

## NEWS RELEASE

*For Immediate Release*

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### **WMSA Names New Project Manager for Literacy to Work Initiative**

WEST MICHIGAN—May 24, 2010—The West Michigan Strategic Alliance has named **Jessica Materson** project manager of its Literacy to Work Initiative.

Ms. Materson has a master's of social work (MSW) degree from Grand Valley State University. She interned with Ottawa County Michigan Works!, where she was involved with the Adult Learner Providers of West Michigan and various other adult education groups and projects. During her tenure at Ottawa County Michigan Works!, Ms. Materson worked closely with area education providers to help develop career development programs for clients utilizing services through Michigan Works!.

"I'm excited to have this opportunity, which will allow me to continue my involvement in promoting and expanding adult education programs here in West Michigan." said Materson.

Working closely with our project partners, Literacy Center of West Michigan and Grand Rapids Community College, the West Michigan Literacy to Work Initiative will expand the Making College Accessible pilot underway in Kent County with the help of a \$550,000 Walmart Foundation grant received in April 2010. Future plans include expansion into Ottawa and Muskegon counties, eventually including all eight counties in the WMSA region.

To learn more about WMSA and our project partners, please visit:

- Literacy to Work Initiative: [www.wm-alliance.org](http://www.wm-alliance.org)
- Grand Rapids Community College: [www.grcc.edu](http://www.grcc.edu)
- Literacy Center of West Michigan: [www.literacycenterwm.org](http://www.literacycenterwm.org)

#### About the West Michigan Strategic Alliance

The West Michigan Strategic Alliance was formed in 2000 and serves as a catalyst for regional collaboration among the businesses, institutions and governmental units serving more than 1.4 million people living in a eight-county region including: Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo and Ottawa. WMSA works to encourage a regional mindset, which will foster collaboration on critical issues that impact how we live, learn, work and play. Additional information is available at [www.wm-alliance.org](http://www.wm-alliance.org)

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