a strategy and department around Opportunity Youth in coordination with the WDB, our One-Stop Operator, and staff and community partners. This restructuring has resulted in WMW providing Out-of-School Youth services directly in all counties but Kent County, given the size of the community and the number of Opportunity Youth. This summer we received permission from the State to extend providers’ contracts by one year beyond the expiration date to provide us with more time to determine the best service delivery strategy in Kent County.

Beginning this fall, WMW will begin offering Out-of-School Youth Services directly, alongside our two contractors (Kent ISD and Steepletown Neighborhood Services). This time will provide us with an opportunity to determine if exclusively offering Youth services directly is feasible and appropriate, or if it would be more appropriate to continue to procure contractors and continue to offer services directly, given the size and the scope of the community. The services that are provided directly by us will be part of the regional strategy we’ve adopted in our other six counties and continue to grow the Jobs for Michigan’s Graduates programs we are developing region-wide.

**Unemployment Insurance (UI) Assistance**

WMW staff continue to assist with UI assistance, but as the system has caught up with payments and issues, we are spending considerably less time on these services. Rather than helping with the statewide issues, our staff are only assisting individuals who call into our offices. Since April, we have significantly assisted over 8,000 individuals and helped thousands more with minor problems.

## Grant/Funding Opportunities

As a result of the stresses put on the workforce due to COVID-19, several grant and funding opportunities have been made available to our system. Some of these opportunities are listed below, and we expect to learn of similar opportunities as the pandemic continues.

### 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 (classroom and work-based learning), technology upgrades to support virtual services, and short-term subsidized employment for disaster relief efforts, which can include positions like temperature screening, contact tracing, or positions in the construction industry.

### Jobs for the Future (JFF) Future of Work Challenge

WMW was invited to apply for a JFF challenge, working toward rapidly reskilling 25,000 displaced workers over a two-year period nationwide. We partnered with Michigan Works! Southwest and Michigan Works! Berrien, Cass, VanBuren to submit an application for the southwest region of Michigan. If selected, we will pilot 1-4 technology solutions designed to rapidly upskill displaced workers across the region. While a small amount of money is available for this pilot, the challenge provides nationwide exposure, as well as expert coaching opportunities.

### Unemployment Insurance Funding for Claims Assistance

Recognizing the assistance the State received from the Michigan Works! system during the Unemployment Insurance crisis due to COVID-19, the State has awarded \$6 million statewide to assist MWA partners that offered claims processing assistance during the peak months of the Coronavirus pandemic. WMW received \$750,000 toward administrative expenses and staff wages.

### Going PRO Apprenticeships

WMW was awarded \$59,500 to support the expansion of registered apprenticeships. Priority will be given to employers starting a new apprenticeship program or signing onto the West Michigan Works! standards for the first time. \$1,500 available for a newly registered apprentice with an additional \$500 incentive for registering apprentices from the following demographics; persons of color, youth 16-24 years old, veterans. The grant Period is July 1, 2019 – March 31, 2022.

### Going PRO Talent Fund

Governor Whitmer's approved 2021 state budget includes \$28.7 million for the Going PRO Talent Fund (GPTF) program. In preparation for the upcoming fiscal year, the



business solutions team will begin meeting with employers to review their training needs for 2021. An informational “how to prepare” your training needs video will be released this week and a virtual, live Information and Q & A session will be held later this month, after the state releases their final guidance for the new fiscal year. Employer application workshops will be offered throughout November, in anticipation of the application submission period.

## Industry Talent Council Initiatives

### West Michigan Tech Talent

**Hour of Code** is an initiative aimed at teaching 3rd – 5th graders across West Michigan about skills and careers in technology during National Computer Science Week in early December. The goal of the program is to introduce as many students as possible to the tech industry and ultimately see broader participation across gender, ethnic and socioeconomic groups. Last year, 100 classrooms and more than 3,000 students had the opportunity to experience this event. West Michigan Tech Talent has a goal to reach even more students using a virtual platform this year. Local tech professionals will be recruited to act as volunteer mentors and teach basic coding skills in elementary classes. They have started identifying classrooms and are building some steam behind this event to ensure a lasting impact on our students.

**West Michigan Tech Talent in the News:** A list of great, at-home resources that kids can use to get started in computer science was curated by the West Michigan Tech Talent “Grow (K-12”) Committee. The free curriculum was featured in the Hillsdale Daily News. Read the news article, [here](#).

### Construction Workforce Development

October is **Careers in Construction Month**. To help spread awareness of available career opportunities locally, an online landing page containing labor market information, videos, asset maps, and community information will be released to the public the second week of October. In addition, using resources from the [Build Your Future](#) website, companies will be encouraged to sign a pledge committing to promote career awareness in construction by sharing links to resources and hot jobs through West Michigan Works! and participating in virtual events. An industry specific job fair for construction will also be held the last week in October.

### Discover Manufacturing

**Manufacturing Week** for Regions 4a and 4b has traditionally been held in the month of October to align with the national Manufacturing Day initiative. However, this year it has been delayed to allow schools ample time to adjust to their new learning environment upon return from summer break. November 9-13, 2020



Manufacturing Week will be held in West Michigan. Below is a summary of what is planned for this year:

- Ten (10) live, “virtual block party” events will take place at 9:00 am and 1:00 pm, every day that week. Each block party will feature four (4) manufacturing companies.
- All webinars will be recorded and uploaded to a newly created Discover Manufacturing YouTube Channel and can easily be accessed for future use by students, parents, and educators.
- Each manufacturing company will have 10 minutes to present. A 10-minute Q&A will follow companies’ presentations.
- Manufacturers will create a two-minute video overview of their company including who they are and what they produce. Scripts and guidelines for videos will be created by the West Michigan Works! marketing and DM teams for manufactures to use as a blueprint. Videos will be created and produced by Grand Valley State University film school alumni and students and funded by the Virtual Discover Manufacturing Week 2020 grant. Each company video will be viewed as part of their companies 10-minute timeframe.
- Each live webinar can host up to 3000 students
- Manufacturing Week is supported by a grant from the MEDC and is planned in collaboration with Economic Developers, Intermediate Schools Districts, and Workforce Development.

### **Retention Solutions Network (RSN)**

In September, the Retention Solutions Network convened its first member meeting for RSN Lakeshore (participating employers in Allegan, Ottawa and Muskegon). Member meetings provide an opportunity for employers to connect, collaborate and share best practices and resources. Lakeshore members will meet on a bi-monthly schedule. RSN Central (participating employers in Barry, Kent, Ionia and Montcalm) will hold member meetings once additional employers join the network. Starting in October, both networks will receive bi-monthly newsletters to keep them connected and informed in between meetings.

West Michigan Works! continues to recruit additional employers to join the network, with emphasis on employer recruitment in Kent, Montcalm and Ionia county. The RSN is working in coordination with Business Solutions to host a virtual information session for employers interested in RSN membership. The information session will be held on October 29<sup>th</sup> and will feature member testimonial from DeWys Manufacturing.

## MEMO

*To: West Michigan Works! Workforce Development Board*  
*From: Janie McNabb, One-Stop Operator*  
*Date: October 12, 2020*

*Re: Committee Structure, Strategic Partnerships Framework*

### Background

Due to the recently updated Strategic Plan, the structure of Workforce Development Board committees was modified to align with the new goals and strategies. The recommended changes were approved by the board at its June 2020 meeting. Updates to the process for ensuring a comprehensive approach in forming new committees were discussed at the September Executive Committee meeting.

### Update

In order to implement changes to the committee structure, West Michigan Works! staff assessed the status of existing committees and determined the need for changes. It was clear that the new Solutions-Driven Committee – which combines and replaces the previous Talent Solutions and Business Solutions committees – needed the most development. In addition, the new 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; in order to ensure that the focus on partnerships is not lost, it was determined that a structural framework was necessary. The work done to develop both the Solutions-Driven Committee and the Strategic Partnerships theme are explained in further detail below.

### Solutions-Driven Committee

Attached to this memo is an updated version of the *Strategic Plan Measurement and Committee Recommendations*. The updates are concentrated in the Solutions-Driven Committee section spanning pages three and four. Changes include a new Charge statement, additional indicators for the committee to review, and potential discussion topics for the group's focus during Program Year 2020 (PY20).

At the September Executive Committee meeting, these updates were reviewed and discussed. Since then, WMW administrative staff have developed a composition matrix to ensure that membership of this committee is representative of local industry as well as geography.

**Next Steps:** 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 first committee meeting is targeted for early to mid-November.

## Strategic Partnerships

During the strategic planning process, it became clear that “Strategic Partnerships” was absolutely crucial for the organization’s success. It was so important that it must be integrated at every level – frontline staff, program management, and board leadership. Therefore, it no longer made sense to separate it into a single board committee; there must be a common focus across all committees.

However, a distributed model such as this requires a formal structure, at least until the topic becomes institutionalized. Therefore, the following framework is recommended. It will provide the structure needed to ensure that strategic partnerships are assessed, analyzed, and prioritized across the organization.

- Each committee shall add *Strategic Partnerships* as a regular discussion item on its agenda. This discussion shall be moderated by the committee chair (or a designee) to ascertain the status of partnerships within the committee’s focus. Prompting questions to guide the discussion may include:
  - How are partnerships contributing to the success of initiatives and activities within the committee’s scope?
  - Are there gaps in the committee’s activities that could be addressed through strategic partnerships?
  - Are any partners missing from the work and/or this discussion?
- During the Executive Committee meeting, each committee chair will include a Strategic Partnerships update during their report.
- The Executive Committee will identify connections among committees regarding partnership activity as well as any gaps. In doing so, the Executive Committee may wish to elevate the discussion to the full board.
- Once per year, the Executive Committee will evaluate the state of partnerships in the workforce development ecosystem. This will include the following:
  - Report from staff regarding relationships between the organization and outside partners using the Partnerships Self-Assessment System<sup>1</sup>;

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<sup>1</sup> This system consists of a listing of partners by category, along with a rating of how important the partnership is to the mission of the organization as well as an assessment of the strength of the partnership. The system is maintained by Talent and Business solutions staff and updated once per year.

- Analysis of partnership issues reported by committee chairs during the course of the year;
- Other pertinent issues relating to the Enhanced Relationships goal of the Strategic Plan.

**Next Steps:** Determine needs for implementing the above framework. Ensure that all committee chairs are prepared to present this new agenda item to their committee members and to lead the discussion.



## Strategic Plan Measurement and Committee Structure Recommendations

<b>Summary</b>				
<b>Committee</b>	<b>Strategic Priority</b>	<b>Purpose</b>	<b>Indicators</b>	<b>Staff</b>
<b>Executive Leadership and Strategic Engagement</b>	Enhanced Relationships; Diversity & Inclusion	Provide leadership and set direction for WDB; prioritize strategic partnerships and assess WMW's role <i>Meets on off months</i>	Partnerships Self-Assessment (once/year)  Provide organizational dashboard to full board	CEO, COO
<b>CEAC</b>	Enhanced Relationships; Targeted Pipeline Development	Education and Training <i>Meets 3x per year</i>	Career Awareness Events Apprenticeships	COO
<b>Legislative</b>	Enhanced Relationships; Resource Development	Educating legislators <i>Meets 3x per year</i>	Contacts with legislators	CEO
<b>Solutions-Driven</b> (formerly Talent Solutions and Business Solutions)	Enhanced Relationships; Targeted Pipeline Development; Diversity & Inclusion	Overcome barriers to talent, business, and retention solutions <i>Meets 3x per year</i>	Credentials attained WorkReady Certificates Employers served Career Pathways Barriers Resolved	Directors of Talent, Business, Retention Solutions
<b>Ad Hoc Workgroups</b>	Any	Events, Awards, Strategic Plan ("think tank") <i>Meet 1x per year</i>	N/A	As needed

## Executive Leadership and Strategic Engagement

- **Membership:** WDB chair, committee chairs
- **Meeting Frequency:** Six times per year (opposite months of Workforce Development Board)
- **Staffed by:** Chief Executive Officer, Chief Operating Officer
- **Charge:** *The Executive Leadership and Strategic Engagement Committee will provide leadership on behalf of the Workforce Development Board, advising staff and setting strategic direction. The committee will serve as an aggregator of all other committees' focus areas, and ensure that strategic partnerships are reviewed, analyzed, and prioritized.* The committee's role is **Leadership**.
- **Strategic Plan Alignment:** While all other committees stem from the Strategic Plan, this committee convenes all committee chairs to ensure alignment and connections. Because the *Enhanced Relationships* Strategic Priority is a common thread through all committees, the Executive Leadership and Strategic Engagement committee will be the "aggregator" of that focus. Committee chairs will report not only on the activities of their committees, but also on the partnerships that are forming, any that are lacking, and the impact of those relationships. This will allow leadership to continuously assess the organization's role in the workforce development ecosystem, and to maintain a high-level emphasis on relationships throughout the year.
- **Indicators:** The committee will review the Partnerships Self-Assessment maintained by staff once per year. This assessment assigns values to both the importance and the strength of relationships with various entities across the region, and is categorized by sectors in the workforce development ecosystem.
- **PY20 Focus:** Incorporate the review of strategic partnerships / enhanced relationships into the standing agenda, providing a framework to committee chairs for gathering input from their committee members and reporting out.

## Career & Education Advisory Council

- **Membership:** Mandated
- **Meeting Frequency:** Three times per year
- **Staffed by:** Business Solutions Manager
- **Charge:** *The CEAC will assist the Workforce Development Board (WDB) in facilitating and building a collaborative partnership between employers, labor, workforce development advocates, local school districts, postsecondary institutions, and training centers. The group's purpose is to identify and collectively develop and implement training strategies that effectively address Michigan employers' talent needs.* The CEAC's role is **Advisory**.
- **Strategic Plan Alignment:** The CEAC convenes educational entities within the region and facilitates their connection to employers so that training is designed to meet local business need. This aligns with two Strategic Priorities: *Enhanced Relationships* and *Targeted Pipeline Development*.

- **Strategies:** Engage opportunity youth with experiences that build occupational awareness and prepare them for career pathways within the local economy.
- **Indicators:** The CEAC is assigned metrics by the WDB, which focus on career awareness events and apprenticeships.
  - *Apprenticeships:* # of WMW-sponsored registered apprenticeships; # apprentices and employers by industry sector
  - *Career Awareness Events:* # of students engaged in career awareness events, such as MiCareerQuest, Manufacturing Week, Talent Tours
- **PY20 Focus:** Ensure ongoing conversation among educators regarding impact of COVID19, and any new training strategies.

## Legislative

- **Membership:** Regional influencers
- **Meeting Frequency:** Three times per year
- **Staffed by:** Chief Executive Officer
- **Charge:** *The Legislative Committee will educate legislators representing the 7-county region on workforce development programs and their impact on the local economy. The group will advocate for resources and good will with state and federal legislators. The committee's role is* **Connections and Advocacy.**
- **Strategic Plan Alignment:** The Legislative Committee relies on relationships with legislators to strengthen their understanding of our system and to ensure their continued support. This aligns with two Strategic Priorities: *Enhanced Relationships* and *Resource Development*.
  - **Strategies:** Advocate for systems and resources that lessen barriers to success for employers and underserved communities in West Michigan; Enhance the positive reputation of West Michigan Works! through brand association with workforce resources and opportunities.
- **Indicators:** Because the work of the committee is about relationships, the primary indicators are about contacts and connections.
  - # of meetings with legislators
  - Outcome of advocacy
- **PY20 Focus:** Impact of COVID19 on the workforce system and our new needs for support and resources

## Solutions-Driven

- **Membership:** Employer members of the WDB; other employers including industry council representatives
- **Meeting Frequency:** Three times per year
- **Staffed by:** Talent Solutions Director, Business Solutions Director, Retention Solutions Director

- **Charge:** *The Solutions-Driven committee will focus on addressing barriers to implementation of talent, business, and retention solutions. The committee will serve as a sounding board for director-level staff, offering consultation and constructive feedback while brainstorming potential strategies and new approaches. Together, the committee and staff will seek ways to operationalize solutions to regional issues in alignment with the board's vision.* The committee's role is **Consultative**.
- **Strategic Plan Alignment:** This committee addresses several items in the Strategic Plan, tying together the services provided to job seekers and those provided to employers. This aligns with the following Strategic Priorities: *Enhanced Relationships, Diversity & Inclusion, and Targeted Pipeline Development.*
  - **Strategies:** Connect with overlooked talent pools through partnership networks and strategic outreach efforts; Expand employability skills training services to new, targeted audiences across the region; Establish and expand services that provide solutions for retention of employees at West Michigan employers; Maintain career pathways mapping for the region's key industries and serve as the primary resource for pathways information across the region.
- **Indicators:** This committee will review indicators that represent the work of each division: talent, business, and retention solutions. As the committee's work evolves, indicators that represent connections among the three divisions may be developed.
  - Credentials attained by industry
  - WorkReady Certificates
  - Employers served
  - Career Pathways
  - Barriers resolved
- **PY20 Focus:** Create structure and refine purpose. *Potential primary discussion topics include: Impact of COVID-19 on talent needs and how WMW can help; new strategies for outreach to underserved talent, new employers, and potential BRN companies; new partners and/or partnership initiatives that could improve services; career pathways.*

## Ad Hoc Workgroups

Called by Workforce Development Board Chair

- **Events:** Support staff in developing and/or organizing major events. Called and meets as needed.
- **Awards:** Support staff in identifying, nominating, and/or selecting winners of awards, such as Employer of the Year, Partner of the Year, Essential Service Awards, etc. Called and meets as needed.
- **Strategic Planning:** Serve as a "think tank" to review the existing Strategic Plan, determining progress made toward goals, new environmental factors, etc. Recommend updates to the plan if needed. Called and meets once per year.



## "Virtual" Legislator Visits (To Date)

<b>Legislator</b>	<b>Date</b>	<b>County</b>
Representative David LaGrand	NA	Kent
Senator Winnie Brinks	9/10/2020	Kent
Representative Rachel Hood	9/10/2020	Kent
Representative Terry Sabo	6/22/2020	Muskegon
Representative Greg Van Woerkom	9/11/2020	Muskegon
Senator Jon Bumstead	9/8/2020	Muskegon
Representative Bradley Slagh	9/8/2020	Ottawa
Senator Roger Victory	9/8/2020	Ottawa
Representative Luke Meerman	9/8/2020	Ottawa
Representative Jim Lilly	NA	Ottawa
Representative Lynn Afendoulis	9/17/2020	Kent
Senator Peter MacGregor	9/17/2020	Kent
Representative Julie Calley	8/28/2020	Barry/Ionia
Representative Mark Huizenga	6/16/2020	Kent
Representative Thomas Albert	NA	Kent/Ionia
Representative Mary Whiteford	9/30/2020	Allegan
Senator Rick Outman	8/25/2020	Montcalm
Poppy Sias-Hernandez	10/5/2020	Regional

**2020**

**S T A T E**

**LEGISLATIVE  
PRIORITIES**

**MICHIGAN  
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## GOING PRO TALENT FUND

The Going PRO Talent Fund has proven to be one of the most effective resources available to address Michigan's talent crisis.

Each year, funding for the Talent Fund must be included in the state budget and approved by the legislature and the Governor. This program has a direct impact on the professional trades workforce gap of over 545,000 job openings we will be facing by 2026.

### **ACTION:** Secure funding for FY 2020

Funding for the Going PRO Talent Fund was line-item vetoed from the FY 2020 budget by Governor Whitmer. The state estimates that 22,000 Michigan workers will be denied critical training and potential salary gains if the Talent Fund monies are not restored. It is imperative that the value of this program is illustrated to the Governor, lawmakers, the public, and the media. Michigan Works! is coordinating with partner organizations whose members will also be adversely impacted by the loss of this grant funding.

### **ACTION:** Rebranding, Alignment and Accountability

The Going PRO Talent Fund is a key component to the strategy of improving access to training and skills development. In order to ensure "buy-in" from both the current administration and lawmakers and differentiate the program from the Going PRO advertising campaign, Michigan Works! recommends rebranding Going PRO Talent Fund. To align with the Governor's goal of "60 by 30," the Going PRO Talent Fund should measure attainment of all in-demand, industry-recognized credentials, whether that is through a two- or four-year degree, skills certification, or apprenticeship program.

### **ACTION:** Increase funding for FY 2021

Since the inception of the Talent Fund in 2014, nearly \$100 million has been awarded to more than 3,000 businesses across the state, resulting in the retention of 77,542 jobs. The Talent Fund is an enormously successful program that should receive increased funding if possible. Last year alone, businesses applied for approximately \$50 million in eligible training, eclipsing the \$29.1 million available in FY 2019. The lack of available funds resulted in a loss of potential training, hiring, and increased earning opportunities. The value of increasing funding for the program must be illustrated throughout 2020 to the Governor, lawmakers, the public, and the media to ensure funding is included in the FY 2021 budget.

## FUTURES FOR FRONTLINERS

This program will provide tuition-free postsecondary education opportunities for COVID-19 crisis essential workers who don't have a college degree. This includes workers in areas such as: nursing homes, hospitals, grocery stores, child care PPE manufacturing, public safety, trash haulers, and supply delivery.

### **ACTION:** Secure funding for implementation

Once the hurdle of creating the Futures for Frontliners program in state statute is cleared, the legislature must allocate funding in the state budget to support the program. The Michigan Works! network, with its deep connections in the community and braided resources, will be critical to the success of the Futures for Frontliners program. The Michigan Works! system is a multi-faceted workforce ecosystem that is perfectly poised to deliver the results necessary to take workers across the state from the frontline to a self-sustaining career path.

## MI RECONNECT PROGRAM

One of Governor Whitmer's workforce priorities is to create the MI Reconnect Program.

The MI Reconnect Program is designed for adults aged 25 and over who are seeking employment in an in-demand career field, have little to no college, and are pursuing a certificate or degree.

The program will provide last-dollar tuition assistance to enroll at a community college. Efforts are underway to create the MI Reconnect Program in state statute in 2020.

### **ACTION:**

#### **Establish the Michigan Works! network as the single point of contact**

Meet with legislators and the Governor to present the case for the Michigan Works! network serving as the single point of contact/entry for the MI Reconnect Program. Michigan Works! staff are trained to identify multiple other resources that may be braided to assist MI Reconnect participants with funding their credentialed training.

### **ACTION:**

#### **Expansion beyond community colleges**

Advocate to legislators and the Governor that MI Reconnect needs to be expanded to cover more than just community college tuition. It should also include apprenticeship programs, industry-based certifications, and similar credentials.

### **ACTION:**

#### **Secure funding for implementation**

Once the hurdle of creating the MI Reconnect program in state statute is cleared, the legislature must allocate funding in the state budget to support the program. Given the role the Michigan Works! network wants to play in the implementation of MI Reconnect, it is critical to work closely with employers to advocate to legislators the important role the program plays in closing the skills gap to ensure funding is secured for the program.

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## PARTNERSHIP. ACCOUNTABILITY. TRAINING. HOPE. (PATH) PROGRAM

Many families seeking cash assistance through the Michigan Family Independence Program (FIP) face significant barriers in securing and retaining employment. From child care to transportation and literacy, caseworkers cite a long list of barriers that can keep families from achieving self-sufficiency. The primary goals of the PATH program are twofold. First, the PATH program identifies barriers and helps participants connect to the resources they need to obtain employment. Second, the program helps Michigan reach the federally-mandated fifty-percent (50%) work participation rate. The Department of Health and Human Services (DHHS) and the Department of Labor and Economic Opportunity - Workforce Development (LEO-WD) work together to provide PATH services through Michigan Works!

### **ACTION:**

#### **Continuation of funding for the PATH Program**

Meet with legislators and the Governor to advocate for continued funding for the PATH program. Michigan Works! is able to use the PATH program to connect with workers who are very much at risk of dropping out of the workforce over the long term, lifting them into jobs that are right for them, and helping strengthen our state's pipeline of talent.

The program is returning individuals to productive employment, which then helps them begin contributing to our state's economy, boosting employment, income, and GDP.

Through PATH, tens of thousands of individuals have ended their dependence on public assistance and become skilled, productive contributors to Michigan's economy. Fewer families are receiving cash assistance each year and Michigan's poverty rate has dropped every year since the Great Recession.

# ABOUT MICHIGAN WORKS! ASSOCIATION

As the professional organization representing the Michigan Works! network, the Michigan Works! Association is committed to advocating for workforce development issues throughout its system, the employers they serve and the job seekers who walk through their doors each day.

Each year the Association does a thorough review, through its Legislative Committee, of current and upcoming state issues that impact workforce development and establish the Association's state policy priorities and positions.

We advocate on the state level by setting up one-on-one meetings between Michigan Works! leaders and lawmakers from their districts to discuss workforce development issues.

We also host an annual Legislative Day that gives Michigan Works! leadership the opportunity to hear from legislators on current topics as well as the opportunity to talk with them about issues happening in their communities.

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**2020**

**FEDERAL**

**LEGISLATIVE  
PRIORITIES**

**MICHIGAN  
WORKS!  
ASSOCIATION**

## THE POWER OF ADVOCACY:

Advocacy is an important mechanism to influence Congress. Being an advocate can have far-reaching positive impacts by providing policymakers with the information they need to make decisions and influence legislation. By meeting with members of Congress, writing letters and sending emails, you can educate elected officials about the importance of workforce issues and encourage them to incorporate workforce considerations into decisions across all policy areas.

### JUMPSTART OUR BUSINESSES BY SUPPORTING STUDENTS (JOBS) ACT OF 2019 (HR 3497/S 839)

The JOBS Act would close the skills gap by expanding Pell Grant eligibility to cover high-quality and rigorous short-term job training programs so workers can afford the skills training and credentials that are in high-demand in today's job market.

#### **ACTION:**

**Broaden the definition of higher education to include quality career and technical programs and ensure federal policy supports this change.**

The JOBS Act amends the Higher Education Act to expand Pell Grant eligibility to students enrolled in high-quality job training programs that are at least eight weeks in length and lead to industry-recognized credentials and certificates. Under the bill, eligible programs would offer training that meets the needs of the local or regional workforce.

In Michigan, employers are desperate for talent, and, in most cases, cannot wait for workers to complete two- to four-year programs. The economy has been strong for many years and we need to be investing in workforce now to prepare for a potential recession/pullback.

Passage of the JOBS Act would also provide assistance toward meeting Governor Whitmer's statewide goal of 60% of Michigan adults earning a postsecondary education credential by 2030.

### BUILDING U.S. INFRASTRUCTURE BY LEVERAGING DEMANDS FOR SKILLS (BUILDS) ACT (HR 2831/S 1517)

This bill requires the U.S. Department of Labor to award implementation or renewal grants, for up to three years and on a competitive basis, to eligible industry or sector partnerships to achieve certain strategic objectives with respect to targeted infrastructure industries (i.e. transportation, construction, energy, information technology, or utilities industries).

#### **ACTION:**

**Ensure that any infrastructure bill includes new dollars for training partnerships, consistent with the bipartisan BUILDS Act.**

President Trump and Congressional Democrats have proposed significant new investments in our nation's roads, bridges, and other infrastructure. These efforts could create millions of new jobs in the coming years, but nearly half would require some education and training beyond high school. We will need to ramp up our support for apprenticeships and other skills strategies to keep up with demand.

Apprenticeship is a valuable tool for workforce boards and employers. More non-traditional industries are looking to use the apprenticeship model and federal policy should help encourage more industries to explore them.

## WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) FUNDING

WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Over nearly two decades, instead of continuing to invest in our workforce, federal investments have been cut.

### ACTION:

**Increase funding for WIOA workforce and adult education grants to at least authorized levels and restore career and technical education (CTE) state grant funding to at least \$1.3 billion.**

We need to continue to urge Congress to increase funding for WIOA. Despite messages of strong bipartisan support for skills policy, over the past 16 years, Congress has slashed funding for state job training grants by 40%, CTE grants by 30% and adult education grants by 20%.

After nearly two decades of disinvestment, workers and businesses need significant new investment in skills and retention supports today to support the workforce of tomorrow. This disinvestment has left businesses struggling to find skilled workers and left workers without pathways to better-paying jobs.

## TEMPORARY ASSISTANCE FOR NEEDY FAMILIES (TANF) REAUTHORIZATION

TANF funding and policy is currently year-to-year. There will be a serious effort to reauthorize TANF in 2020, which will be difficult in an election year.

### ACTION:

**Modernize TANF to support training opportunities.**

More than 80% of today's jobs require postsecondary education and training, but less than 10% of adult TANF recipients have education beyond high school. Congress should update TANF to expand access to high-quality training and education that leads to in-demand credentials.

### ACTION:

**Replace the TANF work participation rate with WIOA performance metrics for employment outcomes.**

We suggest expanding the list of allowable activities to include High School Equivalency programs, apprenticeship and CTE. We need to establish greater alignment between WIOA and TANF, given that more TANF individuals are being served at one-stop career centers.

## COLLEGE TRANSPARENCY ACT (HR 1766/S 800)

The College Transparency Act establishes a privacy-protected system to collect and report student outcome data so that college applicants can better understand their return on investment. It strengthens educational access for minorities, women and veterans, bolsters the American workforce; decreases the skills gap, and helps educational institutions take concrete steps to improve student success.

### ACTION:

**Strengthen educational access for minorities, women, and veterans**

The College Transparency Act will develop and maintain a secure, privacy-protected postsecondary student-level data system that will provide information on the general pricing for universities and degree programs as well as give families access to a portal or database where they can learn about average salaries and statistics for all Americans, including minorities and veterans.

The Act will also push more regular disclosures to student borrowers during the lifetime of their loan, including while they are still in college, improving students' financial literacy and helping borrowers understand their financial commitments they are making.



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As the professional organization representing the Michigan Works! network, the Michigan Works! Association is committed to advocating for workforce development issues throughout its system, the employers they serve and the job seekers who walk through their doors each day.

The Association's federal legislative advocacy is member-centric. At the start of each year the Association does a thorough review of current and upcoming federal issues that impact workforce development and establish the Association's federal policy priorities and positions. This advocacy is both proactive (messaging on Michigan Works! priorities) and reactive (responsive to anticipated federal policy discussions).

Lawmakers have a direct impact on the work the Michigan Works! System does every day, so it is critical that existing relationships are strengthened, and new ones are forged. On the federal level we do this by scheduling visits for our members to meet with federal lawmakers in Washington D.C. about national workforce development issues that have an impact on the residents of our state.

The Association and its members also work closely with members of the Governor's cabinet, across a variety of state departments, as well as the U.S. Department of Labor, on policy initiatives that impact workforce development.

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