



## Career and Educational Advisory Council Agenda

215 Straight Ave. NW, Grand Rapids, MI

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**1/28/2022**

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. MiSTEM Updates

V. Regional Grant Updates – CTE regional representatives

- Review of Comprehensive Local Needs Assessments by CEPD/Perkins regions – Cary Stamas

VI. Grant Updates

- Marshall Plan

VII. Region 4 Adult Education Program Update – Patricia Walstra

VIII. Access for All Program – Ryan Bennett

IX. West Michigan Works! Updates

- Service Center Operations
- Grants
- Programs/Initiatives

X. CEAC Metric Updates

XI. Council Member Activities/Initiatives

XII. Next Meeting Date: May 13, 2022



## Career and Educational Advisory Council Agenda 10/1/2021

**CEAC Members Present:** Cheryl Burmeister, Cary Stamas, Dave Searles, David Tebo, Diane Miller, Jay Ediger, Jen Schottke, Lisa Hungerford, Patricia Walstra, Rich Franklin, Rich Okoniewski, Susan Hatto, Ginger Rohwer

**CEAC Members Absent:** Cindy Brown, Kyle Fiebig, Ryan Bennett, Jeanene Kallio, Shannon Tripp, Cindy Brown, Julie Parks, Tammy Britton, Mike Schneiderhan, Ted Paton, Michael O'Connor, Jeanene Kallio

**West Michigan Works! (WMW) Staff Present:** Amy Lebednick, Angie Barksdale, Brittany Lenertz, Kiosha Jeltema

**Guests Present:** Chauncy Williams, Tamera Gaines (LEO – Talent Development Liaison), Anne Pentiaik (LEO – Talent Development Liaison)

- I. Call to Order, Angie Barksdale at 9:30AM.
- 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  
**Motion – Rich Franklin**  
**Second – Cary Stamas**  
**Item Approved by Vote – Motion carried**
- IV. Regional Grant Updates – CTE regional representatives  
*Cary Stamas (Kent ISD): Perkins V was approved. It includes nontraditional students – special populations, not just gender. Two new areas: science achievement and industry-recognized credentials. They have worked on health sciences groups and West Michigan aviation to include a drone program.*

*Rich Okoniewski (Allegan CTE Center): They are working on CIP codes that are going to competency-based. They are working on the whole child model, seeing what components they need to improve on. Enrollment took a hit last year due to being virtual, but has increased since then. Anecdotally, for programs that are typically full or have a waitlist, this is the first year they have not been full. There is concern about what is happening in the industries related to negativity or concerns (criminal justice, education, and healthcare). They are looking to increase marketing and awareness of CTE, wanting to reach the elementary level. This started last year with a "March is Reading Month" initiative and provided career-oriented reading books to elementary students. They want to bring them in for visits or include elementary students in summer camps. Several attended CTE advocacy day in Lansing.*

*Dave Searles (Career Tech Center – Ottawa): Their numbers in criminal justice and healthcare are solid.*

*Teacher academy has taken a bit of a hit. The candidate pool for education is slim. Yes, they are seeing an effect of the negativity and political platforms.*

*Cary Stamas: Healthcare is steady. It can be tough to find instructors – pay can be an issue for education. Criminal justice has not seen a significant drop. Programs are full and they have waitlists.*

*Angie Barksdale (West Michigan Works!): We have been talking about retirements and pipeline needs for the past five years – the need was exponentially increased by COVID. It is one of the issues we need to figure out how to be creative about on different levels: K-12 development, retooling the adult population, attracting more people to our region (we need more population).*

*Dave Searles: A problem is how to expand and connect kids. How do we market?*

*Rich Okoniewski: Their locals are frustrated because funding depends on if students are completers or concentrators. They are used to a per pupil FTE, but that is not how it is with CTE.*

*Cary Stamas: Looking for input on trends or things for CTE Directors to consider. This would be helpful for the comprehensive local needs assessment. If it can be gathered from the industry councils and brought to this group, it would be helpful since West Michigan Works! needs to be involved in the needs assessment process.*

*David Tebo (Hamilton Community Schools): Interested in the idea of taking March's reading month and focusing it on careers. Students need to understand the why behind what they are learning. We can put something together that is turnkey. Work together to have some developmentally scaffolded books that we can theme "March is Reading Month" around and get employers who work in those jobs to volunteer to come in and read the book to the kids so that they can have a Q & A around what that is. This is a low-hanging fruit. Get people who do the work in front of kids to dispel some of the myths about things like manufacturing.*

*Angie Barksdale: We just applied for the MICA 3.0 grant. We are hoping to add a staff person to work with industry councils as a liaison to K-12 so they can understand what the employer needs are. If West Michigan Works! is successful with this grant, maybe the staff can be involved in this.*

*Ginger Rohwer (MiSTEM Network): There are literacy coaches in our region who would be interested in partnering on this for integrated cross-disciplinary work. Some of those folks may be able to be leveraged.*

*Jay Ediger (Junior Achievement): Junior Achievement does all of this – connects business, industry, and career exploration. They have programing where people come in and talk about their jobs. It can be developed at the elementary school level. Programs correlate to common core curriculum. Junior Achievement would be happy to provide trainings for those who want to volunteer to go into classrooms. He is in support of having industry groups join this (CEAC) group – employers are underrepresented.*

*Lisa Hungerford (Talent 2025): Employers may want to engage but may not know how. Having these resources would give lots of confidence to those individuals.*

V. Grant Updates

- Marshall Plan

*Kyle Fiebig was not present at this meeting, so this item was skipped.*

VI. GRPS Strategic Plan Community Input Sessions – Jen Schottke

*Jen Schottke (GRPS parent): GRPS has been engaged in strategic planning over the past several months.*

*They have a draft framework for the plan. They intend to ask the public: “Do you think these are the priority areas, themes, and outcomes should be?” They are looking for opinions and thoughts to get to the best strategic plan.*

VII. West Michigan Works! Updates

- Service Center Operations  
*West Michigan Works! service centers are fully open to the public. There has been a small uptick in traffic and training. Services continue to be offered virtually in addition to in person. The Holland and Ionia service centers will move into new locations.*
- Grants
  - *MICA 3.0: West Michigan Works! submitted an application on 9/21/2021 to the Department of Labor and Economic Opportunity-Industry Engagement Team. The application includes funds to hire a project coordinator to lead projects under the Industry Talent Council and to also serve as a connector between schools and industry.*
  - *Grand Rapids Community College’s One Workforce Grant: WMW is partnering on a \$9.8 million H1-B One Workforce Grant, focusing on advanced manufacturing, received by GRCC. Similar to the America’s Promise Grant, the H1-B One Workforce Grant is a 4-year grant and will rely on a network of partners across the region, including Montcalm Community College, Muskegon Community College and multiple community partners to provide training and employment to hundreds of workers across West Michigan.*
  - *Future of Work: The first phase of Future of Work Grand Challenge, in partnership with Jobs for the Future, XPrize NewProfit, and MIT Solve is winding down. The challenge to connect a targeted unemployed workforce with fast virtual training truly was a challenge, with low numbers engaging and even lower numbers completing. Those who did participate, however, are getting connected to employment.*
  - *Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH): WMW has partnered with the Department of Labor and Economic Opportunity on a \$2.5 million USDOL H1-B Rural Healthcare grant program. This is a 4-year grant which aims to increase the number of individuals training in healthcare occupations that directly impact patient care; and alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations serving rural populations.*
  - *Regional Talent Innovation Grants: This program will provide \$7.5 million in Community Development Block Grant-CARES Act funding to local economic development organizations and workforce development partners for competitive training programs that target growth in region-specific occupations. WMW is partnering with our local Economic Development organizations to submit a proposal which will include funds to cover training and support services for incumbent workers in the IT and manufacturing industries. Applications are due May 7th.*
  - *State Apprenticeship Expansion (SAE) – West MI Works: The Michigan Department of Labor & Economic Opportunity, Workforce Development (LEO-WD) approved our proposal submitted in response to the State Apprenticeship Expansion Grant Program. WMW was awarded \$525,800 which will help create 200 new registered apprentices during the grant period of April 13, 2021 through March 31, 2023. These funds will help cover employer costs and has allowed WMW to scale the registered apprenticeship programs by hiring an additional Apprenticeship Success Coordinator to develop new programs by working with our Industry Talent Councils.*
  - *State Apprenticeship Expansion (SAE) – Michigan Energy Workforce Development Consortium (MEWDC): WMW was awarded a contract to provide Project Management and Apprenticeship Program Technical Assistance for a \$1.1*

*million State Apprenticeship Expansion grant awarded to the consortium by LEO-WD. WMW has hired a Project Manager (PM) to support the hiring of 427 apprentices at 28 energy industry companies statewide in critical job roles within gas and electric skilled trades and line-clearance tree trim.*

- *Michigan Learning and Education Advancement Program (MiLEAP): WMW!, in partnership with Grand Rapids Community College, Montcalm Community College, Muskegon Community College, and West Michigan Center for Arts and Technology received a \$2 million award to fund short term, high demand training that leads to a credential in the food processing, healthcare, IT, retail, sales, supply chain, and manufacturing. MiLEAP focuses on individuals who are dislocated, underemployed, essential workers, those living in distressed rural and urban communities and economically disadvantaged.*
- **Programs/Initiatives**
  - **MiCareerQuest 2022 Update**
    - *After much deliberation the MiCareerQuest Steering Committee has decided not to hold the traditional large in-person event at DeVos in 2022. The committee is considering alternative initiative that would allow for engagement with industry representatives either in the classroom or virtually.*
  - **Industry Talent Councils (agribusiness, construction, healthcare, I.T., and manufacturing)**
    - *The West Michigan Works! supported Industry Talent Councils are seeking nominations for an ISD representative in a director or leadership position to serve as a member on the councils. Cary Stamas at KISD has resigned as the ISD Representative on 3 of the existing councils (the councils thank Cary for his time and dedication to those councils. Participation on the council ensures the ISD voice for all school districts across our 7-county region is heard when discussing talent challenges & opportunities for each respective industry. An email seeking a nomination from each ISD was sent to the following ISD Representatives: Rich Okoniewski/Allegan, Rich Franklin/Barry, Shannon Tripp/Montcalm, Randy Lindquist/Muskegon, Dave Searles/Ottawa. Nomination for Kent was received upon the resignation of previous council member, Cary Stamas. The councils request each ISD consider nominating yourself, or a colleague, in a leadership position who would have a working knowledge of high-level curriculum and advocacy work along with awareness of ISD initiatives accomplished across the region.*
  - **Construction Careers Council (CCC)**
    - *This is a newly formed West Michigan Works! supported Talent Council. The council was formed 4 months ago and represents a broad range of trades. The council works closely with the Construction Workforce Development Alliance led by Associated Builders and Contractors. Their strategies of focus are: Recruit, Train, and Sustain. Their first initiative will be projects for Careers in Construction month.*
  - **Discover Manufacturing (DM)**
    - *SME Prime – grant through the state of MI to support curriculum and equipment for skills training for the manufacturing industry. Ionia, Ottawa, and Kent ISD all submitted applications for the grant. Discover Manufacturing is excited to support those applications*
    - **DM Week / Scholarships**
      - *Manufacturing Week registration is open on [discovermanufacturing.com](https://discovermanufacturing.com)*
        - *Two ways to participate this year. Virtual and in person small group tours.*

- Virtual will feature up to 40 manufacturers for 30 minute sessions Nov 1 -5
  - In Person will be Nov 15 -19 with emphasis on small groups of highly engaged students
- Scholarship to be kicked off during Manufacturing Week, added to website
- West Michigan Health Careers Council (WMHCC)
  - The council is planning an additional Career Exploration event, to be held during Healthcare Week January 2022
- West Michigan Tech Talent (WMTT)
  - New Industry Council Lead - John Rumery, started 9/20 /2021
  - Initial planning of MiCode Experience/ Hour of Code event - will be hybrid for 2021 with asynchronous option - looking to provide “live virtual” sessions for mentors to connect with classrooms. A temporary Project Coordinator has been hired to help move that project forward.
  - Partnership with MiSTEM Network on [Congressional App Challenge](#) . This is a competition where High School Students develop an application. U.S. Representatives publicly recognize the winning teams and each winning app may be put on display in the U.S. Capitol Building for one year. Additional prizes may be available.
- Agribusiness Talent Council of West Michigan (ATC)
  - Career Ag-xploration approved at ATC’s August council meeting. Working on details of what Career Ag-xploration will entail, given the challenge with in-person events due to Covid. Developing a draft of a playbook, to share with other in the region. Will contain information on how to implement the initiative in their community.
  - The Foods That Built West Michigan newsletter is under development. This will include resources for best practices connected to agribusiness and will include highlights from an Ag employer interview highlight in each issue.

#### VIII. CEAC Metric Updates

*Angie Barksdale referenced updates on the CEAC metrics. She noted that apprenticeship data listed are associated with the apprenticeships for which West Michigan Works! holds the standards.*

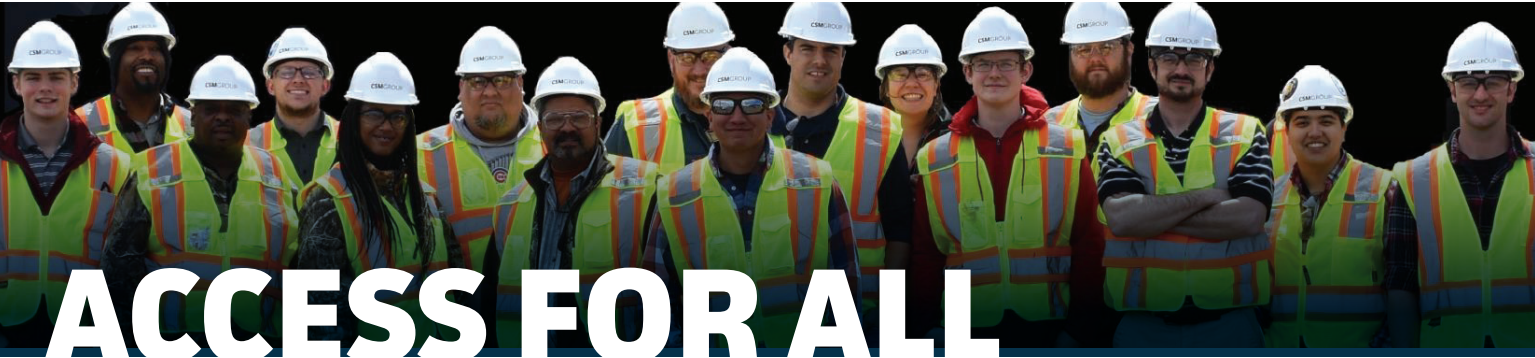
#### IX. Council Member Activities/Initiatives

*Ginger Rohwer (MiSTEM): See partnership with WMTT on the Congressional App Challenge under West Michigan Works! updates. Connection with True North Community Services to the north of West MI. Resources for afterschool time related to STEM education. Exhibited at the 2021 GVSU Advanced Manufacturing Expo in August. They were able to connect with several contacts at that event. Presented at the GVSU Computer and Engineering Science annual Teachers in Mathematics conference in July. Presented on the overlap of STEM with computational analysis, computer science, and critical thinking. Gentex and OST were also involved in the presentation. Discussed ways to integrate these subjects in careers and career development model. This fall they are launching an educators, business and community partnership. They are project-based, design thinking challenges. Classrooms partner up with business or community partners to figure out a way to solve a problem using design thinking. Several West Michigan schools are participating. They are working with KISD for a computer Science network launch. There is collaboration with counties across West MI. They are conducting a regional needs assessment. Focus groups were held over the summer, and several partners participated. They will be focusing on elementary and computer science education and project based learning with community partners over the next year.*

*Patricia Walstra (Kent ISD – Adult Education): Three applied for the Special Programs Section 107 grant in Region 4: Kent ISD, Ottawa ISD, and Allegan ISD. There are great things happening in the region, but if adults cannot read or speak English, they are not going to be able to be put into the programs we are discussing. It is important to move this population forward. There are 16 different programs in Region 4 with 85 different locations.*

- X. Next Meeting Date:
  - a. Friday, January 28, 2022





# ACCESS FOR ALL

## BY THE NUMBERS

### 2014-2020 Detroit Outcomes

“Access for All has a unique relationship with the building trades in Michigan, which is why our students are so successful.”  
— Cheryl Sanford, CEO

TOTAL...	ACTUAL	%
...ENROLLED	352	100
...COMPLETED	274	78
...EMPLOYED	227	83
...INDUSTRY RELATED	169	74
...APPRENTICESHIP	151	55

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# ACCESS FOR ALL

APPRENTICESHIP READINESS TRAINING PROGRAM







“It has been life changing,  
I have learned so much.

**Access for All sent me on my way  
with everything I needed.”**

— LaTasha Smith, Operating Engineers Local 324



# ACCESS FOR ALL

APPRENTICESHIP READINESS TRAINING PROGRAM

## ACCESS FOR ALL OVERVIEW

The Workforce Development Institute’s Access for All Apprenticeship Readiness Training program was developed in response to the need to create career opportunities in the building trades for underserved job seekers in Detroit.

With initial support from the United Way of Southeast Michigan in 2014, WDI worked with industry stakeholders to develop a program that aligns with the registered apprenticeships and expands career pathways to the construction industry.

WDI successfully replicated the program in Kalamazoo and Battle Creek in 2019 and has received additional funding from the State to continue expanding the program into other Michigan communities.

Directly, and through its working relationships with the Michigan State Building Trades Council, WDI works closely with all the building trades unions.

These long-standing working relationships provide WDI with unique access to the construction industry which is vital to sustaining positive outcomes for the Access for All program.

The programs target residents from underserved communities who are economically disadvantaged, minority, female, veterans, or youth ages 18 to 24 to provide them with the skills they need to successfully compete for entry into Building Trades Apprenticeships, leading to a construction industry career that can provide economic self-sufficiency.

This rigorous apprenticeship readiness program has a goal of developing qualified candidates for Building Trades Apprenticeships and employment in the construction industry.

The curriculum was developed to meet or exceed the apprenticeship readiness training requirements of the Multi-Craft Core Curriculum (MC3) established by the North American Building Trades Council.

KEY COMPONENTS	PROGRAM REQUIREMENTS	CERTIFICATIONS* *UPON COMPLETION
<ul style="list-style-type: none"><li>Recruitment, screening and selection of local residents for training</li><li>Apprenticeship readiness training</li><li>Construction-site work experience</li><li>Apprenticeship Training enrollment</li><li>Placement in employment with Construction Contractors</li><li>Follow-up and wrap-around services</li></ul>	<ul style="list-style-type: none"><li>18 years of age or older</li><li>Local resident of the impacted community</li><li>Valid Michigan Driver’s License</li><li>Pass a 10-panel drug test and a construction industry physical exam</li><li>Work Keys in applied math, reading for information, and locating information assessment</li><li>Reliable transportation – must own or have access to car to get to and from worksites</li><li>Complete a personal interview with a panel of industry experts</li></ul>	<ul style="list-style-type: none"><li>OSHA-30 Construction Workplace Safety Certificate</li><li>American Red Cross - First Aid/ Cardiopulmonary Resuscitation (CPR)</li><li>North American Building Trades Multi-Craft Core Curriculum Certification (MC3)</li><li>Lead, Asbestos and Silica Awareness</li></ul>



## CEAC PERFORMANCE METRICS

1.28.2022

### REGISTERED APPRENTICESHIPS

Number of WMW-Sponsored Registered Apprenticeship Occupations: 27

	Current as of 1/21/22		
	Apprentices		Employers
	Completed	Current	Current
Construction	23	5	9
Healthcare	130	18	4
IT	4	1	6
Manufacturing	36	67	38
TOTAL	193	91	57

### MANUFACTURING WEEK 2021

Event was held virtually 11/1/21 – 11/5/21 and in person 11/15/21 – 11/19/21

Total number of teachers	200
Total number of students	5,749
Total number of employers	63

### CAREER AWARENESS EVENTS/TALENT TOURS

September 1, 2021 – December 31, 2021:

Total number of teachers	7
Total number of students	1,830
Total number of events	4
Total number of employers	29