



EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

Strategies for Effective Participant Services

Presented by:

- SEMCA Workforce Intelligence Network (WIN)
- Oakland County Michigan Works!
- Grand Rapids Community College (GRCC)

February 1, 2022



Today's Moderator



Gregory Scheib

Program Lead, One Workforce Grant
U.S. Department of Labor



Today's Objectives

- ✓ Discuss strategies for providing effective participant services
- ✓ Share some models and approaches that work
- ✓ What services are being offered and how it is offered
- ✓ Assessment tips



Today's Speakers



Kristi Ayers

*Project Manager /
Workforce Development
Specialist*
SEMCA Workforce
Intelligence Network (WIN)



Jennifer Llewellyn

*Manager / Workforce
Development Director*
Oakland County Michigan
Works!



Julie Parks

*Interim Dean, School of
Workforce Development*
Grand Rapids Community
College (GRCC)



SEMCA/Workforce Intelligence Network (WIN)

Industry Infinity Partners Cover 19 Michigan Counties Constituting a “Greater” Southeast Michigan Region and Approximately 90% of the Labor Force in the State

PRIMARY SERVICE AREA

The Southeast Michigan 19-county contiguous region in prosperity regions 6, 7, 9, and 10 consists of Clinton, Eaton, Genesee, Hillsdale, Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Sanilac, St. Clair, Shiawassee, Tuscola, Washtenaw, and Wayne and the cities of Detroit, Pontiac, Lansing, Ann Arbor, and Flint.

SEMCA

WIN

WORKFORCE
INTELLIGENCE
NETWORK



Building an Industry Infinity Supply Chain



- ▶ Industry 4.0 Focus
 - ▶ Robotics and Automation, Manufacturing
 - ▶ Cybersecurity
 - ▶ Transportation, Distribution, and Logistics
- ▶ Partners
 - ▶ Employers
 - ▶ Community Colleges
 - ▶ Michigan Works! Agencies
- ▶ Transportation Collaborative
 - ▶ Build industry pathways
- ▶ Curriculum Development Committee
 - ▶ Scaling content in 3 sectors
- ▶ Participant Services
 - ▶ Case Management
 - ▶ Training
 - ▶ Supportive Services

Three Integrated Participant Services = Success

► Case Management

- ▶ Assessments
- ▶ Case Management
- ▶ Labor Market Information
- ▶ Barrier Identification

► Training

- ▶ Career and Education Options
- ▶ Short/Long Term Goals
- ▶ Tuition/Fees
- ▶ Industry Recognized Credentials and Degrees

► Supportive Services

- ▶ Barrier Removal
- ▶ Partnerships
- ▶ Braided funding
- ▶ Long term strategies



Supportive Services Categories

- ▶ Transportation Assistance
 - ▶ Gas Cards
 - ▶ Bus Passes
- ▶ Clothing
- ▶ Automotive Repair
- ▶ Other Automobile Fees
- ▶ Automotive Insurance
- ▶ Child/Dependent Care
- ▶ Housing/Apartment Allowances
- ▶ Medical/Dental Services
- ▶ Utility Assistance
- ▶ Relocation Allowances
- ▶ Other One-Time Work-Related Expenses
 - ▶ Laptops
 - ▶ Licensing Fees
 - ▶ IDs or Birth Certificates

INDUSTRYINFINITY

► Documentation

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Supportive Services Best Practices

- ▶ Establish a relationship and trust with the participant.
- ▶ Leverage community partners and resources.
- ▶ Consider direct payment to vendors.
- ▶ Embed into all workforce services and programs.
- ▶ Braid funding sources.
- ▶ Develop a supportive services policy.

Supportive Services Success Stories



OAKLAND COUNTY MICHIGAN WORKS!

IMPACT AWARD PRESENTED FOR utilizing the Business Resource Network to help workers overcome barriers that may hinder their career success.

CONGRATULATIONS

EMPLOYER: Witzenmann USA

EMPLOYEE: Darius May

PARTNER: Oakland Livingston Human Services Agency (OLHSA)



Darius May was described by many as a hard, thoughtful worker. He joined Witzenmann USA, a leading manufacturer of flexible metal parts for a variety of industries, as a general operator in 2013. He rose to the position of setter, where he was responsible for changing over tools, minor troubleshooting and training other employees.

Darius traveled to and from work using public transportation, which took several hours each day. Unfortunately, his personal vehicle needed significant repairs and was not safe to drive. Darius connected with the Business Resource Network (BRN) provided to Witzenmann USA by Oakland County Michigan Works! and the Oakland Livingston Human Services Agency (OLHSA). The BRN success coach assigned to the company assisted

Darius in applying for vehicle repair assistance through a local foundation that focuses on improving the lives of individuals and families in times of crisis. His application was approved and the foundation paid for the requested vehicle repairs on his behalf. Having reliable transportation significantly improved his quality of life and career prospects.

The partnership between Oakland County Michigan Works! and OLHSA has allowed businesses like Witzenmann USA to benefit from services offered by the Business Resource Network. This contracted service allows for organizations to maintain their workforce and assist valued employees with overcoming personal and professional barriers that may hinder them from being successful, such as Darius' lack of personal transportation to his job.

WHAT ELSE IS GOING ON?

As COVID-19 surged in Oakland County and across Michigan, Oakland County Michigan Works! transformed job seeker workshops to a virtual platform. Job seekers could register online and participate in interactive, real-time, career workshops with our facilitators from across our six Oakland County Michigan Works! locations. Workshop topics included resume writing, LinkedIn skills, virtual interviewing, stress management, career transitions and career visioning. To date, more than 1,400 job seekers have participated in these virtual workshops.

"I am honored to work with a business that values their employees and actively seeks out innovative ways to support them," OLHSA BRN Success Coach Nykol Baker said. "As a member of the Oakland County BRN, Witzenmann USA embraces the holistic approach of viewing employees as not only respected team members, but also as treasured members of their family and our community. When something has negatively impacted an employee, Witzenmann USA cares and puts great effort into assisting their employees. Witzenmann USA shines as an employer who is committed to the well-being, safety, and happiness of their employees."

Today, the Business Resource Network services provided through the Oakland County Michigan Works! and OLHSA partnership continue to have a positive impact on individuals across the county, such as Darius.

Sadly, Darius passed away unexpectedly in 2020. Darius is survived by his fiancé Laurinda Jefferson and his three daughters, Logan, Laycie and Lillie, as well as his parents, siblings and other family members.

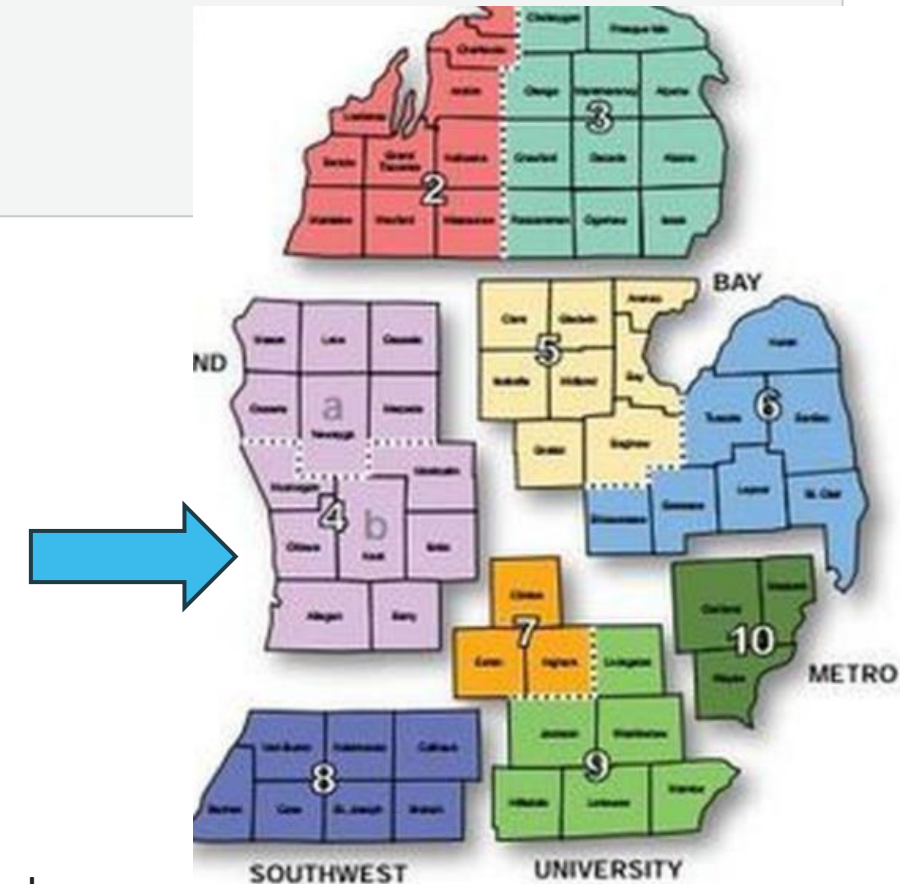
TWEET YOUR CONGRATS: @OAKLANDMIWORKS | @WITZENMANNGROUP |

One Workforce for West Michigan Manufacturing

- Automation, AI
- Advanced Manufacturing Pathways

Partners:

- West Michigan Works!
- Montcalm Community College
- Muskegon Community College
- Urban League of West Michigan
- West Michigan Hispanic Center
- Steepletown Neighborhood Services
- The Right Place (economic development)
- Lakeshore Advantage (economic development)
- Michigan Manufacturing Technology Center-West (MEP)
- Aggressive Tool & Die
- Autocam Medical
- GE Aviation
- Gentex
- Herman Miller
- Howmet
- Jireh Metal
- JR Automation
- LG Chem
- Magna
- NN Mobile Solutions
- Scherdel Sales & Technology
- Steeplechase Tool & Die



- ▶ Investment in coaching.
- ▶ 7 steps to each participants success
 - ▶ **Intake** – Coordinated regional process to connect individuals to the career pathways process. (Secured, shared data system.) “No wrong door”
 - ▶ **Coaching** – Evidence based career coaching for informed decision-making including: ***Self-awareness, option exploration, decision making and action planning.***
 - ▶ **Support** – Braided funding for financial support & coordinated wrap-around services
 - ▶ **Learning** – Linking individuals to education, training & work-based learning. Supporting them through to completion.
 - ▶ **Credentials** – Career pursuit is supported by earning certificates, degrees, certifications and other recognized evidence of competencies.

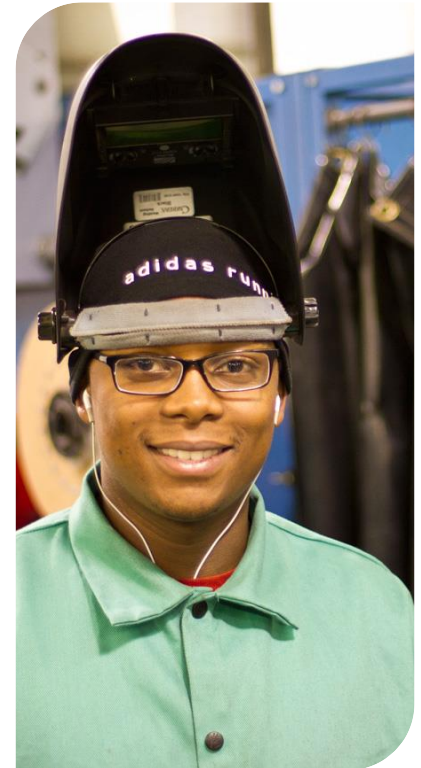
What is the West Michigan Coaching Model?

Evidence-based coaching to help students and job seekers discover and follow pathways to rewarding careers. This model follows seven steps to each participant's success:



Grand Rapids Community College & West Michigan Works

- ▶ How could we do this to truly meet all the needs of individuals?
- ▶ Strength of Partnerships to meet supportive services
 - ▶ Workforce Board Partnership
 - ▶ Health & Human Services Organizations
 - ▶ Community Base Organizations Role(s)
 - ▶ Philanthropy
 - ▶ College's Role
- ▶ Support beyond “traditional needs”:
 - ▶ Mental health supports
 - ▶ Food stability
 - ▶ Housing needs
 - ▶ Counseling



Building Supports with Employer Partners - Sustainability

- ▶ How do we build long term supports for individuals until they don't need them anymore?
- ▶ Who plays what role?
- ▶ How to prove R.O.I. (return on investment) to employers.
 - ▶ Retention
 - ▶ Training savings
 - ▶ Community benefit
 - ▶ Continual coaching for advancement





Dec. 15, 2021, GRAND RAPIDS, Mich. -- GRCC Workforce Training programs provide in-demand skills leading to rewarding careers. Each Wednesday we'll meet students who are heading down an educational pathway and changing their lives by earning occupational certificates.

Life's path isn't always a straight line and James Hernandez's path has taken a sharp turn.

Hernandez was prospering as a chef. But when he was furloughed for three months and watched as more than 400 of his co-workers were let go, he was pretty nervous.

"I just had a feeling like this was not going to end well for me," he said. "During this time, a friend of mine who works at Medbio told me he had been working the whole time. He suggested I apply. With a family and a mortgage, I just needed to do some kind of work that was more secure.

"I started as a temp and was then hired in directly. After being an operator for a while, I let management know that I was interested in doing more. I then enrolled in the Plastics Polymer Engineering Certificate Program at GRCC and just finished my first class.

"It's exciting to see where this will go," Hernandez said. "I'm generally a person who loves school now, not so much when I was younger. I really love school and learning. This new career path is very interesting to me. Working in the medical device industry really means something to me. It gives me pride in my work to know that we provide products that are truly helping people.



Any Questions?

*Remember to unmute, or
please type them into the chat!*

*...And please join us for our networking
session immediately following this
presentation!*



Contact Us

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