



2020 ANNUAL REPORT



Setting the strategic direction of workforce planning for West Michigan

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Muskegon County Commissioner

Frank Garcia, Vice-Chair
Ottawa County Commissioner

Roger Bergman
Chair, Ottawa County Commissioner

Mark De Young
Allegan County Commissioner

Ben Geiger
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(board service began 11/2020)

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

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Northview Public Schools

Darryl Todd
DTE Energy

Patricia VerDuin
Mija Leadership Coaching

Sherry White
Hines Corporation

Stacy Young
Montcalm Community College

STAFF

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

LETTER FROM THE BOARD

2020 was a year for flexibility and innovation. In the first quarter of the year, overall unemployment rates were at historic lows (around 3%) and West Michigan employers struggled to find qualified talent. In the blink of an eye, COVID-19 wiped out an entire decade of recovery from the last recession, and we found ourselves back at 2009 levels of unemployment. While we, and many economists, were hopeful that our economy would bounce back within a few months, the reality is that it will be a much longer recovery.

At the end of last year, we worked tirelessly with our economic development partners, chambers of commerce, businesses, community colleges and training providers to advocate for the Going PRO Talent Fund after it was vetoed during 2020 state budget negotiations. After meeting with the governor's staff and key legislators, and testifying multiple times in Lansing, we were able to get it reintroduced, only to have it vetoed again by the governor as the state needed funds for pandemic relief. We then set our sights on 2021, working again with the governor's office, her team and legislators to successfully secure \$27.9 million.

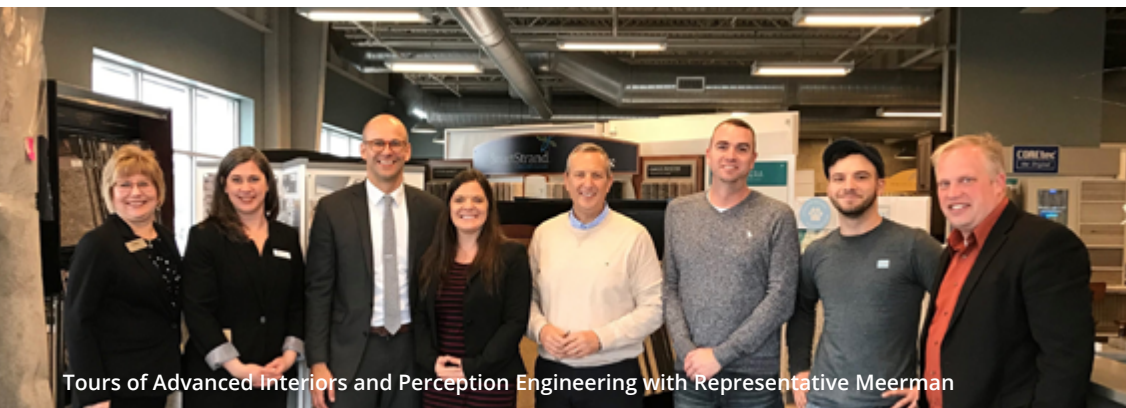
In March, we experienced unprecedented demand in our service centers—not for reemployment, the area of our focus—but for unemployment benefits. Individuals came into our service centers hoping to get through to the Unemployment Insurance Agency, only to wait for hours and leave with little-to-no hope. Communicating our challenges to the state, we were able to get 30 of our staff trained on the state's system to help individuals get access to the benefits they needed and deserved. Since then, we have been able to assist over ten thousand individuals!

We did not discontinue any services, we simply found new ways of providing them. The talent solutions team quickly shifted to virtual platforms to provide services from a distance and redesigned our service centers to provide a safe way for individuals to access services in person where needed. Our youth solutions team worked diligently to find a way to safely connect youth and employers and successfully offered the first virtual summer youth program. The business solutions team helped our employers secure federal resources through stimulus packages and continued to help them find talent using a variety of new platforms, including the first virtual hiring event in the state. Through the work of our talent councils, we were able to continue a variety of programs virtually such as Discover Manufacturing Week and Hour of Code. Our retention solutions division has added two new employers, Pliant Plastics and Haworth, and is seeing great success with its existing employers.

We are grateful for the board leadership and all of the staff who have made this year successful and are pleased to share this report summarizing our primary activities and some of our major accomplishments in the 2020 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,

Mark Bergsma, Workforce Board Chair
Ken Mahoney, Chief Elected Official
Jacob Maas, Chief Executive Officer



Tours of Advanced Interiors and Perception Engineering with Representative Meerman





WMW! staff at community event



Livability Lab members hosted expungement clinic in Muskegon

About West Michigan Works!

West Michigan Works! is committed to creating a **diverse and 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

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

DEMOGRAPHICS

West Michigan Works! serves employers and job seekers in Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa counties. The region has a population base of 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 and 11 colleges and universities.

West Michigan's high-demand industries—advanced manufacturing, agribusiness, 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. 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 2020:



The Construction Workforce Development Alliance celebrated Careers in Construction Month (October) with a virtual construction job fair and career exploration events for students across West Michigan.



The West Michigan Health Careers Council successfully completed the fourth cohort of the Medical Assistant Registered Apprenticeship program. Each successive cohort has shown an increase in diversity. As of May 2019, the program has graduated 74 medical assistants.

The council established and approved guiding principles for governance.



The Agribusiness Talent Council (formerly the Food Processing Talent Council) formalized its board structure, branding, new council members, and identified strategic priorities for the next two years.

The council created and distributed a COVID-19 best practices manual.



Discover Manufacturing successfully completed an industry-led collaborative in continuous quality improvement training for seven manufacturers,

Over 10,000 students attended Discover Manufacturing Week events - more than any other region in the country.

The council completed strategic planning and approved seven projects.



West Michigan Tech Talent (WMTT) hosted a reception for 130 teachers during TeacherCon.

The council provided an Hour of Code experience for over 3,000 youth across West Michigan and curated free technology curriculum for educators to use with their students.

Financial Summary

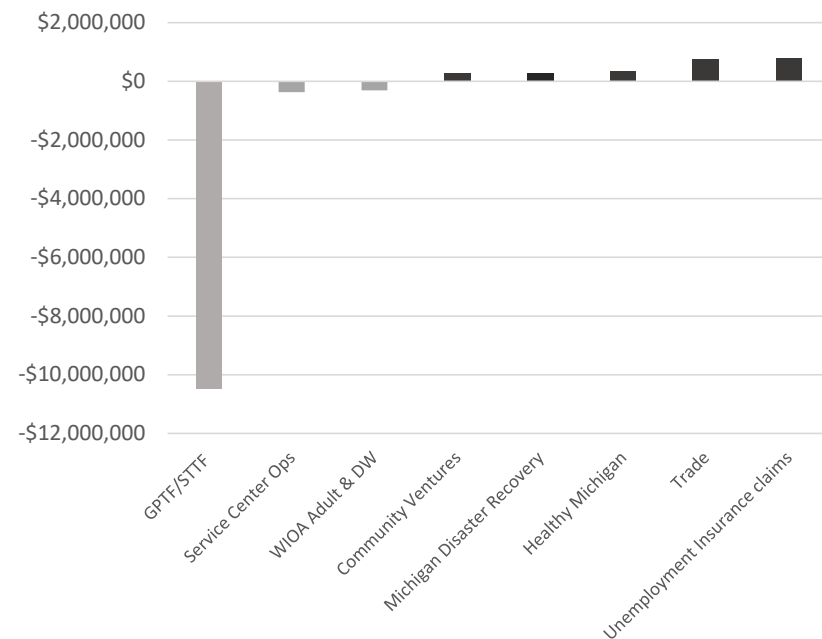
West Michigan Works! (WMW!) operated 44 programs under 80 grants during the year ending September 30, 2020. Each grant dictated the population to be served, how the funding could be used and the time frame in which the funding needed to be spent.

WMW! was awarded \$21,201,528 during the year ending September 30, 2020, a decrease of \$9,884,805 over the previous year. During this time period we utilized \$22,092,750 of new and carried over awards.

SIGNIFICANT INCREASES/DECREASES IN FUNDING

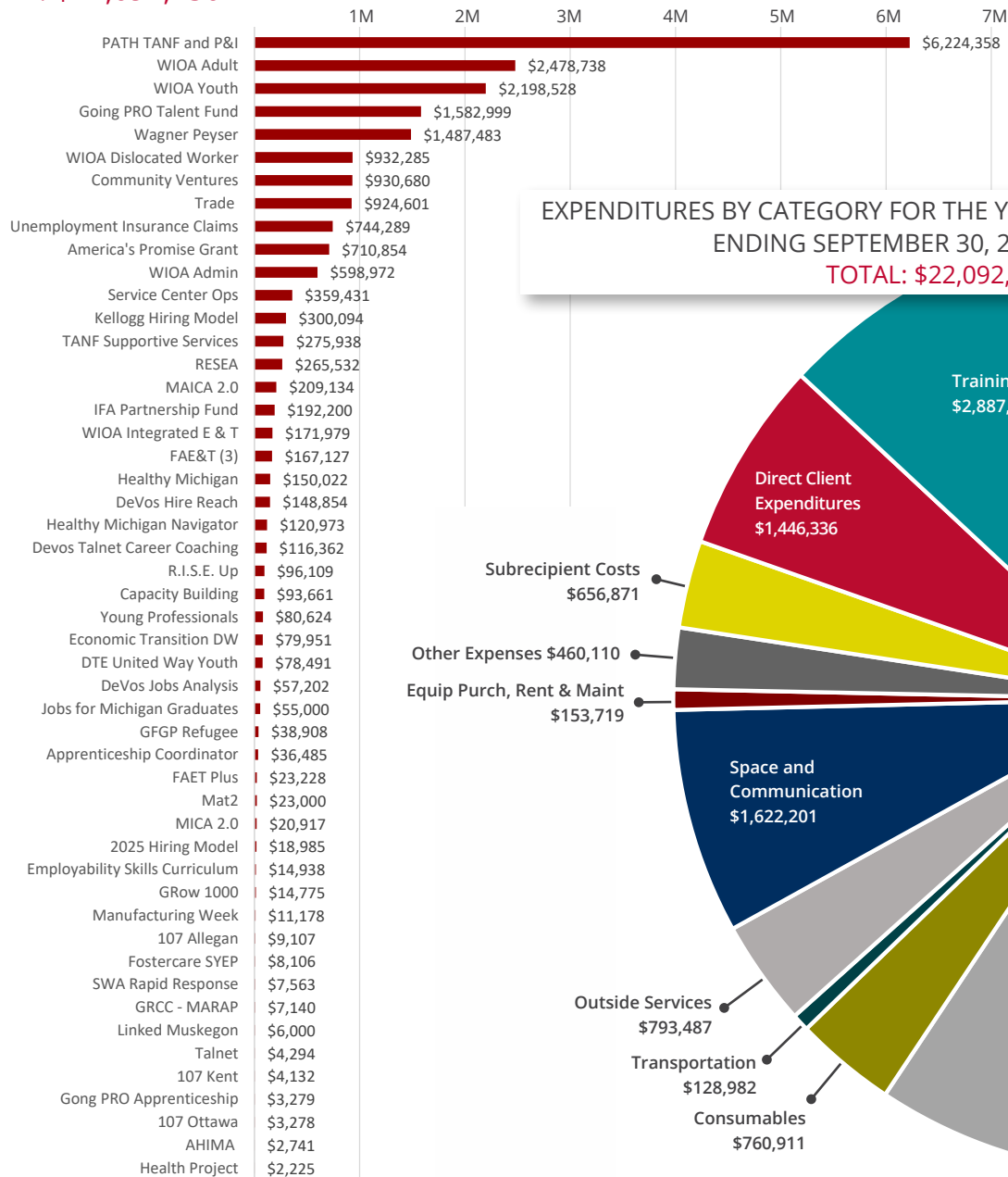
The Going PRO Talent Fund (GPTF) was not awarded during the year ending September 30, 2020. The state redirected these funds for COVID-19 relief. The Unemployment Insurance Claims grant was awarded after petitioning the state to support our efforts assisting the Unemployment Insurance Agency during the pandemic. Service Center Ops funding is now being awarded as part of the Wagner-Peyser award with a net decrease of \$222,000. New funding was awarded for Michigan Disaster Recovery and Healthy Michigan programs. Additional Community Ventures funding was awarded as a result of successfully utilizing existing funding. Changes in state-determined formula funding were realized in Trade and Workforce Innovation and Opportunity Act (WIOA) Adult and Dislocated Worker.

SIGNIFICANT INCREASES/DECREASES IN AWARDS BY PROGRAM (+/- \$250,000)



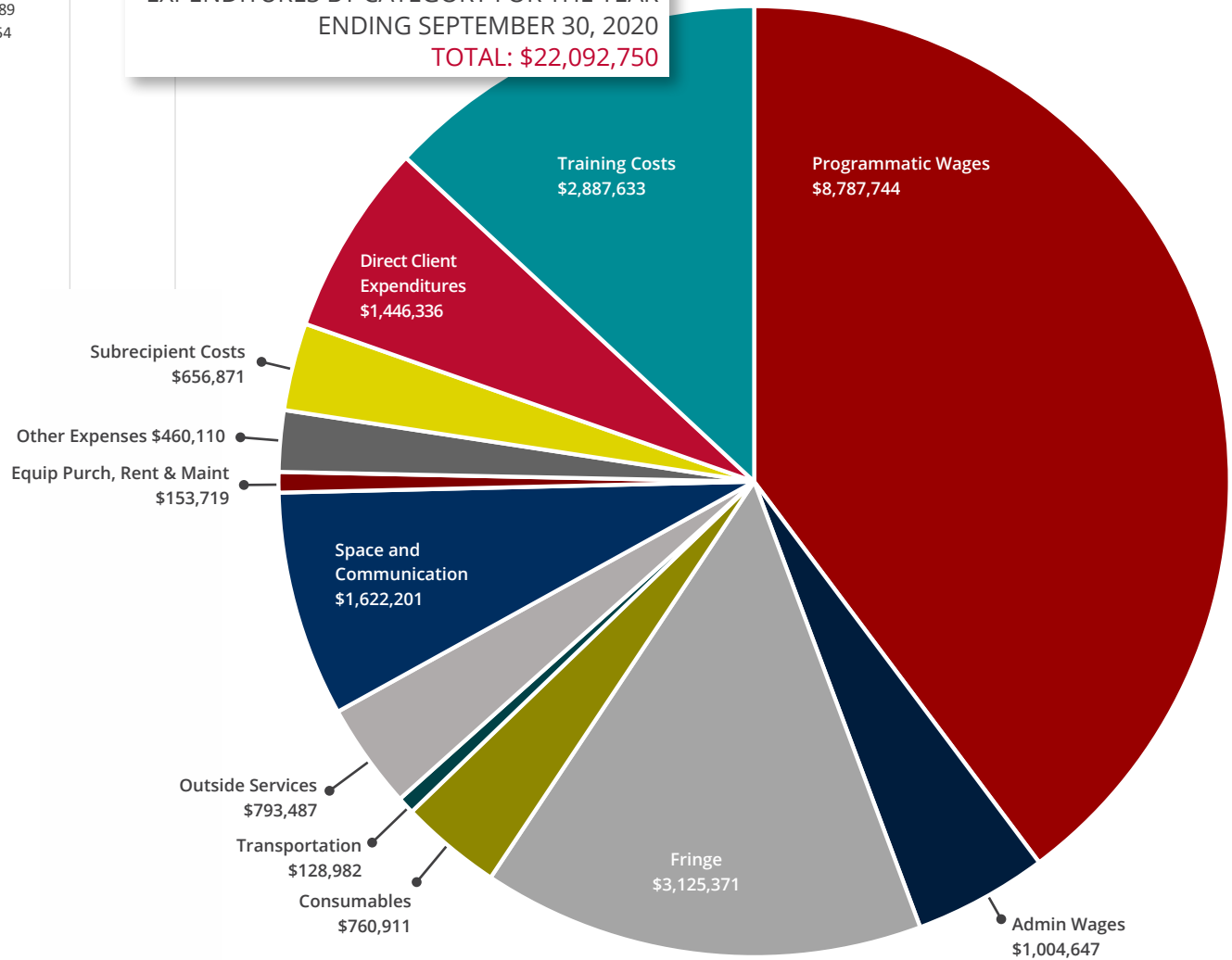
EARNED INCOME BY PROGRAM FOR THE YEAR ENDING SEPTEMBER 30, 2020

TOTAL: \$22,092,750



EXPENDITURES BY CATEGORY FOR THE YEAR ENDING SEPTEMBER 30, 2020

TOTAL: \$22,092,750



2020 at a Glance

32,609

Job Seekers Served

\$568 Million

Wages Earned*

3,023

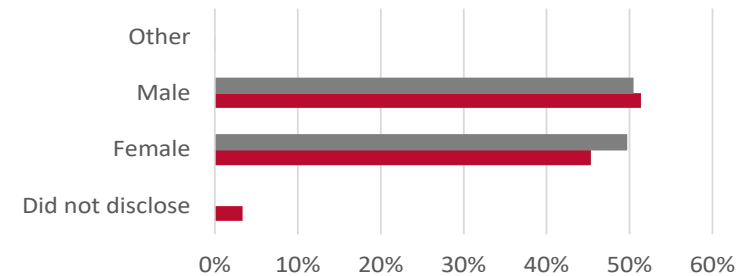
Employers Served

7,971

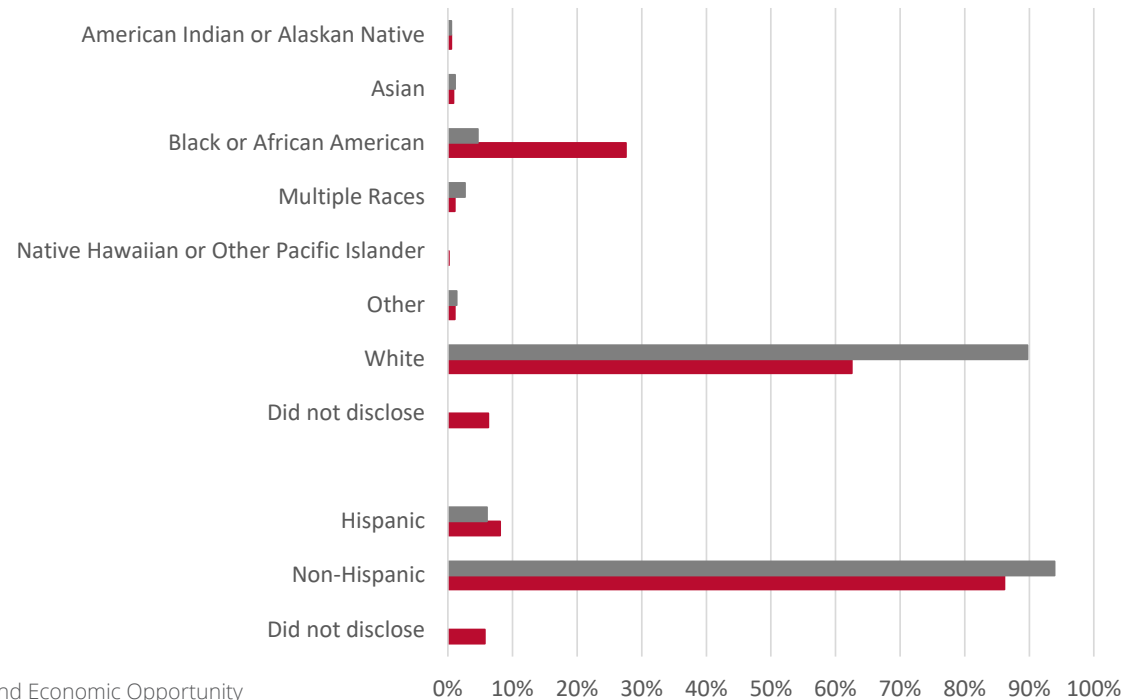
Jobs Filled

*Total wages earned by individuals going through the West Michigan Works! system.
Source: State of Michigan Workforce Development, Michigan Department of Labor and Economic Opportunity

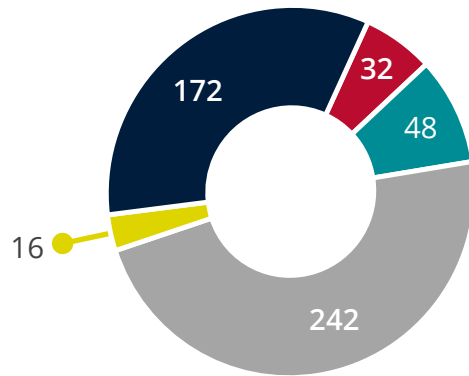
GENDER ■ Region 4b ■ Job Seekers Served



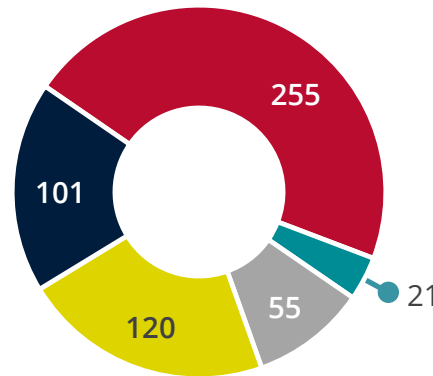
RACE & ETHNICITY ■ Region 4b ■ Job Seekers Served



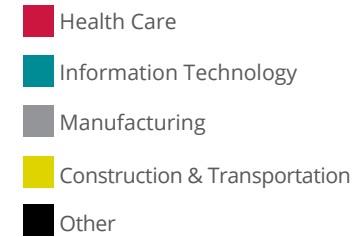
TRAINING PIPELINE



WORK-BASED TRAINING
TOTAL: 510



CLASSROOM TRAINING
TOTAL: 552



*Work-based training: on-site,
employer training*
*Classroom training: off-site
classroom training*

OCCUPATIONAL TRAINING COMPLETED & CREDENTIALS EARNED

Program	Total Concluded Training	Total Credentials Earned
WIOA	260	231
TAA	23	20
FAE&T	19	5
PATH	70	25
Total	372	281

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

Program	Employment Rate	Average Hourly Wage
WIOA AD & DW	93%	\$18.08
WIOA Youth	85%	\$12.93
TAA	78%	\$22.46
PATH	39%	\$12.99

In•no•vate *verb* : to do something in a new way

The COVID-19 pandemic has impacted the way we interact with and serve our community. It has challenged us all to do things in a new way, to have new ideas about how things can be done. While our service centers have been unable to deliver in-person services, West Michigan Works! has continued to respond to employer and job seeker needs with innovative, virtual solutions.

During the early months of the pandemic, as thousands of Michiganders lost their jobs, WMW! shifted focus to provide assistance to an overwhelmed unemployment system. In partnership with the Unemployment Insurance Agency, our staff received access and training in basic services and helped individuals file initial unemployment claims and verify identification for those whose payments were held up due to potential fraud.

73,281

UIA ASSISTANCE CALLS
(April through September 2020)

As the economy fluctuated and many employers dealt with temporary or permanent layoffs, WMW! provided Rapid Response services to help them and their workers through painful transitions.

324

EMPLOYERS RECEIVING
UNEMPLOYMENT-RELATED SUPPORT

1,139

EMPLOYERS RECEIVING
COVID-RELATED SERVICES*

*creating workplace reopening plans, procuring personal protection equipment, referrals to resources or services

: to introduce new methods, ideas, or products

The WMW! business solutions team moved quickly to develop virtual services to meet employer recruitment needs. West Michigan Works! was first in the state to offer a virtual hiring event.

40

VIRTUAL HIRING EVENTS

324

EMPLOYERS
SERVED

207

HIRES

The WMW! talent solutions team pivoted quickly to provide virtual services, including enrollments, workshops and summer career exploration for youth.

300

WORKREADY CERTIFICATES
ISSUED

175

YOUTH PARTICIPANTS
VIRTUAL CAREER EXPLORATION



Perrigo exhibit MiCareerQuest 2016



Perrigo exhibit MiCareerQuest 2018

2020 Employer of the Year

West Michigan Works! recognizes Perrigo as its 2020 Employer of the Year for its commitment to workforce strategies that increase skills, wages and retention of current employees; promotes a diverse workforce; and builds a workforce for the future.

Perrigo is committed to providing opportunities for its employees to gain new skills through apprenticeships. To ensure employee success, they vet individuals for at least one year before placing them in a program. They also developed an internship program with Allegan County Technical and Education Center to give socially and economically challenged students a chance to excel in the workforce while continuing their education.

Perrigo's commitment to its workers goes beyond training. As an essential business operating during COVID-19, they maintained a high level of employee engagement by showing staff how important they are to the organization and to their community. They recognized their employees' sacrifices by providing meals

from local restaurants and monthly bonuses during a time of uncertainty.

Perrigo is an active participant in many regional talent initiatives that educate youth and encourage them to explore manufacturing careers. Each year, it opens its doors to students during Discover Manufacturing Week and creates interactive exhibits for MiCareerQuest. They have been a key partner in the development and coordination of the Allegan Area STEM Partnership (business leaders and educators in Allegan County working to build talent in STEM occupations). Additionally, Perrigo partners with Big Brothers/Big Sisters and Junior Achievement to mentor local students.





Adult Education welding program



CNA program

2020 Partner of the Year

West Michigan Works! recognizes Allegan County Area Technical & Education Center (ACATEC) as their 2020 Partner of the Year for their commitment to providing accessible vocational training opportunities in Allegan County.

ACATEC has been and continues to be a primary partner in Allegan county, working to ensure that job seekers and students reach their training and educational goals.

ACATEC was a key partner in a recent integrated education program that combined Adult Education, technical training, and employability and job readiness skills. The program successfully prepared job seekers for high-demand occupations in the community.

ACATEC continues to bring new opportunities to Allegan. WMW! and ACATEC worked to ensure that students who were eligible for Futures for Frontliners scholarships had access to community college courses and support services essential to student success.

It's these kinds of thoughtful partnerships and programs that make us proud to call Allegan County Area Technical and Education Center West Michigan Works! Partner of the Year.



Impact Awards

Hunter Daniels, CNA
Orchard View | Muskegon Community College
Sanctuary at McAuley

Less than two years ago, Hunter Daniels was unemployed with no direction or plan for the future. Today, Hunter is a driven, energetic and determined young man, thirsty for personal growth. His life direction changed when his family sent him to West Michigan Works!.

Hunter received supportive services to resolve transportation issues and worked with his West Michigan Works! career coach on employability skills. It didn't take him long to gain confidence and find employment in the produce department at Meijer. Meanwhile, Hunter participated in Jobs for Michigan's Graduates (JMG) workshops, talent tours, community service projects. Working with his career coach, he took advantage of every leadership development opportunity made available to him.

Hunter received a training scholarship to attend Muskegon Community College, where he earned his CNA certificate. He interned with and is now employed at Sanctuary at McAuley as a certified nursing assistant.

Hunter is a true frontline warrior; he continued his employment at both Meijer and Sanctuary at McAuley during the pandemic. He is a proud recipient of a Futures for Frontliners scholarship. Hunter's goal is to obtain a Bachelor of Science in nursing.



“I was a kid with a dream,
now I’m a kid with a plan.”



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

**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

130 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. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.

