

KEITH — WIOA Adult & Regional Innovation Project

After a successful career as an insurance agent, Keith was ready for a change. He wanted a fresh start, one that offered stable employment, higher earning potential and long-term career opportunities.

As he explored his options, Keith discovered commercial truck driving and connected with West Michigan CDL to learn more about the training required to enter the field.

As a veteran, Keith planned to use his GI Bill benefits to help fund his education, but additional financial assistance was needed to cover the remaining cost of training. He was referred to Michigan Works! West Central, where staff worked with him to identify resources to help him achieve his goal.

Through the WIOA Adult and Regional Innovation Project funding, Michigan Works! West Central was able to help cover the remaining costs of Keith's CDL training. In addition, supportive services funding was used to purchase the work boots required for his new career, ensuring he had everything needed to begin employment successfully.

Keith approached the training with determination and focus. His hard work paid off quickly. Just four days after completing his CDL training, he accepted a truck-driver position with GFL Industrial Services.

Today, Keith is employed full-time as a truck driver earning \$27 per hour, nearly doubling his previous income. His success highlights how target-



ed training and supportive services can help individuals transition into high-demand careers, increase their earning potential and achieve their long-term employment goals.

Keith's journey is a powerful example of how the right support, combined with a commitment to change, can lead to a rewarding new career and greater financial stability.