



2017 ANNUAL REPORT



LEADERSHIP

Setting the strategic direction of workforce planning for West Michigan.

LOCAL ELECTED OFFICIALS

Larry Tiejema, Chair
Ionia County Commissioner

Harold Mast, Vice-Chair
Kent County Commissioner

David C. Allen
City of Grand Rapids Commissioner

Roger Bergman
Vice-Chair, Ottawa County Commissioner

Ben Cross
Chair, Muskegon County Commissioner

Greg DeJong
Chair, Ottawa County Commissioner

Mark De Young
Allegan 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

Ron Retzliff
Vice-Chair, Montcalm County Commissioner

Stan Stek
Kent County Commissioner

Robert Womack
Kent County Commissioner

WORKFORCE BOARD

Dave Smith, Chair
The Employers' Association

Cindy Brown, Vice-Chair
Hello West Michigan

Travis Alden
Barry County Chamber of Commerce
and Economic Development Alliance

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

Cathy Cronick
Michigan Rehabilitation Services

Jay Dunwell
Wolverine Coil Spring

Bob Ferrentino
Montcalm Community College

Jim Fisher
Second Act, LLC

Thomas Freeland
Meijer

Heather Gluszewski
Haworth

Kiesha Guy
Goodwill Industries of West Michigan

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

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 TenHooen
Heart of West Michigan United Way
Labor Liaison - AFL-CIO

Therese Thill
The Right Place

Mark Thomas
Northview Public Schools

Bob Thompson
Herbrucks Poultry

Patricia VerDuin
Mobius Coaching

Shana Welch
Mercy Health

Sherry White
Hines Corporation

STAFF

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



Hastings Service Center Ribbon Cutting

Letter from the Board

The 2017 fiscal year found West Michigan Works! continuing to grow, change and improve as a regional entity. A focus on cost-cutting and innovative approaches to programmatic services led to direct service delivery for Allegan, Barry, Ionia, and Montcalm counties. This, plus a new Hastings service center location and partnership with North Kent Connect, has resulted in easier access and improved services for job seekers.

It was a year of transition for Community Action Programs in Kent County which moved under Kent County administration beginning October 2017. The move allows for better alignment of services and more robust programming; county residents are already experiencing the benefits of leveraged Community

Development Block Grant Programs. The transition also allows West Michigan Works! to focus solely on employment and training programs for the seven-county region.

With overall unemployment rates hovering around 3%, West Michigan employers continued to struggle to find qualified talent. We looked at creative ways to address these gaps. In the long-term, we remained committed to educating youth on high-demand and high-wage occupations across the region. Short-term, we helped employers secure Skilled Trades Training funds and expanded apprenticeship programs for non-traditional industries/occupations.

We had the honor of being highlighted nationally for our

work on regionalization and our ongoing partnerships with the Medical Assistant Registered Apprenticeship program, which included a visit from U.S. Secretary of Labor Alexander Acosta and Governor Rick Snyder.

This report contains a summary of our primary activities and accomplishments during the 2017 programmatic year ending September 30. You will notice a running theme throughout the report: collaboration. We share our successes with our regional partners and thank them for their continued support.

Sincerely,

Dave Smith, Workforce Board Chair
Larry Tiejema, Chief Elected Official
Jacob Maas, Chief Executive Officer

WEST MICHIGAN WORKS!

MISSION: To lead 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.

West Michigan Works! is one of sixteen agencies within Michigan's workforce development system.

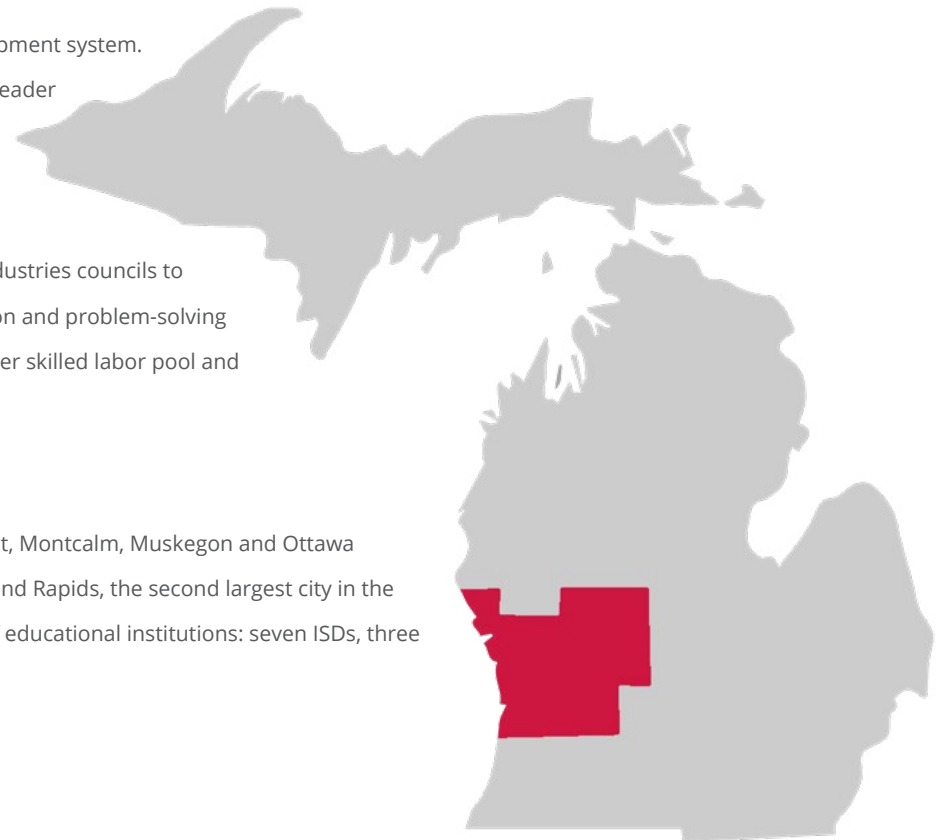
Having created the first integrated system in the country, Michigan has long been a leader among the nation's workforce systems.

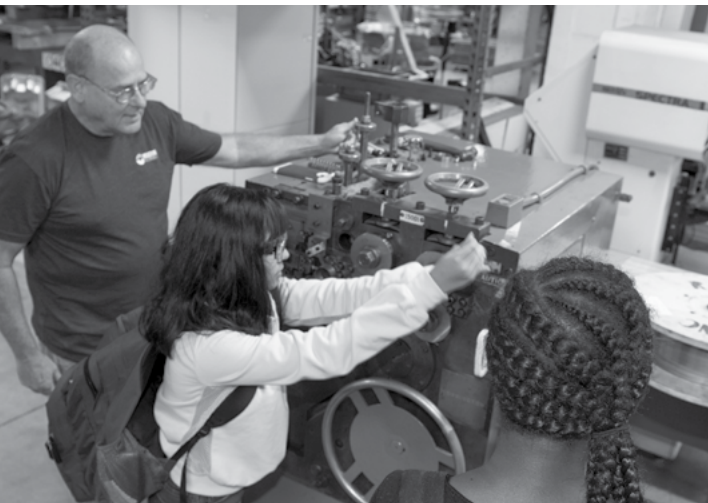
Principles

West Michigan Works! relies on labor market data and input from employers and industries 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.





Manufacturing Day



CNA Graduation



Apprenticeship Week

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 2017:



Construction Workforce Development Alliance (CWDA): In partnership with the Literacy Center of West Michigan, Grand Rapids Community College and West Michigan Works!, 20 refugees were trained in English for Construction and the Construction Core craft training program through a Michigan Office of New Americans (MONA) grant.

DISCOVER MANUFACTURING™

Discover Manufacturing: A record number of employers (153) participated in this year's Manufacturing Week, an annual event that aims to inspire the next generation of manufacturers. More than 7000 students from 75 schools participated in events including facility tours, presentations and hands-on activities.

wmihealth careers

West Michigan Health Careers Council: A critical need for certified nursing assistants (CNAs) called for regional collaboration. In partnership with Michigan Career and Technical Institute, Muskegon Community College and OAISD/Thompson M-TEC more than 100 individuals were trained as CNAs. The council also convened health care employers and educators to develop a second apprenticeship program for sterile processing technicians.



West Michigan Tech Talent: The newly launched employer council recruited 37 classrooms with more than 1000 students for the national Hour of Code event. IT professionals led hands-on activities to help students complete a coding tutorial while giving insights into careers in information technology.

FINANCIAL SUMMARY

West Michigan Works! (WMW!) operated nearly 50 grants during the year ending September 30, 2017. 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.

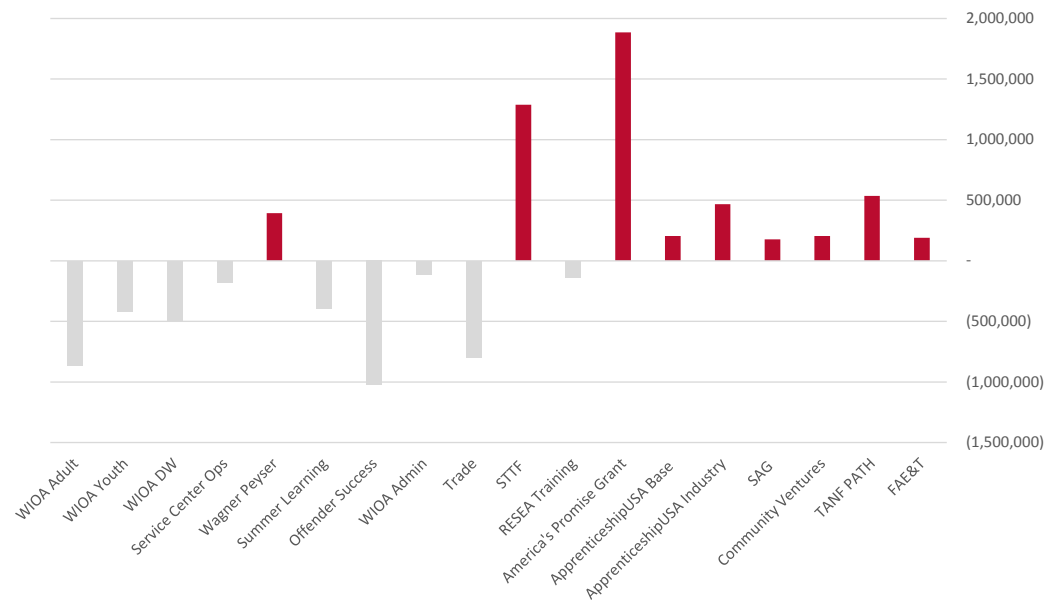
WMW! was awarded \$27,190,408 during the year ending September 30, 2017, an increase of \$1,156,596 over the previous year. During this time period we utilized \$23,273,042.00; the remaining awards are available for subsequent year(s).

Significant Increases/Decreases in Funding

Successful grant applications resulted in new or increased funding for the Skilled Trades Training Fund (STTF), America's Promise, ApprenticeshipUSA and Rapid Response State Adjustment Grant .

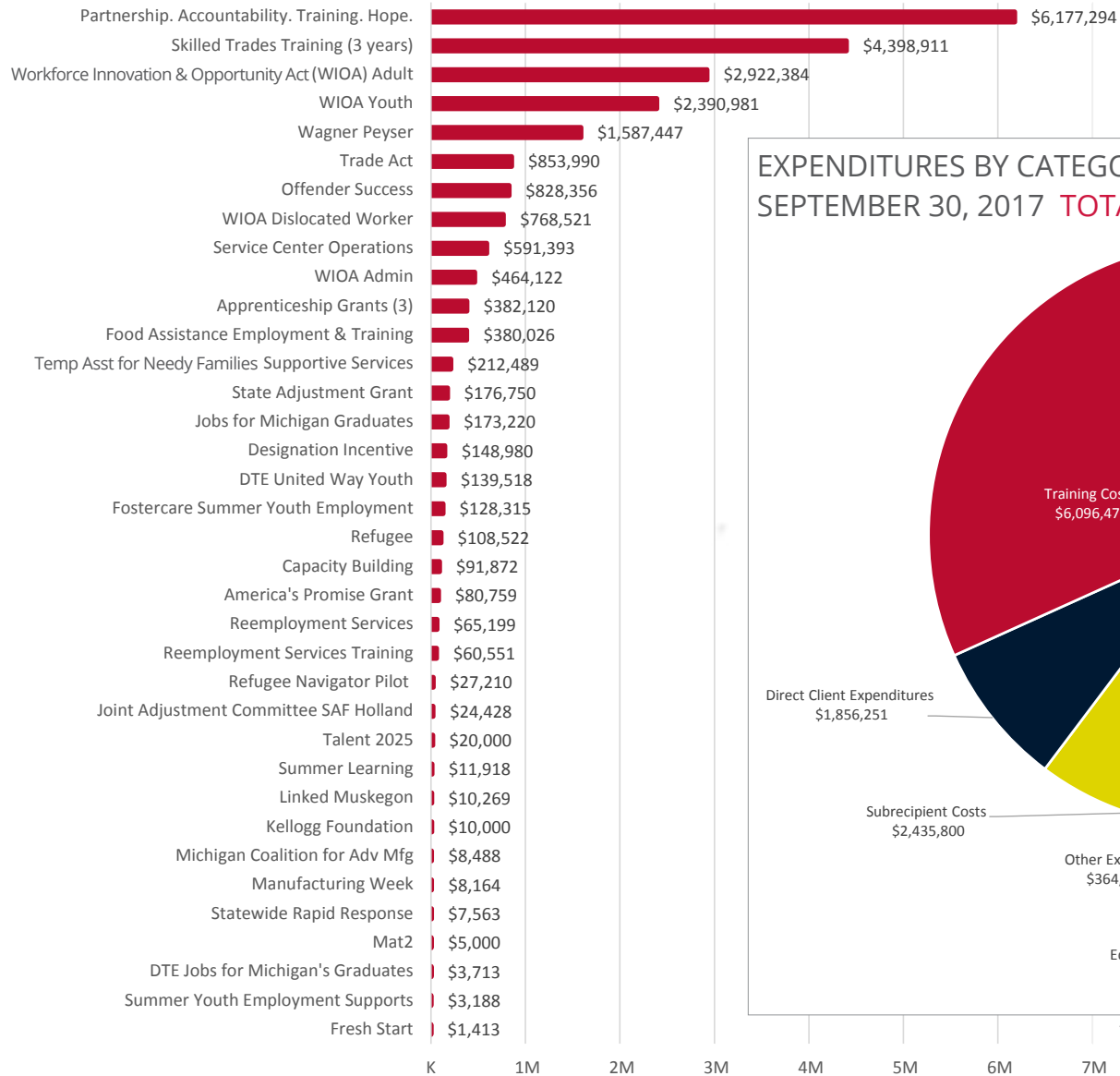
Decreases in state-determined formula funding were realized in Workforce Innovation and Opportunity Act (WIOA) funds. Additionally, WMW! saw decreases in funding due to the decision by the Governing Board to no longer administer the Offender Success program; the diminished need for Trade funding as a result of fewer trade certified employers; and the direct reimbursement of Summer Learning subcontractors by the grantor.

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



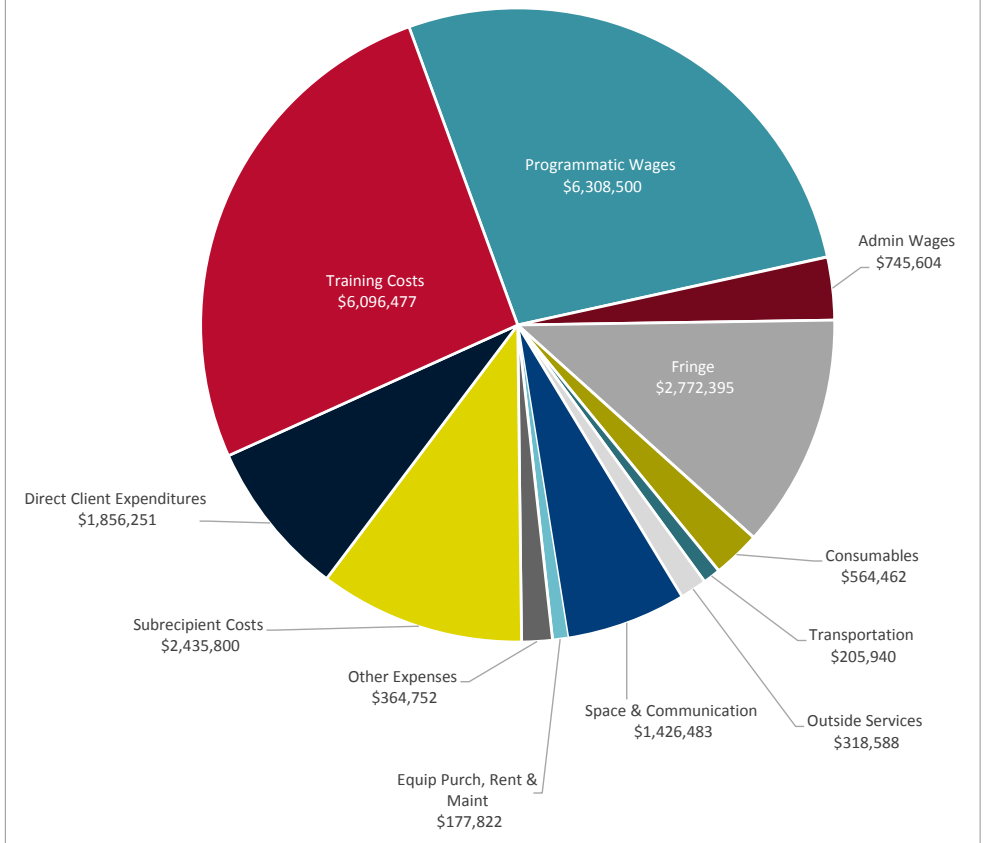
EARNED INCOME BY PROGRAM FOR THE YEAR ENDING SEPTEMBER 30, 2017

TOTAL: \$23,273,074



EXPENDITURES BY CATEGORY FOR THE YEAR ENDING SEPTEMBER 30, 2017

TOTAL: \$23,273,074



*Total administrative expenses represent 4.87% of total expenses.

2017 AT A GLANCE



PMTCT* Registrations

*Pure Michigan Talent Connect



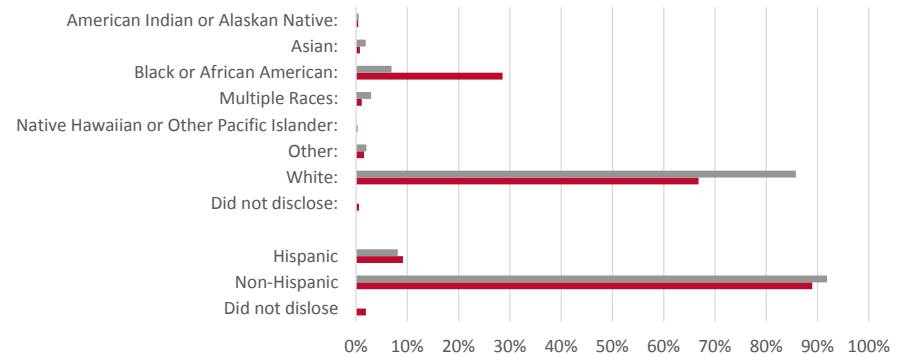
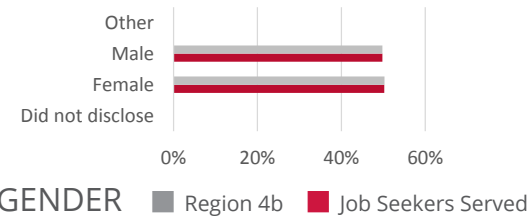
Job Seekers Served



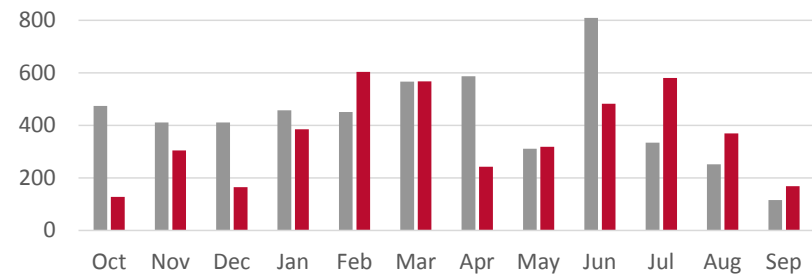
Employers Served



Jobs Filled

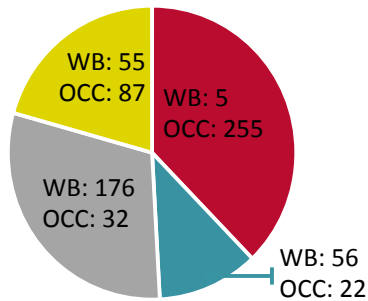


RACE & ETHNICITY ■ Region 4b ■ Job Seekers Served



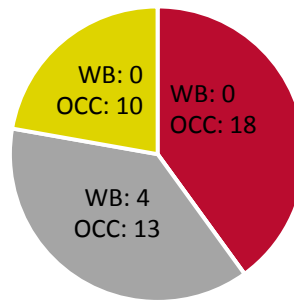
EMPLOYERS SERVED ■ PY15/16 ■ PY16/17

TRAINING PIPELINE



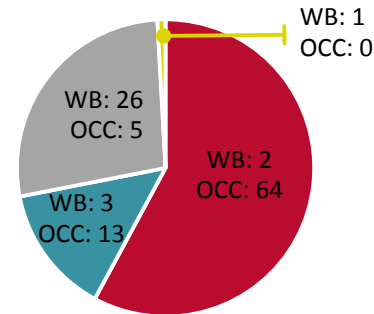
WIOA

TOTAL WB: 539
TOTAL OCC: 465



TAA

TOTAL WB: 7
TOTAL OCC: 71



PATH & FAE&T

TOTAL WB: 41
TOTAL OCC: 114



OCCUPATIONAL TRAINING COMPLETED & CREDENTIALS EARNED

Program	Total Concluded Training	Health Care	IT	Manufacturing	Construction & Transportation	Other	Total Credentials Earned
WIOA	334	150	9	22	77	23	281
TAA	28	6	1	2	6	8	23
FAE&T	10	3	1	1	0	0	5
PATH	78	15	2	2	0	5	24
Total	450	174	13	27	83	36	333

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.
WB OCC	Work-based Occupational

EMPLOYMENT RATE & AVERAGE HOURLY WAGE

	WIOA AD & DW	WIOA Youth	TAA	PATH
Employment Rate	96%	86%	94%	53%
Average Hourly Wage	\$16.27	\$10.54	\$19.02	\$10.35

PROMISING PRACTICES

The **Medical Assistant Registered Apprenticeship Program** was saluted as a national Promising Practice by the U.S. Department of Labor.



24

Graduates



23

Placed



\$13.04

Average Wage



96%

Current Retention



This program has changed my life. I'm a hands-on kind of person, so being able to immediately apply what I'm learning in the clinical setting is perfect for me. I can't imagine doing anything else. - 2017 program participant

The Medical Assistant Registered Apprenticeship Program (MARAP), combines rigorous coursework with clinical application.

The U.S. Department of Labor registered apprenticeship was created to meet local healthcare providers' critical need for a qualified and diverse pool of Medical Assistants (MAs), increase retention rates and provide an entry point for individuals to grow into a variety of careers in the industry. Learn more at westmiworks.org/marap

Program Partners: Cherry Health, Mercy Health (Grand Rapids and Muskegon), Spectrum Health, Grand Rapids Community College, Montcalm Community College, Muskegon Community College, West Michigan Works!, U.S. Department of Labor and the Talent Investment Agency



MiCareerQuest 2017

MiCareerQuest™ was created in 2015 in response to employers' need for future talent in advanced manufacturing, construction, health care and information technology.

During the event, students rotate through quadrants highlighting the four industries. Interactive exhibits showcasing in-demand occupations and conversations with professionals open students' eyes to opportunities for great careers in West Michigan.

IMPACT

	Students Registered	Employers	Employer Satisfaction*	Educator Satisfaction**
2015	5,634	95	95.6%	100%
2016	9,203	93	90.2%	100%
2017	9,376	115	96%	100%

*Survey question: Overall, MiCareerQuest met my expectations.

**Survey question: This was a valuable career education activity for my students.



“REMARKABLE program. This was engaging, exciting, and allowed so many students to explore things not explored before. THANK YOU!”

- Counselor, West Michigan Aviation Academy

“I liked exploring all of the different types of jobs. I found some jobs that I might consider going into in the future.”

- Middle school student

“I liked the variety of different jobs, and interacting with people who enjoy and are passionate about their careers.”

- High school student



micareerquest.org

PARTNERS

2017 Employer of the Year

2017 Partner of the Year



EMPLOYER OF THE YEAR

Associated Builders & Contractors, West Michigan Chapter

West Michigan Works! recognizes Associated Builders and Contractors, West Michigan Chapter as its Employer of the Year for their role in developing West Michigan's current construction workforce as well as engaging the industry's future talent. Through ABC West Michigan participation and leadership, the following outcomes were achieved:

- Implementation of a new recruitment, retention & graduation strategy for the Jump Start program resulted in an 87.5% employment rate (up from 30% in 2016).
- Three new construction apprenticeships were added under the ApprenticeshipUSA grant.
- As a founding partner of MiCareerQuest, ABC remains committed to engaging its employers in the event, exposing thousands of middle and high school students to great careers in construction.



High school seniors attending the CWDA Jump Start Showcase try their hands at careers in construction. The students are eligible to apply for the Jump Start training program which trains graduating high school seniors in basic construction skills.



CNA Lab at Holland Service Center



PARTNER OF THE YEAR

Ottawa Area Intermediate School District / Thompson M-TEC

West Michigan Works! recognizes Ottawa Area ISD/Thompson M-TEC as the 2017 Partner of the Year for their collaborative efforts to provide consistent, quality services to job seekers in West Michigan.

OAISD/Thompson M-TEC developed and facilitated a training for West Michigan Works! (WMW!) career coaches. The training increased the coaches' skills, confidence and ability to assist job seekers with placement in high-demand occupations within our region. They also changed their own processes to better align with the work WMW! is doing to provide seamless service delivery for job seekers.

OAISD/Thompson M-TEC also provided a monthly CNA training class in the learning lab at the WMW! Holland service center. This additional training location provided an opportunity for M-TEC to train more students and gave students easy access to all WMW! job search resources.

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.

Muskegon Tool Industries Michael Minton

Michael Minton was a high school dropout, unemployed, with no plans for his future when he was referred to LINKED Muskegon, an adult education and training program developed to meet the need for skilled workers. The program is a collaboration between employers, Muskegon's adult education programs, the Career Technical Center and West Michigan Works!.

During the 18-week program, Michael worked on his high school diploma, received training in CNC machining and developed employability skills. At the end of the program, he met with local employers to discuss his experience and skills.

One of the employers, Muskegon Tool Industries, was interested in hiring Michael, but he didn't have all the skills they were looking for. West Michigan Works! was able to provide an On-the-Job Training grant that covered 50% of Michael's wages for 6 weeks.

Thanks to the collaboration of many and Michael's hard work, he has realized his goal of a high school diploma and is employed doing a job he really enjoys.





MA Apprentice Shares Story with US Secretary of Labor Acosta



Mercy Health Receives Employer of the Year at the Michigan Works! Annual Conference

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



facebook.com/westmiworks



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.