



**BUSINESS**

# **2023 ANNUAL REPORT**

**TALENT**

**COMMUNITY**



**Networks  
Northwest**

**Talent / Business / Community**

# To Our Partners, Stakeholders, and Communities of **Northwest Lower Michigan,**

As we reflect on this past year, we are filled with gratitude for the collaboration that serves as our hallmark, both for our organization and for our region. We have worked with individuals, businesses, and municipalities to navigate challenges and change, supporting them in achieving remarkable milestones. All this while upholding our commitment to fostering growth, opportunity, and prosperity across Northwest Michigan.

## OUR IMPACT



In our workforce programs, we connected with more than 11,000 individuals, from youth attending MiCareerQuest to intensive services for adults most in-need. We worked on reducing barriers to success, improving the foundational skills of the workforce, and increasing opportunities to earn and learn. For business development, we served more than 1,000 companies by supporting their hiring and training efforts, helping them expand through government contracting and exporting, and connecting them to partners. In our community development department, we utilized more than \$2.5 million in grants for planning and economic development on both local and regional levels.

We are proud of the 97 employees in our organization, all of whom are dedicated to the vision of improving quality of life for those they serve. Their resilience, drive, and hope for the future are the reason for our success.

Sincerely,



Janie McNabb  
Chief Executive Officer



Nicole Sulak, Board Chair  
Corporate Controller, Munson Healthcare



Chris Christensen, Chief Elected Official  
Charlevoix County Commissioner



# TALENT DEVELOPMENT



Northwest Michigan Works! is the leading workforce development agency serving job seekers and employers in northwest Lower Michigan. Building on over 40 years of experience, Northwest Michigan Works! assists employers in finding and retaining qualified employees by ensuring our local talent pipelines have the skills, training, and education that employers are seeking.

## Talent Development

### WORKFORCE INNOVATION and OPPORTUNITY ACT (WIOA)

The **WIOA** program helps adults, dislocated workers, and youth access employment, education, training and support services. Participants work with Career Advisors, and receive individualized career services directly related to in-demand employment opportunities in the community.



**385**

Adults & Dislocated Workers served



**90%**

Employed 1-year later

## MEET OLEKSANDR

Oleksandr P. and friend Serhii K. came to the Cadillac Northwest Michigan Works! service center for help after leaving their war-torn country of Ukraine and relocating to Missaukee county. Their English was sparse but they had already begun English as a Second Language (ESL) classes online. Staff worked with Oleksandr and Serhii in providing career services and were ultimately able to provide assistance for both of them to participate in truck driver training. The two friends were able to train together and were allowed extra time to learn the lingo of a truck driver. Despite the cultural differences and language barriers, they both excelled and successfully completed their training. Today, both Oleksandr and Serhii are working together at a large trucking firm and are able to support their families once again.



*"I want to express my infinite gratitude to Michigan Works! and Pinnacle Truck Driver Training for helping me find a new profession and a new stage in my life. I appreciate every employee and all the help provided."*

*-Oleksandr P., Northwest Michigan Works! participant*



## Talent Development

### WORKFORCE INNOVATION and OPPORTUNITY ACT (WIOA)



**MEET MARK**

Mark S. came into the Northwest Michigan Works! service center in Manistee for help. Staff helped him in creating an account on the Pure Michigan Talent Connect and in getting job ready after recently being released from prison. While incarcerated Mark earned his Building Trades and Small Engine Repair Certificate. He demonstrated dedication to his job search and persistence, applying for over 35 jobs in seven weeks. Mark began working part-time initially in manufacturing and eventually gained full-time employment in the construction field.

*"I had no experience on a computer and no knowledge of how to get online. The staff at Michigan Works! helped me and taught me how to apply for jobs online and create a resume. They also calmed me down and helped me when I was stressed and overwhelmed. They made my transition back into society and the workforce easy and were always cheerful and happy to help whenever I had questions. I am very grateful and appreciative for them and all the hard work they do."*

*-Mark S., Northwest Michigan Works! participant*

*"Michigan Works! has been amazing, helping me with computer work and expenses for work clothing and needs for a new career. I am so appreciative for their kindness and work."*

*-Sara S., Northwest Michigan Works! participant*



**MEET SARA**



***Served nearly 200 Dislocated Works and assisted with training for 40 participants as part of the Northern Michigan Opioid Workforce Alliance, providing employment assistance to those directly impacted by the opioid epidemic.***



# Talent Development

## WIOA Youth Services

In addition to career services, WIOA Youth Services supports **MiCareerQuest** which provided 2,000 ninth graders from 30 northern Michigan school districts with a hands-on career exploration experience featuring 50 employers. The event exposed area youth to 100 occupations in high-wage, in-demand industries, many of which they were not aware of before the event.



*"MiCareerQuest is a cool way for students to learn and interact with different career opportunities that are available to them once they graduate. Students have the opportunity to ask questions to professionals, learn about the benefits of these careers along with trying out the equipment used in those industries."*  
-Chas Ferrell, Cadillac High School Assistant Principal

## Jobs for Michigan's Graduates (JMG)

The **JMG** program equips young adults with the skills to overcome barriers and succeed in education, employment and life. Northwest Michigan Works! coordinates JMG programming at nearly 20 school districts in northwest Lower Michigan. Employer engagement is incorporated, with over 120 talent tours, job shadows, paid work experience and other opportunities provided this past year.

**493**  
JMG Youth Served

JOBS for MICHIGAN'S  
GRADUATES  
powered by youth solutions

99% Graduation Rate  
90% Employment Rate

## Young Professionals Program

The **Young Professionals Program** takes place in the summer and in partnership with Northwest Education Services, Charlevoix-Emmet ISD, and Wexford-Missaukee ISD. The program provides young adults with eight weeks of job skills, earned income, and career exploration and preparation activities. It places 14-24 year olds on the right path to achieve lifelong economic self-sufficiency. This past year 20 youth participated and 15 achieved their welding certification.

*Natalie was able to earn her SMAW welding qualifications and is strongly interested in a career in the welding industry. >>*



## Talent Development

### MICHIGAN LEARNING and EDUCATION ADVANCEMENT PROGRAM

The Michigan Learning and Education Advancement Program provides training, support and wrap-around services for those participants pursuing post-secondary career pathways that align with in-demand occupations. The 3-year grant provides assistance with training costs, leading to an industry-recognized credential enabling participants to secure high-wage, high-skill jobs.

*"Michigan Works! granted me access to education without the added stress or distraction of financing it. That assistance was phenomenal, and everybody should take that kind of opportunity. I'm paying it forward by serving my community."*

Hannah G.,  
Northwest Michigan Works! customer and EMT



# 505

*Participants Served*



Over **400** trained in public safety, healthcare, skilled trades and transportation.

## Talent Development

### PARTNERSHIP. ACCOUNTABILITY. TRAINING. HOPE. (PATH)

**PATH** works to assist those receiving assistance through the Michigan Family Independence Program so that they may become self-sufficient. This robust work participation program identifies barriers and helps participants connect to resources to obtain employment. PATH Career Advisors provide individualized support to participants, referred to the program by the Department of Health and Human Services.



**MEET BRITTANY**



**295**  
Participants Served



**127**  
Placed in Unsubsidized  
Employment

*"If it wasn't for the PATH program and the wonderful staff I would have been stuck in an unhealthy situation. Instead I am much closer to being independent and financially stable for myself and family."*

Brittany S.,  
PATH participant

## TRADE ACT

The **Trade Act** provides help to workers who lose their jobs because of foreign trade. Reasons may include an increase in imports, shift in production, or acquisition of services from another country. Customers receive case management services to assist with job search and in overcoming any barriers to employment. Trade Act training benefits provide opportunity for participants to enter new fields and can even be coupled with a registered apprenticeship.

*"What is great about this program is that I was able to work and get the education done on my own time. It being self-paced was perfect for my work schedule and personal life. One of the hardest struggles is juggling family, work and education but this program made it very seamless."*

Crystal B.,  
Trade Act participant and registered apprentice





## Talent Development

### WAGNER-PEYSER EMPLOYMENT SERVICES

**Wagner-Peyser** allows for job seekers to access free employment services at any one of the four American Job Centers that Northwest Michigan Works! administers. Customers may access Resource Rooms at each service center, as well as receive help with their job search, resume, training and career exploration, or assistance with filing for Unemployment Insurance benefits.

Wagner-Peyser prioritizes veterans through the Jobs for Veterans State Grant program. It ensures that veterans and eligible spouses and family caregivers receive priority for employment services, such as resume assistance, workforce preparation, training, job placement support and more at each of the four Northwest Michigan Works! service centers.

The **Reemployment Service Eligibility Assessment (RESEA)** program provides customized employment services to Unemployment Insurance (UI) claimants most likely to exhaust their benefits. Aimed at improving employment opportunities for UI claimants, the RESEA program serves as an important entry point to additional workforce system programs for many claimants, reducing the need for UI benefits.

**6,500+**

Wagner-Peyser  
Customers Served

Exceeded all performance  
metrics by an average of

**20%**



**874** RESEA Customers Served

### MEET CHAUNTEL

Chauntel had extensive experience in the medical field as well as corrections. She was contacted for interviews and offered jobs in both fields. However she shared a sincere interest in pursuing a career in criminal justice. She weighed the pros and cons and worked closely with Northwest Michigan Works! staff. After extensive testing, pre-employment screening process, job shadowing, multiple interviews and anticipation, Chauntel was offered a position at the Manistee County Sheriff's Department.

*"I am thankful to the staff at Michigan Works! for standing by me, supporting and guiding me during a challenging time of unemployment."*

Chauntel V.,  
RESEA customer

The **Migrant Seasonal Farm Worker (MSFW)** program ensures that all employment services are available and provided to farmworkers on a non-discriminating basis. Workers receive Wagner-Peyser services including Register for Work to receive UIA benefits, employment and training referrals, career and support services.

**527**

MSFW Customers Served

# Talent Development

## Northwest Education Services Adult Education

**Northwest Education Services Adult Education** is provided through the Northwest Michigan Works! Learning Labs. Participants aged 18 years and older can learn for free at their own pace earning a high school diploma or equivalency certificate (GED), as well as work on their job readiness skills. The Education for Employment programming provides adult learners support as they transition to employment or post-secondary education after graduation. Learning Labs operate year round with an open registration schedule.



# 53

*Graduates in 2023*



# 77%

*of Enrollments Were  
Between the Ages of 19- 44*



# Talent Development

## OS Reentry

In partnership with the Michigan Department of Corrections the **OS Reentry Services** program focuses on supporting citizens returning home from incarceration. The program provides assistance with housing, workforce development and education services, mental and emotional stability, and support services for such basic needs as hygiene kits and clothing.

**OS  
Reentry  
Services**



**MEET KELLI**

After spending 10 years in prison Kelli S. was released with a mission to finish her schooling and “hit the road”. With the help of OS Reentry Services, Kelli accomplished her goal of finishing her Commercial Driver’s License (CDL) training and obtained employment as a truck driver.

*“Nearly four months to the day of my release I have achieved my goal but with SO MUCH HELP! It was needed and most importantly it was there. I have nothing but gratitude for the entire OS team that helped me over the finish line.”*

Kelli S.,  
OS Reentry Services participant

**RECORD  
HIGH!**

**215**

*Individuals Served*



**74% Job Placement Rate**



# BUSINESS DEVELOPMENT



Networks Northwest is a leader in helping the business community thrive in today's economy. Our professional business teams can help with anything from hiring and training, to connecting with vital resources to make businesses in our area more attractive and competitive.

## Business Resource Network

The **Business Resource Network (BRN)** provides retention services through a professional, on-location Success Coach offering unique resources to help employees reach success in their work and home lives; increasing productivity, reducing absenteeism and turnover costs while encouraging workforce development and growth.

**168** *Employees Served*

**91%** *Retention Rate*

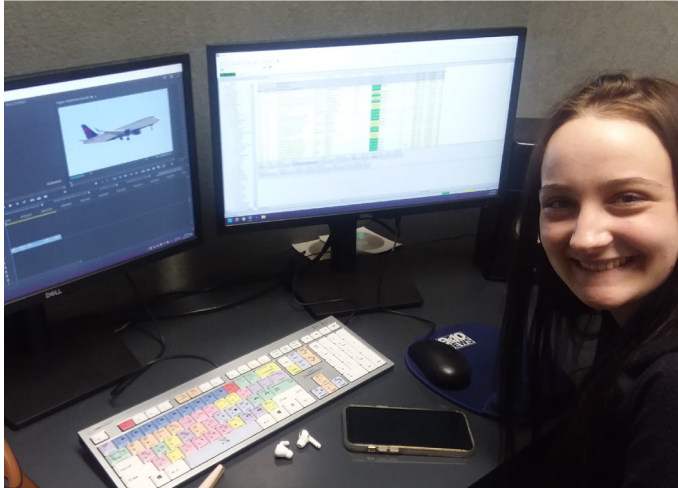
*"Participating in the BRN has been a very positive experience for our company. Our team members have been connected with community resources to assist them in handling a variety of issues, including transportation, child care, healthcare, among others. The Northwest Michigan Works! Success Coach is someone our team members are comfortable talking to and has helped our team navigate complex situations that may have otherwise prevented them from working. We've enjoyed being a part of the program and look forward to continued participation!"*

Kristen S.,  
Human Resources, Kilwins



## Business Development Apprenticeship Services

Registered apprenticeships are developed through a partnership with the U.S. Department of Labor and are a proven training method for employers to build a talent pipeline of highly skilled, educated employees. Registered apprenticeships are offered in over 1,300 occupations, and can be designed for any size or type of business. This past year, participants completed apprenticeships in construction trades, health care, administration, media production and more.



**MEET CARLIE**

*"The Digital Video Editor registered Apprenticeship through Northwest Michigan Works! was highly beneficial for me. It helped me obtain a full-time career fresh out of high school. During the apprenticeship, I was able to get a lot of hands-on experience that prepared me for a career. I am truly grateful for this opportunity."*

Carlie B.,  
Northwest Michigan Works! apprentice

**170**  
Current Active Apprentices

**59**  
Current Active Employers



**27**

apprenticeship graduates in a wide range of industries, from construction trades and healthcare to administrative and media productions.

# Business Development

## Going PRO Talent Fund

The **Going PRO Talent Fund** grants awards to employers for training, developing and retaining current and newly hired employees. It funds short-term training in order to fill a demonstrated need and must lead to a credential for a skill that is transferable and recognized by industry.

# Going PRO IN MICHIGAN

TALENT FUND

72

Employers Granted  
GPTF Awards

\$2.6M

Total Funds Awarded  
To Area Employers

371

New Employees

1,167

Current Employees

167

Apprentices



*"As a non-profit with limited funds we are thankful for the opportunity to offer our team professional level education and development. Cross-training and continuing education allows each person to fill their varied roles with confidence and puts our affiliate on a path for success with lower risks. Thank you to Northwest Michigan Works! for all their support and guidance this past year. The Going PRO Talent Fund has been a very positive experience."*

Angela C.,  
Director of Operations, Habitat for Humanity



## Business Development Global Trade Alliance

The **Global Trade Alliance** of Northern Michigan is a business resource for international trade. The program connects businesses to service providers and peers to assist in launching and enhancing global trade operations. It is the one-stop resource for trade strategy development, access to resources and information, and peer networking in northern Michigan. Partnering with business, local economic development organizations, educational institutions, and others the Global Trade Alliance serves as a single point of access for market research, entry strategies, sales and distribution channels for regional promotional activities including trade missions, business networking, mentoring and education.



**47** *Businesses Served*



**GLOBAL TRADE  
ALLIANCE**  
of Northern Michigan



**\$296,275** *in State Trade Export Program Grants*



**\$27** *Million in Export Sales*

### GTA Clients



## Business Development

# Industry 4.0 TECHNOLOGY IMPLEMENTATION

**Industry 4.0 (i4.0)** grants allow manufacturing employers to be reimbursed 50% up to \$25,000 to purchase and implement i4.0 technologies within their organizations. Grants in the region have been used to acquire 3D printers, robotics and cyber security software. In addition to administering the program, the Northwest Michigan Works! Business Services Team works alongside employers who are seeking to apply by discerning needs and grant requirements.



**25** Grants Submitted



**13** Businesses Awarded Funds



**54** New Jobs Created



**64** Retained Employees



Nearly **\$17** Million  
Revenue for Employers

*"World Magnetics Company, LLC has found the i4.0 grant award to be very beneficial to our future success. The funds awarded allowed us to purchase a state-of-the-art 3D printer which we have used to develop both production tooling as well as prototype products to meet our customers' needs. This has enabled us to upskill and retain talent while continuing to contribute to the region's economy."*

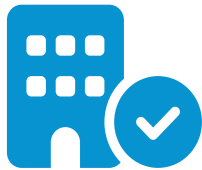
Paul Martin,  
World Magnetics



## Business Development

### APEX Accelerator

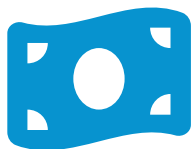
The **Northwest Michigan APEX Accelerator** program offers no-cost consulting and training to businesses in northwest Lower Michigan and the Upper Peninsula who wish to sell their products and services to government agencies. It is the mission of the program to support and stimulate economic development in the region by assisting businesses with finding, pursuing, obtaining, and performing contracts with local, state and federal branches of government. Staff spend hundreds of hours conducting research and providing one-on-one business counseling to area employers, large and small, in a wide variety of industries. Additionally, APEX Accelerator sponsored and/or participated in 30 trainings covering a wide variety of subjects such as Selling to the Federal Government, Cybersecurity Requirements for Government Contracting and many more.



**164** *Businesses Served*



**3,000+** *Awards to Businesses*



**\$161** *Million Awarded*



*"Our partnership with APEX has been extremely valuable to us over the years. We appreciate their guidance and support, and we are excited to continue working together towards even greater success in the future."*

Kerry Babion,  
Customer Sales & Services Manager  
Graceland Fruit



# COMMUNITY DEVELOPMENT



Community Development oversees State and Federal programs that support communities throughout our 10-county region. We convene local governments for sharing best practices and to coordinate planning efforts. We provide technical assistance and education related to all aspects of planning — economic development, land use, transportation, watersheds, energy, environment, and housing. In this supportive role, we facilitate collaboration and empower local decision-making.

## Planning Programs and Services

### Local Projects

- Almira Township Master Plan Update
- Dickson Township Master Plan
- Manistee County Master Plan
- Mayfield Township Master Plan
- Re-Imagine M-66
- Bingham Township Comprehensive Plan
- Melrose Township Parks and Recreation Plan
- Fife Lake DDA TIF Plan Update
- Village of Thompsonville Parks and Recreation Plan
- Village of Kaleva & Maple Grove Township Joint Master Plan
- Bear Lake Township Master Plan
- Village of Central Lake Master Plan and 5-Year Recreation Plan
- Manistee Recreation Association Strategic Plan
- Benzie County Recreation Director Feasibility Study

### Regional Projects

- Childcare Regional Plan
- Outdoor Recreation Report
- Asset Management
- MDOT Byways Program
- MDOT Rural Task Force
- Hazard Mitigation plans:
  - Kalkaska Co., Missaukee Co.,
  - Manistee Co., Benzie Co.,
  - Wexford Co.,
  - Little River Band of Ottawa Indians,
  - Grand Traverse Band of Ottawa and Chippewa Indians
- Support for Housing Needs Assessment (with Housing North)
- North Region Active Transportation Plan with NEMCOG and MDOT



## Community Development

# Traverse Transportation Coordinating Initiative Metropolitan Planning Organization

Networks Northwest serves as the host agency for the **Traverse Transportation Coordinating Initiative (TTCI)**, a formally designated Metropolitan Planning Organization (MPO). The MPO was officially established in 2023 to lead coordinated transportation planning in the Greater Traverse Area. The entity launched its planning process, which will align existing plans from multiple local units of government, looking at land uses and densities as well as data for vehicles, mass transit, and pedestrian uses. Together, the partners will strategize improvements and coordinate projects with shared direction. This ongoing partnership will position the area to obtain more funding from state and federal sources, and will facilitate communication across transportation stakeholders.



**30** *local agencies and units of government are involved in the coordinated planning process*



**\$280,000** *in initial state-level funding opens the door to \$1M+ in federal funding*



*"TTCI provides a benefit to our region through the coordination and inclusion of transportation agencies and local units of government in the planning processes which will select and support projects to be implemented in the Greater Traverse Area."*

Dan Watkins,  
Manager  
Grand Traverse County Road Commission

# Community Development

## Data Explorer

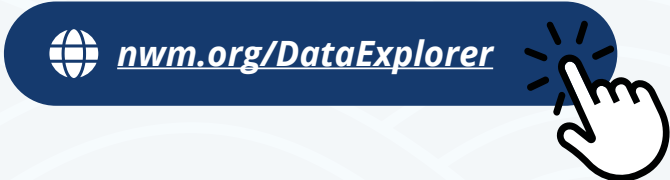
Since the mid-1980s, Networks Northwest has served as a repository for community data, making census and other public data available for local use. Our most recent effort allows anyone to access information at the regional, county, and township/city level through our Data Explorer website. Data categories include Total Population, Household Median Income, Median Housing Unit Value, educational attainment, and more.

The screenshot shows the Networks Northwest Data Explorer website. The header includes the logo and navigation links for TALENT, BUSINESS, COMMUNITY, DATA, ABOUT US, and CAREERS. The main heading is "DATA EXPLORER". Below this, there are filters for Topics (Overview), Views (Overview - Table), Geographies (Networks Northwest), Categories (<All categories>), Metrics (Value), Periods (2022), and Sources (ACS 5-year data). A table displays various metrics for Networks Northwest in 2022.

Category	Value
Total Population	311,554
Overall Median Age	47.3
Total Households	128,781
Household Median Income	\$66,970
Per Capita Income	\$38,607
Total Housing Units	182,722
Median Housing Unit Value	\$216,420
Median Monthly Costs for Owners	\$951
Median Monthly Costs for Owners with Mortgage	\$1,335
Median Monthly Costs for Owners without Mortgage	\$515
Median Contract Rent	\$763
High School Graduate or Higher	214,143
Bachelor Degree or Higher	74,460
Mean Travel Time to Work	22.28

US Census, ACS 5-Yr

Powered by StateBook



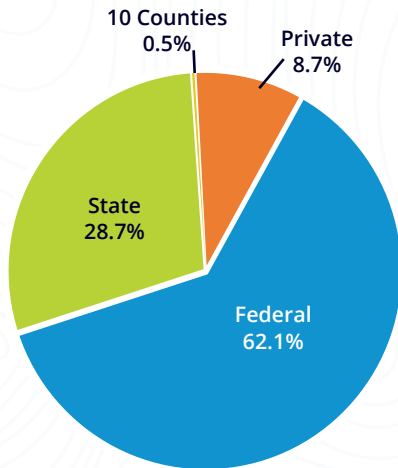


# FINANCIAL SUMMARY 2023

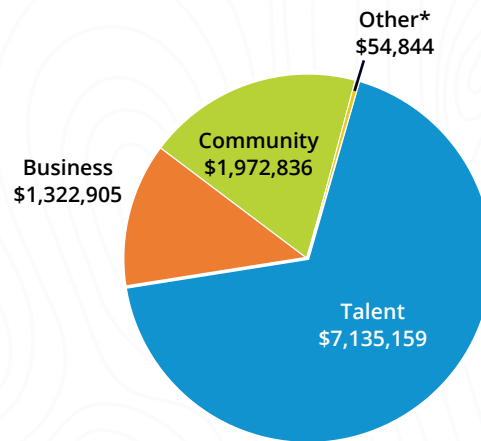
Both of our legal entities, Networks Northwest and Northwest Michigan Works! Inc., received FY23 audits that contained no significant deficiencies of any kind.

- Fiscal Year 2023, Ending 9/30/2023
- Total: \$10,485,744

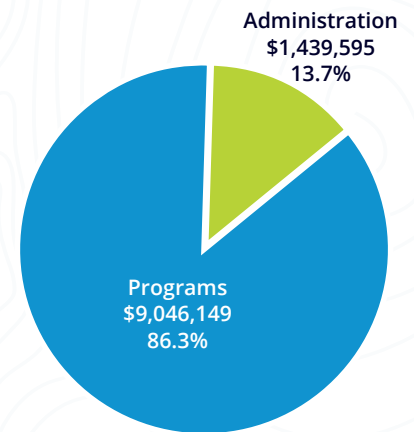
## Revenue by Source



## Budget by Category



## Expenditures by Function



\*Reserve Fund; Leave Fund: Pass-through funds



**Networks Northwest**

Talent / Business / Community

[networksnorthwest.org](http://networksnorthwest.org)

231.929.5000