



**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.**

**[Click here to join the meeting](#) Meeting ID: 217 077 868 790 Passcode: syxFiM**

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**Phone Conference ID: 302 398 733# [Find a local number](#)**

**Monday, March 11, 2024 ▪ 11:30 a.m. – 1:00 p.m.**

**AGENDA**

1. Call to Order and Attendance
2. Public Comment – Agenda Items
3. Approval of the January 8, 2024 Minutes **Action Required**
4. Report on Financial Activities **Information Item**  
*Jacob Maas, Chief Executive Officer*
  - a. ACSET Financial Report- Notes to December 2023 Board Financials
  - b. FYE 2024 Budget – First Modification
5. WDB Activities **Discussion Item**  
*Janette Monroe, Executive Assistant*
  - a. WDB Vacancy: Economic Development – Muskegon **Discussion Item**
  - b. Committee Interest **Discussion Item**
  - c. April 8, 2024 Meeting Agenda **Discussion Item**
6. 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*
7. Other Business **Information Item**  
*Jacob Maas*
  - a. Michigan Works! Association (MWA) Legislative Day (March 13)
  - b. National Association of Workforce Boards (NAWB) 2024 Forum, Washington, D.C. (March 23-26)
  - c. 2024 MiCareerQuest at DeVos Place, GR MI (March 27)
8. Public Comment
9. Adjournment

**Next Scheduled Executive Leadership and Strategic Engagement Committee Meeting:  
May 13, 2024**



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**Monday, January 8, 2024 • 11:30 a.m. – 1:00 p.m.**

## MINUTES

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

**Members/Alternates Absent:** None

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

**Guests Present:** Janie McNabb (One-Stop Operator, Strategic Policy Consultants) (virtual)

1. Call to Order, Chairperson Heather Daniel at 11:39 a.m.
2. Public Comment – Agenda Items – None.
3. Introduction of Paul David, Fleis & VandenBrink to the EC **Information Item**  
Paul introduced himself to the committee.
4. Introduction of Kirsti Jones, Chief Financial Officer **Information Item**  
Kirsti introduced herself to the committee.
5. Approval of the November 13, 2023 Minutes **Action Required**

**Motion – Jim Fisher**

**Second – Mark Bergsma**

**Item Approved – Motion approved**

6. WDB Activities
  - a. WDB Nomination: Nate Henschel, Consumers Energy **Action Required**  
Janette Monroe, Executive Assistant, reviewed that as of November 2023, the WMW WDB had one (1) vacant private/business sector seat for term of office through October 31, 2024. This seat was previously held by Randy Boss of Ottawa Kent Insurance. Since, we have received an application from Nate Henschel with Consumers Energy. Nate is the Community Affairs Manager and a primary local contact for Consumers Energy engaging with local elected officials, stakeholders, and customers in Kent and Montcalm Counties. Janette requested approval from the EC to support the nomination of Nate Henschel to the WDB with the term of office through October 31, 2024. A formal appointment will be requested by the ACSET Governing Board in February.

**Motion – Mark Bergsma**

**Second – Jon Hofman**

**Item Approved – Motion approved**

- b. **Committee Rosters** **Discussion Item**  
 Janette Monroe reviewed the committee rosters of the WDB which was provided in the board packet. Discussion took place.
- c. **February 12, 2024 Meeting Agenda** **Discussion Item**  
 Janette Monroe stated that staff will work with Committee Chairpersons to provide updates on each committee to the workforce board as discussed in Item #5a. These updates shall provide the board with goals and strategies as they relate to the Strategic Plan. Also, Committee Chairpersons (EC, Legislative, and Solutions Driven) will be asked to give an overview of their committees to the board. The EC decided it would be best to bring in a speaker for the April or June meeting.
7. **Strategic Partnerships Discussion** **Discussion Item**  
 Janie McNabb, One Stop Operator, reviewed that in the fall of 2023, a recommendation was made to review the roles and responsibilities of strategic partnerships. Janie presented an overview of the strategic partnerships from 2017 to the present day. Janie reviewed previous committee structures based on the 2017 strategic plan along with the initial focus, purpose, and roles/responsibilities of each of those committees. Janie further reviewed that during the 2020 strategic planning, the previous committees were streamlined to provide a Solutions-Driven approach and integrate partnerships/relationship-building internally. Janie reviewed the current operational structure of the WDB committees and how each has integrated strategic partnerships within them. Discussion took place.
8. **WMW WDB Subcommittees Updates** **Discussion Item**
- a. Career Educational Advisory Council (CEAC)  
 Tonia Castillo, WDB Member and Council Chairperson, reported that the CEAC met on September 22, 2023. No new updates. Next CEAC meeting is scheduled for January 26, 2024.
- b. Legislative Committee  
 Jim Fisher, WDB Member and Committee Chairperson, reported that the committee will meet on January 16, 2024. The last meeting took place on October 17, 2023. The committee approved its 2024 meeting calendar, discussed the State Fiscal Year (FY) 2024 Supplemental, and continued discussions and objectives on legislator tours and visits throughout the region into the new year. Jim further reviewed upcoming elections.
- c. Solutions Driven Committee  
 Jordan Clark, WDB Member and Committee Chairperson, reported that the committee met on October 13, 2023, and that the committee continued its discussions on career pathways, apprenticeships, partnerships, and retention solutions. Jordan further reported that discussion has been taking place regarding the committee roster and priorities of the committee as outlined in the strategic plan.
- d. Ad-Hoc: Essential Service Awards (ESA) Committee: Mark Bergsma reported that many nominations were received in all categories, and that he gave a couple of radio/news interviews in the past month promoting the awards. Winners will be announced on social media with photos and videos of the celebrations that take place at the winners' workplaces. Mark asked EC members to please follow WMW on LinkedIn, Instagram, and Facebook to further congratulate our winners and that winners will be formally recognized at the February 5, 2024, Economic Club of Grand Rapids Meeting.
- e. Ad-Hoc: Strategic Plan-Vision Statement Committee: Janie McNabb, One-Stop Operator, reviewed that since the last meeting in September, a small group of staff including Jacob Maas, Angie Barksdale, a manager and front-line staff member from each of the three departments, and EC members Shana Lewis, Tonia Castillo, and Jon Hofman, convened to begin discussion on the

Strategic Plan’s Vision statement. Janie shared that the committee meets again on January 9, 2024, and may be ready to present a draft update to the full board at the February 12, 2024, meeting.

9. Other Business

**Discussion Item**

- a. Michigan Works! Association’s Legislative Day: Jacob Maas stated that the Michigan Works! Legislative day is scheduled for March 13, 2024, in Lansing. Jacob reported that WMW has close to 30 representatives covering our region. Jim Fisher and Mark Bergsma reported that they would like to attend.
- b. National Association of Workforce Boards (NAWB) 2024 Forum: Jacob Maas reported that the NAWB 2024 Forum will take place in Washington, D.C., March 23-26, 2024. Staff will work with the Executive Committee members who wish to attend.
- c. MiCareerQuest: Jacob announced that the event is scheduled to take place on Wednesday, March 27<sup>th</sup> at DeVos Place in Grand Rapids, MI. Additional information on the event will be forthcoming.

10. Public Comment- None

11. Adjournment at 12:57p.m. by Chairperson Heather Daniel.

Recorded by: \_\_\_\_\_ Received by: \_\_\_\_\_



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**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 11, 2024

**RE:** December 2023 Board Financials

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**Revenue**

Revenues for the six months ending December 31, 2023, total \$17.5M which is \$173k (.98%) below budgeted revenue and \$55k over prior year revenue.

**Expenditures**

Operating expenses are over the original FY23-24 budget by 2.27%.

Wages and fringe benefits are up over the prior year \$509k due to increased activity in Bres GF/GP, Going Pro Talent Fund, and WIOA.

Outside services are up by \$375k compared to the prior year including \$187k was spent in Elevate (Formerly Career Point) to The Source to administer the grant during the current fiscal year. WIOA spending is also up over the prior year due to increased activity.

Training expenses are below the prior year by \$750k mainly due to timing differences between the prior year and the current year expenditures in the Going Pro Talent Fund.

**Area Community Services Employment and Training Council**  
**Michigan Works Agency Programs**  
**Statement of Revenue & Expenses**  
**For the Six Months Ending December 31, 2023**

	YTD Thru December 2023 Actual	YTD Thru December 2022 Actual	YTD 2023/2024 Budget	Budget Variance	Budget Variance %
<b>Total Revenue</b>	\$ 17,498,136	\$ 17,443,317	\$ 17,671,286	\$ (173,150)	-0.98%
<b>Expenses</b>					
<b>Operating Expenses</b>					
<b>Wages</b>	\$ 5,778,209	\$ 5,469,340	5,914,055	\$ 135,846	2.30%
<b>Fringe Benefits</b>	2,094,239	1,894,274	2,087,135	(7,104)	-0.34%
<b>Consumable supplies</b>	447,945	530,204	632,411	184,466	29.17%
<b>Transportation</b>	117,835	87,027	94,750	(23,085)	-24.36%
<b>Outside services</b>	754,257	378,969	383,250	(371,007)	-96.81%
<b>Space and communications</b>	763,442	836,456	870,013	106,571	12.25%
<b>Equipment rent and maint</b>	37,413	25,449	20,000	(17,413)	-87.07%
<b>Equipment purchases</b>	11,453	11,575	226,000	214,547	94.93%
<b>Other expense</b>	489,040	440,440	510,276	21,236	4.16%
<b>Total operating expense</b>	10,493,833	9,673,734	10,737,890	244,057	2.27%
<b>Subcontractors</b>	\$ 345,928	\$ 336,319	\$ 479,900	\$ 133,972	27.92%
<b>Training</b>	\$ 5,428,517	\$ 6,178,836	\$ 5,161,864	\$ (266,653)	-5.17%
<b>Direct Client Expenses</b>	\$ 1,229,858	\$ 1,254,428	\$ 1,291,632	\$ 61,774	4.78%
	\$ 7,004,303	\$ 7,769,583	\$ 6,933,396	\$ (70,907)	-1.02%
<b>Total Expenses</b>	17,498,136	17,443,317	17,671,286	173,150	0.98%
<b>Excess of Revenue over Expense</b>	-	-	-	-	0.00%

Unaudited



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**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 11, 2024

**RE:** FYE 2024 Budget – First Modification

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The budget modification for the fiscal year ending June 30, 2024 was presented for and approved on February 26, 2024 by the ACSET/West Michigan Works! Governing Board.

**FYE 2024 Budget Modification**

The 2023-2024 budget modification increases grant income by \$11,066,500. Subsequent to the approval of the initial budget, new funding was received for Going Pro Talent Fund of which \$10,478,000 is anticipated to be used in this fiscal year for GPTF Cycles 1 & 2. Funding was also received for new grants including \$1,115,000 for the EV Jobs Academy and TAT programs, \$225,000 for the Apprenticeship Success Coordinator program, and \$120,000 for Early Care and Education Registered Apprenticeships. These increases were partially offset by the lower-than-expected carryover for MiLEAP.

**Expenditures**

Outside Services are expected to increase \$520k due to new programs (\$98k total), increased funding, and underestimated expenses in the original budget. Other Expenses increased by \$200k due to new programs (\$50k) and increased spending in the WIOA funds. Subcontractor spending increased by \$226k mainly due to the new Elevate program, which includes a partnership with Trinity Health. Training costs are expected to increase significantly due to the GPTF increased funding. Direct client expenditures are increasing \$361k due to the new Electric Vehicle programs (\$166k), Elevate (\$25k), and increased spending for PATH.

*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.*

**Area Community Services Employment and Training Council**  
**General Fund**  
**Michigan Works! Budgetary Mod 1**  
**For the Fiscal Year Ending June 30, 2024**

	Fiscal Year 2023-2024 Original Budget	Fiscal Year 2023-2024 Proposed Mod 1	Increase (Decrease)
<b>Revenues</b>			
Grant Income	\$ 34,690,000	\$ 45,756,500	\$ 11,066,500
Program Income	20,000	20,000	-
<b>Total Revenue</b>	<b>\$ 34,710,000</b>	<b>\$ 45,776,500</b>	<b>\$ 11,066,500</b>
<b>Expenses</b>			
<b>Operating Expenses</b>			
Wages	\$ 11,894,000	\$ 11,877,500	(16,500)
Fringe Benefits	4,281,000	4,250,000	(31,000)
Consumable supplies	1,095,000	950,000	(145,000)
Transportation	180,000	230,000	50,000
Outside services	900,000	1,420,000	520,000
Space and communications	1,706,000	1,490,000	(216,000)
Equipment rent and maint	52,000	65,000	13,000
Equipment purchases	276,000	100,000	(176,000)
Other expense	760,000	960,000	200,000
<b>Total operating expense</b>	<b>21,144,000</b>	<b>21,342,500</b>	<b>198,500</b>
<b>Subcontractors</b>	<b>\$ 895,000</b>	<b>\$ 1,121,000</b>	<b>\$ 226,000</b>
<b>Training</b>	<b>\$ 10,271,000</b>	<b>\$ 20,552,000</b>	<b>\$ 10,281,000</b>
<b>Direct Client Expenses</b>	<b>\$ 2,400,000</b>	<b>\$ 2,761,000</b>	<b>\$ 361,000</b>
	<b>\$ 13,566,000</b>	<b>\$ 24,434,000</b>	<b>\$ 10,868,000</b>
<b>Total Expenses</b>	<b>34,710,000</b>	<b>45,776,500</b>	<b>11,066,500</b>
<b>Excess of Revenue over Expense</b>	<b>-</b>	<b>-</b>	<b>-</b>

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**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 11, 2024

**RE:** WDB Committee Interest

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**Background**

On January 8, 2024, the EC reviewed and discussed the current committee/council rosters of the WDB. Information on each committee was presented to the WDB at its February 12, 2024 meeting. Following the meeting, an interest survey was sent out to WDB members gauging interest in joining a committee. Below are the individuals that have submitted an interest form:

Executive Committee:

1. Ryan Bennett, West Michigan Plumbers & Fitters #174
2. Jan Harrington-Davis, Corewell Health
3. Dr. Charles Lepper, Grand Rapids Community College

There are currently 9 WDB members serving on the Executive Committee. According to the Bylaws, the total membership of the Executive Committee shall not exceed eleven (11).

Solutions Driven Committee:

1. Dan TenHoopen, Heart of West Michigan, United Way

There are currently 6 WDB members, and 6 non-WDB members serving on the Solutions Driven Committee.