



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.

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Meeting ID: 228 363 675 327 Passcode: dQeBc7
Monday, February 24, 2025 ▪ 8:30 a.m. – 10:00 a.m.

AGENDA

1. Call to Order and Introductions
2. Public Comment – Agenda Items
3. Approval of the December 9, 2024 Minutes **Action Required**
4. 2025 Governing Board Election of Chair and Vice-Chairperson **Action Required**
Tawanna Wright, Staff Attorney
5. Policy Approval: Protection of Personally Identifiable Information (PII) Policy **Action Required**
Tawanna Wright
6. Report on Financial Activities
 - a. Presentation of the Audited Financial Statements **Action Required**
William (Bill) I. Tucker, CPA, Maner Costerisan
 - b. ACSET Financial Report - Notes to December 2024 Board Financials **Information Item**
Jacob Maas, Chief Executive Officer
 - c. Renewal of Line of Credit **Action Required**
Jacob Maas
7. Report on Administrative Activities
 - a. ACSET Personnel Actions Report **Information Item**
 - b. ACSET Operations Staffing **Information Item**
 - c. ACSET 360 Degree CEO Performance Review **Information Item**
8. WDB Service Summary Dashboard and Solutions Driven Updates **Information Item**
Angie Barksdale, Chief Operating Officer
9. Other Business **Information Item**
 - a. Bev Drake Essential Service Awards
 - b. MiCareerQuest: March 20, 2025 DeVos Place ([VIP Tour Sign up](#) or [Volunteer Sign up](#))
 - c. Service Center Tours
10. Public Comment
11. Adjournment

Next Scheduled Governing Board Meeting: Monday, April 28, 2025

Remaining Meetings:

June 23, 2025

August 25, 2025

October 27, 2025

December 8, 2025



2024 Annual Meeting
Frederik Meijer Gardens & Sculpture Park (Huizenga Grand Room South)
1000 East Beltline NE ▪ Grand Rapids, MI 49525
Monday, December 9, 2024 ▪ Meeting 12:00 p.m. – 1:30 p.m.
(Networking Lunch begins at 11:30 a.m.)

MINUTES

Workforce Development Board (WDB) Members Present: Shana Washington (Vice-Chairperson), Nora Balgoyen, Ryan Bennett, Mark Bergsma, Bryce Butler, Tonia Castillo, Jordan Clark, Cathy Cronick, Jay Dunwell, Jim Fisher, Jan Harrington-Davis, Jennifer Heinzman, Jon Hofman, TaRita Johnson, Nick Kacher, Greg King, Kelly Kroll, Charles Lepper, Lindsay Maunz, Dan Rinsema-Sybenga, Jen Schottke, Michelle Seigo, Samantha Semrau, Dan TenHoopen, Sara Whisler

WDB Members Absent: Emily Babson, Bradley Barrick, Heather Daniel (Chairperson), Paul David, Nate Henschel, Mark Thomas

Governing Board (GB) Members Present: David Hatfield (Chairperson), Larry Tiejema (Vice-Chairperson), Kim Cyr, Mark De Young, Matt Kallman, Chris Kleinjans, Joe Moss, Darrell Paige, Jim Storey, Milinda Ysasi

GB Members Absent: Tony Baker, Melissa LaGrand, Kelsey Perdue

Staff Present: Jacob Maas, Angie Barksdale, Kirsti Jones, Cara Achterhof, Kelly Allard, Olicia Blomstrom, Lisa Brewer, Kyle Brooky, Marlene Brostrom, Tawana Brown, Karrie Brown, Brittany Chase, Jeff Dornbos, Chrissy Douglas, Mark Dumouchelle, Tasha Evans, Liz Gensler, Rosa Hernandez, Erin Kenny, Jason Khoury, Amy Lebednick, Richard Lovell, Andrika Lyons, Janette Monroe, Abby Monterusso, Chad Patton, Malinda Powers, Richelle Smith, Jennifer Summers, Kelly Tang, Shakiya Taylor, Sue Witzel, Tawanna Wright

Guests/Public Present: Bernard Brown (MAISD), Megan Byrne (Hackley Community Care Center), William Campbell (Congressman John Moolenaar's Office), Dr. Cliff Cho, MD (University of Michigan Health-West), Tracie Coffman (WK Kellogg Foundation), Christi Conran (University of Michigan Health-West), Representative John Fitzgerald (District 83), Amy Gibson (Hackley Community Care Center), Ryan Graham (Kent ISD), Steve Heethuis (Praeco Skills), Michael Hill (Hope Network), Ryan Hundt (Michigan Works! Association), Rose Hunt, Shelondrea Johnson (Hackley Community Care Center), William Kitchen, Terri Legg (United Way of Montcalm-Ionia Counties), Joseph Lienesch (Kent ISD), Steve Martin (Rep. Carol Glanville's Office House District-84), Meg Mathis (Dan Vos Construction), Dan Mitchell (Mercantile Bank), Michael O'Connor (Zeeland Public Schools), Ted Paton (Ionia County ISD), Sherry Pfaff-Doody (University of Michigan Health-West), Kathryn Pina (Congresswoman Hillary Scholten's Office), Lisa Radak (GRCC), Ginger Rohwer (MiSTEM Network/GVSU), Annie Sanders (United Way of Gratiot-Isabelle Counties), Kristie Smith (Spectrum Health), Beth Strait (Aquinata Hall SL), Kristen Tjalsma (Miller Knoll), Pat Walstra (Kent ISD), Chauncy Williams (MCEC), Elizabeth Wilson (Vervint), Samantha Zentner (Orchard View Adult Education)

1. Call to Order at 12:03 p.m. by ACSET/West Michigan Works! Governing Board Chairperson, Com. David Hatfield.
2. Public Comment- None
3. Board Action Items: Com. David Hatfield

- a. Approval of October 28, 2024 Minutes

GB Action Required

Motion – Com. Tiejema

Second – Com. Ysasi

Item Approved by Vote – Motion carried

- b. Workforce Development Board (WDB) Bylaws
(Roll call vote-75% affirmative vote of members appointed and serving) **GB Action Required**
Motion – Com. Moss
Second – Com. Ysasi
Roll call vote taken: 11 out of 14 members present.
Yays – Com. De Young, Storey, Hatfield, Tiejema, Kallman, R. Baker, Cyr, Paige, Kleinjans, Moss, Ysasi
Nays – None
Item Approved by Vote – All 11 members present voted affirmatively. Motion carried.
- c. Approval of October 14, 2024 Minutes **WDB Action Required**
Motion – Jon Hofman
Second – Mark Bergsma
Item Approved by Vote – Motion carried

4. 2024 Year in Review and Recognitions **Information Item**

David Hatfield, on behalf of the board and organization, thanked the guests, board members, and elected officials for joining the meeting. David extended congratulations to this year's award winners. To begin the 2024 year in review, David introduced Amy Lebednick, Business Solutions Director.

a. Business Solutions and Employer of the Year

Amy Lebednick, Director of Business Solutions, reported that West Michigan Works!' demand driven approach to workforce development has allowed us to harness the potential of business, community partners and educators to provide outstanding career education, support services, coaching and training, to meet the needs of businesses and job seekers across our seven-county region. Amy reviewed the following 2024 highlights from Business Solutions programs: (1) the number of employers served, (2) the number of jobs filled, and (3) the number of potential new jobs. Amy also provided an overview of the WMW Industry Talent Councils (ITCs) and their accomplishments, Going Pro Talent Fund (GPTF) awards, and registered apprenticeship programs.

Amy Lebednick recognized University of Michigan Health-West (UMHW) as the 2024 Employer of the Year. Amy presented this award for UMHW's outstanding contributions to healthcare and workforce development in our region. Further, Amy reported that the UMHW prioritizes employee retention by fostering a supportive environment through mentoring programs, education assistance, and structured apprenticeships. These efforts are designed to combat burnout, promote a positive workplace culture, and encourage career growth. Some key initiatives include the Medical Assistant and Surgical Technologist Apprenticeships, which offer hands-on training and advancement opportunities, as well as the JobSync program, which provides clear career pathways for healthcare professionals. UMHW also emphasizes youth career exploration through active participation in programs like MiCareerQuest, inspiring students to consider healthcare careers through interactive exhibits.

The organization is committed to diversity and inclusion, as demonstrated by its participation in evidence-based recruitment practices such as the HireReach initiative and implicit bias training for staff. These efforts help create a workforce that reflects the communities they serve.

Additionally, UMHW collaborates with institutions like Grand Rapids Community College to support nursing students through scholarships, mentoring, and educational pathways, ensuring long-term success for future healthcare professionals.

UMHW's comprehensive approach to workforce development underscores its dedication to building a sustainable, inclusive, and skilled healthcare workforce.

Steve Smith, Regional Manager of Talent Acquisition from University of Michigan Health-West accepted the award. Kathryn Pina, Director of Outreach & Grants from Congresswoman Hillary Scholten's Office, also provided special recognition to UMHW.

b. Talent Solutions and Partner of the Year

Tasha Evans, Director of Talent Solutions, reviewed the following 2024 highlights from Talent Solutions programs: (1) the number of job seekers served, (2) the number of jobs filled? (3) amount of wages earned, (4) the number of credentials earned, (5) the number of barriers removed, (6) amount of training dollars spent, and (7) training partners. Tasha also reviewed the expansion of refugee programs supporting New Americans and refugees as they navigate their path to employment. Tasha reported that in 2024, WMW nearly doubled the number of individuals served and is proud to be one of five collaboratives awarded the Make Michigan Home Grant, a first-of-its-kind regional talent retention and attraction pilot program focused on retaining current residents and attracting new talent to West Michigan.

Tasha recognized United Way of Montcalm-Ionia Counties (UWMIC) as the 2024 Partner of the Year for its demonstrated commitment to advancing workforce development in our community. Tasha reported that through vital partnerships with donors, volunteers, and organizations, UWMIC ensures that local residents have access to essential resources including education, housing, food, and financial stability. UWMIC has been a key partner in workforce development supporting job seekers by providing food drives, emergency services, and work essentials. UWMIC is involved in initiatives like MiCareerQuest and youth workforce development. UWMIC also leads in critical areas including leadership development, DEI training, and advocacy for issues such as childcare, affordable housing, and income tax credits.

Terri Legg, President & CEO of United Way of Montcalm-Ionia Counties accepted the award. William Campbell, District Staff from Congressman John Moolenaar's Office, also provided special recognition to United Way of Montcalm-Ionia Counties.

c. Development and Innovation and Impact Award Recognition

Chad Patton, Director of Development and Innovation, reviewed the following 2024 highlights from Development and Innovation programs: (1) the number of employers engaged, and average wage increases within the Elevate program, (2) the number of job seekers engaged in CareerPoint, (3) the number of youth served in the Ascend program, and (4) the number of overall workshop attendees. Chad also provided overviews for the Retention Solutions Network, HireReach, and MiCareerQuest.

Chad shared that WMW submits nominations for the Michigan Works! Association (MWA) Impact Awards each year. An Impact Award honors those that have built economic results by creating jobs and developing fresh talent in their communities. The awards ceremony will be held in Lansing on April 24, 2025, with local State legislators. This year, Shelondrea Johnson and Hackley Community Care were selected as Impact Award recipients. The video about the Impact Awardees can be seen [here](#). Shelondrea and Amy Gibson accepted the awards.

Kathryn Pina also provided special recognition to Shelondrea and Hackley Community Care on behalf of Congresswoman Hillary Scholten's Office.

d. Sharing Knowledge and Best Practices

Angie Barksdale, Chief Operating Officer, shared that in 2024 WMW shared its best practices for talent solutions, business solutions, and development and innovation programming in more 25 presentations within the state and across the country. WMW continues to lead the nation in apprenticeship programming and has trained US DOL Apprenticeship Training Representatives in every state across the country.

5. Due to unforeseen circumstances that occurred prior to the meeting, West Michigan Works! Workforce Development Board (WDB) Chairperson, Heather Daniel, was unable to attend the meeting. In her place, WDB Vice-Chairperson Shana Washington provided closing remarks. Shana reported that looking ahead into 2025, WMW will continue the great work of its programs, councils and committees. WMW will focus on building new relationships in the legislature to advocate for the important work WMW does and emphasize opportunities for flexible funding, local control, and success of programs. WMW will work to ensure the new administration recognizes the importance of a fully funded budget, demonstrating the return on investment that WWM programs deliver. Shana thanked board members, elected officials, and staff.
6. Shana Washington adjourned the meeting at 12:51 p.m.

Recorded by: _____ Received by: _____

**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: Tawanna Wright, Staff Attorney

DATE: February 24, 2025

RE: ACSET Governing Board Election of Chair and Vice-Chair

Background

Pursuant to the 4th Amended Interlocal Agreement between the Counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Ottawa, and the City of Grand Rapids, it is time to elect a new Chair and Vice-Chair of the ACSET Governing Board. The newly elected officers shall begin their duties at the February 24 meeting immediately following the election. The Interlocal Agreement provides as follows:

The Governing Board shall have a Chairperson and Vice-Chairperson, which officers shall be elected annually by members of the Governing Board; provided, that the Chairperson shall be elected from among the representatives of one of the Public Agencies in the following annual rotation: Allegan County, Barry County, Ionia County, Kent County, Montcalm County, Muskegon County, Ottawa County, and the City of Grand Rapids. The Public Agency from which the Chairperson shall be elected for the first calendar year following the effective date of this Interlocal Agreement shall be chosen by lot, and the Vice-Chairperson shall be chosen from among the representatives of the next Public Agency in the above rotation.

- a. Chairperson. The Chairperson shall preside over all the meetings of the Governing Board.
- b. Vice-Chairperson. The Vice-Chairperson shall perform the duties and exercise the power of the Chairperson in the absence or disability of the Chairperson.

Based on the above rotation listed in the Interlocal Agreement, it is Ionia County's turn to serve as Chairperson of the Board for 2025. Being the only representative from the Ionia County Board of Commissioners, Commissioner Larry Tiejema will be considered Chairperson unless the he wishes to be removed from consideration. Assuming Commissioner Tiejema does not wish to remove his name, then action (i.e., nomination*, and a vote of yeas and nays) will be required by the members to officially elect Commissioner Tiejema as the Chair.

Regarding the office of Vice-Chairperson, the next listed public agency in the above rotation is Kent County. Three representatives from the Kent County Board of Commissioners will serve on the 2025 ACSET Governing Board (Commissioners Matt Kallman, Melissa LaGrand, and Nancy Morales). All three representatives will be considered for Vice-Chairperson unless a representative wishes to be removed from consideration. As far as voting is concerned and assuming there is more than one candidate for the office of Vice-Chairperson, the members of the Governing Board can decide if they prefer to vote by (1) a show of hands for each candidate; (2) a roll call vote; or (3) by any other way the member's vote is made known to the public, e.g., a ballot but not a secret ballot. If the ballot method is selected, then each voting member must place his or her own name on the ballot, and then the member's name along with his or her own name on the ballot, and then the member's name along with his or her selected candidate can be read aloud at the meeting **or** if the member's name is not read aloud at the meeting, then the member's selected candidate along with each voting member's name will be recorded in the official minutes of the meeting for any interested member of the public to see. If there is only one candidate for the office of Vice-Chairperson, then action (i.e., nomination*, and a vote of yeas and nays) would be required by the members to officially elect the representative as the Vice-Chairperson.

*Robert's Rules of Order state that it is *customary* to nominate one or more candidates before proceeding to an election to fill an office (unless the election is by ballot or roll call).



ACSET GOVERNING BOARD MEMBERS

January 2025 – December 2025

ACSET shall be governed by a 14 Member Governing Board, which shall consist of:

| Public Agency | ACSET Governing Board Member | Member |
|-----------------------------|-------------------------------------|--------------------------------------|
| Allegan Co. | County Board Chair or Designee | Gale Dugan (Chair) |
| | County Board Member | Mark De Young (Member) |
| Barry County | County Board Chair or Designee | David Hatfield (Designee-Vice-Chair) |
| Ionia County | County Board Chair or Designee | Larry Tiejema (Designee) |
| Kent County | County Board Chair or Designee | Matt Kallman (Designee) |
| | County Board Member | Melissa LaGrand (Member) |
| | County Board Member | Nancy Morales (Member) |
| Montcalm Co. | County Board Chair or Designee | Nathan Alexander (Designee) |
| Muskegon Co. | County Board Chair or Designee | Darrell L. Paige (Designee) |
| | County Board Member | Kim Cyr (Member) |
| Ottawa Co. | County Board Chair or Designee | Doug Zylstra (Designee) |
| | County Board Member | Joe Moss (Member) |
| City of Grand Rapids | Mayor or Designee | Kelsey Perdue (Designee) |
| | City Commission Member | AliciaMarie Belchak (Member) |

1.2025



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Employment & Training Council
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Ottawa County

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

MEMORANDUM

TO: ACSET Governing Board
FROM: Tawanna Wright, Staff Attorney
DATE: February 24, 2025
RE: Approval of Protection of Personally Identifiable Information (PII) Policy

Background

ACSET is required by the Workforce Innovation and Opportunity Act (WIOA), Wagner-Peyser Act, the Trade Act of 1974, and their implementing regulations, to collect large quantities of personal information from applicants to and participants. ACSET also possesses PII concerning its own employees. USDOL and the State of Michigan require grantees to take aggressive measures to mitigate the risks associated with the collection, storage and dissemination of PII. WIOA regulations require that recipients of funds under Title I of WIOA and the Wagner-Peyser Act adopt policies for the protection of sensitive information, confidential information and PII. The Michigan Social Security Number Privacy Act also requires ACSET to adopt a policy to protect the confidentiality of social security numbers collected in the ordinary course of its business.

The attached Protection of PII Policy has been drafted to comply with these federal and state mandates.

According to Section A(7) of the Agreement between the ACSET Governing Board and WMW Workforce Development Board, the Governing Board has the sole responsibility “to create policies and bylaws for overall operation of the agency’s affairs, such as policies for record retention, confidentiality and record access.”

Requested Action

We are requesting Governing Board approval of the Protection of Personally Identifiable Information (PII) Policy.

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

- Title:** WMW 25-XX: Protection of Personally Identifiable Information (PII) Policy
- Effective Date:** February 24, 2025
- Approved by:** Area Community Services Employment and Training Council (ACSET) Governing Board on February 24, 2025
- Programs Affected:** Workforce Innovation and Opportunity Act (WIOA); Wagner-Peyser Act (Employment Service); Trade Act of 1974 (as amended), Partnership. Accountability. Training. Hope. (PATH), Food Assistance Employment & Training (FAE&T), and other WMW programs wherein PII is collected.
- Scope:** The purpose of this West Michigan Works! (WMW) Policy is to assure the proper handling of Personally Identifiable Information (PII), including social security numbers, by ACSET staff. This includes PII collected from all clients of West Michigan Works! (WMW) One-Stop Centers, including participants in WMW programs, as well as PII pertaining to ACSET staff. ACSET is a consortium of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa Counties, and the City of Grand Rapids that is the Michigan Works! Agency serving this area. WMW is a division of ACSET that administers employment and training programs.
- See the ACSET FMLA Policy and the ACSET Reasonable Accommodation policies for employees and clients for more specific rules for the protection of medical information obtained in connection with requests for leave under the Family and Medical Leave Act and requests for accommodations under the Americans with Disabilities Act.
- Supersedes:** N/A
- References:** WIOA, P. L. 113-128; 2 CFR 200.303; 20 CFR 683.220; Unites States Department of Labor (USDOL) Training and Employment Guidance Letter (TEGL) 39-11; Michigan Employment Security Act, Act 1 of the Public Acts of 1936, MCL 421.11; Michigan Identity Theft Protection Act, Act 452 of the Public Acts of 2004, MCL 445.61 et. seq.; Michigan Social Security Privacy Act, Act 454 of the Public Acts of 2004, MCL 445.81 et seq.
- Background:** ACSET is required by WIOA, the Wagner-Peyser Act, the Trade Act of 1974, and their implementing regulations, to collect large quantities of personal information from applicants to and participants. This information must be used only for recordkeeping and reporting; determining eligibility; determining the extent to which ACSET is operating its financially assisted program or activity in a nondiscriminatory manner; or other uses authorized by law. ACSET also possesses PII concerning its own employees. USDOL and the State of Michigan require grantees to take aggressive

measures to mitigate the risks associated with the collection, storage, and dissemination of sensitive data, including PII. WIOA regulations require that recipients of funds under Title I of WIOA and the Wagner-Peyser Act adopt policies for the protection of sensitive information, confidential information and PII. The Michigan Social Security Number Privacy Act also requires ACSET to adopt a policy to protect the confidentiality, to the extent practicable, of social security numbers collected in the ordinary course of its business.

Policy:

It is the policy of ACSET to protect the security of all sensitive and confidential information in its possession, including PII. Such information may be disclosed only for the purposes of the administration of its programs or as otherwise permitted by law. When ACSET discloses such information for the purpose of administration of its programs, the disclosure shall be made only to those persons, officers, and employees who need to know the information, and only to the extent necessary for that purpose. This policy shall constitute the policy of ACSET required by WIOA regulations at 20 CFR 683.220, and the Michigan Social Security Number Privacy Act.

Information obtained from clients in the Employment Service program shall also be protected as required by Section 11 of the Michigan Employment Security Act (MCL 421.11) and its implementing regulations. Information obtained from participants in the PATH program shall also be protected as required by Section 310 of the Michigan Department of Health and Human Service's Bridges Administrative Manual (BAM).

A. Definitions:

1. **Personally Identifiable Information (PII)** is information that can be used to distinguish or trace an individual's identity, either alone or when combined with other personal or identifying information that is linked or is linkable to a specific individual.
2. **Sensitive information** is any unclassified information whose loss, misuse, or unauthorized access to or modification of could adversely affect the interest or the conduct of Federal programs, or the privacy to which individuals are entitled under the Privacy Act.
3. **Protected PII and non-sensitive PII.** The USDOL distinguishes two different types of PII: "protected PII" and "non-sensitive PII." The difference between the two is based primarily upon the risk of harm that may result from the disclosure of the PII.
 - a. **Protected PII** is information that, if disclosed, could result in harm to the individual whose name or identity is linked to that information. Examples of protected PII include, but are not limited to, social security numbers, credit card numbers, bank account numbers, home

telephone numbers, ages, birthdates, marital status, spouse names, educational records, biometric identifiers (fingerprints, voiceprints, iris scan, etc.), medical history, financial information and computer passwords.

- b. **Non-sensitive PII** is information that if disclosed, by itself, could not reasonably be expected to result in personal harm. Essentially, it is stand-alone information that is not linked or closely associated with any protected or unprotected PII. Examples of non-sensitive PII include information such as first and last names, e-mail addresses, business addresses, business telephone numbers, general education credentials, gender, or race. However, depending on the circumstances, a combination of these items could potentially be categorized as protected or sensitive PII. Furthermore, WIOA nondiscrimination regulations require that information about the sex and race of an applicant, as well as certain other demographic information, be stored in a manner that ensures confidentiality and only be used for the purposes described on page 1.

B. Storage and Access

1. All PII obtained by ACSET WMW must be stored in an area that is physically safe from access by unauthorized persons. All PII must be accessed, processed, and stored exclusively through the use ACSET WMW approved systems, equipment, and devices. Unless authorized in writing by ACSET WMW, employees are prohibited from accessing, processing, and storing PII on personal devices, or using non-WMW managed services (such as personal email accounts) to access PII."
2. Access to PII must be restricted to only those ACSET officers and employees who need it in their official capacities to perform duties within the scope of the work of the program.
3. ACSET officers and employees with access to PII and sensitive information ACSET as part of their duties must sign an acknowledgement, prior to having access to such data , confirming that they have been advised about (1)the confidential nature of the data, (2) the safeguards in place to protect the data, and (3) the criminal and civil penalties for noncompliance with safeguards contained in state and federal law to protect the data.
4. No ACSET officer or employee may share a password or encryption key that permits access to PII held by ACSET with any person who is unauthorized to have access to such PII.

5. After the minimum period required by law for retention of records that contain PII, ACSET shall destroy such records in a manner that will ensure the eradication and elimination of such PII.

C. Transmission/Disclosure.

1. All PII and other sensitive data transmitted electronically or stored on CD's, DVD's, thumb drives, etc., must be encrypted according to the procedure utilized by ACSET WMW.
2. An ACSET officer or employee may disclose PII only to individuals authorized to receive that information and have a need for it in an official capacity to perform their duties in a program administered by ACSET; or as otherwise permitted or required by law.
3. An ACSET officer or employee who receives a subpoena or interrogatory that seeks PII in the possession of ACSET shall submit the subpoena or interrogatory to the ACSET legal department in accordance with the Procedure for Written Requests for information.
4. The first time any ACSET employee collects PII or sensitive information from a participant being enrolled in an ACSET WMW program, the employee will ask the participant to sign an authorization that allows ACSET to release such information to specific identified parties, in connection with the administration of the program.

D. Unauthorized Access

1. If an ACSET officer or employee discovers that there has been an unauthorized access or acquisition of data that compromises the security or confidentiality of personal information maintained by ACSET **in electronic form**, he or she shall immediately notify the IT Manager and the legal department.
2. For the purpose of this Section D, "personal information" means the first name or first initial and last name of an individual linked to either his or her (a) social security number; (b) driver's license number; or (c) state identification card number.
3. Unauthorized access of data, as described in this Section D, **does not include** access by an ACSET officer or employee, if:
 - a. The officer or employee acted in good faith in accessing the data;
 - b. The access was related to his or her official duties; and

- c. The officer or employee did not misuse any of the personal information or disclose any personal information to an unauthorized person.
4. **ACSET WMW Databases.** If the unauthorized access or acquisition of data concerns data on a database maintained by ACSET, ACSET shall give notice, in a manner required by Section 12 of the Michigan Identity Theft Protection Act (MCL 445.72), to:
 - a. Each person whose unencrypted and un-redacted personal information was accessed and acquired by an unauthorized person; and
 - b. Each person whose personal information was accessed and acquired in encrypted form by a person with unauthorized access to the encryption key.

This notice shall be provided without unreasonable delay, unless

- a. A delay is necessary for ACSET to take any measures necessary to determine the scope of the security breach and restore the reasonable integrity of the database; or
 - b. A law enforcement agency determines and advises ACSET that providing a notice will impede a criminal or civil investigation or jeopardize homeland or national security.
 - c. In either of the above situations, notice must be given as soon as possible after the circumstances requiring a delay is resolved.
5. **State or Federal Databases.** If the unauthorized access or acquisition of data concerns data included on a database maintained by an agency of the State or Federal government, the IT Manager shall immediately notify the administrator of the database of the breach of security, unless:
 - a. A delay is necessary for ACSET to take any measures necessary to determine the scope of the security breach and restore the reasonable integrity of the database; or
 - b. A law enforcement agency determines and advises ACSET that providing a notice will impede a criminal or civil investigation or jeopardize homeland or national security.
 - c. In either of the above situations, notice must be given as soon as possible after the circumstances requiring a delay is resolved.
5. An ACSET officer or employee who discovers that there has been an unauthorized disclosure of or access to PII (as defined in Section A), must

immediately notify the IT Manager and the legal department. If applicable, the legal department shall immediately notify, in writing, the Federal Project Officer responsible for the grant. If a USDOL grant is involved, the legal department shall also notify ETA Information Security, at ETA.CSIRT@dol.gov. ACSET shall follow any additional instructions received from those sources.

E. Social Security Numbers

1. A **Social Security Number (SSN)** constitutes PII, as defined in Section A, and is protected PII when it can be linked to the identity or holder of the number. It is also “personal information,” as described in Section D, when it is linked to first name or first initial and last name of an individual. However, the Michigan Social Security Number Privacy Act also mandates the following rules and restrictions with respect to the handling of SSNs by ACSET officers and employees.
2. An ACSET officer or employee shall not do any of the following with the SSN of an employee or any other individual:
 - a. Publicly display all or more than four (4) sequential digits of the SSN.
 - b. Subject to subsection 3, use all or more than four (4) sequential digits of the SSN as the primary account number for an individual.
 - c. Visibly print all or more than four (4) sequential digits of the SSN on any identification badge or card, membership card, or permit or license.
 - d. Require an individual to use or transmit all or more than four (4) sequential digits of his or her SSN over the internet or a computer system or network unless the connection is secure, or the transmission is encrypted.
 - e. Require an individual to use or transmit all or more than four (4) sequential digits of his or her SSN to gain access to an internet website or a computer system or network unless the connection is secure, the transmission is encrypted, or a password or other unique personal identification number or other authentication device is also required to gain access to the internet website or computer system or network.
 - f. Include all or more than four (4) sequential digits of the SSN in or on any document or information mailed or otherwise sent to an individual if it is visible on or, without manipulation, from outside of the envelope or packaging.

3. The rules described in subsection 2 above do not prohibit the use of all or more than four (4) sequential digits of a SSN that is authorized or required by a state or federal statute, rule, or regulation, by court order or rule, or pursuant to legal discovery or process; nor do they prohibit the provision thereof to the Michigan Department of Health and Human Services in connection with enforcement of support and parenting time obligations; or to law enforcement agency, court or prosecutor as part of a criminal investigation or prosecution (however, see Section C. 3.).
4. **Exceptions.** An ACSET officer or employee does not violate this policy by mailing a document to a person that includes all or more than four (4) sequential digits of a SSN if any of the following circumstances are true:
 - (i) A state or federal law, rule, regulation, or court order or rule authorizes, permits, or requires that a SSN appear in the document.
 - (ii) The document is sent as part of an application or enrollment process initiated by the individual.
 - (iii) The document is sent to establish or confirm the status of service, amend or terminate an account, contract, policy, or employee or health insurance benefit, or to confirm the accuracy of a SSN of an individual who has an account, contract, policy, or employee or health insurance benefit.
 - (iv) The document or information is mailed by or at the request of an individual whose SSN appears in the document or information or his or her parent or legal guardian.
 - (v) The document or information is mailed in a manner or for a purpose consistent with the Health Insurance Portability and Accountability Act of 1996, Public Law 104-191; or with section 537 or 539 of the Michigan Insurance Code of 1956, Act 218 of the Public Acts of 1956, MCL 500.537 and 500.539.
5. It is not a violation of subsection 2(b) or 2(g) for an ACSET officer or employee to use, for administrative purposes, in the ordinary course of business, all or more than four (4) sequential digits of a social security number for any of the following:
 - (i) Verify an individual's identity, identify an individual, or do another similar administrative purpose related to an account, transaction, product, service, or employment or proposed account, transaction, product, service, or employment.

(ii) Investigate an individual's claim, credit, criminal, or driving history.

(iii) Detect, prevent, or deter identity theft or another crime.

(iv) Lawfully pursue or enforce a person's legal rights, including, but not limited to, an audit, collection, investigation, or transfer of a tax, employee benefit, debt, claim, receivable, or account or an interest in a receivable or account.

(v) Provide or administer employee or health insurance or membership benefits, claims, or retirement programs, or to administer the ownership of stock shares or other investments.

6. **Destruction of Records that Contain SSNs.** Records in the possession of ACSET that have reached the end of any retention period required by law, are not subject to any litigation hold, are no longer needed for a legitimate business purpose, and that contain one or more social security numbers must be destroyed in a manner that will ensure the eradication and elimination of SSNs.

F. Violation of Policy

1. Any ACSET officer or employee who violates this policy shall be subject to discipline, up to and including termination.



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: Kirsti Jones, Chief Financial Officer
DATE: February 24, 2025
RE: December 2024 Board Financials

Revenues

Revenues for the six months ending December 31, 2024, total \$20.8M, which is \$146k above budget and \$4.8M below the prior year, due mainly to timing of the Going Pro Talent Fund.

Expenditures

Operating expenses are \$86k above the FY24-25 budget and \$286k above the prior year.

Wages and fringe benefits are up \$522k (6.6%) over the prior year. The main reasons for the higher expenses compared to the prior year are annual wage increases (average 3.8% per employee) coupled with the higher cost of employee benefits.

Space and communication costs are \$30k higher than budget due to higher-than-expected utility costs.

Equipment purchases are lower than budget due to the annual computer purchases that have not yet occurred.

Other Expenses are \$117k higher than budget partially due to increased advertising costs. The TAA program added an outreach component requiring advertising to find potential program participants resulting in approximately \$30k of additional expenses. The increase over budget also includes \$50k of expenses for the Michigan Reconnect program.

Training for the fiscal year to date is \$8.8M, \$4.7M below the previous year, mostly due to the timing of the GPTF activity.

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

| | YTD Thru December 2024 Actual | YTD Thru December 2023 Actual | YTD 2024/2025 Budget | Budget Variance | Budget Variance % |
|---------------------------------------|-------------------------------------|-------------------------------------|-------------------------|--------------------|----------------------|
| Total Revenue | \$ 20,787,696 | \$ 25,611,809 | \$ 20,642,100 | \$ 145,596 | 0.71% |
| Expenses | | | | | |
| Operating Expenses | | | | | |
| Wages | \$ 6,138,499 | \$ 5,778,209 | 6,090,000 | \$ 48,499 | 0.80% |
| Fringe Benefits | 2,254,550 | 2,092,840 | 2,192,400 | 62,150 | 2.83% |
| Consumable supplies | 381,617 | 447,932 | 412,900 | (31,283) | -7.58% |
| Transportation | 95,347 | 116,594 | 92,800 | 2,547 | 2.74% |
| Outside services | 560,231 | 756,961 | 618,800 | (58,569) | -9.46% |
| Space and communications | 752,362 | 764,206 | 722,000 | 30,362 | 4.21% |
| Equipment rent and maint | 38,813 | 37,413 | 30,700 | 8,113 | 26.43% |
| Equipment purchases | (1) | 11,453 | 92,800 | (92,801) | -100.00% |
| Other expense | 530,179 | 459,898 | 412,900 | 117,279 | 28.40% |
| Total Operating Expense | 10,751,597 | 10,465,508 | 10,665,300 | 86,297 | 0.81% |
| Subcontractors | \$ 208,916 | \$ 289,998 | \$ 453,700 | \$ (244,784) | -53.95% |
| Training | \$ 8,831,121 | \$ 13,575,521 | \$ 8,336,800 | \$ 494,321 | 5.93% |
| Direct Client Expenses | \$ 996,063 | \$ 1,280,783 | \$ 1,186,300 | \$ (190,237) | -16.04% |
| | \$ 10,036,099 | \$ 15,146,302 | \$ 9,976,800 | \$ 59,299 | 0.59% |
| Total Expenses | 20,787,696 | 25,611,809 | 20,642,100 | 145,596 | 0.71% |
| Excess of Revenue over Expense | - | - | - | - | 0.00% |

Unaudited



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Ottawa County

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

MEMORANDUM

TO: ACSET Governing Board
FROM: Kirsti Jones, Chief Financial Officer
DATE: February 24, 2025
RE: Renewal of Line of Credit

Background

ACSET holds a \$325,000 line of credit with Fifth Third Bank. This line expires March 8, 2025. I am requesting that the line of credit be renewed in the amount of \$325,000.

The majority of ACSET’s funds are received on a cost reimbursement basis. Federal rules require that grant funds not be held longer than what is administratively necessary prior to being expended, which the state interprets as three business days. ACSET plans for the payment of accounts payables and payroll and makes cash requests based on these plans. The line of credit will provide ACSET the ability to pay its obligations in the event of unforeseen expenses or a delay in receiving cash requests.

Historically, ACSET has not made any draws on this line of credit.

Requested Action

We are requesting the ACSET Governing Board’s approval to renew this line of credit for another year’s term in the amount of \$325,000.

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ACSET Personnel Actions – February 14, 2025

Appointments

| <u>Class</u> | <u>Employee</u> | <u>Appointment</u> | <u>Date</u> | <u>Location</u> |
|-----------------------------------|------------------------|--------------------|-------------|-----------------------|
| Accounting Manager | Corey Agard | Permanent | 1/6/25 | Administrative Office |
| Business Solutions Representative | Allison Coffey | Permanent | 1/21/25 | Grand Rapids NW |
| Career Coach | Lyndsey Schmitt | Permanent | 10/23/24 | Grand Rapids NW |
| | Diana Hernandez-Garcia | | 11/7/24 | Allegan |
| | Nicholas Ejak | | 1/6/25 | Grand Rapids NW |
| Career Navigator | Brandi Leys | Permanent | 1/6/25 | Grand Rapids NW |
| | Beky Mazariegos-Rodas | | 10/29/24 | Grand Rapids SE |
| Career Navigator | Joshua Perkins | Permanent | 1/21/25 | Ottawa |
| | Elizabeth Gensler | | 12/2/24 | Grand Rapids NW |
| Grant Development Manager | Elizabeth Gensler | Permanent | 12/2/24 | Grand Rapids NW |
| Industry Council Lead | Lisa Brewer | Permanent | 11/1/24 | Ottawa |
| | Julia Saldivar | | 1/15/25 | Grand Rapids NW |
| Talent Development Instructor | Brandi Melkild | Permanent | 12/9/24 | Grand Rapids NW |
| Talent Development Specialist | A'miya Ezell-Talor | Permanent | 11/1/24 | Muskegon |
| Youth Solutions Manager | Andrika Lyons | Permanent | 10/31/24 | Grand Rapids NW |

Separations

| <u>Class</u> | <u>Employee</u> | <u>Appointment</u> | <u>Separation Date</u> | <u>Location</u> |
|-------------------------------|---------------------|--------------------|------------------------|-----------------------|
| Assistant Manager | William MacDhubhain | Permanent | 10/31/24 | Administrative Office |
| | Sadie Morrisey | | 11/15/24 | Grand Rapids NW |
| | Collin McLean | | 1/6/25 | Grand Rapids NW |
| Career Coach | Calvin Mills | Permanent | 11/27/24 | Grand Rapids NW |
| | Lyndsey Schmitt | | 12/13/24 | Grand Rapids NW |
| Career Navigator | Shantoria Briggs | Permanent | 12/20/24 | Muskegon |
| Industry Council Lead | John Rumery | Permanent | 11/15/24 | Grand Rapids NW |
| | Lisa Brewer | | 2/14/25 | Ottawa |
| Talent Development Instructor | Rebekah Santana | Permanent | 1/3/25 | Grand Rapids NW |

| Promotions/Transfers Class | <u>Employee</u> | <u>Appointment</u> | <u>Date</u> | <u>Location</u> |
|---|-----------------|--------------------|-------------|-----------------|
| Business Solutions Representative to Assistant Manager | Scott Benton | Permanent | 11/25/24 | Grand Rapids NW |
| Business Solutions Representative to Industry Council Lead | Bradley Sims | Permanent | 1/6/25 | Grand Rapids NW |
| Career Navigator to Career Coach | Shawn Malec | Permanent | 1/13/25 | Ottawa |
| Industry Council Lead to Program Manager | Trevor Mier | Permanent | 11/25/24 | Grand Rapids NW |

Current

February 2025

| CLASSIFICATION | Approved | Filled (Permanent) | Filled (Other) | Vacant |
|--|----------|--------------------|----------------|--------|
| Accountant | 4 | 2 | 0 | 2 |
| Accounting Assistant | 4 | 4 | 0 | 0 |
| Accounting Manager | 1 | 1 | 0 | 0 |
| Accounting Supervisor | 1 | 0 | 0 | 1 |
| Apprenticeship Success Coordinator | 2 | 2 | 0 | 0 |
| Assessment Specialist | 4 | 3 | 0 | 1 |
| Assistant Manager | 14 | 13 | 0 | 1 |
| Attorney | 2 | 2 | 0 | 0 |
| Business Solutions Director | 1 | 1 | 0 | 0 |
| Business Solutions Manager | 2 | 2 | 0 | 0 |
| Business Solutions Representative | 17 | 12 | 0 | 5 |
| Business Systems Analyst | 1 | 1 | 0 | 0 |
| Career Coach | 54 | 51 | 0 | 3 |
| 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 | 1 | 1 | 0 | 0 |
| Facilities Manager | 1 | 1 | 0 | 0 |
| Grant Development Manager | 1 | 1 | 0 | 0 |
| 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 | 7 | 0 | 0 |
| 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 | 7 | 0 | 2 |
| Talent Solutions Director | 1 | 1 | 0 | 0 |
| Talent Solutions Manager | 6 | 6 | 0 | 0 |
| Youth Solutions Manager | 1 | 1 | 0 | 0 |
| TOTALS | 241 | 218 | 0 | 23 |

| CLASSIFICATION | Filled |
|-----------------------|---------------|
| Participant/Temporary | 0 |

Service Summary Explanation

October 1, 2024 – December 31, 2024

Management Observations and Highlights

- *Service Center Traffic:* Service center traffic continues to show an upward trend when compared to PY23/24.
- *Employers Served:* The business solutions team consistently aids a higher number of returning employers compared to new employers each month. They continuously seek opportunities to engage with new employers while prioritizing quality service for existing customers. November and December saw an increase in numbers as less time was allocated to Going PRO Talent Fund.
- *Jobs Filled by Industry:* Jobs filled numbers have remained stable. October through December noted a decrease in hiring for Construction due to the winter season. October and December noticed an increase in jobs filled for the agribusiness and manufacturing industries due to recruitment 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 decrease in classroom and new hire training completed due to a decrease in training funds available outside of Going PRO Talent Fund. It is anticipated these numbers will increase as we work to diversify the training fund sources for FY24/25.
- *Going Pro Talent Fund:* total number of trainings completed *and* paid out each month. Reimbursement is not typically paid out the same month training is 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 FY24 Cycle 1 and Cycle 2 and FY25 Cycle 1 funding.
- *Hiring Events:* Employer participation in the monthly Virtual Hiring Events has been consistent 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. In March 2025, several events will be hosted in person across all WMW counties.
- *Retention Solutions Network:* We saw a slow-down in the number of employees serves and barriers addressed in the first quarter. This is standard through the holidays, however uncertainty in employer renewals during quarter one caused pauses in services for certain members. This has since been resolved and we expect to see an increase in services over the next few months like we have seen in past years, especially with the addition of more employers in January.
- *Talent Development:* This report has been updated to present the outcomes from the Talent Development department. The metrics will include WorkReady Certificates. Metrics will also include total workshop attendance, which captures the total number of attendees across all our workshops as well as the total number of workshops offered across our region.



Service Summary Oct. 1, 2024 to Dec. 31, 2024

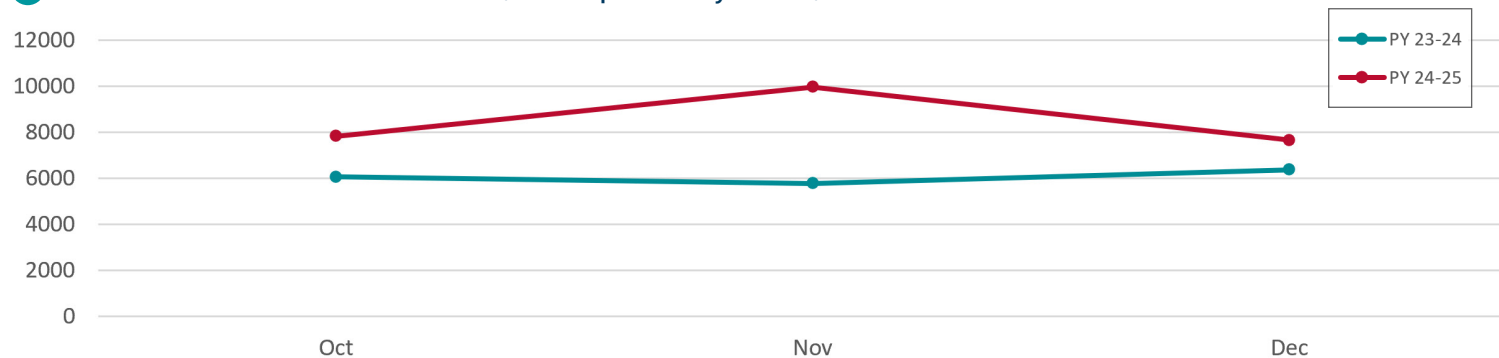
The data shown on this Service Summary indicates the organization's progress toward fulfilling of its services-based strategic priorities, as developed in the 2020 Strategic Plan: Enhanced Relationships, Pipeline Development and Diversity and Inclusion. Each indicator is a reflection of the work conducted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

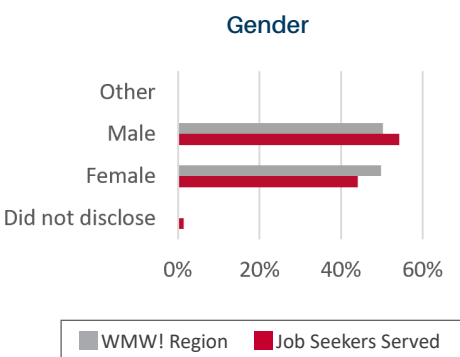
Strategic Plan Alignment

- Enhanced Relationships
- Pipeline Development
- Diversity and Inclusion

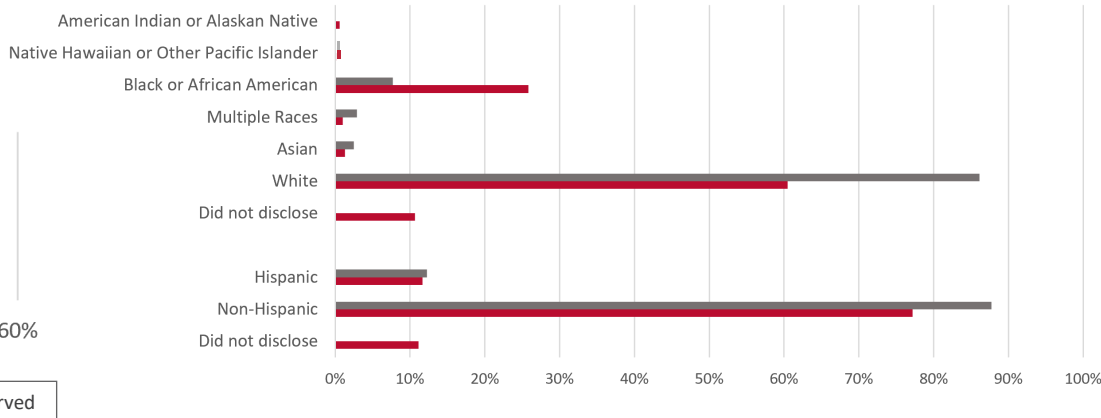
Service Center Traffic & Call Volume (PY comparison by month)



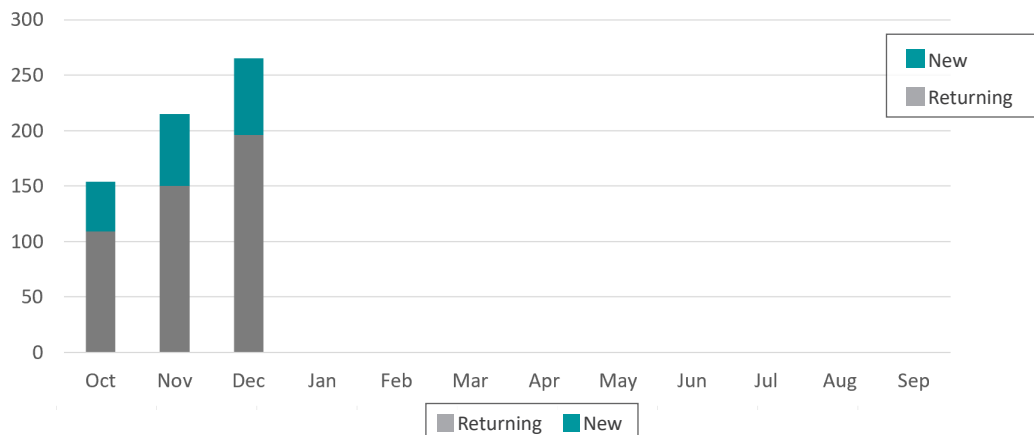
Diversity of Job Seekers Served



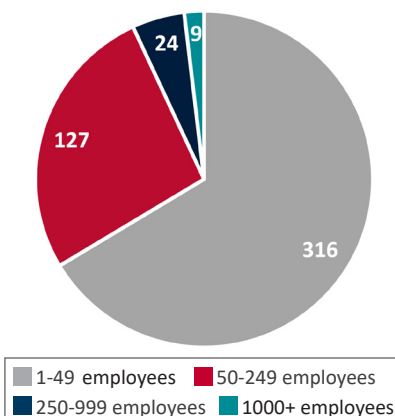
Race & Ethnicity



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 | 33 | 0 | 68 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Construction | 15 | 28 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Healthcare | 102 | 98 | 183 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| IT | 9 | 8 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Manufacturing | 549 | 374 | 561 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 117 | 148 | 503 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 825 | 656 | 1325 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Training: by Industry

| | New Hire | Classroom | Apprenticeship | Credentials Earned |
|------------------------|-----------|------------|----------------|--------------------|
| Construction | 0 | 46 | 14 | 1 |
| Health Care | 26 | 130 | 37 | 52 |
| Information Technology | 0 | 5 | 0 | 1 |
| Manufacturing | 1 | 4 | 31 | 0 |
| Other | 21 | 41 | 82 | 32 |
| Total | 48 | 226 | 164 | 86 |

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

- Sector Strategies Employer-Led Collaborative
- MDARD Specialty Crop Grant
- MiSTAIRS
- Early Childhood Investment Corporation
- One Workforce
- WIOA Individual Training Accounts
- WIOA On-the-Job Training

Training (completed): Going PRO Training Fund

| | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
|----------------|------------|------------|------------|----------|----------|----------|----------|
| New Hire | 271 | 298 | 329 | 0 | 0 | 0 | 0 |
| Classroom | 336 | 250 | 452 | 0 | 0 | 0 | 0 |
| Apprenticeship | 183 | 35 | 74 | 0 | 0 | 0 | 0 |
| Total | 790 | 583 | 855 | 0 | 0 | 0 | 0 |

Hiring Events

| | Participating | | |
|--------------|---------------|-----------|-------------|
| | Events | Employers | Job Seekers |
| Q1 | 3 | 24 | 146 |
| Q2 | 0 | 0 | 0 |
| Q3 | 0 | 0 | 0 |
| Q4 | 0 | 0 | 0 |
| TOTAL | 3 | 24 | 146 |

Retention Solutions Network

Members

10

Success coach hours

(cumulative, reported quarterly)

487



Talent Development Metrics (cumulative, reported quarterly)

800

Workshops Offered

1,997

Workshop Attendance

56

WorkReady Certificates



Service Summary

Oct. 1, 2024 to Dec 31, 2024

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> |
|---|--|--|

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>Talent Development</i> | Pipeline Development | This indicator shows the delivery of West Michigan Works!' workshop attendance and the number of workshops offered. It also shows the number of jobseekers who obtained a WorkReady certificate. WorkReady delivers 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. |



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: West Michigan Works! Staff
DATE: February 24, 2025
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

Catalyze: WMW is currently in the running for Round 4 of the Catalyze Challenge. Catalyze will award up to \$1 million dollars to scalable programs and tools that advance career exploration for young adolescents (aged 11-22). WMW submitted a grant proposal that includes scaling MiCareerQuest, developing a career exploration event tool, and expanding career exploration events into our 7 counties in partnership with the industry talent councils. WMW was 1 of 80 applicants invited to engage in an interview with the Catalyze team. The interview is the final step before preliminary awards are announced in Mid-February. **Enhanced Relationships, Pipeline Development**

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**

FutureTech Careers Program (formerly known as Strengthening Community Colleges Grant 4): 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. WMW has received a second round of funding for \$373,000 to further support employer/childcare providers in creating opportunities for registered apprenticeships for early childhood educators. The period of performance for the grant ends February 2026 . ***Enhanced Relationships, Pipeline Development***

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. This program has been extended through September 30, 2025.

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. This grant is in its final year of implementation with an end date of 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. ***Enhanced Relationships, Pipeline Development***

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. The MiREACH grant ended December 2024. ***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. We submitted an application for the 2025-27 grant cycle for \$125k to support training, staff wages, and MiCareerQuest. ***Enhanced Relationships, Pipeline Development***

Going PRO Talent Fund:

West Michigan Works! employer awards are outlined below:

Fiscal Year 2024:

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

Fiscal Year 2025:

- Cycle 1: 175 employers received a total of \$11.2M with the possibility of 17 additional pending awards to potentially be issued for another \$984,865. Training may occur January 1, 2025 – December 31, 2025.
- Cycle 2: The application period is scheduled to start spring 2025.
- Employer Led Collaborative (ELC): The application period for Fiscal Year 2025 ELCs is tentatively scheduled to open March 2025.

A full list of grant recipients statewide is available online at Michigan.gov/TalentFund. ***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 allow WMW to maximize impact of the existing employer-led Industry Talent Councils. Current funding has been used to hire a Project Coordinator, offset training costs for registered apprentice programs, expansion of the MiCareerLaunch initiative, which aims to prepare high school seniors for a career in a high demand industry and, the build-out of a career exploration event website for use by parents, students, educators, employers, and partners. ***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

Multi-industry Initiatives:

- Lunch & Learn – the Councils are funding a quarterly series of lunch and learns to connect employers with services supporting inclusive hiring and job seeker supports provided by WMW! community partners.
- Mental Health – All Councils approved the Workplace Well-Being Summit. This immersive, workshop-style event focuses on developing a comprehensive, sustainable strategy to address critical aspects of workplace mental health, including suicide prevention, addiction recovery, and overdose prevention. Anticipated for June 2025, employers, non-profits, and government agencies will have the opportunity to attend the first ever H.O.P.E Certification Cohort after the summit to obtain the H.O.P.E Certification. <https://www.hopercertification.com/>.
- Career Readiness Conference – Discover Manufacturing and Construction Careers Council are participating in the Career Readiness Conference with Talent First, The Right Place, and regional ISD partners. This event will bridge relationships between employers and educators to support greater career exploration activities in the region. It takes place on February 26th location GRCC Holland campus.

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. Spotlight on Ag Readers, a project connecting industry

employers with K-5 students, has 52 classrooms throughout our region to fill with volunteer readers throughout March. Sign-ups are still open. The new ATC Scholarship program launched January 17th and closes March 28th. High School seniors and college students majoring or planning to major in an agribusiness related field and are from our seven-county region are eligible to apply for one of three \$1,000 scholarships. Response from educators and community partners has been overwhelmingly positive. Currently, the council has received seven applications. The council will be submitting a new MDARD Specialty Crop Block application in February. If awarded the funding will cover food safety and leadership training for employers and career exploration connecting students to careers connected to the specialty crop industry during MiCareerQuest 2026 and 2027.

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. Construction Field Trips project will be held February 5th and 7th 2025. The Feb 5th trip has 102 students hosted at the UA174 and IBEW 275 facilities with additional trades unions represented there. Another 41 students on Feb 7th are headed to WMCI and GRCC. Both trips have students engaged in hands on activities such as conduit bending, welding, pipe threading, concrete finishing, carpentry, and safety. Additionally, we are hoping to host a third trip on Feb 20th, where students will visit the Plumbers and Pipefitters facility for half a day then spend the second half at a local job site with the same intention as above.

The Construction Careers Council has also approved a Summer Build Scholarships, with 12 scholarships expected to be awarded in the spring to allow 6th – 8th grade students with priority given to those in opportunity zones to attend WMCI’s summer camp for free which is led by industry experts and provides hands on experience and the opportunity to explore active jobsites.

Discover Manufacturing (DM) Mission: We Exist to Inspire and Expand Manufacturing Talent in West Michigan. Lisa Brewer was hired in November as the Industry Council Lead for Discover Manufacturing. The council is sponsoring the Career Readiness Conference (see Multi-industry Initiatives above). In addition, the Council is excited to offer scholarships for students pursuing manufacturing pathways. Applications are open and will be closed on March 15th, with awards supporting both high school seniors and current college students entering technical programs. DM remains committed to expanding industry outreach, strengthening partnerships, and fostering the next generation of manufacturing professionals.

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 continues to make progress in its planning efforts. All non-employer partners have now been onboarded. ExH is in the process of selecting a logo and hopes to finalize one within the next couple of

months. The council has also approved participation in several key initiatives, including MiCareerQuest, the Workplace Well-Being Summit, and the Lunch and Learn series. ExH is eager to collaborate with other councils on these projects and looks forward to developing initiatives of its own.

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. Brad Sims has been promoted from a Business Solutions Representative to lead the work of the council.

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 approved a June series of Career Fair Carnivals to take place in Montcalm, Ionia, and Muskegon counties to recruit for healthcare positions across the region.

The Health Careers Expo is scheduled for March 5 in partnership with Kent ISD. The audience is in and out of school youth looking for entry level or earn and learn opportunities in the industry.

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. Jules Saldivar has been hired as the Industry Council Lead for the council.

The council launched an alternative networking experience called West Michigan Tech Trails in 2024. Feedback led to the renewal for winter trail events and beyond. Two hikes will be scheduled per quarter.

{Mi}Code Experience was held in December 2024. 1,100 students in Muskegon, Ottawa, and Kent learned from mentors sixteen companies as well as multiple computer science students from local colleges and universities.

Programs

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

West Michigan Works! currently holds standards for 55 US Department of Labor registered apprenticeships, with 319 active apprentices and 105 participating employers. The WMW Apprenticeship team met with 54 unique employers in the last 3 months to discuss their interest in sponsoring a USDOL Registered Apprenticeship Program.

The apprenticeship team is making significant progress in developing a Pre-Apprenticeship Program aligned with Michigan's State Apprenticeship Expansion Team's pilot initiative, the Michigan Apprenticeship Readiness Certificate (MARC). West Michigan Works has been collaborating with Fox Motors and staff from the

Kent Intermediate School District's Career Technical Center (KCTC). Fox Motors, which has an established and robust training program, will serve as the Related Technical Instruction (RTI) provider for their Automotive Specialist Technician Registered Apprenticeship Program (RAP). KCTC's training aligns closely with this program, and includes a detailed selection process to identify students suited for Fox Motors' apprenticeship. The KCTC training and selection process will be incorporated into the U.S. Department of Labor's (USDOL) Occupation Standards. This will mark the first pre-apprenticeship program under our standards and will provide high school students in the area with the opportunity to earn MARC certification from the State of Michigan.

West Michigan Works continues to promote apprenticeship and provide intermediary consulting and workforce development training. In September, the organization was invited to the White House as part of the Apprenticeship Ambassador program to participate in a panel discussion, showcasing valuable insights on advancing and diversifying Registered Apprenticeships and promoting awareness of this proven workforce development model. The national recognition garnered interest from local media, leading to opportunities to promote apprenticeship through radio and digital news magazine interviews. Invitations were also received to speak at various conferences, including the Trends in Occupational Studies Conference from MODAC (Michigan Occupational Deans Administrative Council), the Business Engagement National Training for Job Corps from AIR (American Institute of Research), and the Kent ISD Career Readiness Panel for Educators. For National Apprenticeship Week in November, 5 events were registered, and 6 proclamations were submitted. ***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 is currently working on growing partnerships with high school counselors to recruit high school seniors who may need our services after graduation. We also continue to grow partnerships with adult education and other opportunity youth providers around the region. Meanwhile, we are already preparing for the 2025 Summer Career Readiness Program. ***Pipeline Development, Diversity and Inclusion***

MiCareerQuest: MiCareerQuest is a Career Exploration Experience for middle and high school students. MiCareerQuest will be held at DeVos Place on March 20, 2025. We expect to host nearly 9,000 8th-10th grade students at this year's event. Board member can register for a VIP tour by signing up at [here](#). Board members can also sign up to volunteer [here](#). ***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. The staff is currently working on developing an inside-up academy for new employers. This will increase our inside-up pipeline to help

incumbent workers achieve promotional opportunities with their current employers. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

HireReach: HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. The HireReach team continues to connect with national partners. We have also launched opportunities for local companies to engage in HireReach private academies. ***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 welcomed three new employer members in the new year: Lightcorp, Pliant Plastics, and Innerspace. ***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 has not been extended to Allegan and Ottawa counties. ***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***

Manufacturing and Engineering Education Reimagined for All (MEERA) Regional Training Center (RTC): The Michigan Department of Education's Office of Career and Technical Education (MDE-OCTE), Michigan Manufacturers Association (MMA), MiSTEM, and Department of Labor and Economic Opportunity (LEO) have worked together and are collectively recommending the Muskegon, Kent, and Ottawa (MKO) collaborative for the location of the first MEERA Regional Training Center (RTC) in Michigan, with the support of the Department of Defense's Innovation Capability and Modernization Office. The MKO collaborative permits a variety of opportunities for MEERA students with three career tech centers and five public

high schools offering a variety of robust, high-quality CTE programs of study, including machine tool, mechatronics, welding, engineering, and mechanical drafting. The collaborative also has strong connections to postsecondary institutions that support the goals of the MEERA program, such as formal agreements that can lead to recognized postsecondary credentials, including apprenticeships and degrees. ***Enhanced Relationships, Pipeline Development***

West Michigan Education-to-Employment Partnership (E2P): E2P is a Talent First initiative that brings together employers, education and training providers, and community-based organizations to help individuals who are un- or underemployed access skills-based pathways into high-demand jobs requiring postsecondary training. E2P aims to develop a regional opportunity marketplace that offers shared coaching, resources, and wraparound support to generate more talent, increase the efficiency of credential attainment, and retain graduates in West Michigan. West Michigan Works! supports the collaborations and actively participates in this initiative but is not a sponsor of the platform. ***Enhanced Relationships, Pipeline Development***



2024-25 Bev Drake Essential Service Awards Update

Awardees

Chad Kooyer, Gerald R. Ford International Airport, Government, Kent County

Chad Schaefer, Tyson Foods, Skilled Labor, Ottawa County

Cindy Vandyken, Corewell Health, Food Service, Kent County

Jason Galentine, Candlestone Golf & Resorts – The Stone, Hospitality, Ionia County

Kathy Wildeboer, Dean Transportation, Transportation, Ottawa County

Kendra Swihart, Big Steps Little Feet, Childcare, Kent County

Lisa DeHaan, Wedgewood Christian Services, Admin/Office/Nonprofit, Kent County

Maria Garza, Gun Lake Casino, Cleaning/Housekeeping/Groundskeeping, Allegan County

Taylor Moreland, Laurels of Carson City, Healthcare, Montcalm County

Awards Presentation

Economic Club of Grand Rapids Luncheon

With Anthony Chang, PhD, Founder & CEO, BAMF Health, presenting Just BAMF it: Turning a Vision Into a Revolution

February 24, 2025

11:30 a.m. – 1:30 p.m.

International Ballroom, JW Marriott

Note:

- Bev Drake legacy video will premier
- Follow WMW to like and share event coverage on social media