



2023 ANNUAL REPORT



www.michiganworks.org

LETTER FROM BOARD CHAIR & CEO

In 2023, the Michigan Works! Association, along with our statewide network of Michigan Works! agencies, experienced a year of dynamic engagement and significant achievements. Amidst the challenges posed by ongoing talent shortages that impact Michigan's economy, our Association has steadfastly remained a pivotal resource and advocate at both federal and state levels.

This year marked the launch of a new strategic plan by the Association, aimed at guiding our network towards a future filled with promise and innovation. We hosted a series of pioneering trainings and positioned ourselves as a prominent advocate for workforce development, both within Michigan and across the nation. Our commitment to realizing a renewed strategic vision is stronger than ever, aiming to bolster support for our members, attract new stakeholders, and secure economic resilience for the people of Michigan.

The strides made towards achieving our goals this year were underpinned by the unwavering support of our board and strategic partners. The successes we celebrate could not have been realized without the relentless dedication of Michigan Works! and their staff, who tirelessly work to support job seekers and employers across the state.

As we reflect on the accomplishments of 2023, the Michigan Works! Association is thrilled to present this annual report, which encapsulates our triumphs and outlines our aspirations to build on this momentum in 2024.

Best Regards,



Ryan Hundt
CEO, Michigan Works! Association



John Kaczynski
Board Chair, Michigan Works! Association



Ryan Hundt
CEO



John Kaczynski
Board Chair



NEW STRATEGIC PLAN | MAY 2023

Leadership changes at the Michigan Works! Association, coupled with dramatic shifts in labor market trends resulting from the COVID-19 pandemic, highlighted a need to reassess the goals, mission, and strategy of the Association. Michigan Works! Association contracted with Public Sector Consultants to facilitate a comprehensive strategic planning process with stakeholders, including staff, association members, and business leaders.

Our vision is a Michigan where collaborative workforce development is an integral component of our state's economic prosperity. We can execute this vision by serving as the leading voice in workforce development advocacy, policy, education and investments.

The Association's work over the next three to five years will be guided by the strategic plan, broken into 5 overarching goals and a roadmap of objectives to get us there:

GOAL 1: Diversify Funding

GOAL 2: Strengthen and Increase Relationships with Partners

GOAL 3: Increase Brand Awareness and Recognition

GOAL 4: Provide Quality Professional Development Opportunities

GOAL 5: Strengthen Advocacy

The Association is committed to working towards the strategic goals laid out in the plan and to see the value added to the Michigan Works! system.

"When asked to name what they saw as the greatest value to members in joining the Association, many interviewees emphasized the opportunity for connection and collaboration."

| VOICE

WIOA CUTS FACE PUSHBACK | JULY 2023

In July 2023, the U.S. House Appropriations Committee released a budget bill that included a 50.1% cut to the Workforce Innovation and Opportunity Act (WIOA), which outlines key federal workforce programs that provides support to adults, youth, and dislocated workers.

In Michigan, this would have meant 16,000 fewer residents being served directly by WIOA. As a result of this proposal, the Association coordinated grassroots outreach to Michigan's congressional delegation. Over the summer, more than 3,800 messages were sent to Michigan's congressional delegation, voicing our strong opposition to the proposal – successful opposition, as the bill has not gone anywhere, to date!

LEGISLATORS OF THE YEAR | SEPTEMBER 2023

State Capitol

We work tirelessly throughout the year to stay in close contact with those who make the decisions that impact all of our agencies throughout the state. In 2023, state Rep. Will Snyder and state Sen. Mary Cavanagh went above and beyond to advocate for investments in workforce training development programs to grow the state's labor force. They showed commitment to policies that help give people access to high-paying, quality jobs and having a well-trained workforce that attracts new business to our great state.

Because of Rep. Snyder and Sen. Cavanagh's standout commitment to workforce training, they were recognized as the Michigan Works! Association Legislators of the Year for 2023. Having strong leaders like these advocating for our priorities in Lansing helps our agencies continue to improve and grow. We're lucky to have them in Lansing!

Washington, D.C.

U.S. Senator Gary Peters was honored as the 2023 Legislator of the Year for Congress, for his tremendous advocacy on behalf of Michigan's workforce network supporting Michigan's 'demonstration state' status for effective delivery of employment services under the Wagner-Peyser Act.

The awards were presented at the 2023 Michigan Works! conference in Detroit in September.

LEGISLATIVE ACHIEVEMENT: A BIG WIN IN D.C. | NOVEMBER 2023

The Michigan Works! system found major success in Washington, D.C. with affirmation of the state's demonstration status under the Wagner-Peyser Act to continue delivering employment services at the local level. A cornerstone of the nation's labor market since 1933, the Act mandates that states uphold Employment Service programs delivering essential services to job seekers and employers. The final USDOL rule reinstates the requirement for states to employ state merit staff for program services. Additionally, Michigan has been granted the unique opportunity to persist with alternative staffing models, a longstanding precedent previously approved by the USDOL.

In April 2022, the USDOL proposed a rule that would remove Michigan's longstanding workforce delivery model, with the potential to drastically reduce services to job seekers and employers throughout the state. As a result of the proposed rule, the Michigan Works! Association engaged with the state's congressional delegation to maintain a successful model of integration.

The Michigan Works! system's sustained status means continued flexibility in staffing, enabling a more tailored approach to workforce development. This adaptability is crucial for addressing specific local employment challenges and opportunities, ensuring that services are not only consistent and high-quality but also nuanced and community-specific.

LEGISLATIVE DAYS

U.S. CAPITOL VISIT | NATIONAL ASSOCIATION OF WORKFORCE BOARDS FORUM | MARCH 2023

Michigan Works! left an impact on Capitol Hill in March of 2023, as we visited legislative offices to discuss federal priorities, such as:

- Wagner-Peyser Employment Services
- Workforce Innovation and Opportunity Act (WIOA) Re-authorization
- Pell Eligibility Expansion
- Temporary Assistance for Needy Families (TANF) Re-authorization
- Trade Adjustment Assistance (TAA) Re-authorization



MICHIGAN WORKS! LEGISLATIVE DAY | MARCH 2023

Michigan Works! staff from across the state convened in Lansing, and met with 79 lawmakers throughout the day! Creating new relationships and sharing our 2023 legislative priorities made for a high impact day in Lansing. Our elected officials heard our concerns with labor force participation, the need for increased wages and equitable access to resources, as well as the continued need for skills development.



“Surveys among business leaders in Michigan show long-term concerns about hiring and training, with 81 percent of applications with necessary skills development as a top challenge to business growth.”

KNOWLEDGE

TRAINING HIGHLIGHTS

Michigan Works! Association continued to grow and strengthen its professional development offerings for Michigan Works! staff and others in the workforce development field. In 2023 alone, nearly 1,800 individuals participated in our trainings across the Michigan Works! system.

New training offerings in 2023 included:

- Leading from the Middle
- Cybersecurity Best Practices
- Serving Refugees: Policy, Programs, Best Practices, and More
- Equal Opportunity 101 for Frontline Staff

“There was a wealth of resourceful information shared.”



BSP TRAINING

The 44th and 45th cohort of the Business Solutions Professionals program began in 2023. BSP training helps strengthen the skills of workers in finding and boosting local talent. Certified BSPs bring a newfound level of knowledge, expertise and new approaches to addressing customer needs. There were 89 participants between the two cohorts and 10 new BSPs were certified across all cohorts.

“Great information insights and practical knowledge to use.”

TRAINING HIGHLIGHTS

- Continued to host cohorts of Policy Academy and Workforce & Career Development Certification.
- Supported the state’s Apprenticeship Launch Network events focused on encouraging the growth of registered apprenticeship programs in Michigan.
- Entered into a partnership with the Chapman Foundation for Caring Communities to build strong, caring workplaces and communities by empowering individuals to lead with empathy and authenticity.

“I loved the resources provided and the opportunity to network with like-minded individuals. The curriculum was also engaging and relevant.”

EVENTS

IMPACT AWARDS | MAY 2023

The 2023 Impact Awards were held on May 10, 2023 in downtown Lansing at the Radisson Hotel. The annual event brings together state leaders, talent developers and career achievers to highlight the amazing work being done to transform Michigan's workforce. Each Michigan Works! agency nominates an employer, employee or community partner for their workforce achievements that year.

Lt. Governor Garlin Gilchrist spoke at this year's Impact Awards to honor the awardees and highlighted the role Michigan Works! plays in workforce success in our state. The event included:

- 16 employers honored
- 12 employees celebrated
- 5 community partners recognized



ANNUAL CONFERENCE | SEPTEMBER 2023

The 2023 Michigan Works! Annual Conference was held in Detroit at the Renaissance Center, bringing together the who's who of workforce development in Michigan. The event included:

- 851 attendees
- 34 exhibit booths
- 23 sponsors
- 61 workshop sessions

The conference included engaging and thought-provoking sessions from three amazing keynote speakers. CJ McClanahan is an author and speaker who spoke about how to reduce stress and find more in your life. Paul Artale is a Disability & Employment Retention Expert that shared mindsets for building resilience. Lastly, Curtis Campogni talked about how to be your own hero and make your own strength.



CHALLENGE OF EXCELLENCE AWARDS

This year, each of the 16 Michigan Works! agencies honored one of its own who went above and beyond, as the network's Shining Stars.

This year's Challenge of Excellence Awards were presented to:

- Champions of Workforce Development: Joseph Billig, Michigan Department of Labor & Economic Opportunity
- Employer of the Year: MediLodge
- Volunteer of the Year: Abdul Haidous
- Christine Quinn Excellence in Leadership Award: Jakki Bungart-Bibb, Michigan Works! Southwest Director
- Board of Excellence: Michigan Works! Berrien, Cass, Van Buren Workforce Development Board
- Legislators of the Year: US Sen. Gary Peters, State Sen. Mary Cavanagh, State Rep. Will Snyder



CONNECTION

BENEFICIAL PARTNERSHIPS

As employers large and small compete for talent in a decreased labor pool, the Association started the year leading a coalition of regional business groups as well as some large employers in the state of Michigan, asking members of the Legislature and Gov. Whitmer to directly support investments in Michigan's workforce. Together, we asked our state's elected officials for:



over 3 years for the Michigan Skills Fund



over 3 years for Youth Work Experience



in one-time investment for Michigan Works! Infrastructure

Our connections with the state's largest chambers, business associations and employers keep us at the forefront of decision-makers when it comes time to make tough budget decisions. The Association is committed to keeping this seat at the table and working in partnership with others to grow our collective voice.

USER GROUPS SPOTLIGHT

We bring together workforce development professionals from across the State of Michigan that operate in similar roles so they can troubleshoot issues, answer questions and create innovative solutions. It's a great networking opportunity for people who are often in backstage roles to find their community!

User Groups offer a unique forum for:

- best practice sharing and solution-based approaches to common problems;
- establishing clarity around state policy issuance;
- in-person meetings to engage in dialogue focusing on members' areas of responsibility;
- discussion and feedback on topics presented by the MW Directors;
- providing feedback to the MW Directors/Deputy-COO concerning action items underway within each respective users' group.

In 2023, the creation of the Apprenticeship Success Coordinators Users Group aligned efforts federally and statewide around growing registered apprenticeships.

USER GROUP MEETINGS



Planners Users Group



**Management Information System Users Group
Apprenticeship Success Coordinator Users Group
Business Services Users Group
Fiscal Users Group
Communications Users Group
Human Resources Workgroup**



Equal Opportunity Officers Users Group

OUR VOICE ON STAGE

MICHIGAN WORKS ASSOCIATION'S VOICE ON STAGE

Lightcast Conference, Idaho | October 2023

State Leadership Panel: How States Are Rethinking Workforce Development from Skills to Technology

Ryan Hundt, President & CEO of the Michigan Works! Association spoke on state leadership panel with an audience of workforce development officials from across the nation, highlighting how Michigan is upgrading skills training and embracing new technology to build a future-ready labor force.

Michigan Chamber Small Business Summit | April 2023

Workplace Trends Panel: Managing a Modern Workforce

This inaugural event featured a panel on managing a modern workforce to share ways employers can best support intergenerational teams and retain employees. Ryan Hundt represented the Association as a featured panelist, alongside Kelly Services and NEOGEN.



NEW CONNECTIONS

- The **Michigan Justice Fund** allocated a \$100,000 planning grant to help improve workforce re-entry in support of economic mobility for individuals with criminal convictions.
- **Global Detroit** and the Association inked a new collaboration to provide job seeker services to college-educated immigrants and refugees, alongside five Michigan Works! Agencies: Capital Area, West, SEMCA, Oakland, and Macomb-St. Clair.



BY THE NUMBERS

41

Trainings held

1,800

People trained

180

Impact Awards Attendees

847

Annual Conference Attendees

22,138

Total Social Media Audience

207,962

Total Social Media Impressions



Creation of New User Group: Apprenticeship Success Coordinators



Advocacy Win: Affirmation of the Wagner-Peyser Act

Follow Along



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The Michigan Works! Association believes the key to advancing prosperity across the state is a skilled workforce.

As the state's primary workforce development association, our focus is to continue to move the needle on policy, education, and collaboration.

We are creating opportunity and building stronger communities by advocating and innovating together.