



**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: 246 498 866 968 Passcode: LnCc6W

+1 616-803-9815,,610457224# Phone Conference ID: 610 457 224#

Monday, April 8, 2024 • 12:00 p.m. – 1:30 p.m.

AGENDA

1. Call to Order and Attendance
2. Public Comment – Agenda Items
3. Approval of February 12, 2024 Minutes **Action Required**
4. Presentation: West Michigan Works! Registered Apprenticeship Programs (RAP) **Information Item**
Amy Lebednick, Director of Business Solutions
5. WDB Committee/Council Updates **Information Item**
 - a. Executive Committee: *Heather Daniel, WDB Chairperson*
 - b. Career Educational Advisory Council (CEAC): *Tonia Castillo, Committee Chairperson*
 - c. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - d. Ad-Hoc: Essential Service Awards Committee: *Mark Bergsma, Committee Chairperson*
6. [Success Story: Johnny Baptiste](#) **Information Item**
Tasha Evans, Director of Talent Solutions
7. WDB Service Summary: *Angie Barksdale, Chief Operating Officer* **Information Item**
8. Solutions Driven Updates **Information Item**
Tasha Evans, Director of Talent Solutions, Amy Lebednick, Director of Business Solutions, Chad Patton, Director of Development and Innovation
9. Other Business
10. Public Comment
11. Adjournment

Next Scheduled Workforce Development Board Meeting

June 10, 2024 at 12:00 p.m.

(lunch begins at 11:30 a.m.)



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[Click here to join the meeting](#) Meeting ID: 276 897 363 072 Passcode: RJz5z6

[+1 616-803-9815,,732739977#](#) Phone Conference ID: 732 739 977#

Monday, February 12, 2024 ▪ 12:00 p.m. – 1:30 p.m.

MINUTES

Workforce Board Members Present: Heather Daniel (Chairperson), Shana Lewis (Vice-Chairperson), Emily Babson(virtual), Ryan Bennett, Mark Bergsma, Kenyatta Brame (virtual), Tonia Castillo, Jordan Clark, Cathy Cronick, Paul David (virtual), Jay Dunwell, Jim Fisher, Kristin Garris, Jan Harrington-Davis, Jon Hofman TaRita Johnson, Charles Lepper, Greg King, Kolene Miller (virtual), Dan Rinsema-Sybenga, Jen Schottke, Michelle Seigo, Samantha Semrau, Connie Stewart, Dan TenHoopen, Mark Thomas

Workforce Board Members Absent: Nora Balgoyen, Morgan Carroll, Jim Fisher, Jennifer Heinzman, David Kitchen, Kelly Kroll, Sara Whisler

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

Guests Present: Janie McNabb (One-Stop Operator), Nate Henschel (Consumers Energy)

1. Call to Order at 12:01 p.m. Chairperson, Heather Daniel.
2. Public Comment- Heather requested introductions from those attending the meeting, following Item #3.
3. Introduction of Kirsti Jones **Information Item**
Kirsti Jones, Chief Financial Officer, introduced herself to the board. Kirsti began her role as CFO in late December 2023.
4. Approval of Minutes **Action Required**
 - a. October 9, 2023
 - b. December 11, 2023

Motion – Dan TenHoopen
Second – Mark Bergsma
Item Approved by Vote – Motion carried
5. Career Educational Advisory Council (CEAC) Member Approvals **Action Required**
Chad Patton, Director of Development and Innovation, reported that the CEAC is renewing membership representatives and reviewed the memorandum and slate of members with the board. Chad requested WDB approval to appoint the individuals to the CEAC.
Motion – Mark Thomas
Second – Dan TenHoopen
Item Approved by Vote – Motion carried
6. Policy Approval: WMW 18-04c1 Service Animal Policy **Action Required**
Jeff Dornbos, Staff Attorney, reviewed that the WDB approved a Service Animal Policy in June of 2018, which permits a person with a disability to bring their service animal into One-Stop Service Centers operated by WMW. The proposed revisions Jeff presented would add language to address service animals in training, as required by recent amendments to Michigan law. Jeff asked the WDB to approve the revisions to the policy. Discussion took place and Jeff answered board member questions.

Motion – Dan TenHoopen
Second – Mark Bergsma
Item Approved by Vote – Motion carried

7. Updated Vision Statement **Discussion Item/ Potential Action**
- Janie McNabb, One-Stop Operator, and on behalf of the Ad-hoc Strategic Plan Vision Committee reviewed that in the fall of 2022, the WDB approved an updated, streamlined Strategic Plan of WMW. During the summer and fall of 2023, Janie conducted a series of sessions with staff across the region to roll out the new plan, ensuring that new staff were informed and seasoned staff were continuously engaged. These sessions were in preparation for review of the Strategic plan in September 2023. Janie reviewed that a common theme began to emerge from the discussions: the Vision statement was outdated and did not resonate across staff, customers, and partners. Janie reported that an ad-hoc committee was formed to review the vision statement, consisting of WDB members, management, and frontline staff across various departments. There were 3 phases: Define, Explore, Develop. The final phase involved a small subcommittee to fine-tune the language. Janie reviewed the expectations from an updated Vision Statement as outlined in the memo. During the meeting, Janie walked in a “Proposed Revised Vision Statement” and “Belief Statement” for the board to review:
- Vision Statement: Empowering West Michigan through an innovative and inclusive workforce system that supports, connects, and sustains skilled talent, thriving businesses, and trusted partners.
- Belief Statement: We believe that with access to support, resources, and opportunity, individuals can unlock their potential and businesses can succeed. Discussion took place and Janie asked board members questions. A motion was made by Dr. Charles Lepper to approve the updated Vision Statement, and the addition of the Belief statement to the Strategic Plan of the WDB.

Motion – Charles Lepper
Second – Jordan Clark
Item Approved by Vote – Motion carried

8. WDB Activities: **Information Item**
- a. Member Nomination-Nate Henschel, Consumers Energy
 Heather Daniel, WDB Chairperson, reported that as of November 2023, the WDB had one vacant private/business sector seat vacancy with term of office through October 31, 2024. Heather reported that Nate Henschel has applied to fill the seat. Nate is currently the Community Affairs Manager with Consumers Energy and serves as a primary local contact engaging with local elected officials, stakeholders and customers in both Kent and Montcalm counties in this role. Nate previously held a position with The Grand Rapids Chamber of Commerce and during that time, served as a member of the WMW Legislative Committee. Heather reported that the EC supported the nomination of Nate to serve on the WDB. Staff will request a formal appointment from the ACSET Governing Board at its February meeting.
9. WMW WDB Subcommittee Updates **Information Item**
- a. Executive Leadership and Strategic Engagement Committee (Executive Committee):
 Heather Daniel reported that at its January 8, 2024 meeting, the EC met new CFO Kirsti Jones, welcomed WDB member, Paul David to the EC, supported the nomination of Nate Henschel to join the board, discussed Strategic Partnerships, MWA Legislative Day, NAWB, MiCareerQuest, and today’s agenda.
 In addition, The EC discussed committee rosters and determined that the February WDB meeting would be a good opportunity to provide the WDB with an update on various roles and responsibilities of committees.
 An interest survey will be sent out to WDB members gauging interest on serving in any additional committees.

- b. Career Educational Advisory Council (CEAC): Tonia Castillo, WDB Member and Council Chair, reported that the CEAC met on January 26, 2024. The council discussed grant updates, metrics, member activities, and initiatives taking place. CEAC meets three times per year. Tonia reported that a survey of CEAC members revealed the following benefits about serving on the committee: networking, collaborating, connecting, gathering, and learning about talent needs.
- c. Legislative Committee: Jacob Maas, Chief Executive Officer, on behalf of Jim Fisher, WDB Member and Committee Chair, reported that the committee met on January 30, 2024 and discussed Governor Whitmer’s 2024 State of the State address, MWA Legislative Day (taking place on March 13 in Lansing), the NAWB Forum, and Legislative Tours and visits. The committee meets three times per year.
- d. Solutions Driven Committee: Jordan Clark, WDB Member and Committee Chair, reported that the last committee meeting was on October 13, 2023. Jordan reported that the committee was formed two years ago and meets three time per year to work with leadership on specific topics in a consultative capacity, brainstorming, and ideating. The committee has had some strategic conversations over the past few months as it relates to career pathways, retention solutions, and various funding streams. The Committee is considering setting its topics for the year, so that relevant community partners can be invited to certain meetings as appropriate.
- e. Ad-Hoc: Essential Service Awards (ESA) Committee: Mark Bergsma reported that ESA is an award that exists to highlight and honor the work of frontline workers. The committee requires a few Zoom meetings to discuss nominees and select awardees. This year, WMW awarded 10 exceptional individuals at the Economic Club of Grand Rapids’ Luncheon on February 5, 2023. A video of the award recipients was presented during the meeting.

10. Success Story

Information Item

Amy Lebednick, Director of Business Solutions, reviewed the success story on Request Foods, which was provided in the board packet. The full story can be viewed online here:

<https://www.westmiworks.org/blog/employer/holland-based-company-request-foods-awarded-204792-to-expand-business/>.

11. WDB Service Summary

Information Item

Jacob Maas, on behalf of Angie Barksdale, Chief Operating Officer, reviewed the Service Summary for October 2023 through December 31, 2023 with board members. Jacob reviewed the Management Observations and Highlights which included information and data on: Service Center Traffic, Employers Served, Jobs Filled by Industry, Going Pro Talent Fund (GPTF), Hiring Events, Retention Solutions, and WorkReady Certificates Earned.

12. Solutions Driven Updates

Information Item

Summaries of each initiative highlighted under solutions-driven updates include a notation identifying its alignment with strategic plan goals. These “alignment indicators” are ***Diversity and Inclusion, Enhanced Relationships, and Pipeline Development.***

Grant Updates:

- a. Early Childhood Education (ECE) Registered Apprenticeships: Amy Lebednick, Director of Business Solutions, reported that The Early Childhood Investment Corporation’s (ECIC) Childcare Investment Fund awarded West Michigan Works! \$120,000 to convene leaders to develop solutions that will help finance, provide educational support, and increase compensation for jobseekers who want to become early childhood educators. This is a 1-year grant. Amy reported that an informational webinar was held on January 25, 2024, with 64 participants registered, including childcare providers from all seven counties. Providers attending the session all agreed that a Registered Apprenticeship Program (RAP) was desirable. Amy reported that WMW anticipates another round

of funding through ECIC in fall 2024 to support training of the first group of apprentices. ***Enhanced Relationships, Pipeline Development***

- b. Health Resources & Services Administration (HRSA): Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- c. Michigan Career Opportunity Academies for Community Health (MiCOACH): Tasha Evans, Director of Talent Solutions, reported that the Department of Health & Human Services (DHHS) has awarded a \$3 million dollar Health Resources & Services Administration (HRSA) grant to the State of Michigan, Labor and Economic Opportunity (LEO). LEO has partnered with multiple Michigan Works! Agencies and Intermediate School Districts (ISDs) to increase the number of Community Health Workers and Health Support. WMW will partner with Muskegon Heights and Muskegon Heights Public Schools to serve 24 recently or soon to graduate Muskegon Heights youth. Tasha reported that six out of eight have successfully completed the first cohort and the second cohort is scheduled to begin March 19, 2024. ***Enhanced Relationships, Pipeline Development***
- d. The Michigan Citizen Reentry Initiative (MiCRI): Additional information provided in the board packet. ***Enhanced Relationships, Diversity and Inclusion***
- e. Michigan Incarcerated Veterans' In-Reach Program (MIVIP): Additional information provided in the board packet.
- f. Grand Rapids Community College One Workforce Grant: Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- g. Michigan Learning and Education Advancement Program (MiLEAP): Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- h. Barrier Removal and Employment Success (BRES) Expansion: Tasha Evans reported that the Michigan Department of Labor and Economic Opportunity (LEO) has awarded \$14.6 million in BRES grant funds. WMW partnered with seven community-based organizations (CBOs) and received the maximum allocation of \$1million. Tasha reported that these funds will help remove barriers directly related to employment such as childcare, transportation, and housing. The CBOs include Grand Rapids Center for Community Transformation, Goodwill of Greater Grand Rapids, Steepletown Neighborhood Services, The SOURCE, Treetops Collective and United Way of Ionia & Montcalm. ***Pipeline Development, Diversity and Inclusion***
- i. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH): Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- j. State Apprenticeship Expansion (SAE) – West MI Works: Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- k. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC): Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- l. MDARD Specialty Crop Grant: Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- m. Going PRO Talent Fund (GPTF):
 - Fiscal Year 2023:
 - Additional information provided in the board packet.
 - Fiscal Year 2024:
Additional information provided in the board packet.

- Cycle 1: 222 employers received a total of \$17,463,904.00. Awarded training may occur from January 1, 2024 – December 31, 2024.
- Cycle 2: The application period for Cycle 2 is tentatively scheduled to open April/May 2024.

A full list of grant recipients statewide is available online at Michigan.gov/TalentFund. ***Enhanced Relationships, Pipeline Development***

- n. Sector Strategies Employer Led Collaborative Grant: Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- o. Michigan Statewide Targeted Apprenticeship Inclusive and Readiness System (MiSTAIRS): Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

Industry Talent Council Initiatives: Amy Lebednick reported that all ITCs have expanded their outreach with dedicated LinkedIn accounts and bimonthly newsletters. Amy reviewed that the electronic copy of the packet has all the ITC's websites hyperlinked to access additional information. Further Amy reported that Experience GR (ExGR) has expressed interest in funding a Hospitality Industry Council through West Michigan Works! to help convene, create, and facilitate the start-up of this council. ***Enhanced Relationships, Pipeline Development***

- a. Agribusiness Talent Council of West Michigan (ATC) Mission: **The Agribusiness Talent Council is an employer-led collaborative that seeks to expand the talent pool by promoting career pathways and opportunities in West Michigan's agribusiness industry.** Additional information is provided in the board packet.
- b. Construction Careers Council (CCC) Mission: **The Construction Careers Council creates a bright future for West Michigan's construction industry by building a diverse and qualified workforce.** Additional information is provided in the board packet.
- c. Discover Manufacturing (DM) Mission: **"We Exist to Inspire and Expand Manufacturing Talent in West Michigan."** Additional information is provided in the board packet.
- d. West Michigan Health Careers Council (WMHCC) Mission: **The purpose of WMHCC is to provide an employer-led collaborative council of healthcare employers, educators, workforce development, and economic development organizations working together to meet West Michigan's healthcare talent needs.** Additional information is provided in the board packet.
- e. West Michigan Tech Talent (WMTT) Mission: **West Michigan Tech Talent looks to engage employers of Information Technology professionals with best practices, resources and a community to grow, develop, recruit and retain a diverse and inclusive world class IT workforce in West Michigan.** Amy Lebednick reported that On February 21, 2024 the WMTT will host an event titled: [DeMystifying the Visa Process, A Guide to Hiring International Students](#). Additional information is provided in the board packet.

Programs

- a. WMW Sponsored Registered Apprenticeships Program (RAP): Amy Lebednick reported that the apprenticeship team continues to experience steady growth driven by employer demand. WMW currently holds standards for 42 US Department of Labor registered apprenticeships, with 154 active apprentices and 84 participating employers. Further, Amy reported that on December 12, 2023, a graduation ceremony for the 1st cohort of Surgical Technologist apprentices took place. The first program of its kind. Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***

- b. Ascend Youth Programming: Chad Patton reported that The Ascend team provides programming for eligible out-of-school youth ages 16 to 24. After hosting strategy sessions that included career coach engagements, Ascend has a plan to grow its services through intentional partnerships, youth voice in programming, and leveraging innovations like virtual reality and Tik Tok. Ascend is also engaged in a partnership with Kent ISD to provide Jobs for Michigan Graduates (JMG) programming—excited about the direction of the Ascend program for 2024. Additional information is provided in the board packet. ***Pipeline Development, Diversity and Inclusion***
- c. MiCareerQuest: MiCareerQuest is a Career Exploration Experience for middle and high school students. Chad reported that this year’s event will be held at DeVos Place on March 27, 2024 and that just under 9000 students are registered to attend. Chad shared the QR code and the [hyperlink to sign up to volunteer](#) with the WBD. ***Pipeline Development***
- d. HireReach (HR): HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach wrapped up its Kalamazoo hosted academy and is continuing to work with 9 employers in its Kent County hosted academy. The HireReach team was also featured on the podcast “Behind Every Employer” and is continuing to meet with national partners so that they can take HireReach academies on the road to other states. ***Diversity and Inclusion***
- e. Retention Solutions Network (RSN): Retention Solutions Network (RSN) is a fee-based employer network focused on navigating resources and providing support services to member employees, thus helping them to stay in their job and advance within their business. RSN has begun engaging with member employers to develop a strategic plan. The goal of the plan is to make sure employers have a voice in how we deliver services and how we can increase value for them as we continue to grow the program. ***Enhanced Relationships, Diversity and Inclusion***
- f. Learn, Earn and Provide (LEAP) Pilot: Additional information is provided in the board packet. ***Pipeline Development, Diversity and Inclusion***

Initiatives

- a. Electric Vehicle (EV) Industry Recruitment Pilot & EV Jobs Academy: Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
 - b. USDOL Training For Apprenticeship Training Representatives: Additional information is provided in the board packet. ***Enhanced Relationships***
13. Public Comment- Jay Dunwell, WDB member, inquired about the Michigan Works! Association (MWA)’s recent “Advocacy Alert” email that was sent out. Discussion took place on the reauthorization of the Workforce Innovation and Opportunity Act (WIOA). Jacob reported that as Michigan Works! system, there is much discussion and advocacy taking place.
14. Adjournment at 1:26p.m. by Chairperson, Heather Daniel.

Recorded by: _____ Received by: _____

**HAITIAN IMMIGRANT CONNECTS WITH WEST MICHIGAN WORKS!
TO CREATE A NEW LIFE**



Johnny Baptiste came from Haiti to Michigan seeking a better life for himself and his family. But doing so meant overcoming significant barriers to success, finding a quality work opportunity and adapting to life in the U.S.

Thanks to a referral from Michigan's [PATH program](#), Johnny began by visiting West Michigan Works!' Muskegon Service Center. Here he connected with Career Coach Lauren Dykman, who assisted Johnny with his language and transportation barriers and helped him find solutions. She also directed him to community resources such as food and clothing pantries.

"My experience with Johnny was very enjoyable," Lauren shared. "He was a pleasure to work with because he was so eager and motivated to learn and succeed."

One of Johnny's first goals was to learn English as quickly as possible. Thanks to Lauren's help, he had access to the Rosetta Stone language learning software and attended multiple English as a Second Language (ESL) courses per week at [READ Muskegon](#).

"READ Muskegon was a key partner in assisting Johnny with his relocation," Lauren said. "He put a lot of effort into learning English; He can now fluently speak it without translation and scored very well on his tests."

Johnny also addressed his transportation barrier head-on by familiarizing himself with local bus routes and by taking driving lessons. With additional help from the [Refugee Assistance program](#), he was able to pass his road test and obtain a Michigan driver's license.

Finally, Johnny received work authorization and found a full-time position at [Epi Breads](#) in Muskegon. Now with a license, a job and a strong understanding of English, Johnny has begun to establish a new life for himself and his family in Michigan.

Lauren was amazed at Johnny's tenacity and determination throughout each step of his journey. "He is always looking for ways to improve his situation," she said. "Johnny is now working full-time and is saving for a vehicle. He is a prime example of a true success story."

Johnny continues to work to expand his opportunities and grow his career and has enrolled in night classes at [Muskegon Community College](#) to earn a Certificate in Industrial Electricity, with the option to continue to earn an associate degree in Electronics Engineering Technology.

"I am just trying my best to create a better life for my family," Johnny said.

Service Summary Explanation

October 1, 2023 – February 29, 2024

Management Observations and Highlights

- *Service Center Traffic:* Service center traffic continues to show an upward trend when compared to PY22/23.
- *Employers Served:* The business solutions team consistently aids a higher number of returning employers compared to new employers each month. We persistently seek opportunities to engage with new employers while prioritizing quality service for existing customers. This quarter our focus shifted, resulting in increased numbers, as less time was allocated to the Going PRO Talent Fund application. Moreover, the completion of training for new members on our Business Solutions Team has contributed to a rise in the number of employers served.
- *Jobs Filled by Industry:* Jobs filled numbers have remained stable. February noticed an increase in jobs filled for the construction and manufacturing industries due to employers preparing for construction projects starting with warmer weather and the continued efforts to attract talent for the EV industry and increased reporting for hiring under the Going PRO Talent Fund.
- *Training by Industry:* Credentials earned for construction and manufacturing (classroom) are low due to the reporting period of October-February. We anticipate these numbers to increase as job seekers earn certificate of completion.
- *Going Pro Talent Fund:* total number of trainings completed *and* paid out each month. Training is not always paid out the same month the training was completed due to delays in employer reporting and documentation collection. Data is reflective of multiple fiscal years and/or cycles within a fiscal year. Current billing includes training authorized to take place under the FY23 Cycles 1 and 2 and FY24 Cycle 1 funding. The grant period for FY23 cycle 1 ended 1/31/24 and we are working to close out all open grants and process the remaining employer reimbursements.
- *Hiring Events:* Business Solutions has seen an increase in employers participating in our monthly Virtual Hiring Events and we are committed to maintaining this monthly offering. Over the last quarter the Business Solutions team strategically coordinated their employer hiring events to coincide with days of the week when higher volumes are typically experienced in the service centers.
- *Retention Solutions Network:* Employer membership and shares stayed the same with info session follow-ups occurring at regular intervals. October – December's numbers were inaccurate during the last WDB meeting, but they have since been corrected. With a full team and a focus on improved service delivery, we are seeing barrier resolutions moving upward. Nonetheless, we do see employees engagement go down during tax season.
- *WorkReady Certificates Earned:* There are no new updates for WorkReady as Q2 did not finish by the time this report was created. We will have an update at the next WDB meeting.



Service Summary Oct. 1, 2023 to Feb. 29, 2024

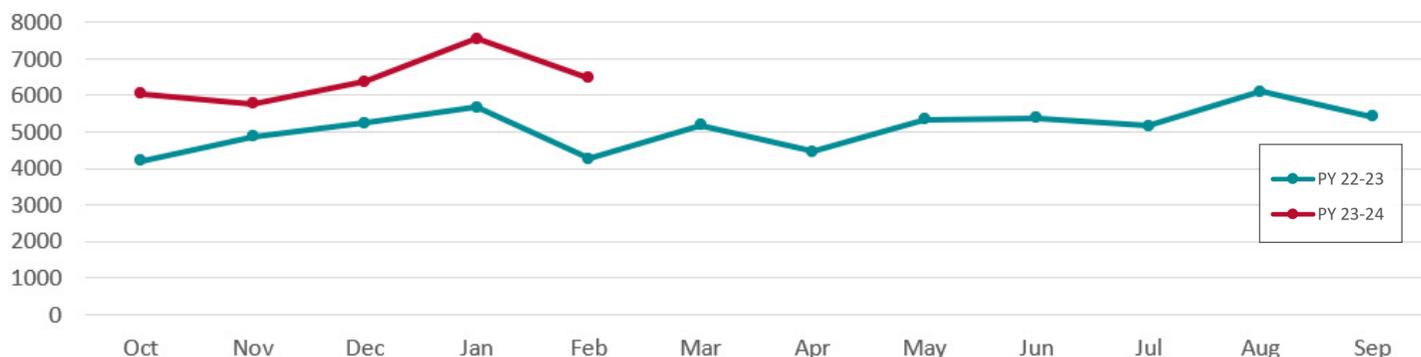
The data shown on this Service Summary are indicators of the organization's progress toward fulfillment of its services-based strategic priorities, as developed in the 2020 Strategic Plan: Enhanced Relationships, Pipeline Development, and Diversity and Inclusion. Each indicator is a reflection of the work conducted on an operational level to ensure robust service delivery and strategic plan alignment.

Additional information and explanation about the data presented are included the narrative.

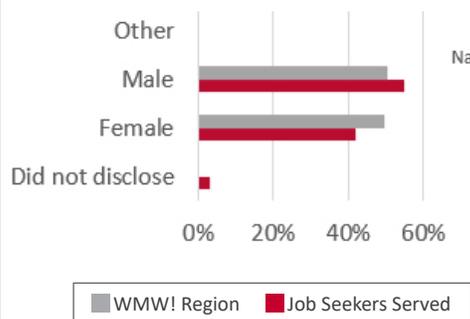
Strategic Plan Alignment

- Enhanced Relationships
- Pipeline Development
- Diversity and Inclusion

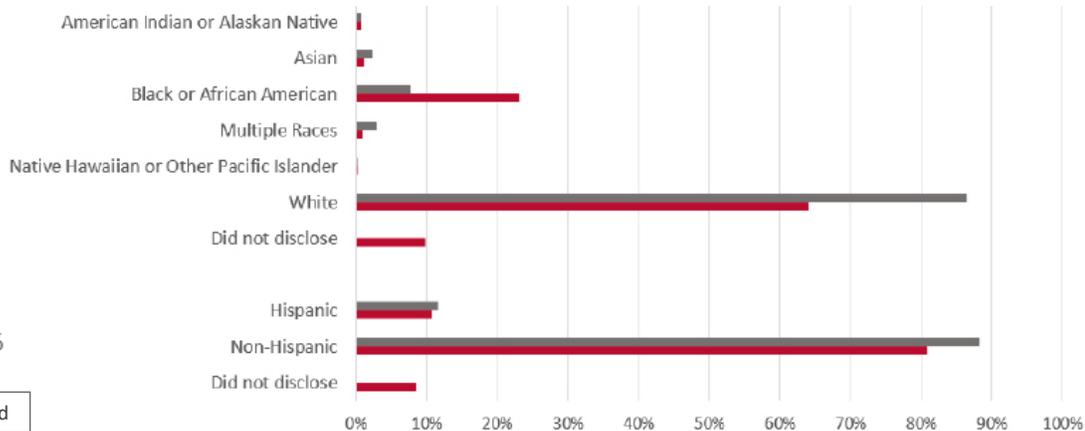
Service Center Traffic & Call Volume (PY comparison by month)



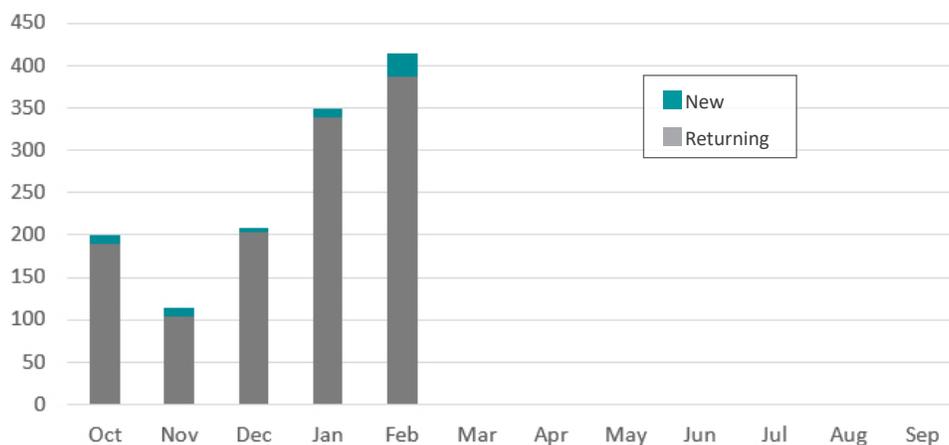
Diversity of Job Seekers Served



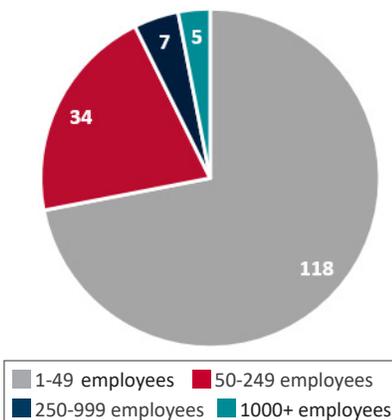
Race & Ethnicity



Employers Served (unique count)



Diversity of Employers Served (by size)



Jobs Filled by Industry

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Agribusiness	59	24	168	29	94	0	0	0	0	0	0	0
Construction	94	19	10	39	109	0	0	0	0	0	0	0
Healthcare	96	151	16	97	83	0	0	0	0	0	0	0
IT	10	2	2	1	0	0	0	0	0	0	0	0
Manufacturing	1052	321	112	376	708	0	0	0	0	0	0	0
Other	169	125	152	39	204	0	0	0	0	0	0	0
Total	1480	642	460	581	1198	0						

Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Construction	11	237	1	2
Health Care	54	586	2	174
Information Technology	2	30	0	3
Manufacturing	58	98	0	1
Other	31	136	0	166
Total	156	1087	3	346

Active grants supporting new hire, classroom and apprenticeship training this reporting period:

- Going PRO Apprenticeship (GPA)
- MiREACH
- MiLEAP
- One Workforce
- PATH Subsidized Employment
- State Apprenticeship Expansion (SAE)
- WIOA Incumbent Worker Training
- WIOA Individual Training Accounts
- WIOA On-the-Job Training
- WIOA Youth Work Experience
- Young Professionals
- DTE Foundation

Training (completed): Going PRO Training Fund

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
New Hire	234	657	428	795	543	0	0	0	0	0
Classroom	156	312	297	561	370	0	0	0	0	0
Apprenticeship	37	44	71	226	169	0	0	0	0	0
Total	427	1013	796	1582	1082	0	0	0	0	0

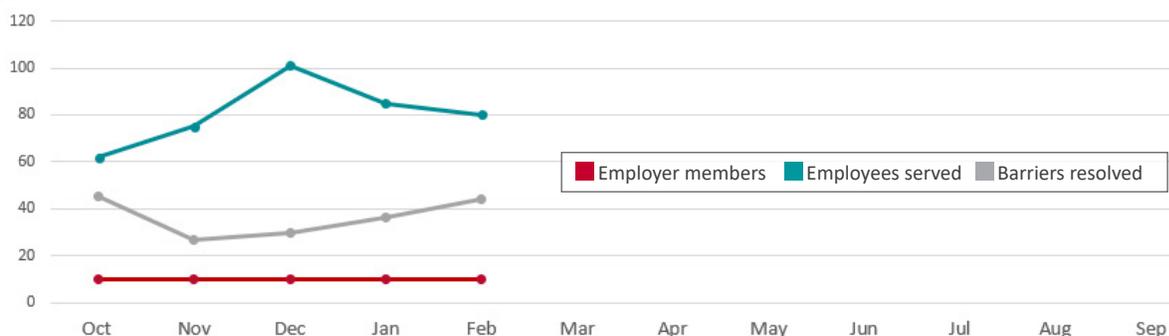
Hiring Events

	Participating Events	Employers	Job Seekers
Q1	7	38	115
Q2	4	42	276
Q3	0	0	0
Q4	0	0	0
TOTAL	11	80	391

Retention Solutions Network

Success coach hours (cumulative, reported quarterly)

406



WorkReady Certificates Earned (cumulative, reported quarterly)

505 Pre-Assessments

33 Post-Assessments

57 WorkReady Certificates

38 WorkReady Plus Certificates



Service Summary
Oct. 1, 2023 to Feb. 29, 2024

Service Summary: Strategic Plan Alignment and Indicator Descriptions

<p>Pipeline Development: Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.</p>	<p>Enhanced Relationships: Foster widespread networks to collaboratively address workforce needs in the region.</p>	<p>Diversity and Inclusion: Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.</p>
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The indicators shown on the Service Summary are provided to inform the board about the impact of services provided through a variety of workforce development programs. Each represents the implementation of goals in the Strategic Plan.

Indicator	Strategic Plan Alignment	Narrative
<i>Service Center Traffic & Call Volume</i>	Pipeline Development	This indicator shows the funnel of job seekers entering our system through the service centers and virtual appointments, giving us an opportunity to expand the talent pipeline. In October 2021, we began implementing a new tracking system. During this period, UIA reinstated the Register to Work requirement, which brought more people into the centers. The data does not include attendance at workshops, focused job search, or coaching sessions. This will be added as the tracking system is expanded.
<i>Diversity of Job Seekers</i>	Diversity and Inclusion	This indicator shows the variety of job seekers we work with compared to the region. With the implementation of the new tracking system, we resumed tracking demographic data. Although we are in the early stages of collecting this data, management regularly observes and monitors this information.
<i>Employers Served</i>	Enhanced Relationships	This indicator shows unique employers served each month, and reflects the widespread networks developed by staff. An employer is counted once per program year as unique; they likely received multiple services throughout the year. A new employer is one that has never engaged with WMW. A returning employer is one that has received services from WMW in a prior program year(s).
<i>Diversity of Employers</i>	Diversity and Inclusion; Enhanced Relationships	This indicator shows a comprehensive picture of our employer customers based on size (total number of employees). This data is helpful in planning initiatives and for identifying specific employer groups. Although we work with any size company, we target those most in need of our services which are often smaller companies without internal HR capacity.

Indicator	Strategic Plan Alignment	Narrative
<i>Jobs Filled by Industry</i>	Enhanced Relationships; Pipeline Development	This indicator shows the number of jobs filled with employer customers of WMW and with our assistance. The variation in month-to-month numbers may reflect delays in reporting WMW, as well as unique needs within a variety of employers. Spikes in the numbers may also reflect hiring events supported by WMW.
<i>Training: by Industry</i>	Pipeline Development	This indicator shows WMW efforts to expand the local pipeline of work-ready talent by supporting training and skill upgrading. The data is presented by industries most in demand in the region. Food Processors, as part of Agribusiness, are currently reported under manufacturing. On-the-Job Training provided to New Hires results in advancement of skills and wages but does not provide a credential. This data does not include training funded by Going Pro Talent Fund.
<i>Training (completed): GoingPro</i>	Enhanced Relationships; Pipeline Development	As one of our largest funding sources for employer-driven training, Going PRO Talent Fund (GPTF) is reported separately. Allowable training funded by GPTF includes new hire, incumbent, and registered apprenticeships.
<i>Hiring Events</i>	Enhanced Relationships; Pipeline Development	This indicator shows hiring events that bring employers and job seekers together, requiring coordination across multiple departments and programs. We continue to look for new and innovative ways to conduct outreach to job seekers, including greater collaboration with community partners.
<i>Retention Solutions Network</i>	Enhanced Relationships; Pipeline Development	This indicator shows how we leverage networks among community partners to provide services to member employers. Data reflects services provided by Success Coaches via dedicated on-site hours as well as virtual. Services provided to each employee does not consider the high number of touchpoints with the coach. Barriers addressed can include needs for transportation, housing, medical bills, utilities, and many more, all so that workers can successfully engage and fulfill their role for the employer.
<i>WorkReady Certificate Earned</i>	Pipeline Development	This indicator shows the delivery of employability skills training, the highest need for skillsets expressed by the region's employers. Job Seekers take a pre-assessment to determine areas of readiness and areas for improvement; they only attend workshops for areas identified as needing improvement. A post-assessment determines their skill attainment and if successful, earns a certificate. This conveys to employers that they are "work ready." Workshops are offered at service center locations and at partner locations.

**ADMINISTRATIVE OFFICE**

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4100

SERVICE CENTERS**Allegan County**

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

Barry County

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

Ionia County

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

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

Muskegon County

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

Ottawa County

12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

MEMORANDUM

TO: West Michigan Works! (WMW) Workforce Development Board (WDB)
FROM: West Michigan Works! Staff
DATE: April 8, 2024
RE: Solutions Driven Updates

Enhanced Relationships:

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

Pipeline Development:

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

Diversity and Inclusion:

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

Grant Updates

Early Childhood Education (ECE) Registered Apprenticeships: The Early Childhood Investment Corporation's (ECIC) Childcare Investment Fund awarded West Michigan Works! \$120,000 to convene leaders to develop solutions that will help finance, provide educational support, and increase compensation for jobseekers who want to become early childhood educators. Under this 1-year grant, West Michigan Works! Will convene early childhood education providers across our region to develop and launch a plan that will bolster the early childhood educator pipeline. Currently, there are seven employers assisting in the design of the early childcare registered apprenticeship program, while others who attended the January meeting are interested in bringing on apprentices once the standards are developed. An additional round of funding through ECIC is anticipated in the fall of 2024 to support training costs for the registered apprentices. **Enhanced Relationships, Pipeline Development**

Health Resources & Services Administration (HRSA): The Department of Health and Human Services (DHHS) awarded a \$2.9 million dollar Health Resources & Services Administration (HRSA) grant to Grand Rapids Community College (GRCC). West Michigan Works! (WMW) has partnered with GRCC and Corewell Health, Cherry Health, and Trinity Health Systems to implement the grant. This three-year grant will expand the public health workforce in West Michigan through classroom training and apprenticeship opportunities. The focus is on 150 participants, with approximately 60% of grant dollars going directly toward students. **Enhanced Relationships, Pipeline Development**

Michigan Career Opportunity Academies for Community Health (MiCOACH): The Department of Health and Human Services (DHHS) awarded a \$3 million dollar Health Resources & Services Administration (HRSA) grant to the State of Michigan,

Labor and Economic Opportunity (LEO). Leo has partnered with multiple Michigan Works! Agencies and Intermediate School Districts (ISD) to increase the number of Community Health Workers (CHWs) and Health Support in the ISDs. Locally, WMW will work with MAISD and the Muskegon Heights Public School system. This three-year grant will aim to improve the dissemination of health information, connection to mental health resources, and help create safer, healthier school environments and communities. Throughout the course of this grant, WMW will partner to serve 24 recently or soon to graduate Muskegon Heights youth. Six of the eight participants successfully completed the first cohort. ***Enhanced Relationships, Pipeline Development***

The Michigan Citizen Reentry Initiative (MiCRI): A cooperative grant opportunity with the US Department of Labor and the Department of Justice with a state award of \$7.6 million to launch the new initiative designed to reduce recidivism among justice involved citizens and increase their successful participation in employment and training opportunities. This includes individuals incarcerated in the Federal Correctional Institute (FCI) and Residential Reentry Centers (RRC). WMW will provide services in stage 2 -post release for participants in the RRC and Home Confinement (HC). ***Enhanced Relationships, Diversity and Inclusion***

Grand Rapids Community College One Workforce Grant: WMW has partnered with GRCC on a \$9.8 million H1-B One Workforce Grant, focusing on advanced manufacturing, received by GRCC. Similar to the America's Promise Grant, the H1-B One Workforce Grant is a 4-year grant and will rely on a network of partners across the region, including Montcalm Community College, Muskegon Community College and multiple community partners to provide training and employment to hundreds of workers across West Michigan. We are currently in year 4 of this grant. ***Enhanced Relationships, Pipeline Development***

Michigan Learning and Education Advancement Program: WMW, in partnership with Grand Rapids Community College, Montcalm Community College, Muskegon Community College, and West Michigan Center for Arts and Technology (WMCAT) received a \$2 million award to fund short term, high demand training that leads to a credential in the food processing, healthcare, IT, retail, sales, supply chain, and manufacturing. MiLEAP focuses on individuals who are dislocated, underemployed, essential workers, those living in distressed rural and urban communities and economically disadvantaged. The state granted a no cost extension through June 30, 2024 and we have expanded training opportunities to include high demand credentials offered through other local area providers. ***Enhanced Relationships, Pipeline Development***

Barrier Removal and Employment Success (BRES) Expansion: The Michigan Department of Labor and Economic Opportunity (LEO) has awarded a total of \$14.6 million in Barrier Removal and Employment Success grant funds. West Michigan Works! Partnered with seven community-based organizations (CBOs) and received the maximum allocation of \$1 million. These funds will help remove barriers directly related to employment such as childcare, transportation, and housing. The CBOs

include Grand Rapids Center for Community Transformation, Grand Rapids Women's Resource Center, GoodWill of Greater Grand Rapids, Steepletown Neighborhood Services, The Source, Treetops Collective, and United Way of Montcalm & Ionia.

Pipeline Development, Diversity and Inclusion

Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH): WMW has partnered with the Department of Labor and Economic Opportunity on a \$2.5 million USDOL H1-B Rural Healthcare grant program. This is a 4-year grant which aims to increase the number of individuals training in healthcare occupations that directly impact patient care; and alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations serving rural populations. ***Enhanced Relationships, Pipeline Development***

State Apprenticeship Expansion (SAE) – West MI Works: The Michigan Department of Labor & Economic Opportunity, Workforce Development (LEO-WD) awarded WMW \$525,800 to help create 200 new registered apprentices during the grant period of April 13, 2021 through June 30, 2024. ***Enhanced Relationships, Pipeline Development***

State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC): WMW is providing Project Management and Apprenticeship Program Technical Assistance for the State Apprenticeship Expansion grant awarded to the MEWDC consortium by LEO-WD. WMW continues to support other contracted Michigan Works Agencies to enroll participants in the grant. ***Enhanced Relationships, Pipeline Development***

MDARD Specialty Crop Grant: The ATC has received approval to reallocate funds from its Michigan Department of Agriculture and Rural Development (MDARD) Specialty Crop Block Grant for employers to receive 100% reimbursement for the Varnum Law Agricultural Employment Compliance Guide. This is a first step towards a workgroup that will investigate the utilization of various visa employment programs in farming and food production, and identifying resources to connect employers with to support recruiting and hiring from the global workforce. We have received the final version of six videos created to educate students and adults on careers in agribusiness and funded by this grant. During Agriculture Month (March) we have featured one video each week on our Linked In page. Funding for this grant will be used to boost these videos to gain more views. We shared the videos with teachers who participated in the Spotlight on Ag Readers. We have seen an increase in the number of businesses utilizing the MDARD grant for reimbursement of the Varnum Employers Compliance Guide. ***Enhanced Relationships, Pipeline Development***

Going PRO Talent Fund:

Fiscal Year 2023:

The Michigan Department of Labor and Economic Opportunity announced the award of \$64,792,406 to 1,103 employers statewide for the Going PRO Talent Fund

(GPTF) for fiscal year 2023. West Michigan Works! employer awards are outlined below:

- Cycle 1: 201 employers received a total of \$17.5M. Training may occur from February 1, 2023 – January 31, 2024.
- Cycle 2: 69 employers received a total of \$3.7M. Training may occur from July 17, 2023 - July 16, 2024.

Fiscal Year 2024:

The Michigan Department of Labor and Economic Opportunity announced the award of \$42,112,597 to more than 800 employers statewide for the Going PRO Talent Fund (GPTF) for the first cycle of fiscal year 2024. West Michigan Works! employer awards are outlined below:

- Cycle 1: 222 employers received a total of \$14.8M. Training may occur from January 1, 2024 – December 31, 2024.
- Cycle 2: The application period is scheduled to open **April 22 – May 10, 2024**. Training may occur from July 1, 2024 – June 30, 2025.
- Employer Led Collaborative (formerly Industry Led Collaborative): application period opens Tuesday, March 26, 2024.

A full list of grant recipients statewide is available online at Michigan.gov/TalentFund. ***Enhanced Relationships, Pipeline Development***

Sector Strategies Employer Led Collaborative Grant: West Michigan Works was awarded a \$406,472 Sector Strategies Employer Led Collaborative (ELCs) Grant from the Michigan Department of Labor and Economic Opportunity in July 2023 to support the development of new, or enhance existing, employer-led collaboratives throughout the state. This is a two-year grant ending September 30, 2025. Grant funds will allow WMW to maximize impact of our existing employer-led Industry Talent Councils through. WMW has hired a Project Coordinator to assist all five WMW industry talent councils with project implementation, connecting with the community, and building diverse talent pipelines. Additionally, funding would support training registered apprentices in brand new high demand occupations and expansion of the MiCareerLaunch initiative, which aims to prepare high school seniors for a career in a high demand industry. ***Enhanced Relationships, Pipeline Development***

Michigan Statewide Targeted Apprenticeship Inclusive and Readiness System (MiSTAIRS): West Michigan Works! received \$324, 625 in funding from the Department of Labor and Economic Opportunity to support the continuation of development and implementation of comprehensive strategies to support Registered Apprenticeship (RA) expansion; engage industry and workforce intermediaries, employers, and other partners to expand and market RA to new sectors and underserved populations; enhance capacity to conduct outreach and work with employers to start new programs; and expand and diversify participation in RA through innovations, incentives, and system reforms. WMW will target underrepresented populations for direct enrollment and completion of RAP.

Funding will be available July 2, 2023, through June 30, 2025. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

Industry Talent Councils

There are a variety of ways to stay connected to the innovative work taking place under each of the WMW! Industry Talent Councils (ITC). Each council has expanded its outreach with dedicated LinkedIn accounts and bimonthly newsletters. The increased online presence will allow each ITC to provide employers and partners in each industry with pertinent information such as industry workforce trends, council initiatives and expansion of networks to participate in future projects. ***Enhanced Relationships, Pipeline Development***

Agribusiness Talent Council of West Michigan (ATC) Mission: The Agribusiness Talent Council is an employer-led collaborative that seeks to expand the talent pool by promoting care The ATC will host its next quarterly job fair for opportunity populations, in partnership with regional and state partners who serve these populations on June 4 and will be held at the WMW Holland Service Center. We had 50 job seekers attend our March 5 job fair held in Grand Rapids SE Service Center. Planning continues for 2024 Career AG-xploration in Muskegon on May 4th Employer registration is open until April 5th. Currently 8 businesses have registered with more expressing interest. We are awaiting the decision for the MDARD Rural Development Fund Grant, which would expand this event to 4 additional counties. Spotlight on Ag Readers continues through the end of March. All teachers surveyed unanimously said they would sign up for this event again and many added comments that they plan to share this event with their colleagues. We doubled the number of classrooms reached from last year from 20 to 44 and increased the number students from 550 to 1340. Planning has begun for the ATC and Discover Manufacturing Career Fair Carnivals. These family-friendly job fairs will be held in June at 4 locations: Grand Rapids, Holland Montcalm, and Muskegon. Attending 3rd party career exploration events including GVSU Science Olympiad and Hamilton High Prep for Success.

Construction Careers Council (CCC) Mission: The Construction Careers Council creates a bright future for West Michigan's construction industry by building a diverse and qualified workforce. WMW recently promoted an internal staff person, Jason Khoury, to the Industry Council Lead position for the Construction Careers Council. Jason will fully transition into this role by the end of April. \

The Women in Construction Week initiative was renewed in February 2024 and took place in March, allowing employers to recognize women's contribution in Construction. Twelve nominations were received, and certificates will be presented by early April. The CCC blog "Women Who Build West Michigan" is back up after a hiatus, continuing to showcase women in the industry as inspiration for others to join construction trades.

Several projects are anticipated to begin over the next year, including the Construction Road Shows in October 2024. "Before the Job Site," and "Mental Health Awareness" projects will commence in the coming months as the new ICL is onboarded. The CCC plans to introduce new projects focused on the current workforce, such as hiring events and retention initiatives within the industry.

Discover Manufacturing (DM) Mission: "We Exist to Inspire and Expand Manufacturing Talent in West Michigan." DM will be hiring a temporary project coordinator to assist with Discover Manufacturing Week. Active planning for this project has begun with proposed Discover Manufacturing Week event dates of October 28 to November 8, 2024 with some variance by county.

DM is supporting a project team working on parent engagement in association with the Career Readiness Conference sponsored by DM, The Right Place, and Talent First. The April 18 conference will be held at Ferris State University and once again will bring educators and manufacturers together to improve work-based learning opportunities for students and discuss opportunities and best practices for manufacturers to engage with parents.

DM and the Agribusiness Talent Council is working with Grand Rapids Community College, Muskegon Community College, and Montcalm Community College to host four Career Fair Carnivals in various locations each week in June that will serve as both a career fair opportunity to attract new participants to the manufacturing industry and provide a family friendly carnival atmosphere to entertain families and children. Those hired can make use of One Workforce grant funding to complete introductory coursework through the community college in their area.

DM is actively going through the process of strategic planning to ensure the council's mission statement, strategies, and projects remain relevant align with the overall workforce needs in manufacturing and to ensure DM is providing value and continues to grow in its mission to be a recognized leader on talent.

West Michigan Health Careers Council (WMHCC) Mission: The purpose of WMHCC is to provide an employer-led collaborative council of healthcare employers, educators, workforce development, and economic development organizations working together to meet West Michigan's healthcare talent needs. WMHCC recently teamed up to plan a mini-medical school event targeting 677 third graders, focusing on body awareness, health habits, and healthcare careers.

WMHCC, in partnership with Kent ISD Workforce Development, held its 2nd annual health careers expo. This event featured employer booths providing information on healthcare careers, application and interviewing tips, and educational support, with a focus on entry-level opportunities. 103 students and parents attended this event.

The council is organizing a Muskegon-based healthcare career fair carnival to be held May 4th at a local employer site, MOKA. This follows the success of a similar event held in Kent County in 2023. It will coincide with the Agribusiness Council's "Career Ag-xploration" event. Both events aim to attract local employers and job seekers to learn about career opportunities. Both councils will share marketing efforts to be good stewards of council resources. WMHCC plans to hold career fair carnival events in Ottawa and Kent counties to occur in July and August. These initiatives reflect our ongoing commitment to enhancing healthcare education and career opportunities in our community.

West Michigan Tech Talent (WMTT) Mission: West Michigan Tech Talent looks to engage employers of Information Technology professionals with best practices, resources and a community to grow, develop, recruit and retain a diverse and inclusive world class IT workforce in West Michigan. WMTT hosted [DeMystifying the Visa Process, A Guide to Hiring International Students](#), on February 21. The event was well attended with employers, college faculty, administrators and students. Partners on this project included GVSU Colleges of Computer Science and Engineering, Padnos Center, ImLaw, Data Science Society, Bravo LT, Global Detroit, Corewell and BMF Health. Based on the success of this event, Rachel Salinas, Assistant Dean, at Padnos College of Engineering is partnering with Global Detroit (West Michigan) to design a series of these workshops to assist our employer network to attract and retain international talent for high demand occupations.

WMTT will hold its first networking event of 2024 on April 18: Tech Trends with Keith Brophy. The event is almost sold out (225 RSVPs). Supporting partners include BizStream, Fusionary, Insperity and Mentavi Health. If you would like to attend the event you can RSVP by clicking [here](#). Three additional events are also under development that will aim to provide networking, skill development, and career opportunities.

WMTT is an event sponsor of KISD and Aquinas College's inaugural Kent County Cup Esports Competition. The WMTT exhibit will feature AR Goggles for career exploration.

Programs

West Michigan Works! Registered Apprenticeship Programs (WMW RAP): WMW currently holds standards for 43 US Department of Labor registered apprenticeships, with 178 active apprentices and 80 participating employers. West Michigan Works! continues to develop programs with individual employers and in employer cohort models. New developments include:

- Anesthesia Technologist program was submitted to the USDOL for approval as a registered apprenticeship program. This program will be the first-in-the-nation, once approved.
- New programs added under WMW standards:

- Carpenter
- Interior Systems
- Drywall Applicator
- Gas Appliance Servicer

The USDOL Office of Apprenticeship issued a (USDOL) Office of Apprenticeship (OA) issued a Notice of Proposed Rulemaking (NPRM), Docket #: RIN 1205–AC13 National Apprenticeship System Enhancements – Code of Federal Regulations (CFR) Part 29. The Michigan Works! agencies and the State of Michigan (LEO) submitted a combined 19 pages of public comment on March 18, in response to the NPRM. The proposed rule would:

- Put an undue burden on employers to provide the data requirements
- Remove flexibility for employers by removing the option to provide competency-based apprenticeships and would also increase the burden on employers to convert present apprenticeships to fit the model proposed.
- Not meet the equity goals in underserved communities, specifically in CTE programs.
- Potentially increase the workload of already understaffed Office of Apprenticeship staff.

Ascend Youth Programming: The Ascend team currently provides programming for eligible out-of-school youth ages 16 to 24. In an effort to grow youth participation, Ascend has bolstered partnerships with local organizations, has invested in social media outreach, and is developing a youth advisory committee to help shape youth-centered programming. Additionally, applications for the Youth Summer Career Readiness Program (also known as the summer work experience) will open on April 10. We are looking forward to another great summer. ***Pipeline Development, Diversity and Inclusion***

MiCareerQuest: MiCareerQuest is a Career Exploration Experience for middle and high school students. MiCareerQuest 2024 was held at DeVos Place on March 27, 2024. Thank you to everyone who was able to exhibit, volunteer, sponsor, and champion this event. We are still calculating numbers from this event, but early estimates put us at 8,000 students, 100 schools, over 100 employers, 300 jobs highlighted, and 150 volunteers. ***Pipeline Development***

Elevate: Elevate is an expansion to Rise Up, a model of outside-in recruitment and inside-up career development that began in partnership with West Michigan Works!, The Source, and Trinity Health. Elevate uses the same model of Career Coaching (using the CareerPoint model created by West Michigan Works!), Resource Navigation, and employer coordination to reduce the friction of hiring and promotion. Elevate also expanded to include partnerships with the Urban League of West Michigan and Ergasia as community-based partners as well as Trinity Health, Corewell Health, Cascade Engineering, and Praxis Packaging as our employer partners. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

HireReach: HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. HireReach wrapped up its Kent-County-specific academy and is now focusing on building national partnerships to expand programming across the nation. HireReach also sold its first ever private academy and will be consulting with Kentwood Public Schools to help them adopt a skills-based approach to hiring. *Diversity and Inclusion*

Retention Solutions Network: Retention Solutions Network (RSN) is a fee-based employer network focused on navigating resources and providing support services to member employees, thus helping them to stay in their job and advance within their business. RSN recently hired Jennifer Summers as its Project Manager. RSN will also complete the second part of its strategic planning with the member advisory council during the next meeting. *Enhanced Relationships, Diversity and Inclusion*

Learn, Earn and Provide (LEAP) Pilot: LEAP launched in Muskegon as a pilot program at the end of January of 2022. It is a program aimed to assist non-custodial parents in obtaining and maintaining employment and get back on track with child support payments. This pilot will take place in close partnership with Muskegon County Friend of the Court and will include both voluntary referrals and mandated participation. This program is now also fully implemented in Allegan County with plans to pilot in Montcalm County in the next few months. The state is currently in conversation with other area Friend of the Court agencies with the goal of a statewide expansion. *Pipeline Development, Diversity and Inclusion*

Initiatives

Electric Vehicle (EV) Industry Recruitment Pilot & EV Jobs Academy: The Michigan Economic Development Corporation (MEDC) Talent Attraction Team (TAT) is collaborating with West Michigan Works! (WMW) to pilot an attraction, retention, and development initiative for EV occupations critical to the success of the industry. WMW received \$1M to support these efforts over the next year. On April 18, the MEDC TAT coordinated a press event to celebrate the successful efforts to hire and train over 1,000 workers in the EV industry in West Michigan. The event was held at Shape Corporation's Tech Center in Grand Haven. U.S. Congresswoman Hillary Scholten, D-Kent, Muskegon and Ottawa Counties and Michigan state Sen. Roger Victory, R-Allegan and Ottawa Counties were in attendance. Below are a few articles from local press, highlighting the event:

- WGVU: [State jobs marketing campaign designed to attract worker talent to Michigan has surpassed its first-year goal](#)
- MLive: [West Michigan manufacturer gets boost from state workforce development program](#)
- Grand Haven Tribune: [Shape Corp., partners celebrate employment recruiting victory | Business | grandhaventribune.com](#)

Additionally, the Michigan Department of Labor and Economic Opportunity has allocated \$70,000 to WMW to support the EV Jobs Academy. This initiative aims to expand education and training in critical mobility careers, including those needing supportive services and incumbent workers who want to advance into new, emerging careers. ***Enhanced Relationships, Pipeline Development***