

West  
MICHIGAN  
WORKS!<sup>®</sup>

# 2018 ANNUAL REPORT



Welding exhibit  
at MiCareerQuest 2018

# Leadership

Setting the strategic direction of workforce planning for West Michigan.

## LOCAL ELECTED OFFICIALS

**Robert Womack, Chair**  
Kent County Commissioner  
**Ron Retzlaff, Vice-Chair**  
Montcalm County Commissioner

David C. Allen (Jan - June 2018)  
City of Grand Rapids Commissioner

Ben Cross  
Chair, Muskegon County Commissioner

Greg DeJong  
Chair, Ottawa County Commissioner

Mark De Young  
Allegan County Commissioner

Frank Garcia  
Ottawa County Commissioner

Ben Geiger  
Chair, Barry County Commissioner

Dean Kapenga  
Chair, Allegan County Commissioner

Senita Lenear  
City of Grand Rapids Commissioner

Ken Mahoney  
Muskegon County Commissioner

Harold Mast  
Kent County Commissioner

Kurt Reppart (June 2018 - present)  
City of Grand Rapids Commissioner

Stan Stek  
Kent County Commissioner

Larry Tiejema  
Ionia County Commissioner

## WORKFORCE BOARD

**Dave Smith, Chair**  
The Employers' Association  
**Cindy Brown, Vice-Chair**  
Hello West Michigan

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Barry County Chamber of Commerce  
and Economic Development Alliance

Nora Balgoyen  
ITC Holdings, Inc

Mark Bergsma  
Berends Hendricks Stuit

Randy Boss  
Ottawa Kent Insurance

Norm Brady  
Associated Builders and Contractors, Inc.  
West Michigan Chapter

Kenyatta Brame  
Cascade Engineering

John Buchan  
Autocam

Jordan Clark  
Meijer, Inc.

Cathy Cronick  
Michigan Rehabilitation Services

Jay Dunwell  
Wolverine Coil Spring

Bob Ferrentino  
Montcalm Community College

Jim Fisher  
Second Act, LLC

Heather Gluszewski  
Haworth

Kiesha Guy  
Goodwill Industries of West Michigan

Mike Helsel  
Ventra

Rebecca Herrington  
Perrigo

Jon Hofman  
Holland Board of Public Works

Angela Huesman  
Lakeshore Advantage

David Kitchen  
West Michigan Electrical JATC

Scott McLean  
Spectrum Ventures, LLC

Dr. Bill Pink  
Grand Rapids Community College

Val Putnam  
Ottawa Area ISD

Dan Rinsema-Sybenga  
Muskegon Community College

Michelle Seigo  
Department of Health & Human Services  
Ionia/Montcalm

Samantha Semrau  
Hastings Manufacturing Company

Jonas Talbott  
International Brotherhood of Electrical  
Workers (IBEW) West Michigan No. 275

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

Therese Thill  
The Right Place

Mark Thomas  
Northview Public Schools

Darryl Todd  
Muskegon Area First

Patricia VerDuin  
Mobius Coaching

Shana Welch  
Mercy Health

Sherry White  
Hines Corporation

## STAFF

Jacob Maas, CEO  
Angie Barksdale, COO  
Brenda Isenhardt, CFO



MiCareerQuest 2018



First cohort of Sterile Processing Apprentices



Discover Manufacturing Week - Wolverine Coilspring



Hour of Code - Discovery Elementary

## Letter from the Board

With the transition of Community Action Programs to Kent County administration in 2017, 2018 was a year of heightened focus for West Michigan Works!. We have seen great outcomes as a result, including multiple initiatives to refine and improve efforts to connect employers and job seekers.

With overall unemployment rates around 3%, West Michigan employers continued to struggle to find qualified talent. We looked at creative ways to address the challenge through our industry sector partnerships. We are working with employers to improve their hiring processes and increase retention rates through initiatives such as HireReach. The America's Promise Grant is creating career opportunities for under- and unemployed individuals

in the health care sector. US Department of Labor apprenticeships continue to answer employers' workforce needs by delivering talent with the specific skills and qualifications they need.

In response to employer need, we partnered with a group of educators to create an employability skills curriculum that gives job seekers the foundational skills necessary to be successful at work. The curriculum is currently being piloted and will include a third-party evaluation to ensure the training is meeting the desired outcomes.

Once again, our region received a large percentage of the state's Going Pro Talent Funds (formerly STTF) that helped train 6,974 individuals. We remain committed to the long-term goal of creating a pipeline of

talent for the future; talent tours, Discover Manufacturing Week and MiCareerQuest introduced more than 15,000 young adults to careers in our high-demand industries.

This report contains a summary of our primary activities and some of our major accomplishments in the 2018 program year (ending September 30). We acknowledge that the accomplishments cited are not ours alone – we share our successes with our partners and thank them for their continued support.

Sincerely,  
Dave Smith, Workforce Board Chair  
Robert Womack, Chief Elected Official  
Jacob Maas, Chief Executive Officer

# West Michigan Works!

Committed to creating a  
**diverse & qualified** workforce  
for West Michigan

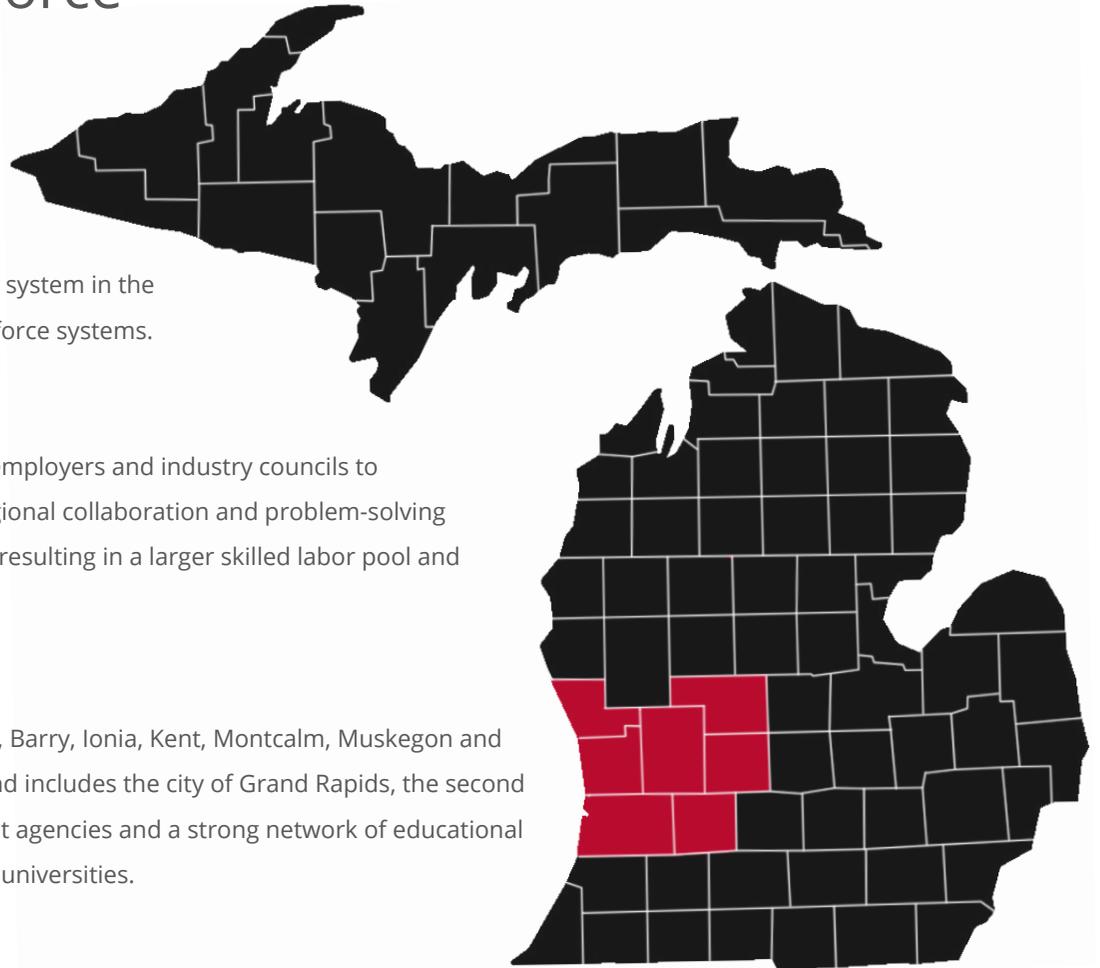
West Michigan Works! is one of sixteen agencies within Michigan's workforce development system. Having created the first integrated system in the country, Michigan has long been a leader among the nation's workforce systems.

## Principles

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

## Demographics

West Michigan Works! serves employers and job seekers in Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa counties. The region has a population base of 1.3 million and includes the city of Grand Rapids, the second largest city in the state. It is home to several economic development agencies and a strong network of educational institutions: seven ISDs, three community colleges, 11 colleges and universities.



## Industry Sector Councils

West Michigan's high-demand industries—advanced manufacturing, construction, health care and information technology—continued to experience high growth with consistently moderate turnover and high unmet demand for labor. Working with employer-led industry councils, West Michigan Works! identified common workforce and training needs within the industries and together, we trained individuals to meet today's talent needs and introduced the workforce of tomorrow to viable careers in West Michigan. Here are a few highlights from 2018:



**Construction Workforce Development Alliance (CWDA):** The initiative, *JobReady: Construction*, was created to meet the workforce needs of the Mercy Health medical center construction project in Muskegon. The initiative focused on attracting and training individuals from the urban core of Muskegon and Muskegon Heights for careers in construction. Together, *JobReady* partners Christman Construction, Mercy Health, Urban League and West Michigan Works! recruited, hired and trained 40 workers for the project.



**Discover Manufacturing:** A record number of employers (193) participated in this year's Manufacturing Week, an annual event focused on inspiring the next generation of manufacturers. More than 7600 students from 97 schools participated in events including facility tours, presentations and hands-on activities.



**West Michigan Health Careers Council:** The West Michigan Health Careers Council continued its focus on building talent pipelines for the health care industry. Thirty-seven medical assistants will graduate from the third cohort of the Medical Assistant Registered Apprenticeship program and accept permanent positions with participating health care employers. The first cohort of the Sterile Processing Apprenticeship program certified six technicians and helped employers fill crucial openings within their organizations. New apprenticeship programs for phlebotomists and surgical technologists will begin in 2019.

**Food Processing Talent Council:** This newly formed employer talent council is exploring their industry's recruitment needs using data and resources such as MiBrightFuture and Talent Pipeline Management to determine future projects to help build a robust and qualified talent pipeline.



**West Michigan Tech Talent (WMTT):** WMTT partnered with Michigan Math and Science Centers network to host a reception during TeacherCon. Nearly 200 Michigan teachers participated in a week-long training in Grand Rapids to learn how to teach Computer Science Principles and AP Computer Science courses in 2018-2019. WMTT was able to foster connections between local industry professionals and the teachers. Each teacher received an Arduino programming kit and activities to bring back to their classroom. The anticipated impact = over 6000 Michigan students will learn computer science basics this school year.

# Financial Summary

West Michigan Works! (WMW!) operated 40 programs under 68 grants during the year ending September 30, 2018. Each grant dictated the population to be served, how the funding could be used and the time frame in which the funding needed to be spent.

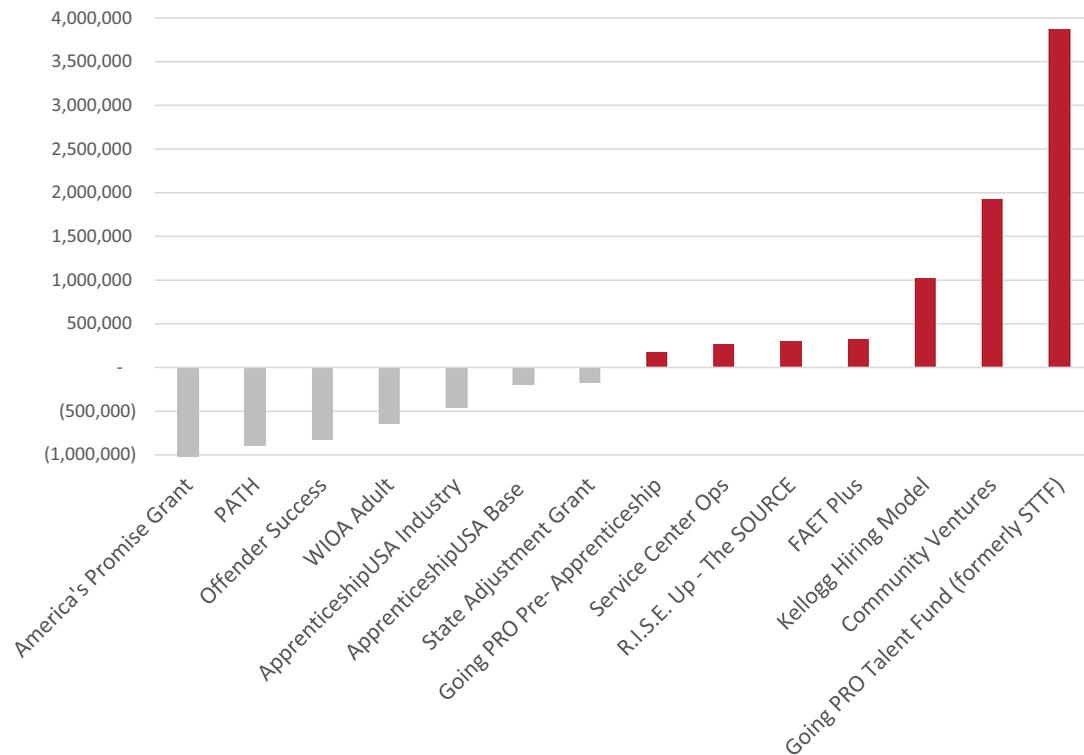
WMW! was awarded \$30,278,961 during the year ending September 30, 2018, an increase of \$3,088,553 over the previous year. During this time period we utilized \$26,367,156.00; the remaining awards are available for subsequent year(s).

## Significant Increases/Decreases in Funding

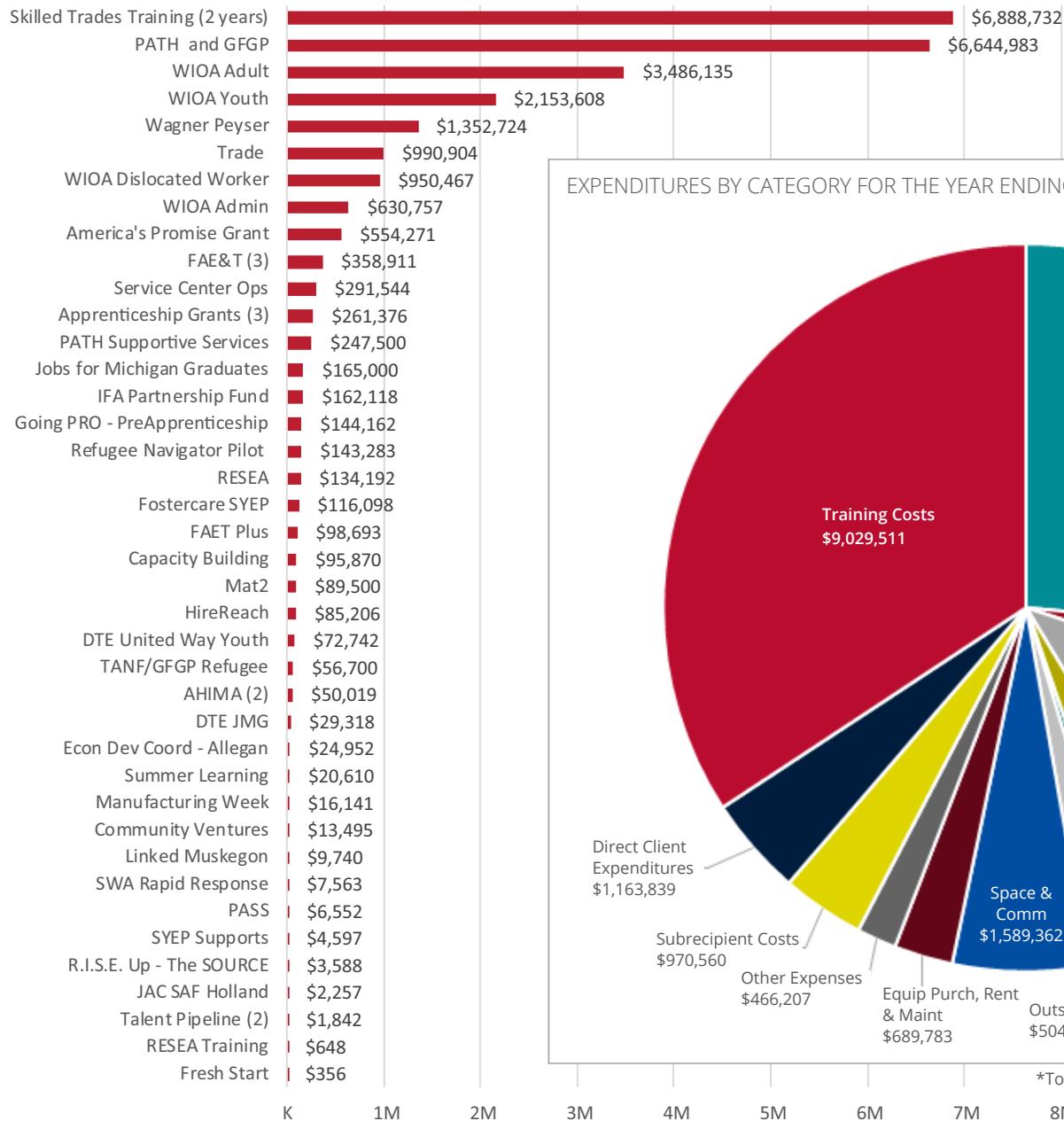
Successful grant applications resulted in new or increased funding for the Skilled Trades Training Fund (STTF), HireReach, FAET Plus, R.I.S.E. Up and Going PRO Pre-Apprenticeship.

Decreases in state-determined formula funding were realized in TANF PATH and Workforce Innovation and Opportunity Act (WIOA) funds. Additionally, WMW! saw decreases in funding due to the decision by the Governing Board to no longer administer the Offender Success program. The America's Promise Grant includes funding for a four-year period; the entire award was recorded as an increase in 2017.

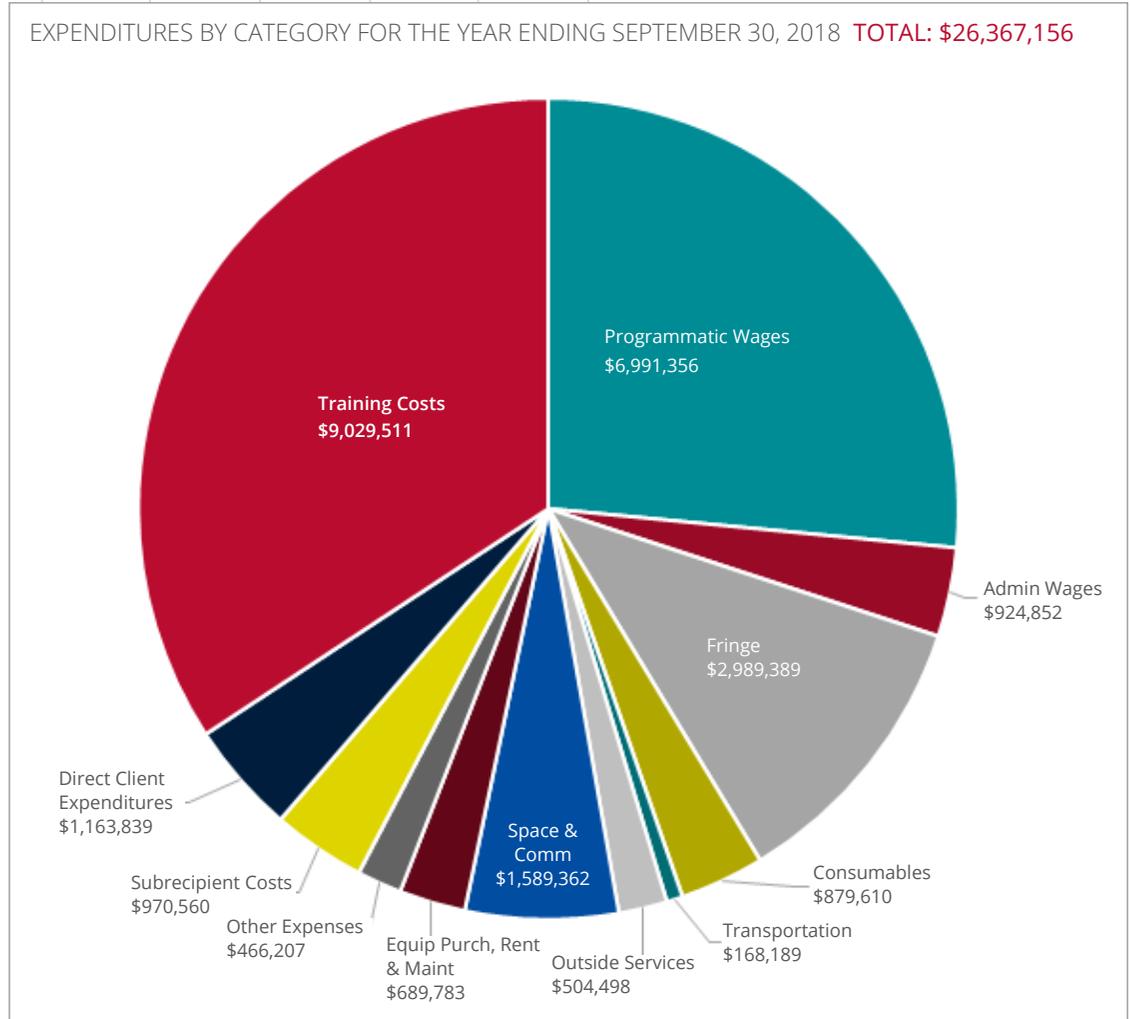
SIGNIFICANT INCREASES/DECREASES IN AWARDS  
BY PROGRAM (+/- 100,000)



EARNED INCOME BY PROGRAM FOR THE YEAR ENDING SEPTEMBER 30, 2018 **TOTAL: \$26,367,156**



EXPENDITURES BY CATEGORY FOR THE YEAR ENDING SEPTEMBER 30, 2018 **TOTAL: \$26,367,156**



\*Total administrative expenses represent 3.5% of total expenses.

# 2018 at a Glance

**44,890**

Job Seekers Served

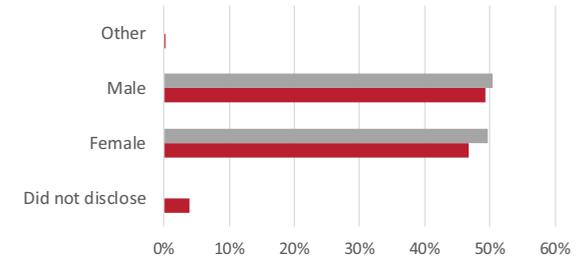
**3,193**

Employers Served

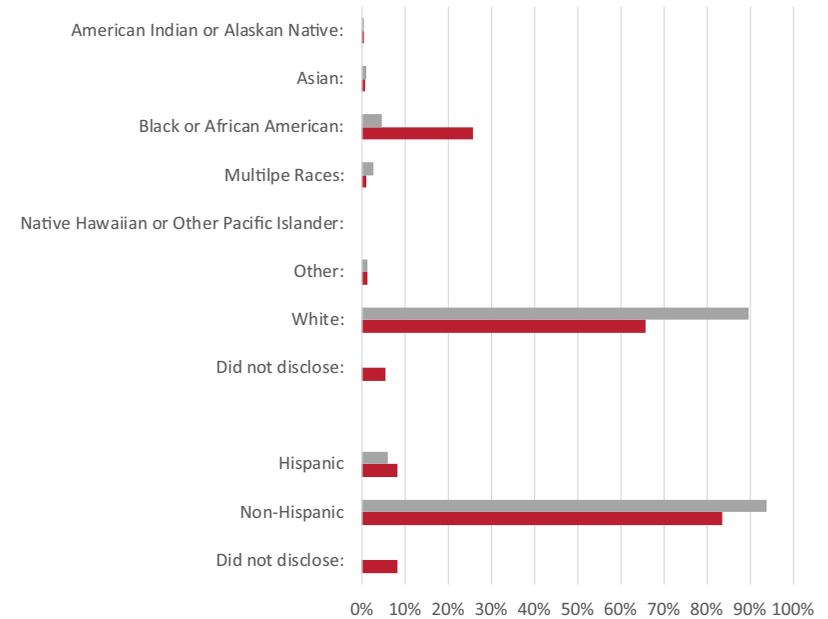
**10,463**

Jobs Filled

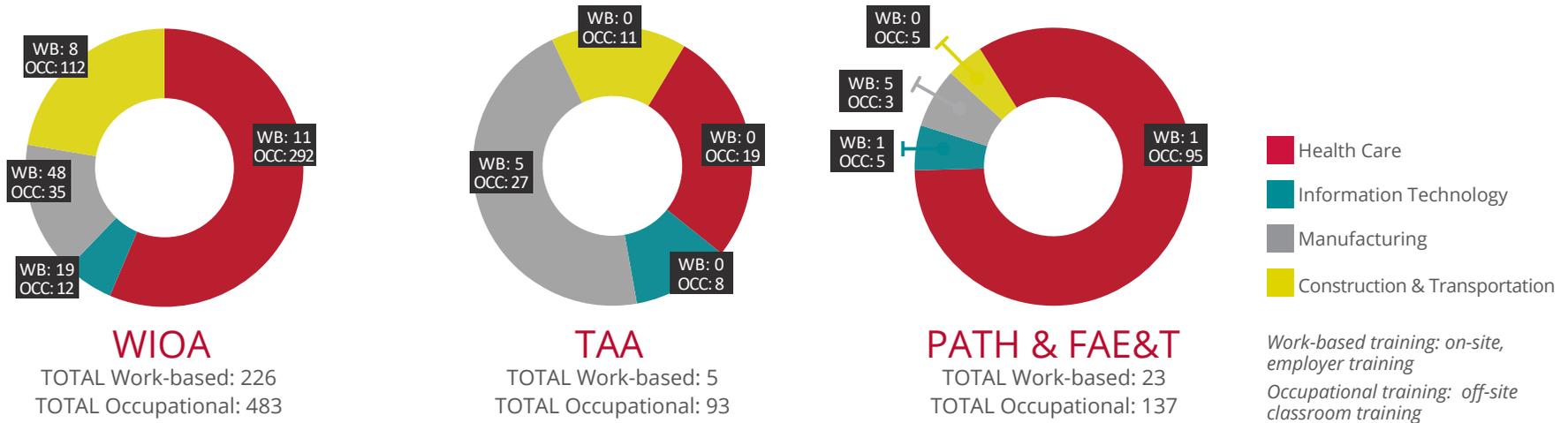
GENDER ■ Region 4b ■ Job Seekers Served



RACE & ETHNICITY ■ Region 4b ■ Job Seekers Served



## TRAINING PIPELINE



## OCCUPATIONAL TRAINING COMPLETED & CREDENTIALS EARNED

Program	Total Concluded Training	Sector					Total Credentials Earned
		Health Care	IT	Manufacturing	Construction & Transportation	Other	
WIOA	293	140	1	16	83	17	257
TAA	24	3	2	3	8	4	20
FAE&T	23	10	0	0	0	0	10
PATH	95	28	0	0	3	9	40
<b>Total</b>	<b>435</b>	<b>181</b>	<b>3</b>	<b>19</b>	<b>94</b>	<b>30</b>	<b>327</b>

PY	Program Year
WIOA	Workforce Innovation & Opportunity Act
AD	Adult Worker
DW	Dislocated Worker
TAA	Trade Adjustment Act
FAE&T	Food Assistance Employment & Training
PATH	Partnership, Accountability, Training, Hope.

## EMPLOYMENT RATE & AVERAGE HOURLY WAGE

	WIOA AD & DW	WIOA Youth	TAA	PATH
Employment Rate	95%	84%	75%	53%
Average Hourly Wage	\$15.88	\$11.12	\$17.01	\$10.93

# Collaboration

In partnership with employers and organizations throughout the seven-county region, West Michigan Works! is creating solutions to address today's workforce challenges.



## HireReach

Talent 2025 and West Michigan Works!, with funding from the Doug and Maria DeVos and W.K. Kellogg Foundations, combined forces to create HireReach. The initiative will give participating employers access to a proven and effective selection process—developed by Mercy Health—that will improve their hiring processes and reduce turnover. Ten to fifteen employers are expected to participate in the community of practice in 2019.



## Integrated Education & Technology (IET)

IET programs provide an opportunity for individuals to complete a high school education or GED and a skilled labor credential. West Michigan Works! in Allegan County, area employers and many community based organizations\* provided a second chance for several young adults in Allegan County. Fifteen individuals completed their high school education and received certification: 5 construction pre-apprenticeship, 7 production technician and 3 nursing assistants.

\*including Allegan Alternative Education, Allegan Adult Education, Plainwell Renaissance Adult Education, Grand Rapids Community College, Michigan Career & Technical Institute, Lake Michigan College, Michigan Rehabilitation Services, Allegan County Community Action, Love INC, the Linking Center, 70x7 Life Recovery, Bridges of Hope Allegan County.



## America's Promise Grant

America's Promise Grant, supported and administered by Grand Rapids Community College, is focused on creating career pathways in the health care industry, moving unemployed and underemployed individuals from entry-level to middle skill positions. The grant serves the seven-county region and involves Grand Rapids, Montcalm and Muskegon Community Colleges, West Michigan Works!, Grand Rapids Urban League, Goodwill of Greater Grand Rapids, Goodwill of West Michigan, Literacy Center of West Michigan, Ottawa Intermediate School District, West Michigan Hispanic Center and West Michigan Center for the Arts and Technology.

Individuals Served

**417**  
(166% of goal)

Received Degree or Credential

**199**  
(140% of goal)

Target Population Employed

**101**  
(80% of goal)



### Going PRO Talent Fund (formerly Skilled Trades Training Fund)

To date, Skilled Trades Training Funds (STTF) have been approved on an annual basis. but through Public Act 260 (signed by Governor Snyder in June 2018), STTF was codified and renamed Going Pro Talent Fund. The passage of this legislation was due in part to the collaborative effort of employers, the West Michigan Chamber Coalition and individuals representing economic development and education, who testified to the power of employer-responsive training to attract and retain talent.

	FY 2016	FY 2017	FY 2018
Number of Awards	<b>80</b> (388 statewide)	<b>127</b> (482 statewide)	<b>212</b> (894 statewide)
Total Award Amount	<b>\$3.3M</b> (\$13.4M statewide)	<b>\$5.1M</b> (\$17.9M statewide)	<b>\$8.4M</b> (\$30.3M statewide)



### US DOL Registered Apprenticeships

West Michigan Works! currently holds the sponsorship for 18 US Department of Labor registered apprenticeships, with over 100 active apprentices and 38 participating employers.

	Advanced Manufacturing	Construction	Health Care	Information Technology
Apprentices	<b>66</b>	<b>8</b>	<b>34</b>	<b>4</b>
Employers	<b>22</b>	<b>7</b>	<b>6</b>	<b>3</b>



### MiCareerQuest

Each year MiCareerQuest, in collaboration with employers and the region's intermediate school districts and community colleges, exposes thousands of students to great career opportunities in West Michigan. Employers from the region's high-demand industries—advanced manufacturing, construction, health care and information technology—create hands-on exhibits that give students a glimpse into the world of work.

Registered Students	Participating Schools	Participating Employers	Careers Represented	"I learned about employment and education/training opportunities that I didn't know of before the event."
<b>9500+</b>	<b>86</b>	<b>109</b>	<b>157</b>	<b>82.7%</b>



### Employability Skills Curriculum

Working together with intermediate school districts from the West Michigan Talent Triangle and focus groups of employers and job seekers, West Michigan Works! has developed an accessible and measurable training that will increase job seekers' understanding and use of employers' most valued and hard-to-find employment skills.

# Recognitions

2018 Employer of the Year

2018 Partner of the Year

Impact Award Winners



EMPLOYER OF THE YEAR

Flexfab

West Michigan Works! recognizes FlexFab as its 2018 Employer of the Year for their role in developing West Michigan's current manufacturing workforce as well as engaging the industry's future talent.

FlexFab has been investing in the education of their workforce for many years, long before they were aware of the services offered through West Michigan Works! The company has a variety of career pathways and is committed to providing education and training so that their workers can attain higher paying jobs within the organization.

FlexFab works with West Michigan Works!, Barry County United Way, Barry County Veterans associations, Commission on Aging and many other organizations to target a diverse population to work at their facility. They are truly an "equal opportunity employer."

FlexFab puts together one of the most interactive MiCareerQuest displays on the event floor. They are fully invested and committed to making a great experience for the students that come through Devos Place. They are also instrumental in showcasing Manufacturing Week in Barry County.



Flexfab exhibit at MiCareerQuest 2018



## LITERACY CENTER OF WEST MICHIGAN

PARTNER OF THE YEAR

Literacy Center of West Michigan

West Michigan Works! recognizes The Literacy Center of West Michigan as their 2018 Partner of the Year for their commitment to community partnerships as a tool for creating positive change.

The Literacy Center of West Michigan (LCWM) has partnered with the local construction industry, Grand Rapids Community College and the Urban League to provide workplace English as a Second Language (ESL) instruction for construction opportunities.

LCWM is committed to meeting their learners where they are. In 2018 they began offering literacy services at the West Michigan Works! service center in southeast Grand Rapids. This is a great added service for our job seekers, especially since the open lab format allows them to drop in and start learning immediately and at their own pace. LCWM is currently seeking other locations in order to reach more learners.

LCWM has provided outstanding support for WMW participants, including those in the refugee community. We appreciate their partnership as we work to remove the unique barriers to employment that present themselves to New Americans.



Learners participating in the ESL for construction training

# Impact Awards

The Michigan Works! Impact Awards honor those who have built economic results by actively creating jobs and developing fresh talent in their communities.

Spectrum Health  
Grand Rapids Community College  
Gina Mancha



While sterile processing is not a high-demand job in West Michigan, employer members of the West Michigan Health Careers Council (Spectrum Health, Metro Health, Mercy Health and Holland Hospital) shared a common challenge in finding interested and qualified candidates to fill their sterile processing positions. Between the four employers only six positions needed to be filled, but they were critical positions.

The council felt that an apprenticeship program would be a great solution; apprentices would complete the program with the skills, knowledge and experience to do the job well. West Michigan Works! worked with council employers, Grand Rapids Community College and the US Department of Labor to create the Sterile Processing Technician Registered Apprentice program.

Gina Mancha was displaced from a long career in automotive manufacturing and unable to retire. She was able to secure an entry level position at Spectrum Health in the Environmental Services department. Eager to advance at Spectrum, Gina applied to the first cohort of the apprentice program. Gina was one of eight apprentices that applied for the two available spots with Spectrum Health and was the only Spectrum candidate to complete and pass all of the testing. Her hard work and practice paid off as she was accepted as the first ever sterile processing technician apprentice at Spectrum Health.

Gina credits the apprenticeship for giving her a new set of skills and confidence to start her second career at 50 years old. Gina successfully graduated from the apprenticeship program in June and has been promoted from an apprentice to a sterile processing technician with Spectrum Health.



*"We all took this class for the better, no matter what that is – better job, better schedule, better life. We were determined and ambitious." - Gina Mancha*

*"The Sterile Processing Program through West Michigan Works! and GRCC has been an impactful program that has given the individuals and the hospitals the opportunity to grow and enhance a critical job skill." - Brad Columb, Spectrum Health*

**West Michigan Works!  
Service Centers**

**Allegan County**

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

220 East Main St  
Fennville, MI 49408  
(269) 561-2001

**Kent County**

121 Franklin SE  
Grand Rapids, MI 49507  
(616) 336-4040

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

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

**Barry County**

136 E State St  
Hastings, MI 49058  
(616) 649-9850

**Ionia County**

301 W Main St  
Ionia, MI 48846  
(616) 389-8525

**Montcalm County**

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

**Muskegon County**

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

**Ottawa County**

121 Clover St  
Holland, MI 49423  
(616) 396-2154



[westmiworks.org](http://westmiworks.org)



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[West Michigan Works! Business Solutions](#)



*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. TTY 711. Supported by the State of Michigan.*