

Career and Educational Advisory Council Agenda *VIRTUAL MEETING* 1/22/2021

- I. Introductions
- II. Purpose of the committee

To assist the WDB in facilitating and building a collaborative partnership between employers, labor, workforce development advocates, local school districts, postsecondary institutions, and training centers to identify and collectively develop and implement training strategies that effectively address Michigan employers' talent needs.

- III. Review Previous Meeting Notes & Action Items
- IV. Mavin Presentation Kyle Fiebig & John Kraus
- V. GIS Story Mapping Presentation Diane Miller (MiSTEM Network)
- VI. CTE Updates (CEPD share-out) Cary Stamas
- VII. CTE Pathways Grants Cary Stamas
- VIII. Perkins Regional grant updates CTE regional representatives
- IX. Grant Updates
 - Marshall Plan
- X. West Michigan Works! Updates
 - Services
 - Future of Work Grand Challenge
 - Potential Grants
 - Job Seeker Survey
 - Clean Slate Expungement Pilot
- XI. CEAC Metric Updates

- XII. Council Member Activities/Initiatives
- XIII. Next Meeting Date:
 - a. Friday, May 28, 2021

CEAC METRIC UPDATES 1.22.2021

REGISTERED APPRENTICESHIPS

of WMW Sponsored Registered Apprenticeship Occupations: 25

	Current as of 5/22/20		
	Apprentices		Employers
	Completed	Current	Current
Healthcare	114	19	4
Manufacturing	27	69	38
IT	3	3	6
Construction	23	5	8
Professional Services	0	0	0
TOTAL	167	96	56

New Apprentice registration slowed down a bit to end our 2020. This was mostly due to COVID-19 but also many employers were waiting to start new training programs until the new year. We did have 13 apprentices complete programs across 3 of our industries. In Manufacturing we had two additional employers join our standards. We have also been working on revamping the pre-screening process for our Medical Assistant Apprenticeship program. A new online platform has been created to allow candidates to complete the series of assessments and career portfolio at their own time within the application period. The recruitment and prescreening process will take place from January 2021- April 2021 and the new cohort will begin in mid-May. We are still continuing to work out the details of the Surgical Tech and Home Health aide apprenticeship programs. Both programs are still on track to start in Fall of 2021. Many new manufacturing programs are in the works and we are expecting several new employers in the next quarter.

MICAREERQUEST 2021

Realizing that we are currently unable to bring 10,000+ students to an in-person event, and knowing that many of our participating employers are discouraging external meetings/events for their staff, it has made planning an in-person event for 2021 quite challenging. Although, that does not mean that the need for attracting our future workforce to exciting occupations in West Michigan has changed. It remains a top priority to us all.

We are pleased to announce that we have finalized our MiCareerQuest 2021 event platform and planning is underway. Just like an in-person setting, employers will have the opportunity to connect with 8th, 9th and 10th grade students from a variety of schools throughout our region. The biggest difference is that the virtual space allows employers to connect with more students than ever before and provide them with the opportunity to learn about real, high demand occupations right in their backyard, all while keeping everyone safe in a visually rich virtual setting. We have the potential to reach up to 30,000 students in a single day, AND the virtual platform will remain "on-demand" for students 30 days after the event has completed.

The exciting platform we will use is vFairs. vFairs is a virtual event platform that enables organizations to conduct online events including virtual job/career fairs, online conferences, trade shows, summits and more. Capterra rates them at the highest for conferencing software with over 300 events a month worldwide. Utilizing this robust, visually rich platform will allow us to keep students excited and will allow for engagement between employers/students.

MANUFACTURING WEEK 2020

Last year's virtual event was a success! Below are metrics from the event:

- Over 13,000 students, 37 manufacturers, and 70 educators participated
- Videos of webinars are housed on Discover Manufacturing YouTube Channel
- All videos are on the Discover Manufacturing website as well
- Most likely no MEDC funding available for 2021
- Everyone voted to keep the event in November going forward instead of in October educators
 preferred November since October is still very busy with getting students settled into their
 lesson plans, and manufacturers preferred November because things are less hectic with
 production schedules and end-of-quarter activities for larger companies
- Discussed keeping future events virtual as a low-cost way to reach a large number of students, and adding a second stage where students interested in a manufacturing career could visit manufacturing facilities in person for more in-depth information

CAREER AWARENESS SESSIONS/TALENT TOURS – July 1, 2020 – December 31, 2020

The following career awareness sessions took place:

DATE	EMPLOYERS	YOUTH
10/14/20	1 AgriBusiness	~50
10/21/20	2 Construction	~50
10/28/20	2 Healthcare	~50
11/4/20	2 Information Technology	~50
11/10/20	2 Manufacturing	~50
11/18/20	1 AgriBusiness, 1 Construction, 1 Healthcare,	~10
	2 Information Technology, 2 Manufacturing	



Career and Educational Advisory Council Minutes 215 Straight Ave. NW, Grand Rapids, MI 9/25/2020

VIRTUAL MEETING

<u>CEAC Members Present:</u> Cheryl Burmeister, Cindy Brown, Cary Stamas, Dave Searles, David Tebo, Jeanene Kallio, Jen Schottke, Kristofer Pachla, Kyle Fiebig, Mike O'Connor, Patricia Walstra, Ryan Bennett, Shannon Tripp

CEAC Members Absent: Rich Okoniewski, Mike Schneiderhan, Ted Paton, Jay Ediger

<u>West Michigan Works! (WMW) Staff Present:</u> Angie Barksdale, Brittany Lenertz, Amy Lebednick, Kiosha Jeltema

Guests Present: Diane Miller, Stephen Gillotte, Susan Hatto

- I. Call to Order, Cindy Brown, Chairperson, at 9:32AM.
- II. Purpose of the committee

To assist the WDB in facilitating and building a collaborative partnership between employers, labor, workforce development advocates, local school districts, postsecondary institutions, and training centers to identify and collectively develop and implement training strategies that effectively address Michigan employers' talent needs.

Review Previous Meeting Notes & Action Items
 Motion – Kristofer Pachla
 Second – Kyle Fiebig
 Item Approved by Vote – Motion carried

- IV. Perkins Regional grant updates CTE regional representatives
 - o Cary Stamas (Kent ISD): Cary shared that the renewal of Perkins V is now filtering down into CTEs and he spoke about core performance indicators and metrics that are required to be tracked. Comprehensive local needs assessments data from Allegan and Kent counties were shared with the group. Post-program placement must be tracked: what are CTE students doing after graduation? Are students in the industry/program they were trained for, military, college, etc? They must contact all of these students. Nontraditional concentration refers to gender. For example: men are non-traditional in healthcare, females are non-traditional in construction. Regarding credentials (used to be technical skills assessment), they are required to track it for all students. Special populations include non-traditional, those who have children, homeless, foster (current or aged out), parents in military or active duty, etc. Their performance must be ensured. As transition to Perkins V progresses, additional data

- will become available.
- Kyle Fiebig (Muskegon ISD): Muskegon County is short on reading and math, and anticipate next year being short on science. Difficult when you have a short amount of time w/ students.
- Dave Searles (Career Tech Center Ottawa): They are struggling with follow up surveys; they must reach out to around 1,400 kids and are trying to be creative on how to get that done. Working through a new assessment platform.

V. Grant Updates – Marshall Plan

 Kyle Fiebig (Muskegon ISD): Looking at the Mavin platform and can give a presentation on it next time. Muskegon is ransitioning to the Mavin platform for virtual options.
 They are focusing on the K-8 realm to have more profound educational development plans and more robust planning.

VI. Futures for Frontliners

Angie Barksdale (West Michigan Works!): Shared a PowerPoint overview of the Futures for Frontliners program. For Michigan essential workers. Two paths: one for those who have a high school diploma but not an associates degree and one for those who are 18 years of age or older who need a GED. There is a very short window to apply: Sept 9th through December 31st, so get applications in ASAP. The program is for training that starts in 2021 or later. First come, first served process. As of yesterday, the state has already received tens of thousands of applications with the majority being for Path 1. The state is doing fairly well regarding the demographics they want to hit.

VII. State Budget

- Angie Barksdale (West Michigan Works!): MiReconnect is in the budget for \$30 million; information will be shared as it is available (the focus is on Futures for Frontliners right now). Going PRO Talent Fund is in the budget for around \$27 million; looking at additional scoring criteria, possibly extra points for those impacted by COVID-19 and those willing to hire those without a high school diploma/GED and willing to provide training to them. November may be an application start date for Going PRO Talent Fund (but this is not official yet). \$1.5 million is earmarked for adult education, which will go out for RFP.
- Mike O'Connor: Section 107 Adult Education Funding will be approved at the same level, which includes special programs for CTEs classes. They are ready to start running these in Allegan and Ottawa Counties in October.

VIII. CEAC Metric Updates

Kiosha Jeltema (West Michigan Works!): Kiosha presented metrics. The group was informed that the latest Talent Tour policy issuance no longer requires West Michigan Works! to report on Talent Tours. West Michigan Works!-related Talent Tours will still be reported and any other tours that CEAC members and attendees are involved in can be shared and discussed during CEAC meetings. The definition of a Talent Tour was changed to include live remote sessions with activities being able to be observed; they no longer have to be on-site at the employer location including hands on

IX. Council Member Activities/Initiatives

- Cheryl Burmeister (Howmet): Cheryl shared items from her company's leadership retreat: needs for data analytics (not only on the systems side, but to be able to analyze to help others understand); succession planning (many are looking at retirement, and the company needs to figure out how to find talent, especially specialized talent); and looking at where the company is going and what they need to do to prepare for it.
- Amy Lebednick (West Michigan Works!): West Michigan Tech Talent council is planning a virtual Hour of Code event – hopefully they will reach more students this year.
 October is Careers in Construction month and awareness for Women in Construction.
 Training is being planned for industries. The organization is hearing about a lot of recruitment needs, as it is difficult to find people in the talent pool who are actively looking for work. Staff are trying to ramp up efforts to find talent.
- o Brittany Lenertz (West Michigan Works!): Brittany is continuing to figure out ways to deliver services. Many are facing a strange situation: employers are desperate for labor, but it is difficult to find labor; staff are focusing on solutions to meet people where they are. This past summer a 6-week virtual summer youth program was launched. Staff received good feedback from participating youth, and there is enough funding for a second cohort this fall. Brittany is working with Pat Walstra and an adult education group to continue offering our services.
- Dave Searles (Career Tech Center Ottawa): They are focusing on student platforms and how to market to kids next year, not wanting to let up on the awareness piece.
 How do they access students from local schools and their parents to let them know what the career tech center does? Kids are doing well with wearing masks. Everyone is trying to thrive, not just survive.
- Diane Miller (MiStem Network): They are thinking about strengthening relationships and bringing in equity for underrepresented populations. They are focusing on computer science by providing grant funding to support real world experiences and providing tools for educators. Summer camps focused on energy & health professions; they were able to bring together professionals through videos. They are trying to support educators and the community.
- Jeanene Kallio (ICE Robotics): Many HR counterparts are talking about the challenge of finding labor; things are still quiet at ICE Robotics and they are not facing this challenge.
- Jen Schottke (GRPS Parent): October 19th is the plan to start hybrid learning.
 Constantly communicating and trying to solve problems. GRPS is retaining its \$8,111 per pupil, plus a one-time \$65 per pupil increase this year. Teachers are even more stressed. Board retreat is scheduled for October 9th the focus is on equity.
- O Kyle Fiebig (Muskegon ISD): Working on project-based learning, using evidence to drive data decisions, and trying to keep everyone sane in the pandemic. Enrollment is up 30 students compared to last year, which is good. Looking at ways to start recruiting when you cannot go into schools. For those looking for talent, connect with tech centers – there are students ready to work.
- Kris Pachla (GVSU): Worked hard to transition summer camps to remote experiences.
 They delivered kits to students to explore learning opportunities. They are planning to hold some form of a Science Olympia in the upcoming year. Also they are working to submit a grant to the National Science Foundation to work on developing high school

- and middle school computer science career pathways and engagement. This would include tool kits to disseminate and see how that impacts students' interest in computer science and IT careers. The application will be submitted in 2 weeks and they should hear back by spring.
- Mike O'Connor (Zeeland Adult Education): Zeeland Adult Education is operating inperson classes at 14 locations in Ottawa and Allegan Counties including career coaching, tech instruction, and various other components.
- Pat Walstra (Kent ISD Adult Education): Sec 107 funding will remain the same as it was the last 2 years, which is \$26 million for traditional adult education, \$4 million to special programs grants (11 in the state of Michigan, of which Region 4 has 4 grants), \$500,000 for supplemental adult education to help provide services to students in those special programs grants. This last school year adult education enrollment was up by about 200 students despite the pandemic. There were 17 programs last year and 16 programs this year. All programs are now open in different capacities.
- Ryan Bennett (U. A. Local #174): Initially, two-thirds of members were out of work when COVID first hit, but all members are working now. They started 36 new apprentices in Coopersville and now have 109 apprentices enrolled.
- Stephen Gillotte (LEO): Steve is the Talent Development Liaison (TDL) who covers construction and is sitting in for Tamera Gaines today. The state is looking at November starting the application cycle for Going PRO Talent Fund. He is looking for helpful hints in finding talent.
- Susan Hatto (Montcalm Community College): MCC is only open to credit students –
 this affects GED testing, which will probably be delayed until next fall. Every student
 can opt to watch classes online instead of attending in person. Futures for Frontliners
 can increase MCC's attendance (enrollment was down a bit).
- Cindy Brown (The Right Place): Cindy has been working with colleges and universities and is seeing issue with students not taking advantage of workshops. She had been trying to work around how to create an internship, which is important because some professional entry-level jobs in West Michigan are not posted; instead students get in through internships. ReThink West Michigan will be held virtually through the state's Brazen platform. ReThink will be held the Tuesday before Thanksgiving. The Right Place is working with the Brookings Institution on inclusive learning labs with a focus for employers on what a quality job is. Their definition is \$16.30 per hour, advancement opportunities, and benefits.
- X. Adjournment at 10:45AM by Chairperson Cindy Brown.
- XI. Next Meeting Date:
 - a. Friday, January 22, 2021



Program Description

- What is Futures for Frontliners (Futures)?
 - A State of Michigan scholarship
 - For Michiganders without college degrees who worked in frontline jobs in essential industries during the state COVID-19 shutdown in spring 2020
 - It uses federal funds to launch the program and provide tuition-free access to public community colleges to earn an associate degree or industry-recognized certificate



Pathways

- Futures offers two pathways to community college for:
 - Path 1: Frontline workers who have a high school diploma (or equivalent)
 - Path 2: Frontline workers who need to complete a high school diploma (or equivalent)



Essential Industries

Using federal guidance, in Executive Orders 2020-21 and 2020-70, Governor Whitmer identified workers, and the fields they work in, who were critical to keeping our state running. These are:

- Chemical supply chains and safety
- Communications and information technology
- Community- or government-based operations
 Law enforcement, public safety, and first and essential functions
- Critical manufacturing
- Defense industrial base
- Energy
- Financial services
- Food and agriculture

- Hazardous materials
- Healthcare and public health
- responders
- Public works
- Transportation and logistics
- Water and wastewater
-and additional critical infrastructure workers as identified by the Governor in her **Executive Orders**



Website and Application

- Applicants can apply online on the dedicated LEO website and will need access to the internet, an email address, and a social security number to apply.
- Application period: September 9th December 31st, 2020



Path 1: Community college for Frontline workers who have a high school diploma (or equivalent)

Path 1: Eligibility for the Scholarship

- Applicants must meet all the following criteria:
 - Be a Michigan resident
 - Have worked in an essential industry at least half-time for 11 of the 13 weeks between April 1 June 30, 2020
 - Have a high school diploma or equivalent (e.g. GED), and
 - Not have previously earned an associate or bachelor's degree
 - Not be in default on a Federal student loan
 - Complete a Futures scholarship application by 11:59 pm on December 31, 2020



Path 1: How to Apply for the Scholarship

- Applicants will create a username and password to access the (Michigan Student Scholarships and Grants (MiSSG) Student Portal to track their application status.
- Treasury's Customer Care Center will be providing support to applicants and can be reached on a dedicated phone number (517-636-7000) for Futures for Frontliners or by email: MiStudentAid@michigan.gov.
- Employment Verification Form



Path 1: Receiving the Award

- Applicants will need to:
 - Apply to and be admitted to a Michigan public community college
 - Enroll at least half time in a Pell-eligible program that is leading to an associate degree or industry-recognized certificate
 - Complete the current-year Free Application for Federal Student Aid (FAFSA)
 - Enroll and begin classes in the winter, spring, summer, or fall semester of 2021.



Path 1: Scholarship Funding

- Futures funding for community college is last-dollar.
 - 1. Tuition-restricted awards, Pell, and Michigan Competitive Scholarship
 - 2. Futures for Frontliners

 Non-tuition restricted gift aid or awards are not to be subtracted from the calculation of the award.



Path 1: Maintaining the Award

- How do applicants remain eligible?
 - Continue to be a resident of this state
 - Take at least 12 credit hours in a 12-month period and complete a degree or certificate within four years.
 - Maintain a 2.0 grade point average in courses taken by the individual as a Futures scholarship student. This means that grades earned prior to receiving the scholarship are not factored into the required calculation
 - Complete the FAFSA annually



Path 2: Community college for Frontline workers who need to complete a high school diploma (or equivalent)

Path 2: Eligibility for the Scholarship

- Applicants must meet all the following criteria:
 - Be a Michigan resident
 - Have worked in an essential industry at least half-time for 11 of the 13 weeks between April 1 June 30, 2020
 - Not have a high school diploma or equivalent (e.g. GED)
 - Complete a Futures scholarship application by 11:59 pm on December 31, 2020
 - Not be currently enrolled in high school (K-12)
 - Be at least 18 years of age



Path 2: How to Apply for the Scholarship

- Applicants must complete the Futures for Frontliners-High School Completion application on the website. (available September 9th)
- The applicant must provide:
 - Name and contact information
 - Date of birth
 - Social security number
- Employment verification form
- For questions regarding the application, contact <u>LEO-AdultEd@michigan.gov</u>.



Path 2: Receiving the Award

- Applicants must:
 - Enroll in a state-approved adult education program (i.e., state or federally-funded program)
 - Begin adult education classes in 2021
- Students can be dually-enrolled in adult education and a community college or job training program or complete the programs sequentially.



Path 2: Scholarship Funding

- ► The funding covers:
 - High school completion and equivalency preparation
 - Career advising and navigation
 - High school equivalency testing fees (as applicable)
 - Last-dollar scholarship for community college or job training program



Path 2: Community College and Job Training Requirements

- Must enroll in a community college or training program that leads to an industry-recognized credential or an associate degree, including:
 - A training or associate degree program at any accredited Michigan public community college
 - A training opportunity available on Michigan Training Connect (MiTC)
 - A state-approved adult education integrated education and training (IET) program that leads to an industry-recognized credential



Path 2: Maintaining the Award

- How do applicants remain eligible?
 - Continue to be a resident of this state.
 - Regularly attend the adult education and training program and satisfy local attendance requirements.
 - Maintain a 2.0 grade point average in courses taken by the individual as a Futures scholarship student or make satisfactory progress and are in good standing as defined by the training provider.
 - Complete the FAFSA annually.



Your role

Outreach

- Share this information within your agency
- Access our Communications Kit on our website
- Ensure frontline workers are aware of the program and how to apply
- Encourage frontline workers to apply and explore associate degrees and industry-recognized certificate programs for high-demand careers
- Ensure adult education providers in your area have information on and are knowledgeable about high-demand careers and training options
- Ensure employers are aware of this program and encourage them to promote it



Q&A

Have questions?

 You can email both Ava Attari (AttariA@michigan.gov) & Erica Luce (LuceE1@michigan.gov)

