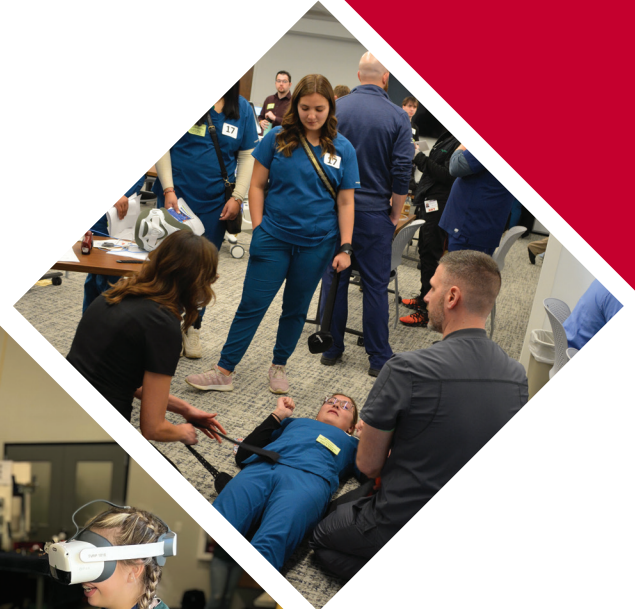


West
MICHIGAN
WORKS!

2024

ANNUAL REPORT



Setting the strategic direction of workforce planning for West Michigan

LOCAL ELECTED OFFICIALS

David Hatfield, Chair
Barry County Commissioner

Larry Tiejema, Vice-Chair
Ionia County Commissioner

Tony Baker
Kent County Commissioner

Ron Baker
Montcalm County Commissioner

Rebekah Curran (board service ended April 2024)
Ottawa County Commissioner

Kim Cyr
Muskegon County Commissioner

Mark De Young
Allegan County Commissioner

Matt Kallman
Kent County Commissioner

Chris Kleinjans (board service started June 2024)
Ottawa County Commissioner

Melissa LaGrand
Kent County Commissioner

Joe Moss
Ottawa County Commissioner

Darrell L. Paige
Muskegon County Commissioner

Kelsey Perdue
City of Grand Rapids Commissioner

Jim Storey
Allegan County Commissione

Milinda Ysasi
City of Grand Rapids Commissioner

WORKFORCE BOARD

Heather Daniel, Chair
Haworth

Shana (Lewis) Washington, Vice-Chair
Trinity Health

Emily Babson
Plascore

Nora Balgoyen
ITC Holdings Corp.

Ryan Bennett
West Michigan Plumbers, Fitters and
Service Trades Local Union No. 174

Mark Bergsma
BHS Insurance

Kenyatta Brame (board service ended Oct 2024)
Cascade Engineering

Tonia Castillo
Ottawa Area ISD

Jordan Clark
Meijer

Cathy Cronick
Michigan Rehabilitation Services

Paul David
Fleis & VandenBrink

Jay Dunwell
Wolverine Coil Spring

Jim Fisher
Second Act, LLC

Kristin Garriss (board service ended Oct 2024)
Goodwill Industries of West Michigan

Jan Harrington-Davis
Corewell Health

Jennifer Heinzman
Barry County Chamber of Commerce &
Economic Development Alliance

Nate Henschel
Consumers Energy

Jon Hofman
Holland Board of Public Works

TaRita Johnson
The Right Place, Inc.

Gregory S. King
Greater Muskegon Economic Development

David Kitchen (board service ended Oct 2024)
West Michigan Training Alliance

Kelly Kroll
Bradford White

Charles Lepper
Grand Rapids Community College

Kolene Miller (board service ended Oct 2024)
Perrigo

Dan Rinsema-Sybenga
Muskegon Community College

Jen Schottke
West Michigan Construction Institute

Michelle Seigo
Department of Health & Human Services
Ionia/Montcalm Counties

Samantha Semrau
Kendrick Plastics

Connie Stewart (board service ended Oct 2024)
Montcalm Community College

Dan TenHoopen
Heart of West Michigan United Way
Labor Liaison AFL-CIO

Mark Thomas
Northview Public Schools

Sara Whisler
CarbonSix

STAFF
Jacob Maas, CEO
Angie Barksdale, COO
Kirsti Jones, CFO

LETTER FROM THE BOARD

Our annual report provides an important opportunity for us to reflect on our work, partnerships created and strengthened and the impact we have had on our communities.

In 2024 we continued to experience some of the strongest labor force participation and lowest levels of unemployment since the pandemic. We also continued to see high levels of population growth outpacing many other counties across the state. From increased traffic in our service centers to slight shifts in job seeker attitudes seen in the 2023 talent survey, things continue to move in the right direction. We are pleased to share a summary of our primary activities and some of our major accomplishments in the 2024 program year (ending September 30).

Just as no one person or agency is responsible for the many challenges we experience across our region there is no one person or agency who can fix them. We would like to thank our board and committee members, the West Michigan Works! team, thousands of employers and hundreds of partners across our region who have helped contribute to the vibrancy of our communities and our overall success in 2024. We could not have done it without you.

Sincerely,

David Hatfield, Chief Elected Official

Heather Daniel, Workforce Development Board Chair

Jacob Maas, Chief Executive Officer

West Michigan Works! is committed to creating a diverse and qualified workforce for West Michigan.

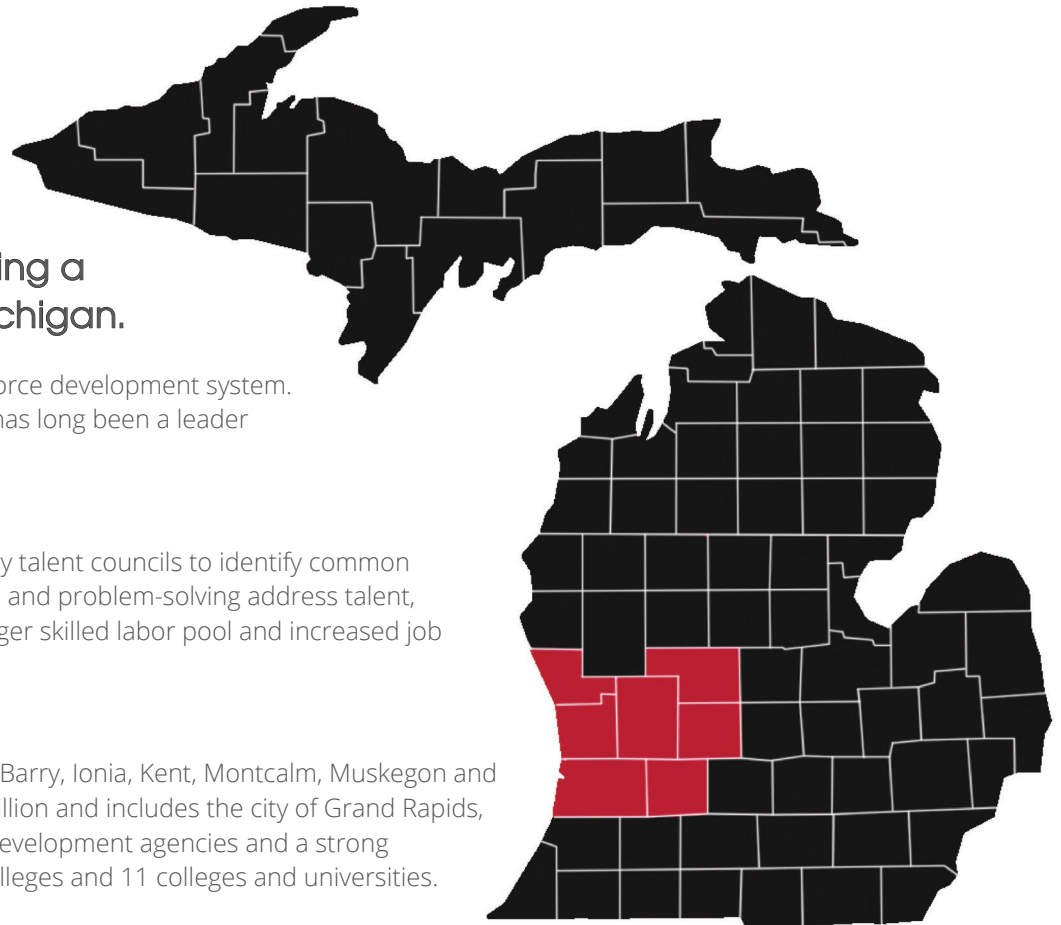
West Michigan Works! is one of 16 agencies within Michigan's workforce development system. Having created the first integrated system in the country, Michigan has long been a leader among the nation's workforce systems.

PRINCIPLES

We rely on labor market data and input from employers and industry talent councils to identify common skill gaps, training needs and industry trends. Regional collaboration and problem-solving address talent, curriculum and advocacy issues on a broader level, resulting in a larger skilled labor pool and increased job placements.

DEMOGRAPHICS

West Michigan Works! serves employers and job seekers in Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa counties. The region has a population base of nearly 1.45 million and includes the city of Grand Rapids, the second largest city in the state. It is home to several economic development agencies and a strong network of educational institutions: seven ISDs, three community colleges and 11 colleges and universities.



IMPACT AWARDS

Michigan Works! Impact Awards honor those who have fueled the economy by creating jobs and developing talent in their communities.

Shelondrea Johnson | Hackley Community Care

Shelondrea Johnson's more than 10-year career in health care has given her experience in geriatrics, autism care, and mental health. Currently, she works as an Integrated Health Services Phone Specialist at Hackley Community Care, where her commitment to helping others shines through.

Her upbringing -- living with an ailing mother and later being raised by her supportive grandparents -- has instilled in her purpose and resilience. Shelondrea is a single mother facing the grief of losing of a child due to complications at birth, her grandparents and, more recently, her mother. Despite this, she is determined to support her two children.

Shelondrea finds balance and community at Christ Temple Apostolic, where she leads the youth group. Her passion for helping others fuels her ambition to further her health care career, particularly in supporting individuals with disabilities.

Shelondrea was recently in a car accident that resulted in financial, medical and transportation challenges. At the same time, she needed to recertify her Medical Assistant license. Knowing she needed help, Shelondrea reached out to West Michigan Works! Retention Solutions Network. As a member of RSN, Hackley Community Care provides timely, personalized success coach support to staff overcoming difficulties that could keep them from maintaining employment.

This support helped Shelondrea once again prove her ability to overcome the hardest obstacles. Her coach helped her secure WMW! resources for transportation, training to recertify her Medical Assistant license and financial planning. Plus, she connected to community resources for school supplies and a mentorship program for her oldest daughter.

Shelondrea's story is one of strength and perseverance, and WMW! proudly supports her ongoing journey. We recognize Hackley Community Care for empowering their staff to overcome barriers, support their families and deliver quality health care.



Scan the QR code to watch Shelondrea's story

FINANCIAL SUMMARY

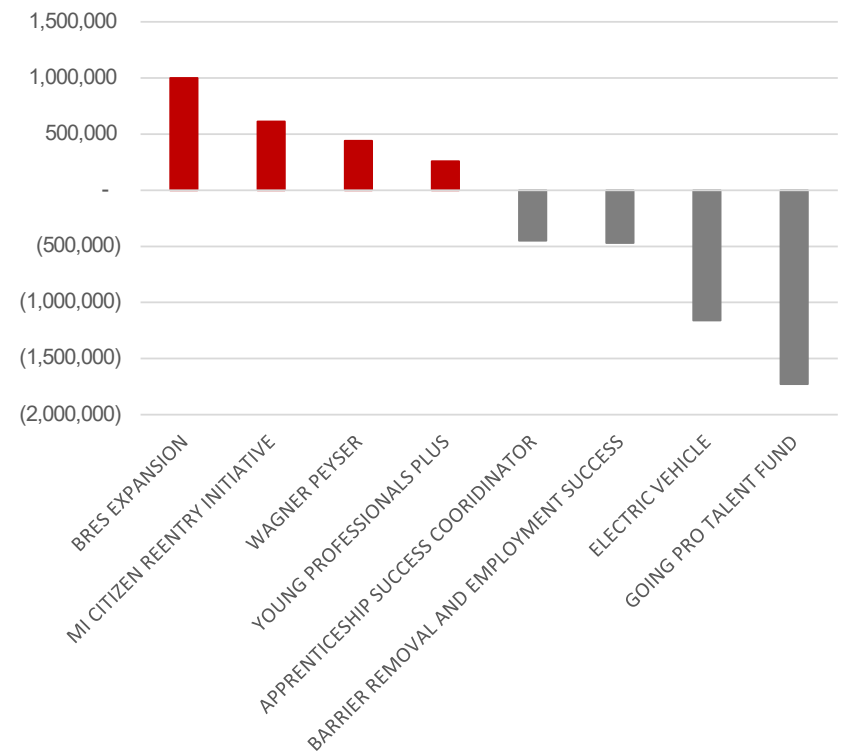
West Michigan Works! (WMW!) operated 58 programs under 95 grants during the year ending September 30, 2024. Each grant dictated the population to be served, how the funding could be used and the time frame in which the funding needed to be spent.

WMW! was awarded \$43,950,820 during the year ending September 30, 2024, a decrease of \$3,257,868 from the previous year. During this time period, we utilized \$48,260,640 of new and carried over awards.

SIGNIFICANT INCREASES/DECREASES IN FUNDING

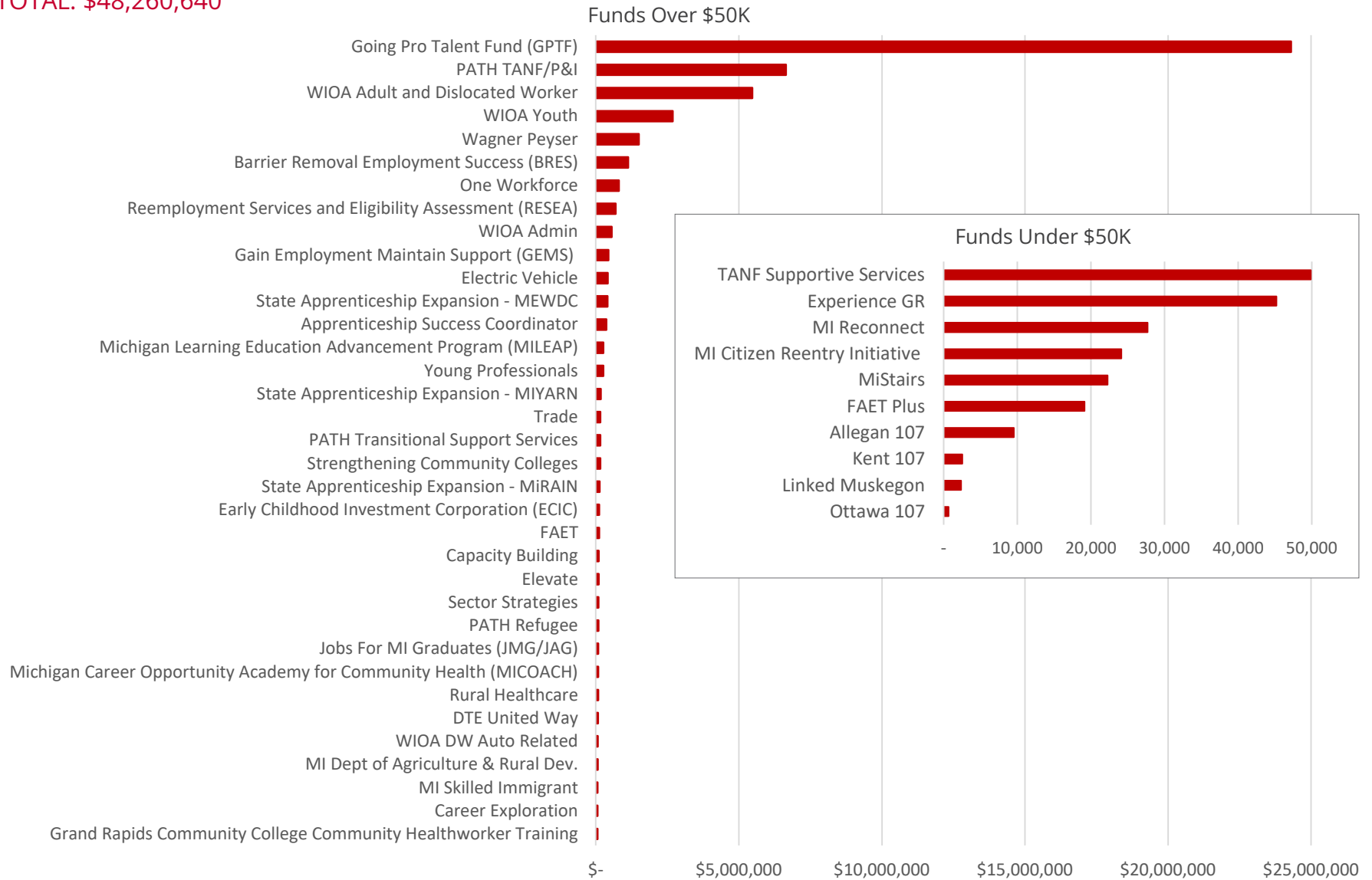
The state awarded several new grants in the year ending September 30, 2024, including Barrier Removal and Employment Success Expansion for \$1,000,000, Michigan Citizen Reentry Initiative for \$613,000, and Young Professionals Plus for \$257,235. The funding for Wagner Peyser also increased over the prior year. The overall reduction in funding is mainly due to awards in the prior year that have not repeated, including Apprenticeship Success Coordinator and Electric Vehicle Talent Action Team. Going Pro Talent Fund and BRES funding also decreased during the year ending September 30, 2024.

SIGNIFICANT INCREASES/DECREASES IN AWARDS BY PROGRAM



EARNED INCOME BY PROGRAM FOR THE YEAR ENDING SEPTEMBER 30, 2024

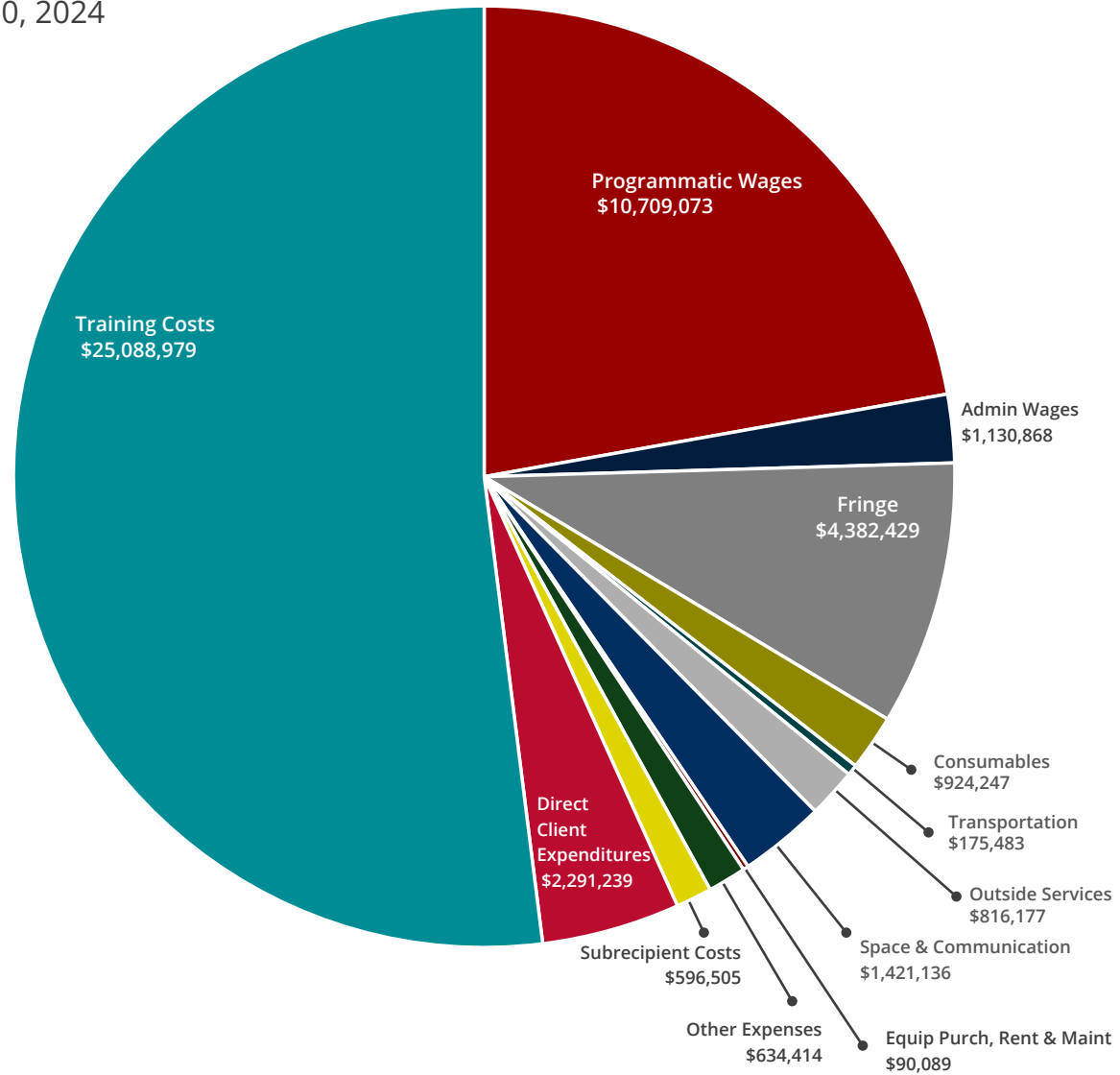
TOTAL: \$48,260,640



KEY		
FAET - Food Assistance Employment & Training	PATH - Partnership Accountability Training Hope	
MiSTAIRS - Michigan Statewide Targeted Apprenticeship Inclusive & Readiness System	TANF - Temporary Assistance for Needy Families	WIOA - Workforce Innovation and Opportunity Act

EXPENDITURES BY CATEGORY FOR THE
YEAR ENDING SEPTEMBER 30, 2024

TOTAL: \$48,260,640



2024 AT A GLANCE

60,104

Job Seekers Served



45,231

Gained Employment



\$1.48 Billion

Wages Earned*

*Total wages earned by individuals going through the West Michigan Works! system.

Source: State of Michigan Workforce Development, Michigan Department of Labor & Economic Opportunity

3,725

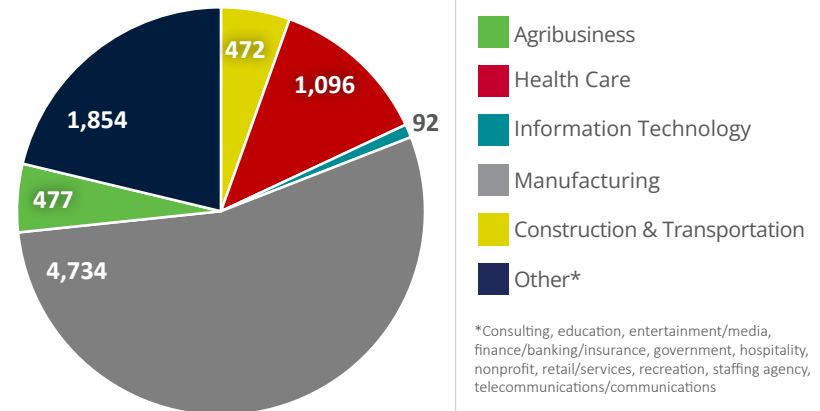
Employers Served



9,611

Jobs Filled

JOB'S FILLED BY INDUSTRY



HIRING EVENTS

32

Events

283

Employers

1,329

Job Seekers

TRAINING COMPLETED BY INDUSTRY

	New Hire	Classroom	Apprenticeship	Credentials Earned
Construction	0	303	16	7
Health Care	142	730	9	452
Information Technology	3	35	0	26
Manufacturing	29	166	43	13
Other	81	189	9	218
TOTAL	255	1,423	77	716

WORKSHOPS

27

Workshop Topics Offered

8,435

Job Seekers
Attended WMW! Workshops



Kenona Industries employee earns U.S. Department of Labor Apprenticeship certificate.



Tiara Yachts trainees

2024 AT A GLANCE (continued)

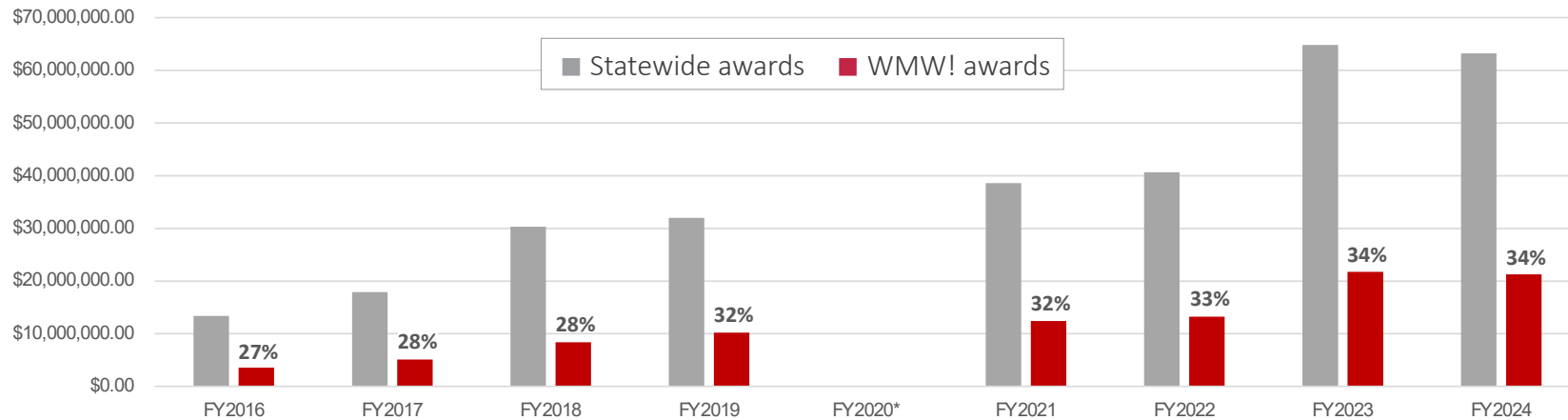
U.S. DEPARTMENT OF LABOR REGISTERED APPRENTICESHIPS

West Michigan Works! currently holds the sponsorship for 52 U.S. Department of Labor registered apprenticeship programs.

	Adv Manufacturing	Construction	Health Care	IT	Professional Services	TOTAL
WMW-sponsored Occupations	26	12	8	2	4	52
Active Apprentices	62	53	45	0	25	185
Completed Apprentices*	73	27	196	4	0	300
Employers	63	16	20	1	3	103

*Completed between 2015 and 2024.

GOING PRO TALENT FUND



*Going PRO Talent Fund was not included in the state's 2020 budget; funds were needed for pandemic relief.
Source: State of Michigan, Department of Labor and Economic Opportunity

RETENTION SOLUTIONS NETWORK



10

Employer Members



30

Shares Purchased



407

Barriers Resolved



75%*

Retention Rate

*among employees using RSN services.



Ascend program participant

ASCEND YOUTH SERVICES

419 Youth Served

151 Youth Exited

151 Youth Work Experiences

2024 EMPLOYER OF THE YEAR

University of Michigan Health-West

West Michigan Works! is proud to honor University of Michigan Health-West as the 2024 Partner of the Year for their outstanding contributions to healthcare and workforce development in the region.

A leader in patient care and community health, University of Michigan Health-West is a key partner to the West Michigan Health Careers Council, advocating for workforce initiatives and supporting the creation of the West Michigan Works! Career Pathway Guides. These guides help individuals explore in-demand healthcare careers, benefiting both their organization and the broader healthcare sector.

The organization is deeply committed to workforce development, offering mentoring, education assistance and apprenticeship programs for Medical Assistants and Surgical Technologists. Their partnership with Grand Rapids Community College provides scholarships and job placements for nursing students, creating pathways for future healthcare professionals.

University of Michigan Health-West also champions equitable recruitment, participating in HireReach and implicit bias training while promoting diversity through community engagement. Additionally, they support youth career exploration and work to reduce staff burnout, reflecting their dedication to a thriving, inclusive workforce and making them a deserving recipient of the 2024 Employer of the Year award.



2024 PARTNER OF THE YEAR

United Way of Montcalm-Ionia Counties

West Michigan Works! is proud to recognize United Way of Montcalm-Ionia Counties as its 2024 Partner of the Year for their dedicated work in strengthening the community. Through key partnerships with donors, volunteers and organizations, United Way ensures residents have access to essential resources like education, housing, nutritious food and financial stability.

A vital partner in workforce development, United Way of Montcalm-Ionia Counties supports job seekers through initiatives such as food drives, emergency services and providing work essentials like steel-toed boots and winter coats. Their involvement in MiCareerQuest and youth workforce development underscores their commitment to long-term solutions.

United Way of Montcalm-Ionia Counties also plays a key role in leadership development, offering training in areas like active shooter preparedness, DEI and leadership skills. They advocate for vital issues, including childcare, affordable housing and income tax credits, and actively support West Michigan Works! through advocacy and collaborative efforts.

Through their comprehensive approach, United Way of Montcalm-Ionia Counties has made a profound impact on local families, making them a deserving recipient of the 2024 Partner of the Year award.



Regional collaboration is essential to addressing current

Employer-led industry talent councils worked with key workforce and education/training partners to address talent shortages, increase worker retention and engage youth.

Council scholarships, member dues and grants invested in the work of the councils totaled \$69,857.



COUNCIL MEMBERS

Allegan ISD, Dykhuis Farms, GTF Technologies, Herbruck's Poultry Ranch, Koeze Co, Michigan State University, Ottawa County Economic Development, Revolution Farms, Riveridge Produce Marketing, SpartanNash, Walters Gardens, WMW!



COUNCIL MEMBERS

Associated Builders and Contractors, Inc., Barton Malow Company, Christman Company, Control Solutions, Dan Vos Construction Company, Fleis & Vandenbrink, GRCC, Kent Companies, IBEW 275, Ottawa Area ISD, WMW!

CAREER AWARENESS EVENTS



events



schools



students



employers



Agribusiness Talent Council Spotlight on Ag-Readers



Construction Career Council Building Minds Conference

and future talent needs.



COUNCIL MEMBERS

Bradford White, DeWys Manufacturing, Kent ISD, Miller Knoll, Muskegon Community College, NN Mobile Inc., Praeco Skills, Scherdel Sales and Service, The Right Place, Wolverine Coil Spring, WMW!



COUNCIL MEMBERS

Aquinas College, Cherry Health, Corewell Health, GRCC, Holland Home, Hope Network, Kent ISD, Pine Rest, Metrics Reporting, Trinity Health, UM Health–West, WMW!



COUNCIL MEMBERS

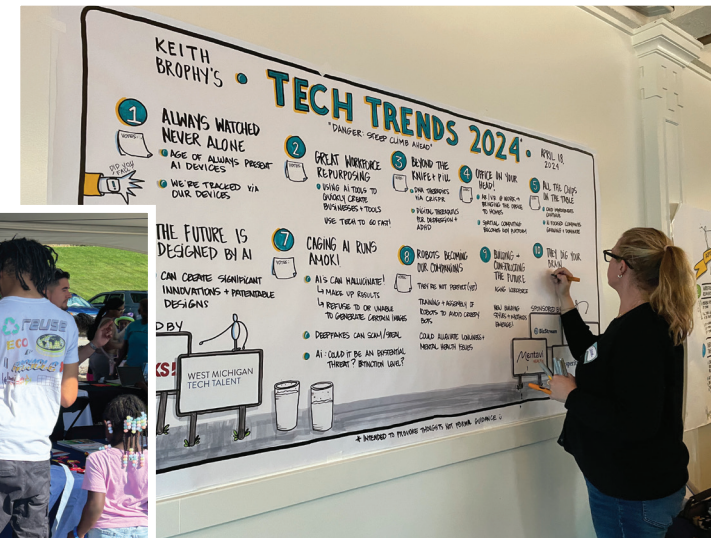
Augusto, Corewell Health, GFS, GVSU, National Nail, Randstad Digital, The Right Place, SpartanNash, Tech Defenders, US Foods, Vervint, WMW!



Discover Manufacturing scholarship award winners



West Michigan Health Career Council Career Fair Carnival



West Michigan Tech Talent Tech Trends



LOCATIONS

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/.