



**Executive Leadership and Strategic Engagement Committee (EC)
of the West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting
Grand Rapids NW Service Center, 215 Straight Ave NW Grand Rapids, MI 49504**

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

[Join the meeting now](#) Meeting ID: 280 205 131 598 Passcode: QSVjyF

[+1 616-803-9815,,995198943#](#) Phone conference ID: 995 198 943#

Monday, March 10, 2025 ▪ 11:30 a.m. – 1:00 p.m.

AGENDA

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of the January 13, 2025 Minutes **Action Required**
4. Report on Financial Activities – Notes to December 2024 Board Financials
Kirsti Jones, Chief Financial Officer **Information Item**
5. Training and Employment Notices (TEN) 21-24 and Change 1
Jacob Maas, Chief Executive Officer **Discussion Item**
6. Strategic Plan Discussion
Jacob Maas **Discussion Item**
7. WDB Activities **Discussion Item**
Janette Monroe, Executive Assistant
 - a. WDB Member Nomination: Lisa Marie Barkel-Williams, Cascade Engineering **Action Required**
 - b. April 14, 2025 Meeting Agenda
 - c. 10-Year Anniversary of West Michigan Works!
8. WDB Committee/Council Updates **Information Item**
 - a. Career Educational Advisory Council (CEAC): *Tonia Castillo, Committee Chairperson*
 - b. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - c. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
 - d. Bev Drake Essential Services Awards Committee: *Mark Bergsma, Committee Chairperson*
9. Other Business: **Information Item**
 - a. Michigan Works! Association (MWA) Legislative/Advocacy Day: March 19, 2025
 - b. MiCareerQuest: March 20, 2025
 - c. National Association of Workforce Boards (NAWB) 2025 Forum;
Washington, D.C (March 29 – April 1, 2025)
10. Public Comment
11. Adjournment

Next Scheduled Executive Leadership and Strategic Engagement Committee Meetings:

May 12, 2025

September 15, 2025

November 10, 2025



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Grand Rapids NW Service Center, 215 Straight Ave NW Grand Rapids, MI 49504**

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

[Join the meeting now](#) Meeting ID: 252 037 214 430 Passcode: uCtszY

[+1 616-803-9815,,756508078#](#) Phone conference ID: 756 508 078#

Monday, January 13, 2025 ▪ 11:30 a.m. – 1:00 p.m.

MINUTES

Members/Alternates Present: Heather Daniel (Chairperson) (virtual), Shana Washington (Vice-Chairperson), Mark Bergsma, Tonia Castillo, Jordan Clark, Paul David, Jim Fisher (virtual), Jon Hofman

Members/Alternates Absent:

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

Guests Present: None

1. Call to Order, Madam Vice-Chairperson Shana Washington at 11:33 a.m.
2. Public Comment – Agenda Items – None.
3. Approval of the November 18, 2024 Minutes

Action Required

Motion – Mark Bergsma

Second – Tonia Castillo

Item Approved – Motion approved

4. Workforce Innovation and Opportunity Act (WIOA) Updates **Information Item**
Jacob Maas, Chief Executive Officer, provided a brief update on the WIOA and the Strengthening America's Workforce Act and explained that Congress did not pass the bill due to delays and disagreements about funding. Jacob reported that staff are pursuing additional grants and will continue to monitor federal legislative activities. Discussion took place and staff answered board members' questions.
5. WDB Activities **Discussion Item**
 - a. February 10, 2025 Meeting Agenda:
Janette Monroe, Executive Assistant, stated that a Strategic Plan update, which was provided to the EC in September of 2024, will be presented to the full board. In addition, Janette reported that staff are looking for a couple of members to highlight at the WDB meeting. Shana Washington volunteered to provide a spotlight and Janette will reach out to another member or two.
 - b. 10-Year Anniversary of West Michigan Works!:
Jacob Maas engaged the EC in discussion about ways to celebrate the upcoming 10-year anniversary of West Michigan Works!. Many ideas were shared such as having showcases, sharing key milestones, and inviting community partners and employers to recognize the agency's contributions over the past decade.
6. WMW WDB Subcommittees Updates **Discussion Item**
 - a. Career Educational Advisory Council (CEAC):
Tonia Castillo, WDB Member and Council Chairperson, reported that the CEAC's next meeting is scheduled for January 24, 2025. Tonia provided updates on the Adult Education Programs, 107a Grants, CTE, challenges, collaboration, and some future actions.

b. Legislative Committee:

Jim Fisher, WDB Member and Committee Chairperson, reported that the committee met on December 16, 2024. The committee approved the 2025 meeting dates, discussed the 2025 election results, and the importance of engaging with legislators both in-district and in Washington, D.C. Lastly, Jim highlighted two upcoming events - Michigan Works! Association (MWA) Advocacy Day and National Association of Workforce Boards (NAWB) Forum - which are more fully explained in Item 7 of these minutes. The next meeting is scheduled for January 28, 2025.

c. Solutions Driven Committee:

Jordan Clark, WDB Member and Committee Chairperson, reported that the committee last met on November 22, 2024. Jordan reported that the committee had recently discussed artificial intelligence (AI) and youth work experience programs, noting some challenges with employers' willingness to participate. Jordan reported that the committee plans to continue to explore employer engagement, scheduling future committee meetings, and identifying topics for discussion.

d. Bev Drake Essential Services Awards (ESA) Committee:

Mark Bergsma, WDB Member and Committee Chairperson, reported that the awards ceremony is scheduled to take place on February 24, 2025 at the Economic Club of Grand Rapids luncheon. Mark shared that the winners of the award will be recognized, and it will be a wonderful opportunity to celebrate their impactful contributions to the workforce. Efforts are being made to have board member representation at the event. Shana, Jordan, and Tonia volunteered to attend.

7. Other Business –

Information Item

a. Michigan Works! Association (MWA) Legislative Day: March 19, 2025:

Jacob Maas reported that the MWA Legislative Day is scheduled to take place in Lansing, MI on March 19, 2025. Staff will work with the legislative committee to spread out visits over a couple of days and identify board members that will attend.

b. MiCareerQuest: March 20, 2025:

Jacob Maas reported the MiCareerQuest event will take place at DeVos Place on March 20, 2025. Jacob reported that an email invitation for both VIP Tours and registration will be sent out soon.

c. National Association of Workforce Boards (NAWB) 2025 Forum; Washington, D.C (March 29 – April 1, 2025):

Jacob Maas reported that the 2025 Forum will be structured a bit differently than it has been in the past. Jacob noted that this year, staff will work on meeting with legislators to discuss workforce priorities, highlight local successes, and emphasize regional needs. The focus will stay on funding for workforce programs, maintaining local control, and addressing Michigan-state specific challenges. Jacob asked any members interested in attending NAWB to please notify staff as soon as possible to assist with coordination of travel.

8. Public Comment –

a. Angie Barksdale, Chief Operating Officer, reported that WMW has advanced to the next round for a potential grant that would expand MiCareerQuest efforts.

b. Angie reported that staff are working on drafts for the Request for Proposals (RFPs) for youth contractors in Kent County. The current contractors are Goodwill and Steepletown. Angie reported that staff will solicit board members to assist with the Youth RFP review process at the next meeting.

9. Adjournment at 12:41 p.m. by Madam Vice-Chairperson Shana Washington.

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: Executive Leadership and Strategic Engagement Committee (Executive Committee or EC) of the West Michigan Works! (WMW) Workforce Development Board (WDB)

FROM: Kirsti Jones, Chief Financial Officer

DATE: March 3, 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%

TRAINING AND EMPLOYMENT NOTICE	NO. 21-24, Change 1
	DATE February 27, 2025

TO: STATE WORKFORCE AGENCIES
STATE WORKFORCE LIAISONS
STATE WORKFORCE DEVELOPMENT BOARDS AND STAFF
LOCAL WORKFORCE DEVELOPMENT BOARDS AND STAFF
AMERICAN JOB CENTER DIRECTORS
ETA COMPETITIVE GRANTEEES
COMMUNITY COLLEGES AND TRIBAL COLLEGES
STATE APPRENTICESHIP AGENCIES
JOB CORPS CENTER DIRECTORS

FROM: AMY SIMON 
Acting Assistant Secretary


SUBJECT: Cancellation of Training and Employment Notice (TEN) No. 21-24: *Immediate Implementation of Executive Orders “Ending Radical and Wasteful Government DEI Programs and Preferencing” and “Ending Illegal Discrimination and Restoring Merit-Based Opportunity”*

1. **Purpose.** To change the status of TEN No. 21-24 from active to cancelled.
2. **Action Requested.** Please disseminate this information to appropriate staff.
3. **Summary and Background.**
 - a. Summary – TEN No. 21-24, Change 1, changes the status of TEN No. 21-24 to cancelled.
 - b. Background – In compliance with the Preliminary Injunction issued on February 21, 2025, in the United District Court for the District of Maryland, *National Association of Diversity Officers in Higher Education v. Trump*, 25-cv-333, effective immediately the Employment and Training Administration is rescinding TEN No. 21-24, *Immediate Implementation of Executive Orders “Ending Radical and Wasteful Government DEI Programs and Preferencing” and “Ending Illegal Discrimination and Restoring Merit-Based Opportunity,”* which was issued on January 22, 2025.
4. **Details.** The status of TEN No. 21-24 has been changed to cancelled.
5. **Inquiries.** Please direct inquiries to the appropriate Regional Office.
6. **References.** N/A
7. **Attachments.** N/A

**EMPLOYMENT AND TRAINING ADMINISTRATION
U.S. DEPARTMENT OF LABOR
WASHINGTON, D.C. 20210**

TRAINING AND EMPLOYMENT NOTICE	NO. 21-24
	DATE January 22, 2025

TO: STATE WORKFORCE AGENCIES
STATE WORKFORCE LIAISONS
STATE WORKFORCE DEVELOPMENT BOARDS AND STAFF
LOCAL WORKFORCE DEVELOPMENT BOARDS AND STAFF
AMERICAN JOB CENTER DIRECTORS
ETA COMPETITIVE GRANTEEES
COMMUNITY COLLEGES AND TRIBAL COLLEGES
STATE APPRENTICESHIP AGENCIES
JOB CORPS CENTER DII

FROM: MICHELLE PACZYNSKI 
Acting Deputy Assistant Secretary

SUBJECT: Immediate Implementation of Executive Orders “Ending Radical and Wasteful Government DEI Programs and Preferencing” and “Ending Illegal Discrimination and Restoring Merit-Based Opportunity”

1. **Purpose.** To notify all Employment and Training Administration (ETA) recipients about changes ETA is making to federal financial assistance awards to prohibit activities described in President Trump’s Executive Orders (EOs) titled, “Ending Radical and Wasteful Government DEI Programs and Preferencing,” issued on January 20, 2025, and “Ending Illegal Discrimination and Restoring Merit-Based Opportunity,” issued on January 21, 2025.
2. **Action Requested.** Effective immediately, all recipients of federal financial assistance awards are directed to cease all activities related to “diversity, equity, and inclusion” (DEI) or “diversity, equity, inclusion, and accessibility” (DEIA) under their federal awards, consistent with the requirements of the EOs titled, “Ending Radical and Wasteful Government DEI Programs and Preferencing,” issued on January 20, 2025, and “Ending Illegal Discrimination and Restoring Merit-Based Opportunity,” issued on January 21, 2025. Additional guidance will be provided.
3. **Summary and Background.**
 - a. Summary – This notice shares recent EO requirements to eliminate DEI activities that constitute illegal discrimination or preferences.
 - b. Background – President Trump has issued several EOs, which are available at <https://www.whitehouse.gov/presidential-actions/>, including the EOs titled, “Ending Radical and Wasteful Government DEI Programs and Preferencing,” issued on January 20, 2025, and “Ending Illegal Discrimination and Restoring Merit-Based Opportunity,”

issued on January 21, 2025. All federal agencies are taking steps to implement these EOs, and promptly notifying all federal awardees. ETA, like all federal agencies, will provide further guidance on specific programs and activities within those programs.

4. **Ceasing DEIA activities.** All awardees must immediately cease all award activities related to DEI or DEIA. All other award activities should continue.

ETA will issue further guidance on specific activities that are allowable and unallowable.

5. **Inquiries.** Please direct inquiries to the appropriate Regional Office.

6. **References.**

- Executive Order, “Ending Radical and Wasteful Government DEI Programs and Preferencing,” January 20, 2025, available at <https://www.whitehouse.gov/presidential-actions/2025/01/ending-radical-and-wasteful-government-dei-programs-and-preferencing/>.
- Executive Order, “Ending Illegal Discrimination and Restoring Merit-Based Opportunity,” January 21, 2025, available at <https://www.whitehouse.gov/presidential-actions/2025/01/ending-illegal-discrimination-and-restoring-merit-based-opportunity/>.

7. **Attachments.** N/A



Strategic Plan - Update 2024

VISION

Empowering West Michigan through an innovative and inclusive workforce system that supports, connects, and sustains skilled talent, thriving businesses, and trusted partners.

MISSION

Leading workforce development strategy and resource alignment in West Michigan by understanding the talent needs of employers and employment needs of job seekers and connecting them to solutions.

BELIEF

With access to support, resources, and opportunity, individuals can unlock their potential and businesses can succeed.

VALUES



CORE COMPETENCIES

CONVENING & CONNECTING • OUTREACH & COMMUNICATION • EMPLOYMENT & RETENTION
 CAREER COACHING & ASSESSMENT • GATHERING & DISSEMINATING INFORMATION

GOALS

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

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

C Enhance capacity and increase resources by leveraging strengths, successes, and networks.

D Improve engagement across the organization through strategic initiatives, professional development, and a solutions-driven culture.

Item #6
E Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.

CUSTOMER-FOCUSED STRATEGIES

1. Engage opportunity youth with experiences that build occupational awareness and prepare them for career pathways within the local economy.	●	●		●	●
2. Connect with overlooked talent pools through partnership networks and strategic outreach efforts.	●	●			●
3. Expand employability skills training services to new, targeted audiences across the region.		●	●		●
4. Establish and expand services that provide solutions for retention of employees at West Michigan employers.	●		●		●

SYSTEM-FOCUSED STRATEGIES

5. Advocate for systems and resources that lessen barriers to success for employers and underserved communities in West Michigan.	●	●			●
6. Maintain career pathways mapping for the region's key industries and serve as the primary resource for pathways information across the region.	●		●		
7. Enhance the positive reputation of West Michigan Works! through brand association with workforce resources and opportunities.	●		●		●

CAPACITY-BUILDING STRATEGIES

8. Develop mechanisms that enable the organization to capitalize on successful initiatives and pursue different sources of funding.			●	●	
9. Develop robust systems for professional development in support of a culture that emphasizes staff diversity and inclusion, training, and empowerment.				●	●
10. Improve communication among staff departments in support of a culture that prioritizes team-based approaches and solutions-driven strategies.				●	●

ACCOUNTABILITY STRATEGIES

11. Engage board members in ongoing continuous improvement through subcommittees and workgroups that reinforce strategic priorities.	●			●	●
12. Conduct annual reviews of service delivery models and execution to ensure equity, consistency, and quality at all West Michigan Works! Service Centers.	●			●	●



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

MEMORANDUM

TO: Executive Leadership and Strategic Engagement Committee (Executive Committee or EC) of the West Michigan Works! (WMW) Workforce Development Board (WDB)

FROM: Jacob Maas, Chief Executive Officer

DATE: March 3, 2025

RE: WDB Member Nomination: Lisa Marie Barkel-Williams

Background

As of November 2024, the West Michigan Works! (WMW) Workforce Development Board (WDB) had one (1) vacant private/business sector seat for the term of office through October 31, 2025. Lisa Marie is currently the Communications & Project Manager at Cascade Engineering. Prior to Lisa Marie's application to join the board, Kenyatta Brame, President & CEO served on the WDB from 2015-2024.

Requested Action

We request approval from the Executive Committee to support the nomination of Lisa Marie Barkel-Williams to the WDB with the term of office date through October 31, 2025. We will further request a formal appointment from the ACSET Governing Board.