



Governing Board Meeting
Grand Rapids NW Service Center
215 Straight Ave. N.W. Grand Rapids, MI 49504
The public may attend in-person or by remote participation via Teams.
[Join the meeting now](#) Meeting ID: 243 158 919 486 Passcode: CQYtk
Monday, October 28, 2024• 8:30 a.m. – 10:00 a.m.
AGENDA

1. Call to Order and Welcome
2. Public Comment – Agenda Items
3. Approval of the August 26, 2024 Minutes **Action Required**
4. 2024 Compensation & Benefits Study **Information Item**
Jason Ramer, HR & Compensation Consultant (Cooper People Group)
5. Report on Administrative Activities
Laura Krist, Human Resource Director
 - a. ACSET Personnel Actions Report **Information Item**
 - b. ACSET Operations Staffing **Information Item**
 - c. Update to Compensation Schedule and Reclassify Positions **Action Required**
6. Report on Financial Activities: Notes to August 2024 Board Financials **Information Item**
Jacob Maas, Chief Executive Officer
7. 2025 Governing Board Meetings Schedule: *Janette Monroe, Executive Assistant* **Action Required**
8. Workforce Development Board (WDB) Activities: *Janette Monroe*
 - a. WDB Term of Office Applications: **Action Required**
November 1, 2023 – October 31, 2025 *(75% affirmative vote of members present)*
 - b. WDB Term of Office Applications: **Action Required**
November 1, 2024 – October 31, 2026 *(75% affirmative vote of members present)*
9. WDB Bylaws *(75% affirmative vote of members appointed and serving)* **Action Required**
Tawanna Wright, Staff Attorney
10. Workforce Innovation and Opportunity Act (WIOA) Four-Year Regional and Local Plans for Program Years 2024 through 2027 **Action Required**
Angie Barksdale, Chief Operating Officer
11. WDB Service Summary Dashboard and Solutions Driven Updates **Information Item**
Angie Barksdale
12. Other Business – Bev Drake Essential Service Awards: *Jacob Maas* **Information Item**
13. Public Comment
14. Adjournment

Next Scheduled Governing Board Meeting: December 9, 2024 at 11:30 a.m. located at:
Frederik Meijer Gardens & Sculpture Park, 1000 East Beltline NE, Grand Rapids, MI 49525
(joint board meeting with the Workforce Development Board)



**Governing Board Meeting
Grand Rapids NW Service Center**

215 Straight Ave. N.W. Grand Rapids, MI 49504

The public may attend in-person or by remote participation via Teams.

[Join the meeting now](#) Meeting ID: 287 443 888 257 Passcode: dVCjdq

Monday, August 26, 2024- 8:30 a.m. – 10:00 a.m.

MINUTES

Governing Board Members Present: Commissioners Hatfield (Chair), Tiejema (Vice-Chair), De Young, Storey, T. Baker, R. Baker, Cyr, Paige, Moss, Ysasi

Governing Board Members Absent: Commissioners Kallman, LaGrand, Kleinjans, Perdue

Staff Present (physically or virtually): Jacob Maas, Angie Barksdale, Kirsti Jones, Janette Monroe, Laura Krist, Tawanna Wright, Jeff Dornbos (virtual), Tasha Evans (virtual), Amy Lebednick (virtual), Chad Patton (virtual), Malinda Powers (virtual)

Guests Present:

1. Call to Order by Commissioner Hatfield at 8:30 a.m.
2. Public Comment- None.
3. Approval of the June 24, 2024 Minutes **Action Required**
Motion – Com. Tiejema
Second – Com. De Young
Item Approved by Vote – All 10 members present voted affirmatively. Motion carried.
4. Report on Financial Activities
Kirsti Jones, Chief Financial Officer
 - a. ACSET Financial Report- Notes to June 2024 Board Financials **Action Required**
 Kirsti Jones, Chief Financial, Officer reviewed ACSET’s statement of revenue and expenditures for the twelve months ending June 30, 2024. A brief discussion took place and Kirsti answered board members’ questions.

 The board voted to approve the June 2024 Financials; therefore, the item has been changed from “Information Item to “Action Required”.

Motion – Com. Paige
Second – Com. Ysasi
Item Approved by Vote – All 10 members present voted affirmatively. Motion carried.
 - b. Proposed FYE 2024 Budget Modification (*75% affirmative vote of members present*) **Action Required**
 Kirsti Jones, presented the Second proposed Budget modification for the fiscal year ending June 30, 2024 for consideration. Kirsti reported that this budget modification increases grant income and program income, therefore, expenditures will need to be changed. Staff answered board members’ questions.

Motion – Com. Tiejema
Second – Com. Storey
Item Approved by Vote – A roll call vote was not taken. All 10 members present voted affirmatively. Motion carried.

5. Report on Administrative Activities

Laura Krist, Human Resource Director

- a. ACSET Personnel Actions Report **Information Item**
 Laura Krist, Human Resource Director, reported that there have been seven (7) appointments, seven (7) separations, and three (3) promotions/transfers.
- b. ACSET Operations Staffing **Information Item**
 Laura Krist reported that ACSET currently has 214 out of 241 positions filled and 1 temporary position.
- c. Update to Staffing Chart **Action Required**
 Laura Krist reported that after reviewing the current staffing chart and assessing the needs of various programs and departments within ACSET, staff have determined a couple of necessary staffing changes. Laura reported that as more federal and state dollars are becoming competitive in nature vs. allocations, staff need to increase efficiency in responding to these funding requests. Adding the position of Grant Development Manager will allow the agency to specifically assign a staff member to these efforts who is focused on all aspects of identifying and managing funding growth opportunities. In addition, Laura reported that a job title change is necessary. Laura reported that ACSET is requesting to change the job title "Training Consultant" to "Project Coordinator" so that the job description more accurately reflects the work performed in this position. Staff answered board members' questions.

Motion – Com. T. Baker

Second – Com. Moss

Item Approved by Vote – All 10 members present voted affirmatively. Motion carried.

6. Bylaws of the West Michigan Works! Workforce Development Board (WDB) **Information Item**
 Jacob Maas, Chief Executive Officer, reviewed that this summer the Department of Labor (DOL), Employment and Training Administration (ETA) Regional Office conducted a Workforce Innovation and Opportunity Act (WIOA) Key Provisions Monitoring Review of the State of Michigan, Department of Labor and Economic Opportunity (LEO). In doing so, DOL issued a finding that the West Michigan Works! (WMW) Workforce Development Board (WDB) Bylaws were missing required content about the proxy and alternative designee process. Jacob reported that WMW responded to this original finding from late 2018-2019 and amended the bylaws in 2021 by including the language, "Each member shall be entitled to one vote. No proxies or substitutes shall be permitted." It is DOL's position that this language is not compliant. Jacob explained that staff will prepare the necessary bylaws revisions and present them to the WDB for approval in October. Once approved, staff will bring the WDB bylaws amendments to the ACSET Governing Board in late October. Jacob reminded the GB that WDB Bylaws amendments require a 75% affirmative vote of members appointed and serving, which means a minimum of 11 out of 14 of the total GB membership must be present at the meeting and vote "Yes."
7. West Michigan Works! (WMW) Workforce Development Board (WDB) Service Summary Dashboard and Solutions Driven Updates **Information Item**

WDB Service Summary Dashboard

Angie Barksdale, Chief Operating Officer, reviewed the Service Summary for October 1, 2023 through June 30, 2024. Angie reported that: (1) "Service Center Traffic" continues to grow on an upward trend for the year, with projections showing that WMW is likely to serve almost 8,000 more job seekers than last year; (2) "Employers Served" has consistently increased with more returning employers than new employers being served each month (staff are persistently seeking opportunities of engagement with new employers); and (3) "Jobs Filled by Industry" has remained steady, but Angie noted that there has been a

slight increase in the number of jobs filled in the construction and manufacturing industries due to employers preparing for construction projects in the next few months.

Solutions Driven Updates

As a reminder, the summaries of each initiative highlighted in the solutions driven updates will also include a notation identifying its alignment with strategic plan goals. These “alignment indicators” are ***Diversity and Inclusion, Enhanced Relationships, and Pipeline Development***.

- i. Strengthening Community Colleges Grant 4 (SCC4):
Angie Barksdale reviewed that this grant program was awarded to Grand Rapids Community College (GRCC) and is designed to enhance the capacity of community colleges to meet the skill development needs of employers and equitably support students in securing good jobs in high-demand industries. Angie reviewed that this program is centered on sector-based career pathways. WMW will collaborate with GRCC with the goal of developing targeted programs and curriculum, serving 622 participants between May 1, 2024 and April 30, 2028. ***Enhanced Relationships, Pipeline Development***
- ii. Early Childhood Education (ECE) Registered Apprenticeships:
Angie Barksdale reported that WMW has fully expended a one-year, \$120,000 grant from the Early Childhood Investment Corporation (ECIC) Childcare Investment Fund. Angie reviewed that the grant supported efforts to convene leaders to develop solutions that will help finance, provide educational support, and increase compensation for jobseekers who want to become early childhood educators. Angie reported that an additional round of funding through ECIC is anticipated in September 2024 to support the expansion of registered apprenticeships in early childcare and help offset the training costs for classroom learning. Additional information is provided in the board packet. Angie answered board members’ questions regarding the career pathways for this training. ***Enhanced Relationships, Pipeline Development***
- iii. Health Resources & Services Administration (HRSA):
Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- iv. Michigan Career Opportunity Academies for Community Health (MiCOACH):
Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- v. The Michigan Citizen Reentry Initiative (MiCRI):
Angie Barksdale reported that this is a cooperative grant with the U.S. Department of Labor (USDOL) and the Department of Justice (DOJ) with a state award of \$7.6 million to launch the new initiative designed to reduce recidivism among justice-involved citizens and increase their participation in employment and training opportunities. Angie reported that these individuals were incarcerated in federal correctional institutions and residential reentry centers (RRCs). ACSET will provide post release services for participants in RRC and Home Confinement (HC). Additional information is provided in the board packet. ***Enhanced Relationships, Diversity and Inclusion***
- vi. Michigan Skilled Immigration Integration Program (MISIIP): Angie Barksdale answered board members’ questions on Global Detroit. Additional information is provided in the board packet. ***Diversity and Inclusion, Pipeline Development***
- vii. Grand Rapids Community College (GRCC) One Workforce Grant: Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- viii. Michigan Learning and Education Advancement Program: Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***

- ix. Barrier Removal and Employment Success (BRES) Expansion:
Additional information is provided in the board packet. ***Pipeline Development, Diversity and Inclusion***
- x. Michigan’s Inclusive Training, Technology and Equity Network (MITTEN): Angie Barksdale reported that the Michigan High Speed Internet Office (MIHI) has initiated a \$13 million grant program aimed at enhancing digital inclusion and capacity-building initiatives for regional organizations and collaboratives across the state. WMW in partnership with the Essential Needs Task Force (ENTF), Grand Valley State University Public Media (WGVU), Grand Rapids Community College (GRCC), and Casual Simulation, has collectively submitted a response to the RFP to become the resource hub for Region 4b, which excludes the City of Grand Rapids. If awarded the grant, we play a crucial role in supporting the implementation of the Michigan Digital Equity Plan within the proposed project areas and for the identified covered populations. Additional information is provided in the board packet. ***Enhanced Relationships, Diversity and Inclusion***
- xi. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH):
Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- xii. State Apprenticeship Expansion (SAE) – West Michigan Works!:
Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- xiii. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC):
Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- xiv. MDARD Specialty Crop Grant:
Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- xv. Going PRO Talent Fund (GPTF):
Fiscal Year 2023: Additional information provided in the board packet.
Fiscal Year 2024: Additional information provided in the board packet.

The Michigan Department of Labor and Economic Opportunity (LEO) awarded \$42,112,597 to more than 800 employers statewide for GPTF for the first cycle of fiscal year 2024. Below are the WMW employer awards:

- Cycle 1: Additional information is provided in the board packet.
- Cycle 2: 95 employers received a total of \$5.2M. Training may occur July 1, 2024 – June 30, 2025.
- Employer Led Collaborative (formerly Industry Led Collaborative): The budget for ELC training has been expended and applications are no longer being accepted.

A full list of grant recipients statewide is available online at Michigan.gov/TalentFund. ***Enhanced Relationships, Pipeline Development***

- xvi. Sector Strategies Employer Led Collaborative Grant:
Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***

- xvii. Michigan Statewide Targeted Apprenticeship Inclusive and Readiness System (MiSTAIRS): Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

Industry Talent Councils (ITCs)

Angie Barksdale reported that the ITCs are always in full swing. Each Council has its own website and those are hyperlinked in the electronic version of the board packet. ***Enhanced Relationships, Pipeline Development***

- i. **Hospitality Talent Council:** Angie Barksdale reviewed that in partnership with Experience G.R., WMW is continuing with the creation of the hospitality talent council in Kent County. WMW onboarded an Industry Talent Lead, to help lead the efforts of this newly formed council. The selected employers have convened over two meetings and are working to finalize the council's guiding principles, identify its key priorities, select a council name, logo and draft a mission statement.
- ii. **Agribusiness Talent Council of West Michigan (ATC):** **Mission: The Agribusiness Talent Council is an employer-led collaborative that seeks to expand the talent pool by promoting career pathways and opportunities in West Michigan's agribusiness industry.** Received funding from Farm Bureau's White Reinhardt grant to fund the purchase of books for 55 classrooms across the region for 2025 Spotlight on Ag Readers. Due to not receiving grant funding to support the expansion of Career AG-xploration to 4 additional counties, we plan to support and participate in Montcalm and Ottawa County's Farm Bureau Project RED (Rural Education Development). The goal and format of Project RED is closely aligned to Career AG-xploration, providing hands on activities that explore careers in agribusinesses. Ottawa and Montcalm are the only two counties in our region that host this type of event, and we hope to reach an additional 500 students by partnering with Farm Bureau on these two events. Additional information is provided in the board packet.
- iii. **Construction Careers Council (CCC):** **Mission: The Construction Careers Council creates a bright future for West Michigan's construction industry by building a diverse and qualified workforce.** The CCC is organizing two major events to promote construction careers and mental health awareness. First, the Building Minds Conference on 9/12/24 will offer free mental health resources to employers and managers, featuring local experts at Pine Rest's Postma Center. Second, Construction Field Days on 4/24/25 at Kent Career Tech Center will introduce 250-350 high school juniors and seniors to construction careers through hands-on activities, job opportunities, and equipment displays. Additionally, we're planning two field trips in February 2025 for 6-9th graders to the West Michigan Construction Institute & GRCC and Union Facilities, each hosting 60-70 students from Kent and Ottawa County. These trips will help the CCC develop a framework for future student visits to construction sites. The CCC aims to begin recruiting employers for these events in September or October, with all details and registration available on the CCC website. Additional information is provided in the board packet.
- iv. **Discover Manufacturing (DM):** **Mission: "We Exist to Inspire and Expand Manufacturing Talent in West Michigan."** DM is actively recruiting manufacturers to provide tours during Manufacturing Week from October 28 through November 8. Registration is live on the DM website. Last year we were able to reach over 15,000 students and expose them to the fantastic career opportunities in our industry. Our goal this year is to increase that number by 10%. DM is partnering with The Right Place Manufacturer's Council to promote its AI Roadmap program designed to help manufacturers implement AI solutions in their businesses. The launch event was held on August 14. The DM Executive Team has added three new manufacturers in the past

few months and is excited to get on with the work of providing value to its members and furthering its mission to be a recognized leader in talent. Additional information is provided in the board packet.

- v. **West Michigan Health Careers Council (WMHCC): Mission: The purpose of WMHCC is to provide an employer-led collaborative council of healthcare employers, educators, workforce development, and economic development organizations working together to meet West Michigan's healthcare talent needs.** In partnership with the Grand Rapids African American Health Institute, the WMHCC is laying groundwork for the creation of a local Licensed Practical Nurse (LPN) apprenticeship program. This apprenticeship program supports our goal of creating more equitable pathways into nursing careers. The council recently held its second annual healthcare career fair carnival in Kent County on August 7th at the GRCC M-TEC. 317 individuals attended the event (a 27% increase from the 250 attendees in 2023), including 169 job seekers. 142 of those job seekers anticipate finding a job because of attending the event. 24 employers, 6 education and training providers, and 2 community partners had exhibits at the carnival. WMHCC is excited about their first Ottawa County carnival planned for August 20th from 4pm-7pm at the GRCC Lakeshore Campus. These initiatives reflect our ongoing commitment to enhancing healthcare education and career opportunities in our community. Additional information is provided in the board packet.
- vi. **West Michigan Tech Talent (WMTT): Mission: West Michigan Tech Talent looks to engage employers of Information Technology professionals with best practices, resources and a community to grow, develop, recruit and retain a diverse and inclusive world class IT workforce in West Michigan.** WMTT launched an alternative networking experience called "West Michigan Tech Trails." The response was very positive. A summary of WMTT's last hike is [here](#) and more information on the remaining events can be found by clicking [here](#). WMTT is also very involved in planning, organizing, promoting, and executing multiple events during TechWeekGR. The entire lineup can be viewed [here](#). WMTT council members are finalizing a two-year partnership with GVSU's STEM Network to enhance and grow its K-12 outreach programs. The last step is reviewing and approving the contract. The program is funded through WMTT membership dues. Additional information is provided in the board packet.

Programs

- i. **WMW Sponsored Registered Apprenticeships Program (WMW RAP):**
Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***
- ii. **Ascend Youth Programming:**
Angie Barksdale reported that the Ascend team currently provides programming for eligible out-of-school youth ages 16 to 24. Ascend has wrapped up its summer career readiness program. This year, 68 youth completed summer work experience. Fourteen of the youth who dropped out of the program found jobs elsewhere. As we move into the fall, the Ascend team will be enrolling eligible summer participants into WIOA. Additionally, Ascend will host a combined MiCareerLaunch program for Orchard View Adult Education and Kent ISD youth. We are excited to continue providing these career readiness and exploration programs to youth in our region. Additional information is provided in the board packet. ***Pipeline Development, Diversity and Inclusion***
- iii. **MiCareerQuest:**
Angie Barksdale reported that MiCareerQuest is a Career Exploration Experience for middle and high school students. We are excited to launch the first-ever MiCareerQuest 3D Walkthrough. You can find the walkthrough [here](#). This walkthrough is a neat concept to see what the event is all

- about. The 2025 MiCareerQuest date will be announced soon. Additional information is provided in the board packet. ***Pipeline Development***
- iv. Elevate:
Angie Barksdale reported that Elevate is an expansion to Rise Up, a model of outside-in recruitment and inside-up career development that began in partnership with West Michigan Works!, The Source, and Trinity Health. Elevate uses the same model of Career Coaching (using the CareerPoint model created by West Michigan Works!), Resource Navigation, and employer coordination to reduce the friction of hiring and promotion. Elevate also expanded to include partnerships with the Urban League of West Michigan and Ergasia as community-based partners. Since the last GB meeting, we have onboarded 3 new employers: the YMCA, Custom Profile, and Christian Living Services, for a total of 6 employer partners. Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***
 - v. HireReach:
Additional information is provided in the board packet. ***Diversity and Inclusion***
 - vi. Retention Solutions Network (RSN):
Additional information is provided in the board packet. ***Enhanced Relationships, Diversity and Inclusion***
 - vii. Gain Employment Maintain Support (GEMS) formally known as Learn, Earn and Provide (LEAP) Pilot:
Angie Barksdale reported that GEMS launched in Muskegon as a pilot program at the end of January of 2022. It is a program aimed to assist non-custodial parents in obtaining and maintaining employment and getting back on track with child support payments. This pilot is in close partnership with Muskegon County Friend of the Court and includes both voluntary referrals and mandated participation. This program is now also fully implemented in Allegan County with plans to pilot in Ionia, Montcalm and Ottawa Counties in the next few months. Additional information is provided in the board packet. ***Pipeline Development, Diversity and Inclusion***

Initiatives

- i. Michigan Economic Development Corporation (MEDC) Talent Action Team (TAT) Electric Vehicle (EV) & Mobility Pilot: Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development.***
8. Other Business – **Information Item**
Jacob Maas, Chief Executive Officer reminded board members that staff may likely be bringing the compensation study results to the board. As a reminder, this study takes place every three years. Jacob requested attendance at the October meeting will be appreciated.
 9. Public Comment- None.
 10. Adjournment at 9:08 a.m. by Commissioner Hatfield.
Motion – Com. Cyr
Second – Com. Paige
Item Approved by Vote – All 10 members present voted affirmatively. Motion carried.
Next meeting is scheduled for October 28, 2024.

Recorded by: _____ Received by: _____

ACSET Personnel Actions – October 18, 2024

Appointments

<u>Class</u>	<u>Employee</u>	<u>Appointment</u>	<u>Date</u>	<u>Location</u>
Accountant	Emily Khoury	Permanent	10/14/24	Administrative Office
Business Solutions Representative	Maggie Latta	Permanent	10/7/24	Grand Rapids NW
Career Navigator	Shawn Malec Delicia Eklund	Permanent	8/28/24 10/14/24	Ottawa Muskegon/Ottawa
Facilities Coordinator	Nicholas Avink	Permanent	8/19/24	Grand Rapids NW
Project Coordinator	Emily Apman	Permanent	8/19/24	Grand Rapids NW

Separations

<u>Class</u>	<u>Employee</u>	<u>Appointment</u>	<u>Separation Date</u>	<u>Location</u>
Accountant	Adeline Mushikiwabo	Permanent	9/28/24	Administrative Office
Accounting Supervisor	Zachary Graft	Permanent	10/11/24	Administrative Office
Career Coach	Julie Sooy Sherry Moore	Permanent	8/30/24 10/11/24	Allegan Ottawa
Industry Council Lead	Jeremiah Hill	Permanent	9/26/24	Grand Rapids NW
Program Manager	Weston Selent	Permanent	10/11/24	Grand Rapids NW
Youth Solutions Manager	Karen Mazur	Permanent	9/3/24	Muskegon

Promotions/Transfers

<u>Class</u>	<u>Employee</u>	<u>Appointment</u>	<u>Date</u>	<u>Location</u>
Career Navigator to Facilities Assistant Manager	Eduardo Solis	Permanent	10/7/24	Grand Rapids NW
Talent Development Instructor to Assistant Manager	Erin Goossen	Permanent	9/16/24	Muskegon

Current

October 2024

CLASSIFICATION	Approved	Filled (Permanent)	Filled (Other)	Vacant
Accountant	4	2	0	2
Accounting Assistant	4	4	0	0
Accounting Manager	1	0	0	1
Accounting Supervisor	1	0	0	1
Apprenticeship Success Coordinator	2	2	0	0
Assessment Specialist	4	3	0	1
Assistant Manager	14	14	0	0
Attorney	2	2	0	0
Business Solutions Director	1	1	0	0
Business Solutions Manager	2	2	0	0
Business Solutions Representative	17	13	0	4
Business Systems Analyst	1	1	0	0
Career Coach	54	48	0	6
Career Navigator	28	24	0	4
Chief Executive Officer	1	1	0	0
Chief Financial Officer	1	1	0	0
Chief Operating Officer	1	1	0	0
Computer Support Specialist	2	2	0	0
Director of Development and Innovation	1	1	0	0
Executive Assistant	1	1	0	0
Facilities Coordinator	1	1	0	0
Facilities Assistant Manager*	2	2	0	0
Facilities Manager	1	1	0	0
Grant Development Manager	1	0	0	1
Human Resource Assistant	3	3	0	0
Human Resource Director	1	1	0	0
Industry Council Lead	6	5	0	1
Information Technology Manager	1	1	0	0
Marketing & Communications Coordinator	3	3	0	0
Marketing & Communications Director	1	1	0	0
Payroll Coordinator	1	1	0	0
Performance Analyst	6	5	0	1
Policy Manager	4	4	0	0
Procurement Manager	1	1	0	0
Project Coordinator	9	9	0	0
Project Manager	7	6	0	1
Quality Assurance Specialist	10	10	0	0

Records Service Specialist	5	5	0	0
Resource Specialist	4	4	0	0
Success Coach	4	3	0	1
Talent Development Instructor	11	10	0	1
Talent Development Manager	1	1	0	0
Talent Development Specialist	9	6	0	3
Talent Solutions Director	1	1	0	0
Talent Solutions Manager	6	6	0	0
Youth Solutions Manager	1	0	0	1
TOTALS	242	213	0	29

CLASSIFICATION	Filled
Participant/Temporary	0

*Temporary FTE added to accommodate training/transition due to upcoming retirements



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4100

SERVICE CENTERS

Allegan County

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

Barry County

Hastings Service Center
130 E State St
Hastings, MI 49058
(616) 649-9850

Ionia County

Ionia Service Center
603 W Adams St
Ionia, MI 48846
(616) 389-8525

Kent County

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

Grand Rapids SE Service Center
121 Martin Luther King Jr St SE
Grand Rapids, MI 49507
(616) 336-4040

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

Montcalm County

Greenville Service Center
114 S Greenville W Dr
Greenville, MI 48838
(616) 754-3611

Muskegon County

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

Ottawa County

Holland Service Center
12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about. TTY 711

MEMORANDUM

TO: ACSET Governing Board
FROM: Laura Krist, Human Resource Director
DATE: October 28, 2024
RE: Request to update Compensation Schedule and Reclassify Positions

Background

In response to the compensation study completed by Cooper People Group and a review of our internal pay structure, we have determined the following changes to our compensation structure and pay grades would be appropriate. These changes will allow us to increase the earning structure of current staff members as well as attract and retain future staff members.

Compensation Schedule

Step Changes

The consultant recommended removing the first two pay steps on our current compensation schedule and adding two new steps in increments of 3.8% to the top of our pay scales for pay grades A through H. Per the consultant's recommendation, we would like to remove the first two steps on grades A through H and add two additional steps to these pay grades.

Adjust Pay Range

Based on the data provided by the compensation study, it is apparent that we need to adjust the pay range in grade I. This adjustment will bring the positions within this range closer to alignment with the average market value for similar positions.

For all pay grades we would continue to have 10 steps for each grade with a 3.8% increase between each step.

Reclassification of Positions

The following positions were shown to have large variances between average market value rate and our current salary mid-point. Taking this data into account along with the scope of responsibilities and organizational structure, we would like to move the following four positions from their current pay grades to the pay grades indicated.

<u>Position</u>	<u>Current Grade</u>	<u>New Grade</u>
Accounting Assistant	A	B
Accountant	D	E
Career Coach	B	C
Executive Assistant	E	F

Requested Action

We request Governing Board approval to make the step changes to grades A through H and adjust the pay range of grade I as outlined above, and to reclassify the four positions indicated. **Below is a summary of our current wage scale along with the proposed new wage scale effective November 1, 2024.**

Current Grade	Current Range		Proposed Range		Cooper People Group Average Mid-Range of Grade
	Effective 11/1/21		Effective 11/1/24		
	Minimum	Maximum	Minimum	Maximum	
A	\$32,552.00	\$45,578.11	\$35,085.44	\$49,107.86	\$44,144
B	\$36,620.48	\$51,284.39	\$39,470.08	\$55,256.06	\$49,971
C	\$41,198.56	\$57,707.15	\$44,401.76	\$62,176.22	\$53,985
D	\$42,205.28	\$59,100.57	\$45,489.60	\$63,677.56	\$56,445
E	\$45,809.92	\$64,157.83	\$49,377.12	\$69,126.47	\$63,925
F	\$54,595.13	\$76,371.28	\$58,823.20	\$82,285.78	\$75,351
G	\$61,412.00	\$86,150.15	\$66,185.60	\$92,821.96	\$89,974
H	\$78,635.29	\$110,000.25	\$84,725.12	\$118,519.11	\$115,208
I	\$93,610.00	\$130,947.87	\$116,589.05	\$163,092.49	\$174,701

**ADMINISTRATIVE OFFICE**

Area Community Services
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Michigan Works! is supported by state and
federal funds; more details at
westmiworks.org/about. TTY 711*

MEMORANDUM

TO: ACSET Governing Board

FROM: Kirsti Jones, Chief Financial Officer

DATE: October 28, 2024

RE: August 2024 Board Financials

Revenues

Revenue for the two months ending August 31, 2024, total \$6.5M, which is \$0.5M below budget and \$3.1M over the prior year, due mainly to the Going Pro Talent Fund (GPTF).

Expenditures

Operating expenses are in-line with the FY24-25 budget and \$90k lower than the prior year.

Wages and fringe benefits are up \$154k over the prior year, but down \$15k compared to budget. The main reasons for the higher expenses compared to the prior are annual wage increases coupled with the higher cost of employee benefits. Note, our benefits plan year begins April 1, making our current benefit rates higher than the same time frame last year.

Transportation costs (which include hotel, meals, etc. for travel) are \$34k above the prior year as the hotel rooms for the 2024 MWA conference were prepaid this year (timing difference only).

Outside services are lower than the prior year due to an annual payment to the Source for the Elevate program. The \$183k payment was made in August last year but not until October 2024, this is a timing difference.

Training for the fiscal year to date is \$2.4M, \$3.2M above the previous year, mostly due to GPTF. The funds for the 2024 Cycle II grant have been awarded and we have begun pay outs for the approved requests.

Area Community Services Employment and Training Council
Michigan Works Agency Programs
Statement of Revenue & Expenses
For the Two Months Ending August 31, 2024

	YTD Thru August 2024 Actual	YTD Thru August 2023 Actual	YTD 2024/2025 Budget	Budget Variance	Budget Variance %
Total Revenue	\$ 6,482,859	\$ 3,372,901	\$ 6,985,900	\$ (503,041)	-7.20%
Expenses					
Operating Expenses					
Wages	\$ 2,027,969	\$ 1,927,638	2,061,000	\$ (33,032)	-1.60%
Fringe Benefits	759,869	706,150	742,000	17,869	2.41%
Consumable supplies	116,457	170,751	139,700	(23,243)	-16.64%
Transportation	49,924	15,625	31,400	18,524	58.99%
Outside services	114,957	294,905	209,400	(94,443)	-45.10%
Space and communications	262,468	278,597	244,300	18,168	7.44%
Equipment rent and maint	3,812	4,583	10,400	(6,588)	-63.35%
Equipment purchases	-	11,453	31,400	(31,400)	-100.00%
Other expense	265,903	281,855	139,700	126,203	90.34%
Total Operating Expense	3,601,359	3,691,556	3,609,300	(7,941)	-0.22%
Subcontractors	\$ 81,327	\$ 109,629	\$ 153,600	\$ (72,273)	-47.05%
Training	\$ 2,376,225	\$ (841,606)	\$ 2,821,500	\$ (445,275)	-15.78%
Direct Client Expenses	\$ 423,948	\$ 413,323	\$ 401,500	\$ 22,448	5.59%
	\$ 2,881,501	\$ (318,655)	\$ 3,376,600	\$ (495,099)	-14.66%
Total Expenses	6,482,859	3,372,901	6,985,900	(503,041)	-7.20%
Excess of Revenue over Expense	-	-	-	-	0.00%

Unaudited



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MEMORANDUM

TO: ACSET Governing Board
FROM: Janette Monroe, Executive Assistant
DATE: October 28, 2024
RE: 2025 Meeting Schedule

Background:

We would like to make the following recommendations for the 2025 Governing Board Meeting Schedule.

Governing Board

DRAFT-2025 Meeting Schedule:

Meetings are held at 8:30 a.m. on the following dates:
(except December)

February 24, 2025	GR NW Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
April 28, 2025	GR NW Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
June 23, 2025	GR NW Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
August 25, 2025	GR NW Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
October 27, 2025	GR NW Service Center 215 Straight Ave NW ▪ Grand Rapids, MI 49504
December 8, 2025 11:30 a.m. Annual Meeting	Frederik Meijer Gardens & Sculpture Park 1000 East Beltline NE ▪ Grand Rapids, MI 49525

Requested Action

We are requesting approval of the 2025 Governing Board Meeting Schedule.

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MEMORANDUM

TO: ACSET Governing Board
FROM: Janette Monroe, Executive Assistant
DATE: October 28, 2024
RE: Member Term of Office: November 1, 2023 – October 31, 2025

Background:

As of September 2024, the West Michigan Works! Workforce Development Board was notified that David Kitchen, representing the organized labor sector will be stepping down from the board. David made a recommendation to have Bryce Butler serve his remaining term. Staff have since received an application from Bryce to fill David’s seat for the remainder of the term of office.

In addition, Kolene Miller whom previously represented Perrigo, Inc. over the past couple of years has also stepped down from serving on the board. The nomination committee is still working to fill this seat in the near future.

Business (1): vacant
Organized Labor/Employee Rep (1): Bryce Butler

On September 16, 2024, the Executive Committee approved and supported the replacement of David Kitchen with Bryce Bulter through October 31, 2025. On October 14, 2024, the WDB approved and supported the nominations.

Requested Action

We request approval from the ACSET Governing for appointment of Bryce Butler to serve on the WDB with the term of office dates through October 31, 2025 and to continue seeking fulfilling the business seat until further notice.

Pursuant to Article 1, Section 9 of the Area Community Services Employment & Training (ACSET) Amended Bylaws April 21, 2021, a seventy-five percent (75%) affirmative vote of the members present is required for approval of appointment to the Workforce Development Board, which means minimum of 8 members must be present, then 6 must vote “Yes”.



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MEMORANDUM

TO: ACSET Governing Board
FROM: Janette Monroe, Executive Assistant
DATE: October 28, 2024
RE: Member Term of Office: November 1, 2024 – October 31, 2026

Background:

As of September 2024, the West Michigan Works! Workforce Development Board had 16 board members whose term of office expire on October 31, 2024.

Of those members, the following members have notified staff they will not be reapplying:

1. Kristin Garris representing Goodwill Industries of West Michigan in Muskegon filled a Community Based Organization (CBO) seat on the board.
2. Kenyatta Brame from Cascade Engineering in Kent County filled a private/business sector seat.

The nomination committee met and determined that the full board composition needs at least a minimum of 1-3 more members representing the private/sector to serve on the board. With that, the board is not required to fill the CBO seat at this time. These changes will still allow the WDB to stay in compliance with federal/state regulations.

Since, Nick Kacher whom currently serves as the President/CEO of The Employers' Association has applied to fill a private sector seat. A couple of recommendations have been made and we will be working with these nominees' interest in joining the board.

In addition, there are a few notable changes to the slate.

1. Greg King recently left Lakeshore Advantage and has reapplied as an economic development representative from the Greater Muskegon Economic Development which was previously filled by Morgan Carroll. Lindsay Maunz has applied to fill Greg's seat, from Lakeshore Advantage.
2. Connie Stewart who was serving as the interim President of Montcalm Community College (MCC), is being replaced with Dr. Bradley Barrick who was recently hired as the new President. Dr. Barrick has applied to serve on the board to fill this seat.

The proposed slate of applicants is provided below. Please note the names highlighted are new applicants.

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Business (6): Nora Balgoyen, Mark Bergsma, Heather Daniel, Nate Henschel, Sara Whisler, Nick Kacher
Community-Based Organization (3): TaRita Johnson, Jen Schottke, Mark Thomas
Economic Development (2): Gregory King Lindsay Maunz
Higher-Education (2): Bradley Barrick , Dan Rinsema-Sybenga
Organized Labor/Employee Rep (1): Daniel TenHoopen
Vocational Rehab (1): Cathy Cronick

On September 16, 2024, the Executive Committee approved and supported the replacement of David Kitchen with Bryce Bulter through October 31, 2025. On October 14, 2024, the WDB approved and supported the nominations.

Requested Action

We request approval from the ACSET Governing for appointment of those listed on the proposed slate above to serve on the WDB with the term of office dates November 1, 2024 through October 31, 2026 and to continue seeking fulfilling the business seat(s) until further notice.

The proposed full board slate is provided.

Pursuant to Article I, Section 9 of Area Community Services Employment & Training (ACSET) Amended Bylaws dated April 26, 2021, a seventy-five percent (75%) affirmative vote of the members present is required for approval of appointment of members to the Workforce Development Board, which means minimum of 8 members must be present, then 6 must vote "Yes".

West Michigan Works! Workforce Development Board

Item #8b

Sector	First Name	Last Name	Company	Term Dates	
Adult Education	Tonia	Castillo	Ottawa Area Intermediate School District	11/1/23-10/31/25	
Business	Emily	Babson	Plascore	11/1/23-10/31/25	
Business	Nora	Balگویen	ITC Holdings	11/1/24-10/31/26	
Business	Mark	Bergsma	Berends Hendricks Stuit Insurance	11/1/24-10/31/26	
Business	Nick	Kacher	The Employers' Association	11/1/24-10/31/26	
Business	Heather	Daniel	Haworth, Inc	11/1/24-10/31/26	Chair (2023-2025)
Business	Jordan	Clark	Meijer	11/1/23-10/31/25	
Business	Nate	Henschel	Consumers Energy	11/1/24-10/31/26	
Business	Sara	Whisler	CarbonSix	11/1/24-10/31/26	
Business	Paul	David	Fleis & Vandenbrink	11/1/23-10/31/25	
Business	Jay	Dunwell	Wolverine Coil Spring Co	11/1/23-10/31/25	
Business	Jim	Fisher	Second Act, LLC	11/1/23-10/31/25	
Business	Jan	Harrington-Davis	Corewell Health	11/1/23-10/31/25	
Business	Jon	Hofman	Holland Board of Public Works (HBPW)	11/1/23-10/31/25	
Business	Kelly	Kroll	Bradford White Corporation	11/1/23-10/31/25	
Business	Shana	Lewis	Trinity Health	11/1/23-10/31/25	Vice-Chair (2023-2025)
Business	Samantha	Semrau	Kendrick Plastics	11/1/23-10/31/25	
Community Based Organization	Jennifer	Heinzman	Barry County Chamber of Commerce & Economic Development Alliance	11/1/23-10/31/25	
Community Based Organization	TaRita	Johnson	The Right Place Inc	11/1/24-10/31/26	
Community Based Organization	Jen	Schottke	West Michigan Construction Institute	11/1/24-10/31/26	
Community Based Organization	Mark	Thomas	Northview Public Schools	11/1/24-10/31/26	
Economic Development	Gregory S.	King	Greater Muskegon Economic Development	11/1/24-10/31/26	
Economic Development	Lindsay	Maunz	Lakeshore Advantage	11/1/24-10/31/26	
Higher Education	Charles W	Lepper	Grand Rapids Community College	11/1/23-10/31/25	
Higher Education	Daniel	Rinsema-Sybensga	Muskegon Community College	11/1/24-10/31/26	
Higher Education	Bradley	Barrick	Montcalm Community College	11/1/24-10/31/26	
Labor	Bryce	Butler	West Michigan Electrical JATC	11/1/23-10/31/25	
Organized Labor/Employee Rep	Ryan	Bennett	West Michigan Plumbers & Fitters #174	11/1/23-10/31/25	
Organized Labor/Employee Rep	Daniel	TenHoopen	Heart of West Michigan United Way	11/1/24-10/31/26	
Public Assistance Agencies (PA 491 req)	Michelle	Seigo	MI Department of Health and Human Services, Ionia & Montcalm Counties	11/1/23-10/31/25	
Vocational Rehab	Cathy (Catherine)	Cronick	Michigan Rehabilitation Services	11/1/24-10/31/26	



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MEMORANDUM

TO: ACSET Governing Board
FROM: Tawanna Wright, Staff Attorney
DATE: October 28, 2024
RE: Proposed Bylaws of the West Michigan Works! (WMW) Workforce Development Board (WDB): Revisions Addressing the Proxy and Alternative Designee Process

Background:

As reported at the August 26, 2024, Governing Board meeting, during the period of June 25-28, 2024, the U.S. Department of Labor (DOL), Employment and Training Administration (ETA) Regional Office conducted a WIOA Key Provisions Monitoring Review on West Michigan Works! programs. On August 7, 2024, WMW received the following finding from USDOL with respect to the WDB bylaws:

“WDB By-Laws Missing Required Content – West Michigan Works! (Objective 3.a.3 Internal Controls)

The West Michigan Works! Local Workforce Development Board (LWDB) by-laws are missing required content as follows:

The by-laws did not include a proxy and alternative designee process that will be used when an LWDB member is unable to attend a meeting and assigns a designee.

Section 20 CFR 679.310(g)(5) states:

The CEO must establish by-laws, consistent with State policy for LWDB membership, that at a minimum address “...(4) The proxy and alternative designee process that will be used when a WDB member is unable to attend a meeting and assigns a designee as per the requirements at 20 CFR 679.110(d)(4).”

The lack of a proxy and alternative designee process was identified in the monitoring report dated November 30, 2018. The LWDB subsequently made the specific determination to not provide a process to allow its members to attend meetings via a proxy or alternative designee and failed to update its by-laws in accordance with this requirement.

It is important for local boards to formalize this process in the by-laws as this ensures that LWDB members can add value to meetings with stakeholders, education partners, and employers and participate in decision making and strategy development of the LWDB.

Corrective Action: The State must ensure that the LWDB by-laws are updated to include all required content. The State must provide a copy of amended, fully executed by-laws to the Regional Office in response to this report.”

As requested by the USDOL, WMW is submitting revised bylaws language to address the “Proxy or Alternative Designee Process” in Article VI “Meetings” of the WDB Bylaws. Attached please find Article VI of the WDB Bylaws with proposed changes, which are either highlighted or stricken.

Requested Action

The WDB supported the proposed revisions at its October 14, 2024 meeting. Staff are requesting the Governing Board’s approval of the proposed revisions to the Workforce Development Board bylaws.

Pursuant to Article II, Section 6b of the Area Community Services Employment & Training (ACSET) Amended Bylaws effective April 21, 2021, a seventy-five percent (75%) affirmative vote of the members appointed and serving is required to amend the WBD Bylaws, which means 11 out of the 14 GB members must vote “Yes”.

WDB DRAFT LANGUAGE
Proxy Alternative Designee Process

ARTICLE VI: MEETINGS

Section 1: Regular Meetings. At the first regular meeting after the annual appointment of new members by the Governing Board, the WDB shall set a day and time for the regular monthly meeting of WDB during the next 12 months. Meetings will be held at least once each quarter. An annual schedule of meetings must be submitted to the LEO-WD and posted on ACSET's website by January 15 of each year.

Section 2: Special Meetings. At the discretion of the Chairperson, or upon the written request of five or more members of the WDB, a special meeting of WDB may be called, provided that written notice is mailed to each member at least seven calendar days prior to the day on which the special meeting shall be held. This written notice must state the time, place and purpose of the meeting, and the business of the special meeting must be confined to the items described in the notice.

Section 3: Quorum and Voting. A quorum shall exist when a majority of the current members of the WDB are present. A member is "present" for purposes of a quorum when he or she is either physically present at an in-person meeting or virtually present via electronic means in compliance with applicable law and the ACSET West Michigan Works! Virtual Meeting Policy. A motion shall be passed or defeated by a majority of those members voting at a meeting where a quorum has been established. Each member shall be entitled to one vote. ~~No proxies or substitutes shall be permitted.~~

Section 4: Proxy and Alternative Designee Process. A member of the board may designate a proxy or alternative designee to attend a WDB meeting in his or her absence subject to the following requirements:

1. An alternative designee from the business sector must have optimum policy-making hiring authority, which means that the member may reasonably be expected to speak affirmatively on behalf of the organization or entity and have authority to commit the entity to a chosen course of action.
2. An alternative designee representative from any other sector must have demonstrated experience and expertise in addition to optimum policy-making authority. "Demonstrated experience and expertise" means an individual with documented leadership in developing or implementing workforce development, human resources, training and development, or a core program function and may include individuals with experience in education or training of job seekers with barriers to employment.

Any member who chooses to designate a proxy or alternative designee is required to notify the Board Chair in writing by 12:00 noon two (2) business days prior to the scheduled board meeting. The notice must include the full name, job title, email address, and name of organization the individual will represent, along with a brief explanation of how the individual

meets the proxy or alternative designee requirements. If accepted, the Board Chair will notify the proxy or alternative designee in writing about the meeting details. The proxy or alternative designee may act on behalf of the board member to the extent allowable under Michigan's Open Meetings Act.

Section 54: Conflict of Interest. All WDB members and Committee members shall comply with the ACSET Conflict of Interest and Nepotism Policy, which is applicable to all ACSET officers and agents. If it is established at a meeting of the WDB that a member knowingly violated this Policy, the Chief Executive Officer of ACSET will report that finding to the ACSET Governing Board at its next meeting and ACSET may terminate any contract or contracts which are the subject of the violation. The Chief Executive Officer of ACSET may also request that the Governing Board remove the offending member from the WDB. Notice of the alleged violation will be provided in the written agenda for the WDB meeting.

Section 65: Conduct of Meetings. The current edition of Robert's Rules of Order Newly Revised will be the official document governing the conduct of meetings of WDB, and all its committees except as it may conflict with these bylaws, special rules of order WDB may adopt, WIOA, and applicable federal or state statutes or regulations.

Section 76: Compliance with Open Meetings Act. The WDB and the Executive Committee will abide by the provisions of the State of Michigan's "Open Meetings Act." A notice of the date, time and place of meetings will be posted in advance.

Participation in meetings of WDB or its committees shall be limited to members except in the following cases:

1. Non-members specifically invited to give information to WDB;
2. Non-members who desire to address WDB and who are recognized for that purpose by the Chairperson at appropriate points during the meeting; and
3. Members of Committees who are not members of the WDB may participate in committee meetings.

Section 87: Virtual Meeting Attendance.

A. Any member of the Board may participate in a meeting of the Board or a committee thereof by virtual means when permitted by law and the ACSET West Michigan Works! Virtual Meeting Policy. Upon confirmation by the Chairperson that a board member's virtual attendance at a meeting is permissible under applicable law, the Chief Executive Officer of ACSET, or his or her designee, will make accommodations ~~will be made~~ for that board member to attend the meeting by virtual means, as defined herein. The Board member requesting virtual participation should notify the Board Chairperson or the ACSET CEO in writing by 12:00 noon two (2) business days prior to the meeting so that teleconferencing and/or videoconferencing can be arranged. Any board member who attends a meeting virtually will be indicated on the meeting minutes as "Present via teleconferencing."

B. Participation by virtual means is defined as a method of participation in the meeting from a remote location by telephonic, video conferencing, or other electronic methods that provides for:

1. Two – way communication, so that all members of the Board, including those physically present and those who are participating by electronic methods, can hear each other; and
2. Members of the public attending the meeting, either physically or by electronic means, can hear all members of the Board, including those who are physically present and those who are participating by electronic means, and be heard by all members of the Board participating in the meeting during the public comment period. If a meeting of the Board is being held electronically, the Board may use appropriate technology to facilitate typed public comments during the meeting submitted by members of the public participating in the meeting that may be read to or shared with members of the Board and other participants to enable members of the public to be heard by others and be permitted to address the meeting during the public comment period.

| Section 98: Minutes. Minutes of all meetings of the WDB and the Executive Committee shall be duly recorded and made available to all interested parties, as required by law. Members of the WDB and the Executive Committee shall review, amend as necessary, and approve the Minutes by formal action at their next meeting. Copies of minutes of meetings shall be posted on ACSET's Internet website within five (5) business days of their approval. Such minutes shall remain posted on the website for at least two (2) years.



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Greenville, MI 48838
(616) 754-3611

Muskegon County

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

Ottawa County

Holland Service Center
12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

MEMORANDUM

TO: ACSET Governing Board
FROM: Angie Barksdale, Chief Operating Officer
DATE: October 28, 2024
RE: Workforce Innovation and Opportunity Act (WIOA)
Four-Year Regional and Local Plans for Program Years 2024
through 2027

Background

In accordance with Policy Issuance (PI) 24-13, all local areas are part of a planning region, and all local areas must submit a Regional and a Local Plan in alignment with requirements outlined in WIOA Sections 106(c) and 108, and WIOA Final Regulations.

Both the Regional and Local Plans were subjected to a 30-day public review and comment period as described in the WIOA Final Regulations. No comments were submitted during this review. On October 14, 2024 the WDB supported the approval of the Regional and Local Plans.

Draft copies of the plans can be found [here](#), listed with the board packet.

Requested Action

We request Governing Board approval for both the Regional and Local Plans.

West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about. TTY 711

Service Summary Explanation

October 1, 2023 – August 31, 2024

Management Observations and Highlights

- *Service Center Traffic:* Service center traffic continues to show an upward trend when compared to PY22/23.
- *Employers Served:* The business solutions team consistently aids a higher number of returning employers compared to new employers each month. We persistently seek opportunities to engage with new employers while prioritizing quality service for existing customers. This quarter our focus shifted, resulting in increased numbers, as less time was allocated to the Going PRO Talent Fund application. Moreover, the completion of training for new members on our Business Solutions Team has contributed to a rise in the number of employers served.
- *Jobs Filled by Industry:* Jobs filled numbers have remained stable. February through April noticed an increase in jobs filled for the construction and manufacturing industries due to employers preparing for construction projects starting with warmer weather and the continued efforts to attract talent for the EV industry and increased reporting for hiring under the Going PRO Talent Fund.
- *Training by Industry:* There has been a steady dip in credentials earned due to higher demand for training dollars resulting in available training funds fully expended faster than anticipated. We anticipate these numbers to increase as WIOA funding for the new FY24/25 becomes available. Additionally, we saw lower than average employer metrics reported during the period of October-February.
- *Going Pro Talent Fund:* total number of trainings completed *and* paid out each month. Training is not always paid out the same month the training was completed due to delays in employer reporting and documentation collection. Data is reflective of multiple fiscal years and/or cycles within a fiscal year. Current billing includes training authorized to take place under the FY23 Cycle 2 and FY24 Cycle 1 and Cycle 2 funding. The grant period for FY23 cycle 1 ended 1/31/24 and we are working to close out all open grants and process the remaining employer reimbursements.
- *Hiring Events:* Business Solutions has seen an increase in employers participating in our monthly Virtual Hiring Events and we are committed to maintaining this monthly offering. Over the last quarter the Business Solutions team strategically coordinated their employer hiring events to coincide with days of the week when higher volumes are typically experienced in the service centers. Several Career Fair Carnival events were hosted across our region in June resulting in increased metrics for Q3.
- *Retention Solutions Network:* We saw an increase in employees served and barriers resolved in July and August. After conversations with member employers about how we can improve utilization, RSN worked with employers to improve marketing strategies for RSN. It is good to see that employee utilization is growing once again.
- *WorkReady Certificates Earned:* The WorkReady Post-Assessment rate increased in Quarter 3 with more jobseekers post-testing compared to those who pre-tested. The Credential rate stayed the same in Quarter 3. The Talent Development Team is actively working on updating both the WorkReady curriculum and assessment process to improve data and utilization.

Service Summary: Strategic Plan Alignment and Indicator Descriptions

<p>Pipeline Development: Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.</p>	<p>Enhanced Relationships: Foster widespread networks to collaboratively address workforce needs in the region.</p>	<p>Diversity and Inclusion: Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.</p>
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The indicators shown on the Service Summary are provided to inform the board about the impact of services provided through a variety of workforce development programs. Each represents the implementation of goals in the Strategic Plan.

Indicator	Strategic Plan Alignment	Narrative
<i>Service Center Traffic & Call Volume</i>	Pipeline Development	This indicator shows the funnel of job seekers entering our system through the service centers and virtual appointments, giving us an opportunity to expand the talent pipeline. In October 2021, we began implementing a new tracking system. During this period, UIA reinstated the Register to Work requirement, which brought more people into the centers. The data does not include attendance at workshops, focused job search, or coaching sessions. This will be added as the tracking system is expanded.
<i>Diversity of Job Seekers</i>	Diversity and Inclusion	This indicator shows the variety of job seekers we work with compared to the region. With the implementation of the new tracking system, we resumed tracking demographic data. Although we are in the early stages of collecting this data, management regularly observes and monitors this information.
<i>Employers Served</i>	Enhanced Relationships	This indicator shows unique employers served each month, and reflects the widespread networks developed by staff. An employer is counted once per program year as unique; they likely received multiple services throughout the year. A new employer is one that has never engaged with WMW. A returning employer is one that has received services from WMW in a prior program year(s).
<i>Diversity of Employers</i>	Diversity and Inclusion; Enhanced Relationships	This indicator shows a comprehensive picture of our employer customers based on size (total number of employees). This data is helpful in planning initiatives and for identifying specific employer groups. Although we work with any size company, we target those most in need of our services which are often smaller companies without internal HR capacity.
<i>Jobs Filled by Industry</i>	Enhanced Relationships; Pipeline Development	This indicator shows the number of jobs filled with employer customers of WMW and with our assistance. The variation in month-to-month numbers may reflect delays in reporting WMW, as well as unique needs within a variety of employers. Spikes in the numbers may also reflect hiring events supported by WMW.

Indicator	Strategic Plan Alignment	Narrative
<i>Training: by Industry</i>	Pipeline Development	This indicator shows WMW efforts to expand the local pipeline of work-ready talent by supporting training and skill upgrading. The data is presented by industries most in demand in the region. Food Processors, as part of Agribusiness, are currently reported under manufacturing. On-the-Job Training provided to New Hires results in advancement of skills and wages but does not provide a credential. This data does not include training funded by Going Pro Talent Fund.
<i>Training (completed): GoingPro</i>	Enhanced Relationships; Pipeline Development	As one of our largest funding sources for employer-driven training, Going PRO Talent Fund (GPTF) is reported separately. Allowable training funded by GPTF includes new hire, incumbent, and registered apprenticeships.
<i>Hiring Events</i>	Enhanced Relationships; Pipeline Development	This indicator shows hiring events that bring employers and job seekers together, requiring coordination across multiple departments and programs. We continue to look for new and innovative ways to conduct outreach to job seekers, including greater collaboration with community partners.
<i>Retention Solutions Network</i>	Enhanced Relationships; Pipeline Development	This indicator shows how we leverage networks among community partners to provide services to member employers. Data reflects services provided by Success Coaches via dedicated on-site hours as well as virtual. Services provided to each employee does not consider the high number of touchpoints with the coach. Barriers addressed can include needs for transportation, housing, medical bills, utilities, and many more, all so that workers can successfully engage and fulfill their role for the employer.
<i>WorkReady Certificate Earned</i>	Pipeline Development	This indicator shows the delivery of employability skills training, the highest need for skillsets expressed by the region's employers. Job Seekers take a pre-assessment to determine areas of readiness and areas for improvement; they only attend workshops for areas identified as needing improvement. A post-assessment determines their skill attainment and if successful, earns a certificate. This conveys to employers that they are "work ready." Workshops are offered at service center locations and at partner locations.



Service Summary Oct. 1, 2023 to August 31, 2024

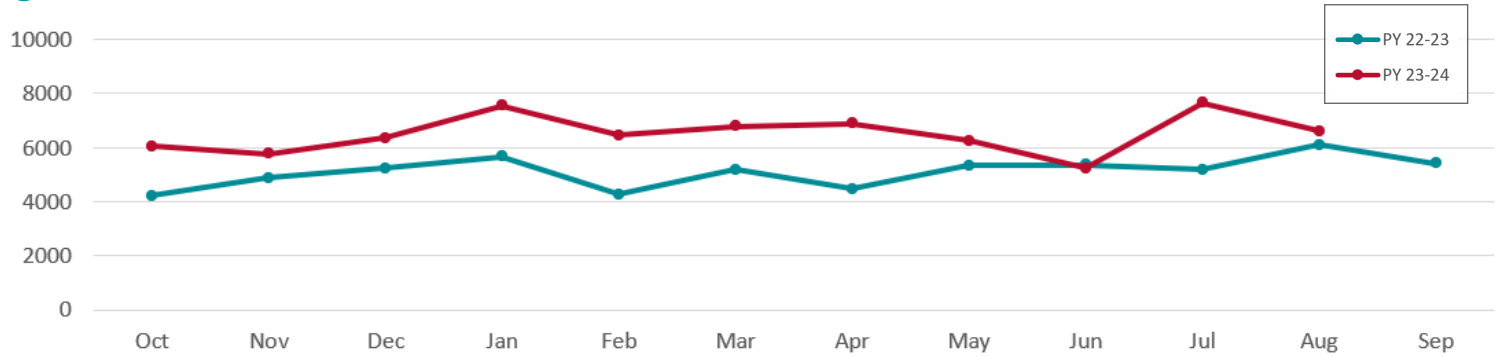
The data shown on this Service Summary indicates the organization's progress toward fulfilling of its services-based strategic priorities, as developed in the 2020 Strategic Plan: Enhanced Relationships, Pipeline Development and Diversity and Inclusion. Each indicator is a reflection of the work conducted on an operational level to ensure robust service delivery and strategic plan alignment.

Additional information and explanation about the data presented are included the narrative.

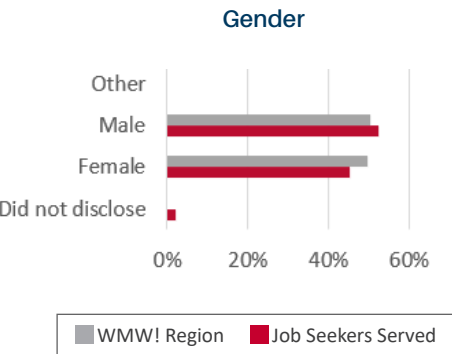
Strategic Plan Alignment

- Enhanced Relationships
- Pipeline Development
- Diversity and Inclusion

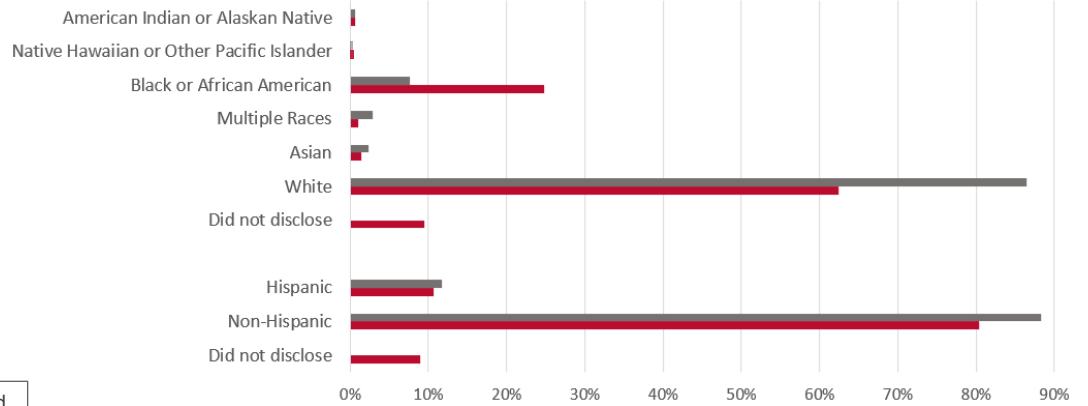
Service Center Traffic & Call Volume (PY comparison by month)



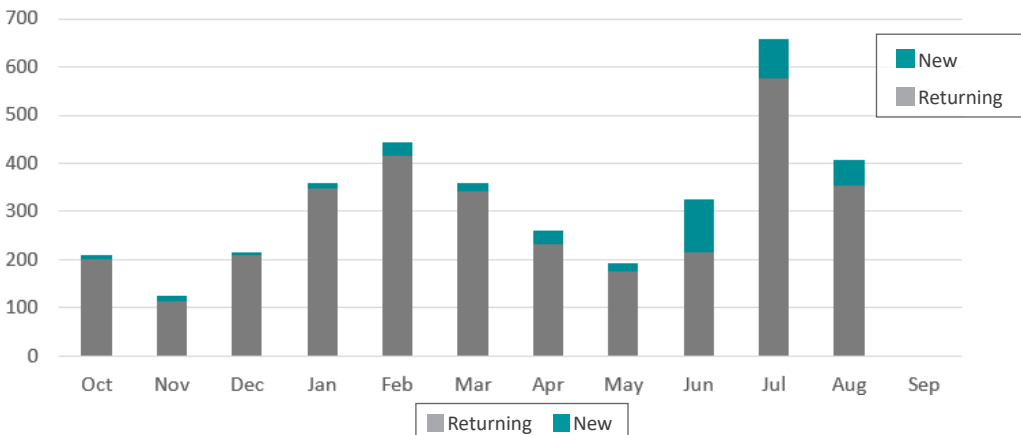
Diversity of Job Seekers Served



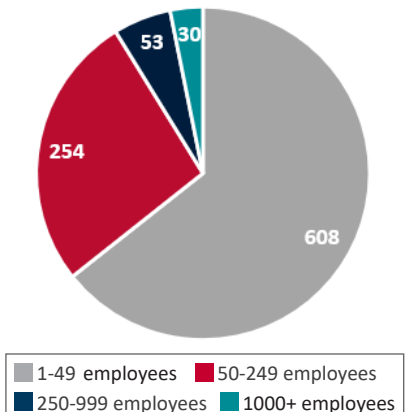
Race & Ethnicity



Employers Served (unique count)



Diversity of Employers Served (by size)



Jobs Filled by Industry

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Agribusiness	59	24	168	29	94	0	23	8	3	1	68	0
Construction	94	19	10	39	109	57	32	15	22	26	49	0
Healthcare	96	151	16	97	83	154	129	111	175	11	73	0
IT	10	2	2	1	0	22	23	5	4	4	19	0
Manufacturing	1052	321	112	376	708	306	861	173	302	383	140	0
Other	169	125	152	39	204	466	178	95	78	199	149	0
Total	1480	642	460	581	1198	1005	1246	407	584	624	498	0

Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Construction	15	295	1	6
Health Care	146	699	2	435
Information Technology	3	35	0	26
Manufacturing	66	158	0	12
Other	87	183	4	207
Total	317	1370	7	686

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

- Going PRO Apprenticeship (GPA)
- MiREACH
- MiLEAP
- One Workforce
- PATH Subsidized Employment
- State Apprenticeship Expansion (SAE)
- WIOA Incumbent Worker Training
- WIOA Individual Training Accounts
- WIOA On-the-Job Training
- WIOA Youth Work Experience
- Young Professionals
- DTE Foundation

Training (completed): Going PRO Training Fund

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
New Hire	234	657	428	795	543	402	440	273	417	323	313	0
Classroom	156	312	297	561	370	379	298	178	289	349	205	0
Apprenticeship	37	44	71	226	169	183	126	82	105	135	96	0
Total	427	1013	796	1582	1082	964	864	533	811	807	614	0

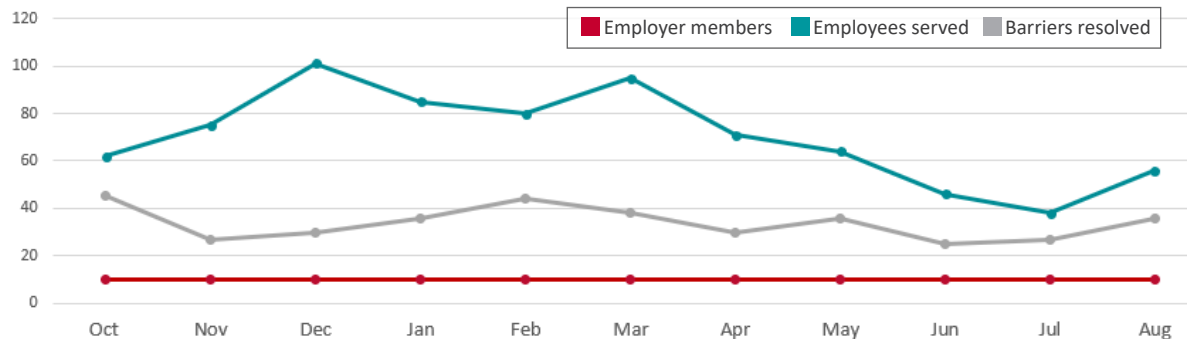
Hiring Events

	Events	Employers	Job Seekers
Q1	7	38	115
Q2	7	56	397
Q3	11	138	520
Q4	6	39	228
TOTAL	31	271	1260

Retention Solutions Network

Success coach hours (cumulative, reported quarterly)

1,216



WorkReady Certificates Earned (cumulative, reported quarterly)

1,203
Pre-Assessments

108
Post-Assessments

144
WorkReady Certificates

97
WorkReady Plus Certificates



Service Summary
Oct. 1, 2023 to Aug 31, 2024



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4100

SERVICE CENTERS

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

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

Ionia County
603 W Adams St
Ionia, MI 48846
(616) 389-8525

Kent County
Grand Rapids NW Service Center
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4460

Grand Rapids SE Service Center
121 Martin Luther King Jr St SE
Grand Rapids, MI 49507
(616) 336-4040

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

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

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

Ottawa County
12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

MEMORANDUM

TO: ACSET Governing Board
FROM: West Michigan Works! Staff
DATE: October 28, 2024
RE: Solutions Driven Updates

Enhanced Relationships:

Foster widespread networks to collaboratively address workforce needs in the region.

Pipeline Development:

Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.

Diversity and Inclusion:

Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.

Grant Updates

Make Michigan Home: WMW was awarded a \$91,250 MEDC grant called Make MI Home. WMW will partner with the six Industry Talent Councils, Grand Valley State University, Welcome Plan Collaborative, Literacy Center of West Michigan, and Global Detroit to implement the project. Funds will support training, employment, retention, and legal services for international students and New Americans.

Enhanced Relationships, Pipeline Development

Strengthening Community Colleges Grant 4 (SCC4): This grant program, awarded to Grand Rapids Community College (GRCC), is designed to enhance the capacity of community colleges to meet the skill development needs of employers and equitably support students in securing good jobs in high-demand industries. The grant program is centered on sector-based career pathways, which have been proven to improve employment outcomes. West Michigan Works! will collaborate with GRCC with the goal of developing targeted programs and curriculum. This grant will serve 622 participants between May 1, 2024, and April 30, 2028.

Enhanced Relationships, Pipeline Development

Early Childhood Education (ECE) Registered Apprenticeships: WMW has fully expended a one year, \$120,000 grant from The Early Childhood Investment Corporation (ECIC) Childcare Investment Fund. The grant supported efforts to convene leaders to develop solutions that will help finance, provide educational support, and increase compensation for jobseekers who want to become early childhood educators. An additional round of funding through ECIC is anticipated in October 2024 to support the expansion of registered apprenticeships in early childcare and help offset the training costs for classroom learning.

Enhanced Relationships, Pipeline Development

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Health Resources & Services Administration (HRSA): The Department of Health and Human Services (DHHS) awarded a \$2.9 million dollar Health Resources & Services Administration (HRSA) grant to Grand Rapids Community College (GRCC). West Michigan Works! (WMW) has partnered with GRCC and Corwell Health, Cherry Health, and Trinity Health Systems to implement the grant. This three-year grant will expand the public health workforce in West Michigan through classroom training and apprenticeship opportunities. The focus is on 150 participants, with approximately 60% of grant dollars going directly toward students. ***Enhanced Relationships, Pipeline Development***

Michigan Career Opportunity Academies for Community Health (MiCOACH): The Department of Health and Human Services (DHHS) awarded a \$3 million dollar Health Resources & Services Administration (HRSA) grant to the State of Michigan, Labor and Economic Opportunity (LEO). LEO has partnered with multiple Michigan Works! Agencies and Intermediate School Districts (ISD) to increase the number of Community Health Workers (CHWs) and Health Support in the ISDs. Locally, WMW will work with MAISD and the Muskegon Heights Public School system. This three-year grant will aim to improve the dissemination of health information, connection to mental health resources, and help create safer, healthier school environments and communities. Throughout the course of this grant, WMW will partner to serve 24 recently or soon to graduate Muskegon Heights youth. ***Enhanced Relationships, Pipeline Development***

The Michigan Citizen Reentry Initiative (MiCRI): A cooperative grant opportunity with the US Department of Labor and the Department of Justice with a state award of \$7.6 million to launch the new initiative designed to reduce recidivism among justice involved citizens and increase their successful participation in employment and training opportunities. This includes individuals incarcerated in the Federal Correctional Institute (FCI) and Residential Reentry Centers (RRC). WMW will provide services in stage 2 -post release for participants in the RRC and Home Confinement (HC). ***Enhanced Relationships, Diversity and Inclusion***

Partners for Reentry Opportunities in Workforce Development (PROWD): The PROWD program, funded by the Joint First Step Act, intends to expand on the methodology of the MiCRI program to establish a statewide network of support for Justice-Involved Citizens to provide Stage 1, 2, and 3 pre-employment training services accessible at Residential Reentry Centers (RRCs) and to individuals in home confinement (HC) throughout the state. This grant will serve 250 participants statewide over a 37-month period of performance from September 1, 2024, to September 30, 2027. ***Enhanced Relationships, Diversity and Inclusion***

Michigan Skilled Immigration Integration Program (MISIIP): The Michigan Skilled Immigrant Integration Program is part of a \$1M allocation for the Michigan International Talent Solutions (MITS) initiative as part of an overall \$5M appropriation received by Global Detroit. This program connects professional, college-degreed, internationally-trained job seekers with Michigan-based careers

in their profession. Eligible participants will also receive assistance with job search, Networking coaching, Credential evaluation and Professional licensing resources.

Diversity and Inclusion, Pipeline Development

Grand Rapids Community College One Workforce Grant: WMW has partnered with GRCC on a \$9.8 million H1-B One Workforce Grant, focusing on advanced manufacturing, received by GRCC. Similar to the America's Promise Grant, the H1-B One Workforce Grant is a 4-year grant and will rely on a network of partners across the region, including Montcalm Community College, Muskegon Community College and multiple community partners to provide training and employment to hundreds of workers across West Michigan. We recently learned the USDOL has approved a no-cost extension for this grant. The period of the grant was extended to end on December 31, 2025. ***Enhanced Relationships, Pipeline Development***

Barrier Removal and Employment Success (BRES) Expansion: The Michigan Department of Labor and Economic Opportunity (LEO) has awarded a total of \$14.6 million in Barrier Removal and Employment Success grant funds. West Michigan Works! Partnered with seven community-based organizations (CBOs) and received the maximum allocation of \$1 million. These funds will help remove barriers directly related to employment such as childcare, transportation, and housing. The CBOs include Grand Rapids Center for Community Transformation, Grand Rapids Women's Resource Center, GoodWill of Greater Grand Rapids, Steepletown Neighborhood Services, The Source, Treetops Collective, and United Way of Montcalm & Ionia. ***Pipeline Development, Diversity and Inclusion***

Michigan's Inclusive Training, Technology and Equity Network (MITTEN):

The Michigan High Speed Internet Office (MIHI) has initiated a \$13 million grant program aimed at enhancing digital inclusion and capacity-building initiatives for regional organizations and collaboratives across the state. West Michigan Works!, in partnership with the Essential Needs Task Force (ENTF), Grand Vally State University Public Media (WGVU), Grand Rapids Community College (GRCC), and Casual Simulation, has collectively submitted a response to the RFP to become the resource hub for Region 4b, which excludes the city of Grand Rapids. If awarded the grant, we will play a crucial role in supporting the implementation of the Michigan Digital Equity Plan within the proposed project areas and for the identified covered populations.

Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH):

WMW has partnered with the Department of Labor and Economic Opportunity on a \$2.5 million USDOL H1-B Rural Healthcare grant program. This is a 4-year grant which aims to increase the number of individuals training in healthcare occupations that directly impact patient care; and alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations serving rural populations. ***Enhanced Relationships, Pipeline Development***

MDARD Specialty Crop Grant: Funds from this grant are continued to market the grant to growers in our communications as well as sharing information with our commodity partners who post in their monthly newsletters. As expected, due to growers being in the fields, the number of employers applying for food safety training is currently down. End date for grant is March 31, 2025. ***Enhanced Relationships, Pipeline Development***

Going PRO Talent Fund:

Fiscal Year 2024:

The Michigan Department of Labor and Economic Opportunity announced the award of \$42,112,597 to more than 800 employers statewide for the Going PRO Talent Fund (GPTF) for the first cycle of fiscal year 2024. West Michigan Works! employer awards are outlined below:

- Cycle 1: 222 employers received a total of \$14.8M. Training may take place January 1, 2024 – December 31, 2024.
- Cycle 2: 95 employers received a total of \$5.2M. Training may take place July 1, 2024 – June 30, 2025.

A full list of grant recipients statewide is available online at Michigan.gov/TalentFund.

Fiscal Year 2025:

- Cycle 1: The employer application period for the FY25 Cycle 1 began October 1 and will close October 18, 2024 at 5:00 p.m. Award recipients will be announced in mid-December.

Employer Led Collaborative (ELCs - formerly Industry Led Collaboratives):

The application period for Fiscal Year 2025 ELCs is tentatively scheduled to open March 2025. ***Enhanced Relationships, Pipeline Development***

Sector Strategies Employer Led Collaborative Grant: West Michigan Works! was awarded a \$406,472 Sector Strategies Employer Led Collaborative (ELCs) Grant from the Michigan Department of Labor and Economic Opportunity in July 2023 to support the development of new, or enhance existing, employer-led collaboratives throughout the state. This is a two-year grant ending September 30, 2025. Grant funds will allow WMW to maximize impact of our existing employer-led Industry Talent Councils through. WMW has hired a Project Coordinator to assist all five WMW industry talent councils with project implementation, connecting with the community, and building diverse talent pipelines. Additionally, funding would support training registered apprentices in brand new high demand occupations, the build-out of a career exploration event platform, and expansion of the MiCareerLaunch initiative, which aims to prepare high school seniors for a career in a high demand industry. Funding also supports designing and building a career exploration website for parents and students to learn of events based on county and industry. ***Enhanced Relationships, Pipeline Development***

Michigan Statewide Targeted Apprenticeship Inclusive and Readiness System (MiSTAIRS): West Michigan Works! received \$324, 625 in funding from the Department of Labor and Economic Opportunity to support the continuation of development and implementation of comprehensive strategies to support Registered Apprenticeship (RA) expansion; engage industry and workforce intermediaries, employers, and other partners to expand and market RA to new sectors and underserved populations; enhance capacity to conduct outreach and work with employers to start new programs; and expand and diversify participation in RA through innovations, incentives, and system reforms. WMW will target underrepresented populations for direct enrollment and completion of RAP. Funding will be available July 2, 2023, through June 30, 2025. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

Industry Talent Councils

There are a variety of ways to stay connected to the innovative work taking place under each of the WMW! Industry Talent Councils (ITC). Each council has expanded its outreach with dedicated LinkedIn accounts and bimonthly newsletters. The increased online presence will allow each ITC to provide employers and partners in each industry with pertinent information such as industry workforce trends, council initiatives and expansion of networks to participate in future projects. ***Enhanced Relationships, Pipeline Development***

Agribusiness Talent Council of West Michigan (ATC) Mission: The Agribusiness Talent Council is an employer-led collaborative that seeks to expand the talent pool by promoting care pathways and opportunities in West Michigan agribusiness industry. Planning begins in October 2024 for a project called Spotlight on Ag Readers. School recruitment for the project will begin in November. The Muskegon Career Ag-xloration (CAX) event will join forces with GVSU's "STEAM Along the Lakeshore." The focus and audience of STEAM Along the Lakeshore is the same as the CAX project, targeting students in K-5 grades and showcasing careers and opportunities in the field of science, technology, engineering, arts, and math. By combining events the council expects to increase the number of students for the project from 225 to over 600. Hand-on activities will be offered by employers and community partners tied to this industry.

Construction Careers Council (CCC) Mission: The Construction Careers Council creates a bright future for West Michigan's construction industry by building a diverse and qualified workforce. The CCC's inaugural "Building Minds" event was a success. Sixty-five employees from twenty-three local construction employers and 9 community partners were in attendance. The goal of the event was to reduce mental health stigma in the construction industry. In the follow up to the event, 86% of attendees indicate they plan to implement new strategies in their workforce, which could potentially impact over 11,000 construction professionals.

The CCC's Construction Field Days initiative will be put on hold in 2025 due to construction at the Kent Career Tech Center campus in 2025. The council will work

with local schools by partnering to help with employer recruitment for job fairs in the 2024-2025 school year.

The next Construction Field Trips project will be held February 2025. The council will wrap up two trips held in October and will start recruiting students for the 2025 event, shortly after. Once completed, the framework for this project will be used to develop a streamlined process that can be used by West Michigan construction employers to host students at local job sites – allowing students to see and learn more about construction careers in action.

Discover Manufacturing (DM) Mission: We Exist to Inspire and Expand Manufacturing Talent in West Michigan. DM is actively recruiting manufacturers to provide tours during Manufacturing Week, which will be held October 28 through November 8. Registration is live on the [DM website](#). Last year, this project was able to reach over 15,000 students and expose them to the fantastic career opportunities in this industry. The goal this year is to increase that number by 10%. DM is partnering with The Right Place Manufacturer’s Council to promote their AI Roadmap program designed to help manufacturers implement AI solutions in their business. The launch for the AI Roadmap program was held on August 14. DM is also partnering with the Michigan Manufacturing Association’s new Director of Talent Initiatives, Laura Preuss. The DM Executive Team has added three new manufacturers to its council and is excited to build on prior success, providing value to industry employers and furthering the council’s mission to be a recognized leader in talent.

Explore Hospitality: We elevate one of West Michigan’s leading employment sectors by developing careers, cultivating talent, and promoting a thriving, dynamic hospitality industry. The council for the hospitality industry has formally been named “Explore Hospitality.” The inaugural employer members have established the council’s key strategies of focus to align with the industry needs. Those strategies are: Elevate (recruit & promote the industry), Train, and Retain. The council has also finalized the mission statement, as noted above. Council logo options are currently under review by the council. Non-employer council members will be invited to apply and will join the employer partners at the start of the new year. The council will review its first project proposal in October.

West Michigan Health Careers Council (WMHCC) Mission: The purpose of WMHCC is to provide an employer-led collaborative council of healthcare employers, educators, workforce development, and economic development organizations working together to meet West Michigan’s healthcare talent needs. In partnership with the Grand Rapids African American Health Institute, the WMHCC is laying groundwork for the creation of a local Licensed Practical Nurse (LPN) apprenticeship program. This apprenticeship program supports our goal of creating more equitable pathways into nursing careers. The council recently held their second annual healthcare career fair carnival in Kent County on August 7th at the GRCC M-TEC. 317 individuals attended the event (a 27% increase from the 250 attendees in 2023), including 169 job seekers. 142 of those job seekers anticipate finding a job because of attending the event. 24 employers, 6 education and training providers, and 2

community partners had exhibits at the carnival. Additionally, the WMHCC was excited to hold the first Ottawa County carnival on August 20th from 4pm-7pm at the GRCC Lakeshore Campus. 42 individuals attended the event and had valuable conversations with 18 exhibitors.

West Michigan Tech Talent (WMTT) Mission: West Michigan Tech Talent looks to engage employers of Information Technology professionals with best practices, resources and a community to grow, develop, recruit and retain a diverse and inclusive world class IT workforce in West Michigan. WMTT launched an alternative networking experience called “West Michigan Tech Trails.” The response has been extremely positive. A summary of the last hike can be found [here](#) and more information on the final event can be found by clicking [here](#).

WMTT is beginning a two-year partnership with GVSU’s STEM Network to enhance and grow our K-12 outreach programs. The first project in this joint venture will be the {MI}CodeExperience.

Programs

West Michigan Works! Registered Apprenticeship Programs (WMW RAP):

West Michigan Works! currently holds standards for 51 US Department of Labor registered apprenticeships, with 276 active apprentices and 102 participating employers.

The Construction industry has been very active recently, adding 7 new employers to our standards. Active apprentices have increased by 36 to a current total of 95 apprentices, and we have added 4 new occupations:

- Chimney Technician
- Commercial Interior Carpenter
- Construction Craft Laborer
- Glazier

The WMW Apprenticeship team has received 28 referrals and has had 33 discussions with employers interested in USDOL Registered Apprenticeship Programs and has registered 9 programs in the last 3 months. In October, the WMW Project Manager, Joel Elsenbroek will go to the White House to take part in an event celebrating the inaugural cohort of the USDOL Registered Apprenticeship Ambassadors, of which WMW has been engaged. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

Ascend Youth Programming: The Ascend team currently provides programming for eligible out-of-school youth ages 16 to 24. Ascend has wrapped up its summer career readiness program. Ascend kicked off MiCareerLaunch projects in two new locations: Orchard View Adult Education and My School at Kent ISD. The Ascend team will also launch a Fall 2024 career conference. Looking ahead, the program team is excited to connect with high school counselors to provide opportunities for seniors interested in entering the workforce immediately. ***Pipeline Development, Diversity and Inclusion***

MiCareerQuest: MiCareerQuest is a Career Exploration Experience for middle and high school students. We are excited to announce that MiCareerQuest 2025 will be held at DeVos Place on March 20, 2025. There are a number of ways to participate in this event: as a volunteer, exhibitor, by attending a VIP reception, or by having your organization sponsor the event. We encourage any and all levels of partnership and collaboration. ***Pipeline Development***

Elevate: Elevate is an expansion to Rise Up, a model of outside-in recruitment and inside-up career development that began in partnership with West Michigan Works!, The Source, and Trinity Health. Elevate uses the same model of Career Coaching, Resource Navigation, and employer coordination to reduce the friction of hiring and promotion. Elevate currently partners with Trinity Health, cascade Engineering, Praxis Packaging, The YMCA, Custom Profile, and Holland Home. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

HireReach: HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. The HireReach team has been hard at work connecting with national partners in the skills-based initiatives space. We also had the opportunity to present at the Michigan Works! Conference with a panel of experts and stakeholders connected to HireReach. ***Diversity and Inclusion***

Retention Solutions Network: Retention Solutions Network (RSN) is a fee-based employer network focused on navigating resources and providing support services to member employees, thus helping them to stay in their job and advance within their business. RSN continues to update its strategic plan along with a strategy for increasing membership. ***Enhanced Relationships, Diversity and Inclusion***

Gain Employment. Maintain Support (GEMS) formally known as Learn, Earn and Provide (LEAP) Pilot: GEMS launched in Muskegon as a pilot program at the end of January of 2022. It is a program aimed to assist non-custodial parents in obtaining and maintaining employment and gets back on track with child support payments. This pilot will take place in close partnership with Muskegon County Friend of the Court and will include both voluntary referrals and mandated participation. This program is now also fully implemented in Allegan County with plans to pilot in Ionia, Montcalm and Ottawa Counties in the next few months. ***Pipeline Development, Diversity and Inclusion***

Initiatives

Electric Vehicle (EV) Industry Recruitment Pilot & EV Jobs Academy: The Michigan Economic Development Corporation (MEDC) Talent Attraction Team (TAT) is collaborating with West Michigan Works! (WMW) to pilot an attraction, retention, and development initiative for EV occupations critical to the success of the industry. WMW received \$1M to support these efforts over the next year. Additionally, the Michigan Department of Labor and Economic Opportunity has allocated \$70,000 to WMW to support the EV Jobs Academy. This initiative aims to

expand education and training in critical mobility careers, including those needing supportive services and incumbent workers who want to advance into new, emerging careers. ***Enhanced Relationships, Pipeline Development***



Oct. 28, 2024 Bev Drake Essential Services Awards Update

Nominations closed: Sept. 30, 2024

We received 27 complete nominations for qualifying individuals. After targeted outreach to categories that remained unfilled, and to employers in Counties that remained unrepresented, that total rose to 29 and all categories and counties were filled.

Counties: Allegan, Barry, Kent, Ionia, Montcalm, Muskegon and Ottawa

Categories: Retail, hospitality, food service, skilled labor, transportation, childcare, healthcare, admin/office/ nonprofit, cleaning/housekeeping/maintenance/groundskeeping, and government

Scoring

Nomination scoring by the Workforce Development Board Bev Drake Essential Services Awards Committee took place the week of Oct. 21, 2024.

On-site celebrations: Nov. 4-22, 2024

Celebrations to announce the winners, as well as photos and video for the formal awards, will take place at their workplaces Nov. 4-22, 2024. Winner's team members and leadership will gather to recognize them at the celebration. Winners will be given a gift card and their employer will be given a certificate for their efforts to support employee excellence – all covered on social media.

Follow West Michigan Works! on social media to congratulate our winners by liking, commenting and sharing posts to your feeds.

Awards ceremony: Winter 2025

Winners will be awarded this winter at the start of an Economic Club of Grand Rapids luncheon. New in the program this year will be a video honoring the legacy of Bev Drake and sharing the purpose of the awards.