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**Workforce Development Agency (WDA)**  
**Policy Issuance (PI): 15-27c2**

**Date:** February 18, 2016

**To:** Michigan Works! Agency (MWA) Directors

**From:** Stephanie Beckhorn, Acting Director (**SIGNED**)  
Workforce Development Agency

**Subject:** Career Jump Start (CJS) Initiative

**Effective Date:** December 1, 2015 through June 30, 2016

**Programs Affected:** All Programs Administered by the MWAs

**Rescissions:** None

**References:** The State of Michigan Public Act 267 of 1976 (Open Meetings Act)

The WDA PI 14-14, Michigan Works! System Plan Instructions for Calendar Year 2015, the period of January 1, 2015 through December 31, 2015; issued December 11, 2014, or any policy that replaces or rescinds PI 14-14

The WDA PI 15-01, Talent District Career Councils (TDCC), issued January 14, 2015, for Calendar Years 2015, 2016, and 2017, or any policy that replaces or rescinds PI 15-01

The Workforce Innovation and Opportunity Act (WIOA) of 2014, Public Law 113-128 (29 United States Code Section 3101, *et seq.*)

The WIOA Notices of Proposed Rulemaking (Proposed Rules) as Published in the Federal Register on April 16, 2015

The WIOA

The Michigan Industry Cluster Approach Guidelines, issued July 26, 2012

**Background:**

The CJS initiative was launched in 2013 by the Michigan Economic Development Corporation (MEDC) in response to employer feedback gathered during the inaugural Governor's Economic Summit. The event identified a need for additional resources to help promote, and better connect young people to in-demand education and career opportunities.

With the ultimate goal of directing more high school graduates into high demand jobs to help close the skills gap in Michigan, the original intent of the CJS initiative was to provide funding to establish "career liaison" positions within each of the ten Prosperity Regions as well as additional resources to support related statewide marketing efforts. In accordance with "Reinventing Michigan: Governor Snyder's Model for Growing Michigan's Economy," the career liaison(s) are encouraged to identify and support those activities that align with key initiatives, such as create more and better jobs; keep our youth – our future – here; restore our cities; enhance our national and international image; revitalize our educational system; and winning in Michigan through relentless positive action. Since the initiative's inception, career liaisons have been responsible for connecting high school students, parents, and educators with information about high demand careers and training programs with a focus on building awareness of shorter-term credentials, associate's degrees, and apprenticeships where there is documented employer demand. This past year, special emphasis was placed on promoting the Michigan Advanced Technician Training Program (MAT2) in an effort to increase the overall number of qualified student applications for the 2015-2016 school year.

When MEDC Talent Enhancement was phased out as a result of the recent state-level reorganization, which established the Department of Talent and Economic Development and created the new Talent Investment Agency, the decision was made to move remaining talent programs over to WDA. With the WDA now responsible for the day-to-day administration of CJS, MAT2, and other work-based learning initiatives, there is an opportunity to better align and integrate these programs with other components of the talent system to ensure their long-term success and sustainability.

This policy is being revised to deobligate \$32,550 in funding from Region 7 because of Lansing Community College's decision to not launch a MAT2 cohort in 2016. The funding is being redistributed to Region 10 in response to their request for additional funding due to the proportionally high number of MAT2 programs.

**Policy:**

This policy issuance establishes guidelines for how the CJS initiative will now be administered and supported through the Prosperity Regions framework. Under this new structure, the designated MWA lead contact for each TDCC will serve as both the administrative agent and fiduciary, and will be responsible for coordinating the efforts of all TDCC partners to ensure that the CJS initiative is successfully implemented within their respective

Prosperity Regions. The career liaison(s) will take direction from, and ultimately be held accountable by, the MWA lead contact, but are expected to work collaboratively with all TDCC partners while exercising independence and discretion in delivering content and materials to target audiences. The career liaison(s) will be required to meet the defined recruitment activities and numbers (time, cost, deliverable expectations). Therefore, these individuals must have knowledge of community engagement, outreach, and coordination with local school districts to support work-based learning initiatives.

To ensure continuity of service and minimize any potential administrative and operational impact on the organization, the MWA lead contacts are encouraged to have individuals currently working as career liaisons continue to serve in that capacity, at least through the seven-month transition period. However, MWA lead contacts should base their selection/decision on factors such as prior performance of the career liaison and their sponsoring organization, whether there is another regional partner who would be a more suitable choice based on their expertise/capacity to serve in this role, or whether the MWA takes this position on as staff to the TDCC. Prior career liaison performance will be sent to the MWA lead contact under separate cover.

The WDA will provide initial awards to continue to fund career liaisons within each of the ten Prosperity Regions for the seven-month period between December 1, 2015 through June 30, 2016.

#### Initiative Components

The career liaison(s) will be expected to focus on the following core components of the CJS initiative:

- Assist the TDCC in their duties;
- Establish a connection to community resources in order to create a talent pipeline;
- Market applicable programs;
- Disseminate initiative information;
- Coordination of outreach events;
- Maintain communication with all key stakeholders;
- Increase enrollment in credential issuing training programs;
- Assist MWA with meeting or exceeding their required WIOA credential attainment performance measures;
- Utilize Pure Michigan Talent Connect via <http://www.mitalent.org/> and the Eligible Training Provider List as a primary source of in-demand career and education information when developing and implementing regional marketing and outreach strategies;

- Expand Talent Tours, including assistance to the partners to meet or exceed their requirements to facilitate at least two Talent Tours per year, as well as assisting with the identification of additional partners;
- Identify employers seeking to establish or expand youth work experience opportunities;
- Leverage expanded partner networks to build awareness of Career and Technical Education (CTE) and/or Early/Middle Colleges with a focus on increasing the number of industry partners providing work-based learning opportunities;
- Collaboration with adult education programs located within the region;
- In regions where MAT2 programs exist, disseminate information to students, parents, and educators and assist the partners with meeting or exceeding all required metrics and deliverables.

The TDCCs should think strategically about how best to leverage the career liaisons to enhance employer outreach. For instance, this could include providing opportunities for the career liaisons to present on the MAT2 program to a group of employers participating on a college industry advisory group or at a Workforce Development Board (WDB) meeting. For those partners who regularly interact with employer customers such as the MWA business services teams, MEDC Business Development Managers, etc. the career liaison can provide partners with basic information about MAT2 so that they can conduct the necessary employer outreach and make the appropriate referrals. In order to sustain the MAT2 program, MWA staff who have existing relationships with local employers and understand which companies could benefit from the MAT2 training model must play a robust role in engaging and referring employers willing to participate in MAT2. If any team member or partner identify an employer interested in participating in MAT2, the employer should be referred directly to the WDA.

#### Metrics/Deliverables

The career liaison(s) in each region will be held to the following metrics and deliverables:

1. School District/Educator Outreach
2. Student Outreach
3. Parent Outreach
4. Employer Outreach in coordination with the Business Services team
5. External Partner Outreach (ex: philanthropic, non-profit, etc.)
6. Internal Partner Meetings (ex: Business Solutions Team, Youth Specialists, etc.)
7. Event Promotion (ex. Table at conference, etc.)

- 8. Newsletter/Media Outreach (optional)
- 9. Identify a minimum of two additional Talent Tour partners and define their future roles (four total)
- 10. Identify two employers seeking to establish or expand young adults.
- 11. Promote registered apprenticeship programs for young adults.

Where not defined, the TDCC shall establish appropriate targets and through the quarterly reporting requirements shall show progress in meeting those targets.

In addition to the above metrics and deliverables, for those regions where MAT2 programs exist, the career liaison(s) will also be held accountable to the following:

- 12. Number of MAT2 Applicants – Qualified Applicants
- 13. Number of MAT2 – Related Meetings/Presentations

To ensure that MAT2 targets can be achieved by the given milestone dates, the career liaison(s) should work closely with all TDCC partners on identifying and recruiting qualified applicants. Qualified applicants include anyone with a high school diploma or General Equivalency Diploma that *submits an application* with the required materials and meets the MAT2 qualification standards on Compass, Accuplacer, or ACT. The MAT2 qualified applicants metric is based on the number of qualified applicants in the pool and not the number of students who are selected as a MAT2 participant, since the latter is dependent on successfully matching individuals with a sponsoring employer. Those career liaisons in regions with current/proposed MAT2 programs will be required to participate on bi-weekly conference calls with the WDA to provide updates and share best practices. The MAT2 qualification standards are as follows:

<b><u>ACT</u></b>	
English	19 or above
Reading	18 or above
Math – Algebra	21 or above
<b><u>Compass</u></b>	
Writing	Greater than or equal to 77
Reading	Greater than or equal to 65
Math – Algebra	Greater than or equal to 42
<b><u>Accuplacer – Mott Community College</u></b>	
Writing	Place into ENG 101
Reading	Place into ASCR 100
Math – Algebra	Place into Math 130

In order for the region to achieve the target numbers for qualified participants, the TDCC should approach student recruitment as a responsibility shared across all partners, while also exploring how to broaden and diversify the potential target population to look beyond the traditional high school student or recent high school graduate. Along with collaboration in the K-12 and CTE system to recruit more high school seniors, college/university partners can assist with outreach to their current students, MWAs can promote to their WIOA and veteran job seeker participants, and employers may consider utilizing MAT2 as a training delivery option for their incumbent workforce.

- By February 29, 2016 - generate at least 1/3 (33%) of established target for qualified student applications for each current/proposed MAT2 program
- By April 30, 2016 - generate at least 2/3 (66%) of established target for qualified student applications for each current/proposed MAT2 program
- By June 30, 2016 - generate at least remaining 1/3 (100%+) of established target for qualified student applications for each current/proposed MAT2 program

<b>REGION</b>	<b>ESTABLISHED TARGETS</b>
<b>Region 2</b>	
1 Mechatronics Program	45 qualified applicants
<b>Region 5</b>	
1 CNC Program	45 qualified applicants
<b>Region 6</b>	
1 TPD Program	45 qualified applicants
<b>Region 8</b>	
1 CNC Program	45 qualified applicants
<b>Region 10</b>	
2 Programs in Mechatronics	90 qualified applicants
1 IT Program	45 qualified applicants
1 CNC Program	45 qualified applicants

Since MAT2 utilizes a competitive selection process, there will always be more students than there are available slots. Identification of other relevant in-demand training opportunities should be presented and promoted as viable options for those students not accepted into a MAT2 program.

### Implementation Plan

The MWA lead contact shall provide a narrative detailing initiative implementation and planned outcomes, including all required metrics, as well as any additional metrics and deliverables to be supported with this funding. The narrative should include a detailed description of employer outreach and engagement activities that will be used to ensure a successful implementation of the CJS initiative within their respective region. This narrative shall describe how the TDCC will integrate the Career Jump Start Initiative as part of the strategic plan implementation.

### Quarterly Reports

The MWA lead contact is required to report on all required metrics and deliverables based on the information found in Attachment IV. Please submit quarterly reports on or before January 20<sup>th</sup>, April 20<sup>th</sup>, and July 20<sup>th</sup> of 2016. *See Attachment IV for reporting descriptions.*

### Final Reports

The MWA lead contact is required to report on all required metrics and deliverables based on the information found in Attachment IV. The comprehensive, final report is due to the WDA no later than July 31, 2016. *See Attachment IV for reporting descriptions.*

### Fiscal Information/Reporting

The local area will process all cash requests through the Management Awards Recipient System (MARS) in accordance with the MARS Manual. The local area must have on file appropriate documentation to support each cash draw.

Grantees must report all financial transactions on a full accrual basis. Accrued expenditures mean the charges incurred by the grantee during a given period requiring the provision of funds for: (1) goods and other tangible property received; (2) services performed by employees, contractors, subgrantees, subcontractors, and other payees; and (3) other amounts becoming owed under programs for which no current services or performance is required such as annuities, insurance claims, and other benefit amounts.

In general, total accrued expenditures are costs incurred for goods and services received regardless of whether the payment has been made.

All reporting of fiscal expenditures for the funds provided in this policy issuance must be reported to the WDA on a quarterly basis. A final close-out report is also required. All quarterly financial expenditure reports are due to the WDA no later than the 20th calendar day after the end of the calendar quarter. The final close-out report is due to the WDA no later than 60 days

after the end of the grant period. In the event that the due date falls on a weekend or state government holiday, the report is due on the last business day prior to the due date. Local areas must submit reports in the MARS located at <http://www.michigan.deleg-mars.org>. If there are any questions regarding cash requests or the submission of required expenditure reports, please call Mr. Kerry Trierweiler at (517) 241-1788.

The funding awarded in this policy issuance is intended to help permanently integrate the CJS initiative into the Michigan Works! system. In doing so, it is the WDA's intent that the MWA system ultimately take on and sustain the initiative over the long-term by leveraging all available partners and resources.

All other requirements from WDA PI 15-27 and 15-27c1, dated November 23-24, 2015, remain in effect.

**Action:**

Affected MWA Directors must submit a revised Budget Information Summary within 30 days of the official date of this policy issuance to [salazart2@michigan.gov](mailto:salazart2@michigan.gov).

The MWA lead contact shall submit the required implementation plan, quarterly reports and final report consistent with the requirements of the policy issuance.

Local areas are required to submit a Budget Information Summary (Attachment II) within 30 days from the issue date of this policy. The Budget Information Summaries should be submitted to Tammy Salazar at [salazart2@michigan.gov](mailto:salazart2@michigan.gov). Please copy your assigned Career Jump Start coordinator on the e-mail submission.

Local areas are also required to submit one signed Approval Request form (Attachment I), with original signatures from the Chief Elected Official(s), WDB, or their designee(s), in accordance with the WDA PI 14-14 and Change 1. Approval Request forms must be submitted within 30 days from the issue date of this policy issuance to:

Workforce Development Agency  
Attn: Kate Kisil  
Victor Office Center  
201 North Washington Square, 3rd Floor  
Lansing, MI 48913

The WDA will issue a Grant Action Notice for the allocations distributed via this policy issuance.

The MWA officials will ensure the guidance contained in this policy issuance is disseminated to all appropriate staff.



**Inquiries:**

In accordance with the Americans with Disabilities Act, the information contained in this policy issuance will be made available in alternative format (large type, audio tape, etc.) upon special request received by this office.

Questions regarding this policy should be addressed to Ms. Kate Kisil, Workforce Development Agency at 517-373-6911, or e-mailed to [kisilk@michigan.gov](mailto:kisilk@michigan.gov).

**Expiration**

**Date:**

June 30, 2016

SB:KK:fd

Attachments

Attachment I  
Attachment II  
Attachment III  
Attachment IV  
Attachment V

Approval Request Instructions and Form  
Budget Information Summary (BIS) Instructions and Form  
MWA Lead Contact Person  
Quarterly Report Template  
Career Jump Start Funding Chart

Attachment I

**Approval Request Form Instructions**

1. Michigan Works! Agency (MWA): Enter the name of the MWA.
2. MWA Number: Enter the number assigned to the MWA.
3. Plan Title: Enter the appropriate title(s) for the plan being submitted.
4. Policy Issuance Number: Enter the Policy Issuance number that the Approval Request form corresponds to, i.e., 15-01, 15-02, etc.
5. Plan Period: Identify the time period covered by the plan.

The required signatories are designated in accordance with the Michigan Department of Labor & Economic Growth/Bureau of Workforce Programs PI 07-13, issued August 29, 2007. Signatures are required from the Workforce Development Board Chair and the Chief Elected Official(s), or their authorized designee(s).

## APPROVAL REQUEST

1. Michigan Works! Agency (MWA):	2. MWA Number:
3. Plan Title(s): FY16 Contingent Funding Career Jump Start	
4. Policy Issuance number: 15-27c2	5. Plan Period: December 1, 2015 – June 30, 2016

**THE CHIEF ELECTED OFFICIAL(S) AND WORKFORCE DEVELOPMENT BOARD  
(WDB) HEREBY REQUEST APPROVAL OF THIS DOCUMENT**

Authorized Chief Elected Official	Date
Authorized Chief Elected Official	Date
Authorized Chief Elected Official	Date
WDB Chairperson	Date

BWT-344 (5/09)

The Workforce Development Agency (WDA), in compliance with applicable federal and state laws, does not discriminate in employment or in the provision of services based on race, color, religion, sex, national origin, age, disability, height, weight, genetic information, marital status, arrest without conviction, political affiliation or belief, and for beneficiaries only, citizenship or participation in any federally assisted program or activity.

**Career Jump Start  
Budget Information Summary Instructions**

**Section I - Identification Information**

Michigan Works! Agency (MWA): Enter the name of the MWA.

Policy Issuance: Enter the Policy Issuance number applicable for the BIS. (“15-27c1” has been entered.)

Grant Name: Enter the name of the grant associated with the funding being awarded. (“FY16 Contingent Funding” has been entered.)

Project Name: Enter the name of the project associated with the funding being awarded. (“Career Jump Start” has been entered.)

Plan Period: Enter the start and end dates of the plan period. (“12/01/15 to 06/30/16” has been entered.)

**Section II - Total Funds Available**

Award: Enter the amount of the allocation.

**Section III - Current AY Planned Expenditures by Cost Category**

Administration: Enter amount of allocation planned for administration. MWAs may not expend more than 5% of total award on administrative activities.

Program: Enter amount of the allocation planned for program activities.

**Section IV – Limitation Percentages**

This section was developed to assist the MWA and state coordinators in reviewing planned expenditures and to ensure MWAs are in line with required percentages.

Attachment III

**Regional MWA Lead Contact Persons**

<b>Region</b>	<b>Name</b>	<b>Email</b>	<b>Phone</b>
Region 1	Deborah Doyle	<a href="mailto:ddoyle@jobforce.org">ddoyle@jobforce.org</a>	(906) 789-0558 x 245
Region 2	Janie McNabb	<a href="mailto:janiemcnabb@networksnorthwest.org">janiemcnabb@networksnorthwest.org</a>	(231) 357-9001
Region 3	Marisue Moreau	<a href="mailto:moreaum@nemcworks.org">moreaum@nemcworks.org</a>	(989) 733-8548
Region 4	Jessica White-Hatinger	<a href="mailto:jwhitehatinger@michiganworkska.org">jwhitehatinger@michiganworkska.org</a>	(616) 336-4126
Region 5	Ed Oberski	<a href="mailto:edo@michiganworks.com">edo@michiganworks.com</a>	(989) 754-1144
	Maria Vescio-Sian	<a href="mailto:marias@michiganworks.com">marias@michiganworks.com</a>	(989) 754-1144
Region 6	Sharon Bowen	<a href="mailto:sbowen@gsworks.org">sbowen@gsworks.org</a>	(810) 233-5974 x 154
Region 7	Edythe Hatter-Williams	<a href="mailto:ehatter-williams@camw.net">ehatter-williams@camw.net</a>	(517) 492-5504
Region 8	Gwen Wood	<a href="mailto:woodg@kinexus.org">woodg@kinexus.org</a>	(269) 927-1799 x 1153
	Kathy Olson	<a href="mailto:olsen@upjohn.org">olsen@upjohn.org</a>	(269) 385-0454
Region 9	Shamar Herron	<a href="mailto:herrons@ewashtenaw.org">herrons@ewashtenaw.org</a>	(734) 369-1707
Region 10	Gregory Pitoniak	<a href="mailto:Gregory.pitoniak@semca.org">Gregory.pitoniak@semca.org</a>	(734) 229-3549

## Quarterly Report Template

### Reporting Descriptions

**1. Number of MAT<sup>2</sup> Applicants (monthly)**

Total number of completed MAT<sup>2</sup> applicants from each region on a monthly basis. Completed applications defined as an individual who submits an application for review by MAT<sup>2</sup> Administration.

*What Will Career Liaisons (CLs) Report?* **Total number of MAT<sup>2</sup> applicants**

**2. Number of MAT<sup>2</sup>-Related Meetings/Presentations (monthly)**

Total number of MAT<sup>2</sup> related outreach activities performed in a given month, including meetings, presentations, workshops, etc. **Also, the estimated number of students present during these meetings/presentations.**

*What Will CLs Report?* **Total number of MAT<sup>2</sup> related outreach activities, and estimated number of students present during these meetings.**

**3. School District Outreach (monthly)**

Number of school districts connected. This will help us assess the amount of outreach each Career Liaison is conducting on a monthly basis.

*What Will CLs Report?* **Total number of school districts connected with on a monthly basis.**

**4. Estimation of Student Outreach (monthly)**

Number of estimated students connected. **Also be sure to include non-traditional students in the total student outreach number (e.g. students who may not be currently enrolled in a community college and are instead in the workforce, but you have communicated with about training programs in your area).**

*What Will CLs Report?* **Total number of students connected with on a monthly basis.**

**5. Estimation of Parent/Educator Outreach (monthly)**

Number of estimated parents connected. Also be sure to include any engagement and outreach to educators in this total as well.

*What Will CLs Report?* **Total estimated number of parents and educators connected with on a monthly basis.**

**6. External Partner Outreach (monthly)**

Number of organizational partner engagements. Any type of engagement/outreach conducted with external partners (e.g. Michigan College Access Network) can be tracked here.

*What will CLs Report?* **Total number of external partners connected with on a monthly basis.**

**7. Internal Partner Meetings (monthly)**

Number of internal partner engagements. Any type of engagement/outreach conducted with internal partners (e.g. Business Solutions Team, Youth Specialists, etc.)

*What will CLs Report?* **Total number of internal partner meetings conducted on a monthly basis.**

**8. Event Promotion (monthly)**

Regional and statewide event promotion.

*What Will CLs Report?* **Total number of events promoted both regionally and statewide.**

**(OPTIONAL) Newsletter/Media Outreach (monthly)**

Total outreach for newsletter/media opportunities (newsletters, blog posts, etc.) that a CL may be engaged in. Please note this is an optional metric, as not every CL is actively involved in activities such as writing articles for media.

*What Will CLs Report?* **Total outreach for newsletter/media opportunities, when applicable.**

**9. Identify a minimum of two additional Talent Tour partners and define their future roles (four total).**

**10. Identify two employers seeking to establish or expand young adult work experience opportunities.**

**11. Promote registered apprenticeship programs for young adults.**

Attachment V

Career Jump Start Funding Chart  
(December 1, 2015 – June 30, 2016)

<b>Prosperity Region</b>	<b>Fiduciary</b>	<b>Deobligated Amount</b>	<b>Obligated Amount</b>	<b>Total Allocation</b>
1	UPWARD Talent Council			\$32,550
2	Networks Northwest			\$65,100
3	Northeast Michigan Consortium			\$32,550
4	West Michigan Works!			\$32,550
5	Great Lakes Bay			\$65,100
6	GST Michigan Works!			\$65,100
7	Capital Area Michigan Works!	\$32,550		32,550
8	Southwest Michigan Works!			\$65,100
9	Southeast Michigan Works!			\$32,550
10	SEMCA		\$32,550	\$97,650
<b>Totals:</b>				\$520,800