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STATE OF MICHIGAN
DEPARTMENT OF TALENT AND ECONOMIC DEVELOPMENT
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OFFICIAL

E-mailed: 4/7/2016 (tk)

Workforce Development Agency (WDA)
Policy Issuance (PI): 16-05

Date: April 7, 2016

To: Michigan Works! Agency (MWA) Directors

From: Joe Billig, Director (**SIGNED**)
Office of Talent Policy and Planning

Subject: Statewide Rapid Response Allocations for Customer Relationship Management (CRM) for Program Year (PY) 2015, the Period of July 1, 2015 through June 30, 2016

Programs Affected: Workforce Innovation and Opportunity Act (WIOA) Title I Programs

Rescissions: None

References: The 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

U.S. Department of Labor (USDOL) Training and Employment Guidance Letter (TEGL) 26-14, "Workforce Innovation and Opportunity Act Transition Authority for Flexible Use of State Rapid Response Funds," issued April 14, 2015

Background: The WIOA, which supersedes the Workforce Investment Act (WIA) of 1998, presents an extraordinary opportunity to improve job and career options for our nation's workers and jobseekers through an integrated, job-driven public workforce system that links diverse talent to businesses. The WIOA supports the development of strong, vibrant regional economies where businesses thrive and people want to live and work. This revitalized workforce system will be characterized by three critical hallmarks of excellence:

- (1) The needs of business and workers drive workforce solutions;

- (2) One-Stop Centers provide excellent customer service to workers, jobseekers and employers, and focus on continuous improvement;
- (3) The workforce system supports strong regional economies and plays an active role in community, economic and workforce development.

The USDOL award states annual Dislocated Worker formula allocations and allows states to set aside up to 25 percent of these allocations to support required and allowable State Rapid Response activities. The WIOA and USDOL TEGL 26-14 allow additional flexibility with respect to the use of these funds.

Policy:

For PY 2015, the WDA has identified \$85,000 of Appropriation Year (AY) 2013 WIA Statewide Rapid Response Reserve funds to be used in support of electronic systems for customer relationship management (CRM).

The funding is to be used to support existing CRM systems or for the purchase or renewal of software licenses that will aid in the identification of and information gathering for potential layoffs or opportunities for layoff aversion. This funding is being made available on a one-time basis as the WDA works on integrating CRM functionality into the state data system. By using data systems to identify and gather information, it allows the local areas to provide assistance to employers in managing reductions in force, which may include early identification of firms at risk of layoffs, assessment of the needs of and options for at-risk firms, and the delivery of services to address these needs. An electronic CRM system will allow for a more proactive approach to assist employers for those companies at risk of having a layoff or to identify where layoffs have already occurred.

Funds allocated in this PI are available for expenditure through June 30, 2016. Unexpended funding as of June 30, 2016, will be recaptured by the WDA.

Fiscal Information

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

The USDOL Employment and Training Administration requires all grantees to 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, sub-grantees, 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.

Action: The local areas shall prepare and submit a signed Approval Request form (Attachment A) and a Budget Information Summary (BIS) to the WDA within 30 days from the issue date of this policy. The requested BIS (Attachment B) should be submitted electronically to Ms. Teresa Keyton at KeytonT@michigan.gov. Please copy your assigned WIOA state coordinator on your email submission. The required Approval Request form should be submitted to:

Workforce Development Agency
Office of Talent Policy and Planning
201 North Washington Square, 5th Floor
Lansing, Michigan 48913

Inquiries: Questions regarding this policy issuance should be directed to your WIOA state coordinator.

This policy issuance is available on the WDA's website at <http://www.michigan.gov/wda/0,5303,7-304-67992---,00.html>. Please contact Ms. Teresa Keyton at (517) 335-5858 or via email if you require assistance.

The information contained in this policy issuance will be made available in alternative format (large type, audio tape, etc.) upon special request to this office. Please contact Ms. Keyton for details.

**Expiration
Date:**

June 30, 2016

JB:VB:tk
Attachments

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): Statewide Rapid Response Allocations for Customer Relationship Management (CRM)	
4. Policy Issuance number: 16-05	5. Plan Period: July 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.

**Budget Information Summary (BIS) Instructions
Workforce Innovation and Opportunity Act (WIOA)
Statewide Rapid Response Allocations for Customer Relationship Management (CRM)**

Section I - Identification Information

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

Policy Issuance: Enter the Policy Issuance number applicable to the BIS.

Grant Name: Enter the name of the grant associated with the funding being awarded.

Project Name: Enter the name of the project associated with the funding being awarded.

Plan Period: Enter the start and end dates of the plan period, e.g., 07/01/15 to 06/30/16.

CFDA Number: Enter the Catalog of Federal Domestic Assistance (CFDA) number(s) associated with this grant.

Section II - Total Funds Available

Award: The total amount of funding being awarded.

Section III - Current AY Planned Expenditures by Cost Category

Administration: Enter the amount of the grant to be used for local administration. Note: None of the allocation awarded in this policy issuance may be used for administration.

CUSTOMER RELATIONSHIP MANAGEMENT ALLOCATION

MWA	Allocation \$
Berrien/Cass/Van Buren	2,368
Capital Area	3,777
Detroit Employment Solutions	4,925
GST Michigan Works!	6,041
Great Lakes Bay	6,610
Macomb/St. Clair	4,677
Northeast	1,879
Northwest	2,572
Oakland County	12,665
Region 7B	5,948
SE Michigan Consortium	6,131
SEMCA	7,062
Southwest	4,173
UPWARD Talent Council	3,901
West Central	4,708
West Michigan Works!	7,563
Total	85,000

Allocation Factors: \$650 is allocated for each full service center. Factors are applied to the remaining dollar amount as follows: 50% for jobs filled and 50% for employers served.