



**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.**

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**Monday, June 10, 2024 ▪ 12:00 p.m. – 1:30 p.m.**

## **AGENDA**

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of April 8, 2024 Minutes **Action Required**
4. Presentation: State of Michigan Labor and Economic Opportunity (LEO)  
Statewide Workforce Plan **Information Item**  
*Susan Corbin, Director of LEO*
5. Career and Educational Advisory Council (CEAC) Member Approvals **Action Required**  
*Chad Patton, Director of Development and Innovation*
6. Contract Extensions: Goodwill Industries of Greater Grand Rapids and Steepletown  
Neighborhood Services, Workforce Innovation and Opportunity Act (WIOA) Youth **Action Required**  
*Chad Patton, Director of Development and Innovation*
7. Draft WMW 16-03c9 Welfare Reform Supportive Services Policy **Action Required**  
*Tasha Evans, Director of Talent Solutions*
8. WDB Terms of Office and Vacancies **Information Item**  
*Jacob Maas, Chief Executive Officer*
9. Board Member Spotlight \*New **Information Item**  
*Heather Daniel, WDB Chairperson*
10. 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. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
  - e. Ad-Hoc: Essential Service Awards Committee: *Mark Bergsma, Committee Chairperson*
11. [Success Story: Roskam Foods](#) **Information Item**  
*Amy Lebednick, Director of Business Solutions*
12. WDB Service Summary: *Angie Barksdale, Chief Operating Officer* **Information Item**
13. Solutions Driven Updates **Information Item**  
*Tasha Evans, Director of Talent Solutions, Amy Lebednick, Director of Business Solutions,  
Chad Patton, Director of Development and Innovation*
14. Other Business
15. Public Comment
16. Adjournment

**Workforce Development Board**

October 14, 2024 at 12:00 p.m. (lunch begins at 11:30 a.m.)

December 9, 2024 at 11:30 a.m.

**Executive Committee**

September 16, 2024

November 18, 2024

**Solutions Driven Committee**

June 14, 2024

October 11, 2024

**Career Educational Advisory Council (CEAC)**

September 27, 2024

**Legislative Committee**

July 16, 2024

October 15, 2024

November 2024-TBD



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

## MINUTES

**Workforce Board Members Present:** Heather Daniel (Chairperson), Shana Lewis (Vice-Chairperson), Emily Babson, Mark Bergsma, Tonia Castillo (virtual), Jordan Clark, Paul David, Jim Fisher, Kristin Garris, Jan Harrington-Davis, Nate Henschel, TaRita Johnson (virtual), David Kitchen, Kelly Kroll, Kolene Miller (virtual), Dan Rinsema-Sybenga, Michelle Seigo, Samantha Semrau (virtual), Connie Stewart, Dan TenHoopen, Mark Thomas, Sara Whisler

**Workforce Board Members Absent:** Nora Balgoyen, Ryan Bennett, Kenyatte Brame, Morgan Carroll, Cathy Cronick, Jay Dunwell, Jennifer Heinzman, Jon Hofman, Charles Lepper, Greg King, Jen Schottke

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

**Guests/Public Present:** Charlotte Byndas (Corewell Health)

1. Call to Order at 12:06 p.m. Chairperson, Heather Daniel.
2. Public Comment- None
3. Approval of February 12, 2024 Minutes **Action Required**  
**Motion – Daniel TenHoopen**  
**Second – Jim Fisher**  
**Item Approved by Vote – Motion carried**
4. Presentation: West Michigan Works! Registered Apprenticeship Programs (RAP) **Information Item**  
 Amy Lebednick, Director of Business Solutions, provided a presentation on RAP, which included information on the development of the RAP model, staffing, service strategies, funding, service components and benefits to employers and employees. Amy answered the board members' questions.
5. WMW WDB Subcommittee Updates **Information Item**
  - a. Executive Leadership and Strategic Engagement Committee (Executive Committee): Heather Daniel reported that at its March 2024 meeting, the EC reviewed financials as provided to the Governing Board, discussed committee interests, board vacancies, and today's meeting agenda. Heather reported that the next meeting is scheduled for May 13, 2024.
  - b. Career Educational Advisory Council (CEAC): Tonia Castillo, WDB Member and Council Chair, reported that the CEAC met on January 26, 2024. There are no new updates.
  - c. Legislative Committee: Jim Fisher, WDB Member and Committee Chair, reported that the committee will meet again on April 16<sup>th</sup> and will be discussing a recap on the Michigan Works! Association (MWA) 2024 Legislative Day, recap of the National Association of Workforce Boards Forum (NAWB), and Legislative Tours and visits.
  - 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 next meeting is

scheduled for April 12, 2024. The committee plans to discuss WMW Retention Solutions Network and Digital Literacy. Jordan invited board members to join the committee meeting to engage in the Digital Literacy conversation. An invitation will be sent to all WDB members.

- e. Ad-Hoc: Essential Service Awards (ESA) Committee: Mark Bergsma reported that all of the activities related to the February 5, 2023 ESA awards ceremony have been completed. He and the committee are currently in full swing to begin the next round of nominations. Mark reviewed that as was done in previous years, nominations will be collected in mid-summer with the award ceremony projected to take place in late fall, or early winter (before the end of 2024). Mark stated that additional information will be forthcoming.

6. Success Story **Information Item**  
Tasha Evans, Director of Talent Solutions, reviewed the success story on Johnny Baptiste, which was provided in the board packet. The full story can be viewed online here: <https://www.westmiworks.org/blog/success-story/haitian-immigrant-connects-with-west-michigan-works-to-create-a-new-life/>.
7. WDB Service Summary **Information Item**  
Angie Barksdale, Chief Operating Officer, reviewed the Service Summary for October 2023 through February 29, 2024 with board members. Angie 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.
8. 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: Chad Patton, Director of Development and Innovation, 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. Chad reported that there are currently seven employers assisting in the design of the early childcare registered apprenticeship program, while others that attended the meeting in January, are interested in bringing on an apprentice once the standards are developed. Chad reported that an additional round of funding through the ECIC is anticipated in the fall of 2024 to support training costs. ***Enhanced Relationships, Pipeline Development***
- b. Health Resources & Services Administration (HRSA): Additional information is 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 School system. Tasha reported that this is a 3-year grant, to serve approximately 8 participants per year. Tasha reported that six out of eight have successfully completed the first cohort and the next cohort will start June 10, 2024. ***Enhanced Relationships, Pipeline Development***
- d. The Michigan Citizen Reentry Initiative (MiCRI): Additional information is provided in the board packet. ***Enhanced Relationships, Diversity and Inclusion***

- e. Grand Rapids Community College One Workforce Grant: Chad Patton reported that this is the last year of the 4-year grant. Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- f. Michigan Learning and Education Advancement Program: Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- g. Barrier Removal and Employment Success (BRES) Expansion: Additional information is provided in the board packet. ***Pipeline Development, Diversity and Inclusion***
- h. Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH): Additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- i. State Apprenticeship Expansion (SAE) – West MI Works: Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- j. State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC): Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- k. MDARD Specialty Crop Grant: Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- l. 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 22 through May 10, 2024. Training may occur July 1, 2024 – June 30, 2025
A full list of grant recipients statewide is available online at [Michigan.gov/TalentFund](https://Michigan.gov/TalentFund). ***Enhanced Relationships, Pipeline Development***
- m. Sector Strategies Employer Led Collaborative Grant: Additional information provided in the board packet. ***Enhanced Relationships, Pipeline Development***
- n. 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 there are many updates with the council initiatives and has highlighted a few of them below. ***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.”** Amy reported that DM is actively in planning for the proposed Discover

Manufacturing Week events to begin around October 28<sup>th</sup> to November 8, 2024, with variances around each county. 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.** Amy reported that the WMHCC is organizing a Muskegon-based health career carnival on May 4, 2024 at a local employer site. 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 hosted an event titled: [DeMystifying the Visa Process, A Guide to Hiring International Students](#), which was very well received. Amy reported that partners on this project (list included in board packet), will be partnering with Global Detroit (West Michigan) to design a series of these workshops to assist further with the employer network to attract and retain international talent for high demand occupations. Further, Amy reported that WMTT will be hosting its first networking event on April 18, 2024; Tech Trends with Keith Brophy. Additional information is provided in the board packet.

Lastly, Amy reported that WMW recently onboarded a new Industry Council Lead for the Construction Careers Council and reported that a new Industry Council lead for the soon-to-be-formed Hospitality Council will begin on April 29, 2024.

## Programs

- a. **WMW Sponsored Registered Apprenticeships Program (RAP):** Amy Lebednick reported that the U.S. Department of Labor (USDOL) Office of Apprenticeship (OA) issued a Notice of Proposed Rulemaking (NPRM). Amy stated that Michigan Works! agencies and the State of Michigan (LEO) submitted a combined 19 pages of public comment, in response to the proposed rule. Amy highlighted some of the impacts of the proposed rule, which include: 1.) Burden on employers to provide data requirements, 2.) 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 proposed model, 3.) not meet the equity goals in underserved communities, specifically in CTE programs, and 4.) potentially increase the workload of already understaffed Office of Apprenticeship staff. 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. Applications for the Youth Summer Career Readiness Program (also known as the summer work experience) will be opening on April 10, 2024. This programming is for eligible out-of-school youth ages 16-24. Chad also asked board members to let him know if their company has any interest in hosting a youth participant as a part of the program. Chad answered board member's questions. Additional information is provided in the board packet. ***Pipeline Development, Diversity and Inclusion***
- c. **MiCareerQuest:** Chad Patton reported that this year's event took place at DeVos Place on March 27, 2024, and thanked everyone who was able to exhibit, volunteer, sponsor, and champion the event. Chad reported that calculations for the event are providing estimates of about 8,000 students, 100 schools, over 100 employers, 300 jobs highlighted and 150 volunteers. ***Pipeline Development***
- d. **Elevate:** Chad Patton reviewed that this is an expansion to Rise Up, and a soft launch model of outside-in recruitment and inside-up career development that began in partnership with West Michigan Works!, The Source, and Trinity Health. Elevate's community-based partners are The

Source, the Urban League of West Michigan, and Ergasia, and its employer partners are Trinity Health, Corewell Health, Cascade Engineering, and Praxis Packaging. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

- e. **HireReach (HR)**: Chad Patton reviewed that 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 across the nation. HireReach also sold its first ever private academy and will be consulting with Kentwood Public Schools to help the district adopt a skills-based approach to hiring. Furthermore, Chad reported that HireReach is also going to be a part of the National Governors Association, Skills in the States conversation, being one of 250 organizations attending the invite-only event on skills-based hiring and development practices. ***Diversity and Inclusion***
- f. **Retention Solutions Network (RSN)**: 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 employer. RSN has hired a new Project Manager and will also complete the second part of its strategic planning with the member advisory council during the next meeting alongside the Solutions Driven Committee of the West Michigan Works! Workforce Development Board. ***Enhanced Relationships, Diversity and Inclusion***
- g. **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**: Amy Lebednick reported that 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. On April 18, the MEDC TAT coordinated a press event to celebrate the successful efforts to 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 Senator Roger Victory, R-Allegan, and Ottawa Counties were in attendance. Amy reported that articles from local press and additional information is provided in the board packet. ***Enhanced Relationships, Pipeline Development***

#### 9. Other Business

- a. Angie Barksdale highlighted that the Michigan Works! Association will be hosting the Impact Awards ceremony this week in Lansing, MI. Angie reviewed that the story was highlighted at the annual board meeting in December 2023. Angie reported that staff will be attending the Governors Association, National Skills Coalition Forum; which looks at skills based policies at a federal level. Lastly, Angie reported that HireReach was selected to present at the end of May 2024, at the national Research and Evaluation Conference on Self-Sufficiency (RECS), which will include stakeholders from the U.S. Department of Health and Human Services, State and local administrators, practitioners, policymakers, and Federal officials to discuss research on family self-sufficiency and social welfare programs and policies.
- b. Jacob Maas thanked board members for their participation in various events and initiatives taking place over the course of the past year and previous years. Looking forward to doing great work in 2024.

10. Public Comment- Paul David, WDB Member, requested that staff either post the committee meetings on the website or send out reminders to the board ahead of the scheduled meetings so that WDB members can attend the meetings as their availability allows. Janette Monroe, Executive Assistant, agreed to post

committee meetings on the website and to include the dates on the agenda moving forward.

11. Adjournment at 1:02p.m. by Chairperson, Heather Daniel.

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

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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)  
**FROM:** Chad Patton, Director of Development and Innovation  
**DATE:** June 10, 2024  
**RE:** Career and Educational Advisory Council (CEAC) Member Approvals

**Background**

The CEAC brings education and business together by establishing a formal entity and mechanism to build and maintain a collaborative partnership with local school districts, employers, postsecondary institutions, advocates, and training centers to identify significant talent needs in a community and collectively develop and implement training strategies to effectively meet employers' talent needs.

The CEAC is renewing membership representatives for the following individuals:

- Michael O'Connor – Zeeland Adult Education
- Pat Walstra – Kent ISD
- Ted Paton – Ionia ISD
- Luke McCotter – ADAC Automotive
- David Tebo – Ottawa ISD

The CEAC is seeking approval of new membership representatives for the following individuals:

- Samantha Zentner – Orchard View Adult Education
- Penny Dora – Montcalm ISD
- Shelbee Axom-Anderson – Junior Achievement

The CEAC is seeking approval of a new Vice-Chair:

- Pat Walstra – Kent ISD

**Action**

We are requesting that the WDB approve the appointments of the individuals to the CEAC.

Member Name	Application Date	WDB Memo Date	Term End Date	Name and Type of Organization
Rich Okoniewski	6/10/2022		6/10/2024	Allegan County Technical and Education Center
Ryan Bennett	9/9/2022	10/10/2022	10/10/2024	U. A. Local #174
Cary Stamas	12/12/2023	2/12/2024	2/12/2026	Kent ISD
Lisa Hungerford	12/12/2023	2/12/2024	2/12/2026	Talent First
Ginger Rohwer	12/12/2023	2/12/2024	2/12/2026	MiSTEM Network's Greater West Michigan Region at GVSU
Chauncy Williams	12/19/2023	2/12/2024	2/12/2026	Muskegon Public Schools
Rich Franklin	12/12/2023	2/12/2024	2/12/2026	Barry Intermediate School District
Kimberly Call	12/12/2023	2/12/2024	2/12/2026	Trans-Matic
Tonia Castillo	9/20/2022	10/10/2022	10/10/2024	Ottawa Area ISD
Jacquie Rehkopf	1/19/2024	2/12/2024	2/12/2026	Ottawa Area ISD
Michael O'Connor	3/19/2024	6/10/2024	6/10/2026	Zeeland Adult Education
Pat Walstra	3/22/2024	6/10/2024	6/10/2026	Kent ISD
Ted Paton	3/22/2024	6/10/2024	6/10/2026	Ionia ISD
Luke McCotter	4/3/2024	6/10/2024	6/10/2026	ADAC Automotive
David Tebo	4/8/2024	6/10/2024	6/10/2026	Ottawa Area ISD
Samantha Zentner	4/15/2024	6/10/2024	6/10/2026	Orchard View Adult Education
Penny Dora	5/1/2024	6/10/2024	6/10/2026	Montcalm ISD
Shelbee Admon-Anderson	3/22/2024	6/10/2024	6/10/2026	Junior Achievement

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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)

**FROM:** Chad Patton, Director of Development and Innovation

**DATE:** June 10, 2024

**RE:** Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services Workforce Innovation and Opportunity Act (WIOA) Youth Programs

**Background**

Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services are providers of Workforce Innovation and Opportunity Act (WIOA) Out-of-School Youth (OSY) services in Kent County.

Both parties entered into a contract with ACSET to provide services in accordance with the Workforce Innovation and Opportunity Act (Pub. L. 113-128) with a period of performance beginning July 1, 2021, and was extended to an end date no later than June 30, 2023, unless terminated prior to that date. This contract allows for extensions, at the sole discretion of ACSET, for a period of three (3) years, based on performance.

A thorough monitoring of WIOA Youth contract compliance was conducted, which included data validation, eligibility requirements, file documentation, data entry accuracy, enrollment rates, performance measures, follow-up, and outcomes. The contractor monitoring found both parties to be performing at satisfactory levels.

Steepletown was monitored in October-November 2023 and had three findings and Goodwill Industries was monitored in January-February 2024 and had two findings. All corrective actions have been submitted and accepted.

**Recommendation**

It is recommended that the contracts for Goodwill Industries of Greater Grand Rapids and Steepletown Neighborhood Services be extended through June 30, 2025, to allow for continued youth services in Kent County.

**Action**

WMW staff are requesting WDB approval to move forward with the above noted recommendations.

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**MEMORANDUM**

**TO:** West Michigan Works! (WMW) Workforce Development Board (WDB)

**FROM:** Tasha Evans, Director of Talent Solutions

**DATE:** June 10, 2024

**RE:** Draft WMW 16-03c9 Welfare Reform Supportive Services Policy

**Background**

In October of 2017, the Workforce Development Board approved a Supportive Services Policy for Welfare Reform programs to provide guidance for providing supportive services to job seekers enrolled in the PATH and FAE&T program.

This policy aims to introduce new language to update permissible support services within the FAE&T program in accordance with the revised state policy. Additionally, it revises the wording related to transitional support services by removing the monthly dollar limit and allowing the allocation of funds for other eligible supports as determined by LEO-WD.

**Action**

We are requesting that the WDB approve WMW 16-03c9 Welfare Reform Support Service Policy to reflect these changes.



**Title:** WMW 16-03c89 Welfare Reform Supportive Services

**Effective Date:** xx-xx-xxxx

**Approved by:** West Michigan Works! Workforce Development Board on xx-xx-xxxx

**Programs Affected:** Partnership. Accountability. Training. Hope. (PATH)  
Food Assistance, Employment & Training (FAE&T)

**Supersedes:** WMW 16-03c78

**Background:** Michigan Works! Areas (MWA) are charged with managing payment of supportive services and are responsible for ensuring that the provision of supportive services is appropriate, with proper documentation on file. Supportive services are to be provided as appropriate through the first 180 days of a job seeker's employment (the 180-day job retention period). MWAs shall respond in a timely manner when supportive services are requested.

**Policy:**

Support services need to be authorized by the West Michigan Works! Staff. The need and rationale for service provision must be documented in the job seeker's Individual Service Strategy (ISS). Vehicle purchase and all supportive services are dependent upon fund availability and are provided on an individually determined basis for all eligible PATH job seekers. This Support Service Policy does not create an entitlement.

The dollar amounts listed below may be exceeded if State policy changes an allowable support, amount, and/or limit or if blended with other state or non-state funding such as Barrier Removal Employment Success (BRES).

**I. Eligibility**

- A. Welfare Reform Program guidelines allow for the provision of support services for Welfare Reform job seekers at any time during their participation.

## WMW 16-03c89 Welfare Reform Supportive Services

- B. In an emergency, in which a job seeker would lose his or her employment without immediate action, West Michigan Works! (WMW) Staff will respond within 24 hours to a request for supportive services to prevent the loss of employment.
- C. A job seeker who requests a supportive service must provide documentation of his or her eligibility and need for the service, according to the criteria described below. Staff will evaluate the supportive service request and request approval.

**Supportive services do not constitute entitlements.**

## **II. PATH Support Service Types:**

Listed below are the Supportive Services that may be provided to PATH job seekers (subject to amendment by the Workforce Development Agency and approval of the West Michigan Works! Chief Executive Officer).

### **A. Clothing (\$500 limit within a 12-month period)**

Clothing as required for job seekers assigned to activities or needed for employment. Allowable items include:

- Clothing needed for interviews.
- Work gloves, work boots, work shoes, hard hats, and personal safety items.
- Other protective/special clothing, personal safety items, uniforms, or other clothing needed for training and employment.
- Appropriate clothing needed to successfully participate with PATH or other employment-related activity.

A maximum of \$500 in clothing supportive services may be provided to each job seeker per 12-month period. In a two-parent family, each parent who is contributing toward meeting the case's participation requirement is eligible.

### **B. Vehicle Repair**

Vehicle repairs may be authorized for a vehicle that is the job seeker's primary means of transportation, even if public transit is available. The total MDHHS/PATH program cost of repair may not exceed \$900.00 including any repair in the previous twelve (12) -months. Job seekers may contribute any amount over \$900.00 prior to WMW payment. In a two-parent family, each parent who is contributing towards meeting the case's work participation requirement may be eligible to receive up to \$900 towards the repair of an automobile, if the funding is directed

## WMW 16-03c89 Welfare Reform Supportive Services

towards separate automobiles for each parent, and the automobiles are used as the primary means of transportation for employment-related activities. With the repairs authorized, the vehicle must be determined to be safe and roadworthy.

The job seeker must provide the following information:

1. Registration showing the vehicle is registered in the name of an eligible family member. A member of the eligible family is defined as any adult who is receiving assistance and is included in the household FIP grant.
2. Verify that the vehicle was not purchased by PATH in the last sixty (60) calendar days.
3. Proof of insurance for the vehicle showing it is insured in an eligible family member's name. A member of the eligible family is defined as any adult who is receiving assistance and is included in the FIP grant.
4. One (1) estimate for repair by a licensed mechanic.

### C. Vehicle Insurance

Assistance with vehicle insurance is limited to a \$2,000 maximum lifetime cap. Any payments made prior to January 1, 2020 will be counted toward the \$2,000 maximum lifetime limit. Vehicle insurance coverage is limited to the time period in which the client is establishing income to allow for their ongoing payment of the insurance up to 90 days at one time.

The job seeker must provide the following information:

1. Registration showing the vehicle is registered in the name of a member of the eligible family. "A member of the eligible family" is defined as any adult who is receiving assistance and is included in the FIP grant.
2. One (1) estimate for vehicle insurance.

### D. Vehicle Purchase

PATH staff may authorize payment of up to \$5,000 toward the purchase of a vehicle if the vehicle will be used for a job seeker's primary means of transportation for employment-related activities and the job seeker does not already own a safe and roadworthy vehicle. The purchase must be approved in advance, and only one PATH or MDHHS Vehicle Purchase payment may be made to a job seeker during the job seeker's lifetime. In a two-parent family, if both parents are required to participate and need separate vehicles, an exception may be made prior to approving a vehicle purchase for a second parent. Before authorizing the purchase, all the following conditions must be met:

## WMW 16-03c89 Welfare Reform Supportive Services

1. Public Transportation is not reasonably available (such as considering the location and hours of employment, childcare, or long commute) and the job seeker has no other means to reach the job site reliably as defined in the MDHHS Bridges Eligibility Manual 233A.
2. The job seeker can afford payments, insurance and other expenses associated with owning the vehicle.
3. The job seeker is active in employment-related activities. The job seeker must either be employed or in PATH activity for his/her required number of hours per week.
4. The job seeker must possess a valid driver's license.
5. Verification is obtained from the Secretary of State records that the client does not own an unusable vehicle.
6. The vehicle will be insured and registered in the job seeker's name or a member of the eligible family. A member of the eligible family is defined as any adult who is receiving assistance and is included in the FIP grant. If needed, PATH will provide assistance to start up insurance (not to exceed 90 days of coverage) and assist in registering the vehicle in the job seeker's name. Both services are already included under support services.
7. The cost of the vehicle will not exceed its retail value. The vehicle is safe and roadworthy. PATH will check the Kelly Blue Book or NADA appraisal guide. A vehicle inspection by a licensed mechanic, who is not employed by or related to the seller, is required and is to be placed in the job seeker's file. The cost of the vehicle inspection is allowable in addition to the maximum \$5,000 purchase price.

**E. Moving/Relocation**

A job seeker that verifies employment "outside of commuting distance" (as determined by the PATH Manual), may be provided relocation services on a case-by-case basis as approved by West Michigan Works!. The maximum allowance for moving/relocation expenses is \$1,500.00 per move. In a two-parent family, both parents are eligible if they both obtain employment that requires relocation. The need must be well documented, including actual cost.

- Trailer or truck rental.
- Compensation for persons assisting in the move.
- Mileage allowance.
- Rental of moving equipment such as dollies.
- Security deposit and payment of the first month's rent at the new location.

**F. Medical Exams, Immunizations, and Tests**

Certain services, which are not defined as medical services by the MDHHS, may be needed to

## WMW 16-03c89 Welfare Reform Supportive Services

overcome barriers to employment or training, and are allowable supportive service expenses.

These services include:

- Employment-related photocopies.
- The completion of an MDHHS Medical Needs form by a Medical Doctor (D), or Doctor of Osteopathic Medicine (DO) certifying that based on previous medical records or recent medical examination, the client is able (or unable) to participate in employment-related activities, and whether or not there are limitations or restrictions on the types of activities in which the job seeker may be engaged.
- An employment or training-related general medical or physical examination by an MD or DO (including the completion of an MDHHS Medical Needs form).
- Immunizations or test when required to obtain, maintain, or enhance employment, and cannot be obtained free of charge.

PATH supportive services may be used for dental services that are not covered under Medicaid, another health insurance plan, or by a community public health agency that normally covers medical and/or dental services for the diagnosis, prevention, and treatment of physical or mental diseases.

#### **G. Other Employment-Related Expenses**

Employment-related expenses must be approved on a case-by-case basis. The need must be well documented, including actual cost.

- One-time work-related expenses (license, fees, purchased tools, etc.).
- One-time business start-up expenses.
- Equipment for employment (task/responsibility of employee clearly defined).
- Driver's training (include name of the training provider and the period of training).
- Internet Services and the purchase of tablets, laptops, chrome books, smart phones, etc. (Job seekers must exhaust all free and low-cost resources before seeking this supportive service.)
- Any one-time employment-related expense as deemed appropriate by WMW.

#### **H. Identification**

The following forms of identification may be purchased for a job seeker based on the need. Identification may be provided once in a 12-month period. NO fines, penalties or fees, such as those associated with driver's license reinstatement, may be paid as a supportive service.

- Michigan ID
- Birth Certificate

## WMW 16-03c89 Welfare Reform Supportive Services

- Driver's License

### I. Transportation

PATH job seekers may be provided with transportation assistance to fulfill PATH program requirements, including orientation, or to participate in employment and training activities, or employment. The career coach will determine the need for transportation assistance allowance for public transit, Uber, Lyft or Taxi Service.

Stipends to job seekers who utilize private transportation will be paid according to the following policy, which considers the job seeker's geographic location and component assignment.

Mileage associated with self-employment connected to home delivery services is reimbursable from the PATH job seeker's home to the first delivery and from their last delivery order back home.

#### Stipends for PATH allowable activities.

West Michigan Works! residents may receive a daily transportation allowance based on the total round trip distance miles to and from their home to their assigned allowable activities, which may include the distance to a childcare provider, according to the following table:

12 miles or less	\$3.00 per day
13 miles and up to 24 miles	\$9.00 per day
25 miles and up to 34 miles	\$12.00 per day
35 miles and up to 50 miles	\$17.00 per day
51 miles and up to 69 miles	\$20.00 per day
70 miles and over	\$.40 per mile

An additional stipend in the amount of \$5.00 a day may be provided to those participating in documented outside job search employer contact efforts (submitting applications, resumes and attending job interviews).

Listed below are the possible points for payment:

- To and from Orientation.
- To and from Job Search/Job Readiness Activities.
- To and from Community Service/Work Experience site.
- To and from Job interviews.
- To and from Child Care Provider.
- To and from Employment (up to 180 days of employment).
- To and from Training site.

## WMW 16-03c89 Welfare Reform Supportive Services

If a job seeker is requesting a stipend for his or her transportation payment, in order to receive a full stipend, the job seeker must be able to show that:

- The vehicle is registered in his or her name or an eligible family member's name;
- The job seeker obtained a ride with another person; or
- The job seeker is using a vehicle owned by another person with that person's permission. However, no more than one stipend may be issued for a single trip using the same vehicle.
- Valid Driver's License if job seeker is not riding with another job seeker.

If the job seeker cannot document any of the above, he or she may be issued \$3.00 a day, in lieu of payment for public transportation or in lieu of payment for private mileage reimbursement.

#### J. Child Care

**The MDHHS is responsible for payment of childcare for all eligible Family Independence Program (FIP) recipients. WMW CANNOT pay any payments related to childcare or fees associated with enrolling a child in daycare.**

#### K. PATH Program Supportive Services by Category:

**Exceptions: State approval will be requested for all Policy Exceptions.**

##### Auto Other

- Plates/Tags.
- Title Transfer.
- Registration.
- Driver's License, including Enhanced.
- Drivers Training/Drivers Permit/Road Test.
- Vehicle Inspections (related to auto purchase).
- Diagnostics.
- Towing.
- Taxes (auto purchase).

##### Auto Repair – Any Supportive Service-related repair of a vehicle to make it road worthy.

- Tires.
- Maintenance.

##### Auto Purchase – Purchase cost of a vehicle

##### Auto Insurance

## WMW 16-03c89 Welfare Reform Supportive Services

**Clothing**

- Interview.
- Employment.
- Protective.
- Uniforms.

**Other Supportive Services**

- State ID, including Enhanced.
- Birth Certificate.
- Tools/Equipment/Registration Fees.
- Internet Services.

**Pre-Employment Exam and Screening – Needed for a specific employment and if medical, not covered by Medicaid.**

- Pre-employment physical/immunizations.
- Drug testing.
- Professional Licensure/certifications.
- Background checks.

**Private Vehicle Mileage – Allowances for transportation****Public Transportation**

- Bus passes.
- Taxi service.
- Uber.
- Lyft.

**Relocation – Must be related to an employment offer.**

- Moving expenses.

**III. Food Assistance Employment and Training (FAE&T) TLFA Support Services**

Support Services for FAE&T job seekers are designed to assist job seekers in overcoming barriers that prevent them from engaging in employment and training activities. The Support Services must be reasonable and necessary, and directly related to participation in activities, not for supporting job seekers' involvement in unsubsidized employment. Beginning with Orientation and during active participation, a job seeker may receive a maximum of \$960 of support services in a rolling 12-month period. State approval is needed for all policy exceptions. The MWA should email [LEO-FAET-Policy@michigan.gov](mailto:LEO-FAET-Policy@michigan.gov) with a detailed explanation regarding the exception request. The State

## WMW 16-03c89 Welfare Reform Supportive Services

will notify the WMW of the decision by email within 14 days. The monetary limit does not apply to Plus job seekers served by FAE&T Plus Contractors.

Support services may include:

- **Breathalyzer for Vehicles/Ignition Interlock Device (See note at the end of this list).**
- Clothing (appropriate for job search activity or interviews).
- Drug tests (required for employment or training program).
- Fees (i.e., activity, course registration, union dues, test fees, licensing and bonding fees, background checks needed for training or to support job search).
- Fingerprinting (required for employment).
- Housing assistance (limited to two months for rent & utilities only) applies only to Plus participants served by a Plus Contractor. Housing assistance is designed for emergency situations and rationale must be documented in the case file.
- Legal services (expunging a criminal record to secure employment).
- Medical services (i.e., TB test, vision exam, eyeglasses, dental care or physical to participate in the E&T activity or required for employment).
- Personal grooming supplies/services (i.e., personal hygiene products and services, including haircuts, to meet program or potential employer appearance standards).
- State of Michigan identification card, temporary driving instruction permit, driving skills test, and a driver's license.
- Technology equipment - enter in the OSMIS under fees
  - Cellular phone service (limited to three months and no other source of free data or phone service is available or appropriate for the situation).
  - Personal computer/laptop/tablet and necessary accessories.
  - Internet or hotspot (limited to three months unless provided for a training program with a longer length. Also, the MWA must ensure no other source of free internet is available or appropriate for the situation).
- Training materials, textbooks, and supplies.
- Transportation.
- Public bus pass.
- Gas cards for mileage reimbursement (using same table as PATH).
- Taxi (including Uber and Lyft Services). Taxi service must be temporary, and the rationale will be documented in the case file.
- Non maintenance vehicle repair (limited to \$350).
- Work and training tools (i.e., equipment, tools, safety clothing, and uniforms necessary to complete E&T training).

**Note: Court-mandated breathalyzers in vehicles will be approved by LEO-WD on a case-by-**

## WMW 16-03c89 Welfare Reform Supportive Services

case basis. Request for approval must be sent to [LEO-FAET-Policy@michigan.gov](mailto:LEO-FAET-Policy@michigan.gov) and the MWA must confirm the following:

- Court documentation from the participant that the vehicle breathalyzer is required for them to drive, including required period of time.
- Cost of the breathalyzer installation, monthly costs for lease and maintenance, and cost to remove the breathalyzer.
- Documentation that the installation company is state- or court-approved.
- No other funding sources are available for low-income individuals to fund all or part of the cost of the breathalyzer (MWA should check with local courts/corrections office about funding for this).
- The use of a breathalyzer in the vehicle is directly related to the success of the participant in the FAE&T program.
- There are no other viable means of reliable transportation.

Support services may be provided in the form of prepaid allowances based on approximate costs, where the costs are reasonable and verifiable. Alternatively, support services may be provided through reimbursement to the participant for the actual cost of the service incurred.

Gas cards or vouchers can be provided as a prepaid allowance, but their use will be restricted to a specific purchase or service allowed by the program. Any prepaid allowance will require the job seeker to provide a receipt to be returned to WMW to use as justification it was used for its intended support service.

The case file, action plan, and OSMIS case notes will contain information that explains why the supportive service is necessary for participation in the E&T activities.

#### **IV. FAE&T TLFA Job Retention Support Services (Entered in OSMIS as “Job Retention Supportive Services.”)**

Job retention support services will be used to assist the job seeker in maintaining employment and will only be provided when a job seeker is enrolled in the Job Retention activity. The annual maximum of \$960 is the combination of regular supportive services and job retention support services.

The following support services are allowable if they are required to maintain employment:

- Clothing (i.e., safety clothing, uniforms)
- Fees (i.e., union dues, test fees, licensing, and bonding fees).
- Personal Grooming Supplies/Services (i.e., personal hygiene products and services, including haircuts, to meet employer appearance standards).
- Transportation.

## WMW 16-03c89 Welfare Reform Supportive Services

- Public bus pass.
- Gas cards for mileage reimbursement.
- Taxi (including Uber and Lyft Services). Taxi service should be temporary, and the rationale must be documented in the case file.
- Non maintenance vehicle repair (limited to \$350).
- Work tools, (i.e., equipment, tools, safety clothing, uniforms).

#### V. Disallowed Support Services

The following are **not allowed** to be paid with FAE&T funds and do not qualify for reimbursement:

- Automobile insurance.
- Automobile ownership/operator taxes (tags, title, license).
- Automobile purchase.
- Drug/alcohol counseling therapy.
- Living stipend.
- Mental health treatment.
- Relocation expenses.
- Student loans, fees, penalties, or fines.
- Bad debt.
- Food staples and groceries.
- Expenditures to support employment that was obtained prior to enrollment in FAE&T.

#### VI. Transitional Support Services

Transitional supportive services (TSS) are to be provided as appropriate while the FIP case is open, including during the Application Eligibility Period, and through the first 180 days of the job seeker's employment.

- TSS payments are intended to be used by the job seeker to cover miscellaneous expenses not normally covered by regular supportive services.
- TSS payments may be provided to reward successful milestones **and for permissible supports as determined by LEO-WD using these funds** (see description below).
- ~~PATH job seekers are eligible to receive up to \$125 in incentives per month per participant during a 12-month period.~~
- TSS payments may be awarded at any time during the program from the date of orientation through PATH termination.
- Only one TSS payment per successful milestone is allowable per fiscal year.
- All TSS payments will be documented in the job seeker's file, on the Individual Service Strategy, in the support services screen in OSMIS, and case noted.

## WMW 16-03c89 Welfare Reform Supportive Services

SUCCESSFUL MILESTONE	SUPPORTIVE DOCUMENTATION	AMOUNT
<b>Completion of Comprehensive Assessment</b>	Verification of Assessment Completion	\$25.00
<b>Completion of AEP</b>	OSMIS	\$25.00
<b>Obtained Employment</b>	Pay Stubs/Employment Verification	\$50.00
<b>90 Days of Continuous Employment</b>	Pay Stubs/Employment Verification	\$100.00
<b>Completion of first 30 days of the Community Service Program (CSP) or Work Experience Program (WEP)</b>	Worksite Evaluation	\$75.00
<b>Pass General Educational Development (GED) Test</b>	Test Results	\$100
<b>High School Completion</b>	Diploma	\$100
<b>Completion of Vocational Training</b>	Certificate or Degree	\$125.00
<b>WorkReady Certificate</b>	Certificate	\$50.00
<b>WorkReady Plus Certificate</b>	Certificate	\$50.00
<b>Completion of Job Readiness Curriculum in Tovuti</b>	Documentation from LMS	\$50.00
<b>Satisfactory Completion of Subsidized Employment/OJT</b>	Check stubs	\$125.00
<b>Completion of Job Fit Assessment(s)</b>	Assessment Results	\$50.00



**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:** Jacob Maas, Chief Executive Officer  
**DATE:** June 10, 2024  
**RE:** WDB Terms of Office and Vacancies

**Background**

Listed below are the 15 current board members and one vacant seat whose terms of office expire October 31, 2024. In April 2024, we were notified that Morgan Carroll left her position with Greater Muskegon Economic Development (GMED) and that Gregory King who represented Lakeshore Advantage on the WDB, accepted a position with Greater Muskegon Economic Development (GMED). Since, GMED requested Gregory to fill their vacant seat and staff are now working with Lakeshore Advantage for a recommendation to fill their vacant seat on the WDB.

We will be collecting applications for the November 1, 2024-October 31, 2026 office term and are encouraging current board members to reapply. Applications can be submitted via online at: <https://www.westmiworks.org/about-us/leadership/workforce-development-board-application/>

Applications are due July 31, 2024. Applications will be reviewed by the Nominating Committee assigned by the Executive Committee. Applications will be presented to the Executive Committee and the ACSET Governing Board for final approval.

<b>Business/Private Sector (6):</b> Nora Balgoyen, Mark Bergsma, Kenyatta Brame, Heather Daniel, Nate Henschel, Sara Whisler
<b>Community Based Organization (4):</b> Kristin Garris, TaRita Johnson, Jen Schottke, Mark Thomas
<b>Economic Development (2):</b> Gregory King 1 vacancy
<b>Higher Education (2):</b> Daniel Rinsema-Sybenga Connie Stewart
<b>Organized Labor/Employee rep (1):</b> Daniel TenHoopen
<b>Vocational Rehab (1):</b> Cathy Cronick

*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/](https://www.westmiworks.org/about/). TTY 711.*

West Michigan Works!  
 Workforce Development Board Member  
 Term of Office: 11/1/2022-10/31/2024

Item #8

Sector	First Name	Last Name	Company	Title	Term Dates
Business	Nora	Balgoyen	ITC Holdings	Area Manager	11/1/22-10/31/24
Business	Mark	Bergsma	Berends Hendricks Stuit Insurance	Account Executive, Sales Management	11/1/22-10/31/24
Business	Kenyatta	Brame	Cascade Engineering	Executive Vice President & Chief Administrative Officer	11/1/22-10/31/24
Business	Heather	Daniel	Haworth, Inc	Program Manager, Human Resources	11/1/22-10/31/24
Business	Nate	Henschel	Consumers Energy	Community Affairs Manager	11/1/22-10/31/24
Business	Sara	Whisler	CarbonSix	Human Resource Manager	11/1/22-10/31/24
Community Based Organization	Kristin	Garris	Goodwill Industries of West Michigan	Chief Workforce Officer	11/1/22-10/31/24
Community Based Organization	TaRita	Johnson	The Right Place Inc	Senior Vice President, Talent & Diversity	11/1/22-10/31/24
Community Based Organization	Jen	Schottke	West Michigan Construction Institute	President	11/1/22-10/31/24
Community Based Organization	Mark	Thomas	Northview Public Schools	High School Prinicipal	11/1/22-10/31/24
Economic Development	Gregory	King	Greater Muskegon Economic Development	Director of Business Development	11/1/22-10/31/24
Economic Development	vacant	vacant	Lakeshore Advantage	vacant	11/1/22-10/31/24
Higher Education	Daniel	Rinsema-Sybenga	Muskegon Community College	Dean of Academic Affairs	11/1/22-10/31/24
Higher Education	Connie	Stewart	Montcalm Community College	Interim President	11/1/22-10/31/24
Organized Labor/Employee Rep	Daniel	TenHoopen	Heart of West Michigan United Way	AFL-CIO Community Services Labor Liason	11/1/22-10/31/24
Vocational Rehab	Cathy (Catherine)	Cronick	Michigan Rehabilitation Services	District Manager	11/1/22-10/31/24



## ESSENTIAL SERVICE AWARDS

Commitment • Integrity • Passion

### **2024-25 Essential Service Awards Overview**

#### **Subcommittee**

Adam Russo, COM 616

Mark Bergsma, BHS Insurance

Jon Hofman, Holland Board of Public Works

Emily Babson, Plascore

Malinda Powers, West Michigan Works!

Brooke Thomas, West Michigan Works!

#### **Timeline**

June 2024: planning and logistics, About ESA Video production

September 16 - October 4: Call for nominations

Oct. 8-11, 2024: Scoring

Oct. 14-25, 2024: Notify employers, schedule onsite celebrations/photographs/video

Nov. 4-22, 2024: On-site celebrations/photo/video, social celebration

Feb. 10 or 24, 2025 Econ Club Awards: (Date TBD) and post event publicity

**FOOD PROCESSOR ROSKAM FOODS UPSKILLS EMPLOYEES WITH THE GOING PRO TALENT FUND**



Roskam Foods applied for financial support through the Going Pro Talent Fund to create new training initiatives. They were assisted by West Michigan Works! Business Solutions Representative Carol Distel throughout the application process and together established how to best use of training funds to support Roskam Foods' training and professional development goals.

Founded in 1923 and headquartered in Grand Rapids, [Roskam Foods](#) is a world-class food production company with eight facilities throughout the U.S. and Canada. They employ 1,882 workers in Michigan alone, partnering with multinational corporations like Kellogg's, General Mills and Frito-Lay to produce frozen and ready-to-eat products.

The company was informed in July of 2023 that they were awarded \$126,460 to support these efforts. Roskam Foods knew this money would allow them to establish a new industrial maintenance apprenticeship program, a significant step towards improving production and employee satisfaction.

"Through a fact-finding meeting with Roskam Foods, we decided to focus on training new hires, incorporating a management course with emphasis on collaboration, building trust and empowerment through technical college level courses tailored for their maintenance apprentice employees," Carol said.



## **Congrats Mike!**

**Roskam's First Maintenance Technician  
to complete the Journeyman Program!**

Satisfaction was certainly the case for Mike, the first employee to take advantage of the new apprenticeship program. This training allowed Mike to become a journeyman in industrial maintenance, earn an immediate pay increase of \$5.50 per hour and have a more successful career in Roskam's maintenance department. This training also allowed him the opportunity to work on a cracker line in Spain on behalf of a Roskam customer.

"The success for employers like Roskam lies not only in applying for training opportunities but the follow-through and ensuring that they make the time for employees to attend," Carol stated. "Roskam exemplifies this commitment by actively facilitating employee participation in training to upskill their staff."

Roskam Foods' Going Pro Talent Fund award also allowed frontline supervisors to earn college credits in a management certificate. Ten of these supervisors are now prepared to advance into a manager role and will have a lasting impact on their employees through more effective management.

"Roskam truly appreciates the Going Pro Talent fund as it helps support training initiatives that would otherwise not be possible," said Roskam Foods' Director of People Operations Julie Ohlendorf. "Without grant funding for training, we would not be able to have a Department of Labor apprenticeship program or send our leaders for training that is for the betterment of all."

Thanks to the Going Pro Talent Fund and assistance from West Michigan Works!, Roskam Foods was able to simultaneously uplift its employees while improving their operations, honing their business efforts to cut downtime and increase output.

# Service Summary Explanation

October 1, 2023 – April 30, 2024

## Management Observations and Highlights

- *Service Center Traffic:* Service center traffic is trending up compared to this time in 2023.
- *Employers Served:* Consistently, the business solutions team serves more returning employers than new employers from month to month. Numbers increased during this past quarter due to the Going PRO Talent Fund grant outreach and general outreach as we approach the end of the program year. We continuously strive to connect with new employers as time allows, while also maintaining quality services for existing customers.
- *Jobs Filled by Industry:* Jobs filled numbers have also increased over this past quarter due to increased outreach because of the Going PRO Talent fund and job fills from hiring events.
- *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. Billing for this quarter included training authorized to take place under the FY23 Cycles 1 and 2 and FY24 Cycle 1 funding.
- *Hiring Events:* Business Solutions and Development & Innovation staff are collaborating to reimagine in-person hiring events during the fall of this year. Q3 saw an increase in employer and job seeker participation likely due to several in-person hiring events held, in addition to regularly scheduled virtual events. This past quarter, 5 hiring events were held with 91 unique employers and 113 job seekers in attendance.
- *Retention Solutions Network:* Success Coaches are providing more services to employees at member companies. We continue to work on recruiting more employer members. March experienced an uptick in employees served while April saw that number decrease slightly. Compared to previous years, these are trends we commonly see during the spring months.
- *WorkReady Certificates Earned:* The Talent Development team continues to update processes to get the best utilization, unique attendance, and program completion rate possible. WorkReady trends are still similar compared to past quarters. The Talent Development team will undertake major updates to WorkReady during the summer, and that should be reflected in future reports.



# Service Summary Oct. 1, 2023 to Apr. 30, 2024

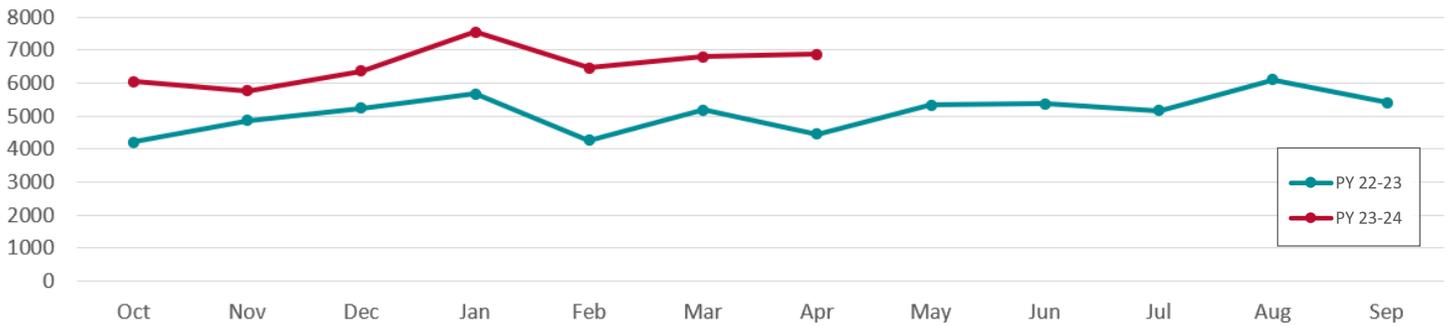
The data shown on this Service Summary indicates the organization's progress toward fulfilling of its services-based strategic priorities, as developed in the 2020 Strategic Plan: Enhanced Relationships, Pipeline Development and Diversity and Inclusion. Each indicator is a reflection of the work conducted 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.

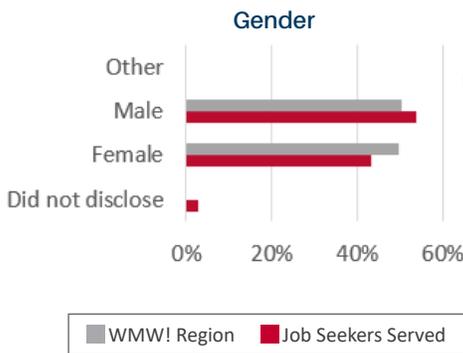
## Strategic Plan Alignment

- Enhanced Relationships
- Pipeline Development
- Diversity and Inclusion

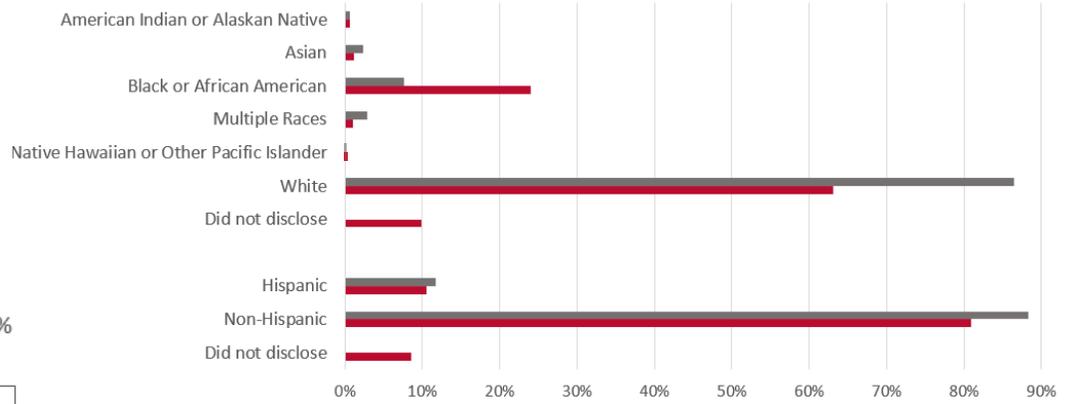
### Service Center Traffic & Call Volume (PY comparison by month)



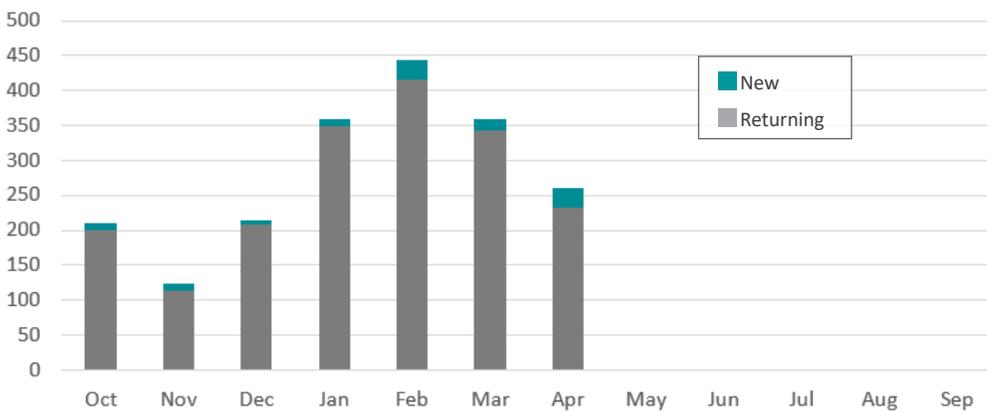
### Diversity of Job Seekers Served



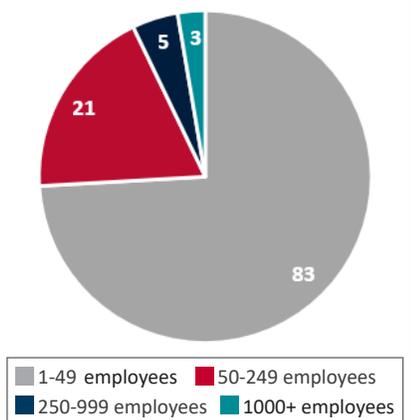
### Race & Ethnicity



### 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	23	0	0	0	0	0
Construction	94	19	10	39	109	57	32	0	0	0	0	0
Healthcare	96	151	16	97	83	154	129	0	0	0	0	0
IT	10	2	2	1	0	22	23	0	0	0	0	0
Manufacturing	1052	321	112	376	708	306	861	0	0	0	0	0
Other	169	125	152	39	204	466	178	0	0	0	0	0
<b>Total</b>	<b>1480</b>	<b>642</b>	<b>460</b>	<b>581</b>	<b>1198</b>	<b>1005</b>	<b>1246</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Training: by Industry

	New Hire	Classroom	Apprenticeship	Credentials Earned
Construction	11	267	1	4
Health Care	120	629	2	274
Information Technology	3	34	0	4
Manufacturing	60	114	0	6
Other	36	172	0	193
<b>Total</b>	<b>230</b>	<b>1216</b>	<b>3</b>	<b>481</b>

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

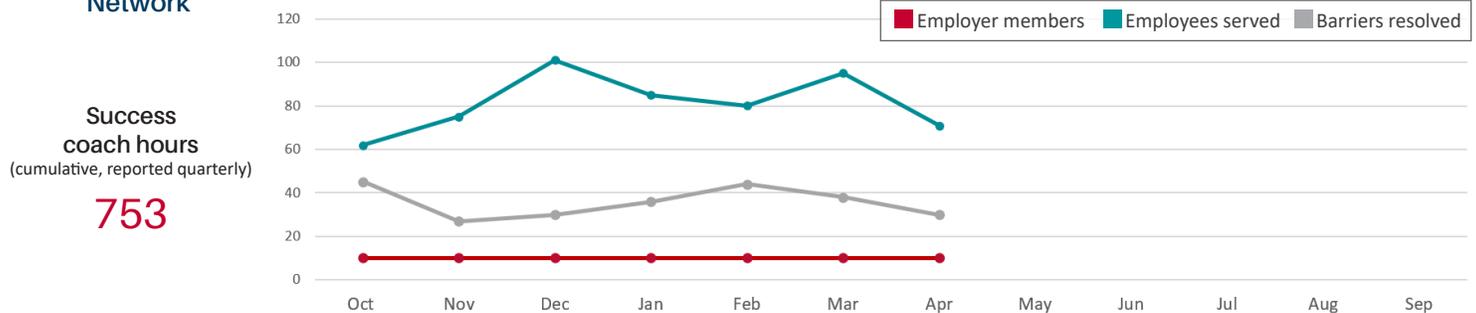
## Training (completed): Going PRO Training Fund

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New Hire	234	657	428	795	543	402	440	0	0
Classroom	156	312	297	561	370	379	298	0	0
Apprenticeship	37	44	71	226	169	183	126	0	0
<b>Total</b>	<b>427</b>	<b>1013</b>	<b>796</b>	<b>1582</b>	<b>1082</b>	<b>964</b>	<b>864</b>	<b>0</b>	<b>0</b>

## Hiring Events

	Events	Employers	Job Seekers
Q1	7	38	115
Q2	7	56	397
Q3	5	91	113
Q4	0	0	0
<b>TOTAL</b>	<b>19</b>	<b>185</b>	<b>625</b>

## Retention Solutions Network



## WorkReady Certificates Earned (cumulative, reported quarterly)

902	71	107	74
Pre-Assessments	Post-Assessments	WorkReady Certificates	WorkReady Plus Certificates

## Service Summary: Strategic Plan Alignment and Indicator Descriptions

<p><b>Pipeline Development:</b> Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.</p>	<p><b>Enhanced Relationships:</b> Foster widespread networks to collaboratively address workforce needs in the region.</p>	<p><b>Diversity and Inclusion:</b> 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 &amp; 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:** June 10, 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

*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.*

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***

**Michigan Skilled Immigration Integration Program (MISIIP):** The Michigan Skilled Immigrant Integration Program is part of a \$1M allocation for the Michigan International Talent Solutions (MITS) initiative as part of an overall \$5M appropriation received by Global Detroit. This program connects professional, college-degreed, internationally-trained job seekers with Michigan-based careers in their profession. Eligible participants will also receive assistance with job search, Networking coaching, Credential evaluation and Professional licensing resources. ***Diversity and Inclusion, Pipeline Development***

**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 Michigan 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:** As expected, due to growers being in the fields, the number of employers applying for food safety training is down. We are currently working with MDARD to determine if we can obtain a six-month extension to utilize the funds. Farmers focus on training in the off season, and we saw a significant increase in the number of applications from November 2023-March 2024. By extending the grant's end date to six months, we anticipate expending all of the funds. ***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 take place January 1, 2024 – December 31, 2024.
- Cycle 2: The public application period closed May 10. In total, WMW submitted 174 applications for a total of \$ 7,795,784.99. Award announcements are tentatively scheduled to occur in June 2024. Training awarded may take place July 1, 2024 – June 30, 2025.
- Employer Led Collaborative (ELCs - formerly Industry Led Collaborative): application period opened Tuesday, March 26, 2024. As of May 29, the State of Michigan indicates the budget for ELC training is nearly expended.

A full list of grant recipients statewide is available online at

[Michigan.gov/TalentFund](https://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***

**Hospitality Talent Council:** In partnership with Experience G.R., WMW continues to work towards creating a new industry talent council for the hospitality industry in Kent County. WMW onboarded an Industry Council Lead, Shakiya Taylor, to help lead the efforts of this newly formed council.

**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 hosted Career AG-xploration on May 4<sup>th</sup> at the Muskegon Farmers Market. Over 200 students and 400 adults attended this event. Exhibitors included 8 employers and 5 community partners. Twenty-four schools participated with the majority in Muskegon County. Based on the feedback from surveys, students and parents enjoyed the hands-on activities at each exhibitor's booth. Parents and students gave high marks for the event. We co-marketed this event with GVSU's STEAM along the Lakeshore and the WMHCC. We have submitted a grant application to MDARD to expand this event to 4 rural counties including Allegan, Barry, Ionia, and Montcalm and are awaiting announcement shortly. The ATC is applying for Farm Bureau's White Reinhardt Grant to help fund the "SOAR Spotlight on Ag Readers" program for 2025. The application is due in early June. If awarded, the \$1000 will be used to fund the purchase of books for 55 classrooms. ATC and Discover Manufacturing are working on 4 Career Fair Carnivals in June. These career fairs will be held in Grand Rapids, Muskegon, Montcalm, and Holland and are open to job seekers and their families that are looking for employment with food processors or manufacturing employers.

**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.** The CCC's "Traveling Roadshow" has been reimagined and will now be known as "Construction Field Days." This will be a two-part event immersing students in construction careers. Students will first visit active job sites, then attend an event at KISD with employer exhibits and hands-on

activities. Students can take a career quiz, while parents receive resources on education pathways and earning potential. Construction Field Days are anticipated to launch in April 2025. The CCC applied for a Strategies to Advance Health Equity grant to address the high suicide rate in the construction industry through a mental health event during Construction Suicide Awareness Week in September 2024. The no-cost, 3-hour public event will feature community resources, employer testimonials, a keynote speaker, and networking to raise awareness, provide support, and reduce stigma around mental health for construction workers. The “Before the Jobsite” project has concluded and we hope to partner next year with ISD tech centers to create practice interview days. Lastly, the Women in Construction blog series will highlight one tradeswoman monthly for the remainder of 2024 to promote women in the construction trades.

**Discover Manufacturing (DM) Mission: “We Exist to Inspire and Expand Manufacturing Talent in West Michigan.”** DM has hired and onboarded a temporary project coordinator for Manufacturing Week. Active planning for this project has begun with proposed event dates for Discover Manufacturing Week of October 28 to November 8, 2024, with some variance by county. DM has awarded \$13,000 in scholarships to 14 students. Nine of the students are second year recipients and five are new awardees. Scholarships were formally presented to students and their parents on May 22 at GRCC. Awards are for degree seeking students and those working in the industry on certificates and apprenticeship models. DM has wrapped up strategic planning for this year to ensure the council’s mission statement, strategies, and projects remain relevant with the needs of the manufacturing industry. This planning helps 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. 13 industry professionals from 6 local organizations also shared career information with students. In partnership with the Grand Rapids African American Health Institute, the WMHCC is laying groundwork for the creation of a local Licensed Practical Nurse (LPN) apprenticeship program. This apprenticeship program supports our goal of creating more equitable pathways into nursing careers. The council held their first annual healthcare career fair carnival for 2024 in Muskegon County on May 4th at a local employer site, MOKA. This followed the success of a similar event held in Kent County in 2023. 125 job seekers attended the event and spoke with 7 employers and 2 training providers. 24 job seekers anticipate obtaining a job as a result of the event. WMHCC plans to hold further career fair carnival events in Ottawa and Kent counties in August. The Kent County event will be held on August 7<sup>th</sup> from 4pm-7pm at the GRCC M-TEC building. The Ottawa County event is planned for August 20<sup>th</sup> from 4pm-7pm at the GRCC Lakeshore Campus. 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 completed a strategic planning session on May 17. The council members identified multiple new opportunities for potential projects, partnerships and a repositioning of it's core mission. As part of the council's 2024 series of networking events, WMTT launched an alternative experience called "West Michigan Tech Trails." This will be a series of five events, at five parks over five months. The goal is to connect with I.T. professionals in a new way and potentially reach a different audience that is not interested in attending traditional happy hour-style events. More information can be found by clicking [here](#). Planning is underway for an event in Holland, partnering with PeopleIT and Lakeshore Advantage to supporting multiple events during Tech Week GR. There have been several discussions on how to best assist organizations like Microsoft TEALS and Code on Wheels scale up their programs in West Michigan to further support Computer Science education in high schools.

## Programs

**West Michigan Works! Registered Apprenticeship Programs (WMW RAP):** WMW currently holds standards for 46 US Department of Labor registered apprenticeships, with over 190 active apprentices and 81 participating employers. WMW now holds standards in 5 high-demand industries including Advanced Manufacturing, Construction, Healthcare, IT, and Professional Services. New programs recently added under WMW standards:

- Plastic Process Technician
- Community Health Worker
- Sous Chef

The WMW apprenticeship team continues to receive requests to provide training and/or consultation services to other workforce entities interested in operating in the apprenticeship space. WMW works presented in March at a special training from the Michigan Works Association on being an Intermediary and Apprenticeship Success Coordinator responsibilities. Since then, we have provided consulting services to several regional offices and other industry consortiums. On May 23, WMW provided the first of two trainings to USDOL Office of Apprenticeship, Apprenticeship Training representatives (ATRs) on *Understanding the Public Workforce System and the Business Service Representatives Role*. The training had 461 registrations. Feedback from a quality survey following the training indicated 92% of attendees agreed the information provided will be beneficial in their work and could be immediately applied. Part two on *Promising Practices for Building Effective ATR/BSR Partnerships* will take place on June 11<sup>th</sup>.

**Ascend Youth Programming:** The Ascend team currently provides programming for eligible out-of-school youth ages 16 to 24. Ascend finished their recruitment period for the Youth Summer Career Readiness program on May 3. 298 youth applied to be a part of this 6-week work experience program. With only enough funding to serve 115 youth, the Ascend team understands the increased demand for summer youth programming and will work toward expanding this opportunity for more youth in the future. The Ascend team also continues to provide MiCareerLaunch, an intensive career awareness and development program, in partnership with Muskegon Community Educational Center. ***Pipeline Development, Diversity and Inclusion***

**MiCareerQuest:** MiCareerQuest is a Career Exploration Experience for middle and high school students. If it is not posted already, the 3D walkthrough of MiCareerQuest 2024 will be live on at micareerquest.org shortly. MiCareerQuest currently has an unofficial date for its 2025 offering. This date will need to go before the steering committee before we can make it public. ***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 and Trinity Health, Cascade Engineering, and Praxis Packaging as our employer partners. The Elevate team is working on accessing more funding. We also plan to launch inside-up promotion this month with our current employer partners. ***Enhanced Relationships, Pipeline Development, Diversity and Inclusion***

**HireReach:** HireReach provides instruction and consulting to businesses interested in implementing skills-based hiring. The HireReach team has been hard at work connecting with national partners in the skills-based initiatives space. Chad attended the National Governors' Associations' Skills in the States Summit which lead to both a sales and partnership pipeline. Marlene presented at the Research and Evaluation Conference on Self-Sufficiency in DC last month. Our goal is to gain national recognition as a leader in skills-based hiring and access grants to fund hosted academies across the nation. We also have a goal of delivering private academies to regional employers who are interested in implementing skills-based 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 will wrap up the employer listening session phase of its strategic plan development this month. During the summer, Chad and Jennifer will

develop a strategic plan to present to the employer advisory group. ***Enhanced Relationships, Diversity and Inclusion***

**Gain Employment. Maintain Support (GEMS) formally known as Learn, Earn and Provide (LEAP) Pilot:** GEMS 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.

***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. 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***