



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

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. Regional Grant Updates – CTE regional representatives

V. Grant Updates

- Marshall Plan

VI. GRPS Strategic Plan Community Input Sessions – Jen Schottke

VII. West Michigan Works! Updates

- Service Center Operations
- Grants
- Programs/Initiatives

VIII. CEAC Metric Updates

IX. Council Member Activities/Initiatives

X. Next Meeting Date:

- a. Friday, January 28, 2022



## Career and Educational Advisory Council Agenda

**\*VIRTUAL MEETING\***

**5/28/2021**

**CEAC Members Present:** Cheryl Burmeister, Mike O'Connor, Kyle Fiebig, Ginger Rohwer, Patricia Walstra, Cary Stamas, Rich Okoniewski, Ryan Bennett, Jeanene Kallio, David Tebo, Cindy Brown

**CEAC Members Absent:** Dave Searles, Mike Schneiderhan, Ted Paton, Shannon Tripp, Jen Schottke, Jay Ediger, Lisa Hungerford

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

**Guests Present:** Julie Parks, Jacquie Rehkopf

- I. Call to Order, Cindy Brown, Chairperson, at 9:31AM. Cindy asked for introductions from those present.
- 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 – Kyle Fiebig**  
**Second – Mike O'Connor**  
**Item Approved by Vote – Motion carried**
- IV. Regional Grant Updates – CTE regional representatives
  - Perkins V Core Performance Indicators – Kyle Fiebig  
*Kyle Fiebig (Muskegon ISD): Muskegon working on continuity on "what is employability?" and speaking with unity across the county between education and employers. They are working out how to continue to grow programs county-wide.*
  - Perkins Annual Grant Applications – Cary Stamas  
*Cary Stamas (Kent ISD): The roll out of a new set of credentials has occurred. They added two stackable credentials – phlebotomy & EKG technician. The next round is coming soon. A new hospitality CIP is coming soon in Saginaw, and a drone program in aviation is coming as well. Perkins has added science; they must begin to understand what the achievement levels have been and adjust to that. They are beginning to pay for credentials using Perkins funds to remove barriers for students and are working with different groups to determine "what does a pathway look like?" the category of "nontraditional students" is based on not only gender, but*

*other under-represented groupings as well.*

- CEPD Directors Share-out – Cary Stamas  
*Jacquie Rehkopf (Ottawa Area ISD): They are working on figuring out how to reach under-represented populations, as well as how to reach parents. Also, they are paying for credentials for students and are looking at virtual assessment tools that are more effective across CTE instruction.*

*Rich Okoniewski (Allegan County): They are developing a comprehensive career development plan; they operated in silos previously. Each student will have a plan covering their entire year leading to their choice of post-secondary careers. There is some struggle with driver's licenses because many students not obtaining them. They are looking to become a satellite site to offer driver education. This will include a scholarship for students to get their driver's license to remove this barrier.*

## V. Grant Updates

- Marshall Plan  
*Kyle Fiebig (Muskegon ISD): Kyle stated K-6 needs to do more career work. He discussed an engagement point for parents to understand that parents and the work of employability all combine together for the good – there are purposes for students learning specific topics. They have seen gains in parental engagement. There is more increased awareness by 8<sup>th</sup> grade, including the discovery of careers that parents and/or students never knew existed.*
- Patricia Walstra (Region 4 Adult Education): They submitted a new RFP for Section 107 – 15 of 16 programs reapplied and have been approved. Everett did not reapply; there will be outreach because that is a high-need area. The WIOA grant for adult literacy was approved and is rolling into its second year. Regarding the special programs grant (also through Section 107), Region 4 has 4 of those grants. This is a partnership grant between adult education, career tech centers, and Michigan Works!. Everyone will need to reapply, but it is in a holding pattern because the school aid grant has not been signed into legislature yet. Some facts about adult education during the pandemic: all 16 programs stayed open; 75% had their buildings open; usually they enroll 3,500 students throughout Region 4 and they are currently at 3,100. The difference in numbers were due to jails and some partner sites not being open for continued services.*

## VI. West Michigan Works! Updates

- Services  
*West Michigan Works! has never stopped providing services. Starting mid-June, walk-in services will start. Work search requirements have been reinstituted – service centers will be available for increased traffic. Service centers have been reconfigured for social distancing, so there is not currently capacity for in-person meetings right now for partners.*

*Youth Programming: In-person work experiences will happen; currently recruitment is happening for summer.*

*MiCareerQuest was virtual this year. Hopeful we can bring it back in-person next year; the hands-on component is important for students.*

*Full weeks of industry spotlights occurred which included interviews, radio spots, news reports, and webinars. Information is available for use and for sharing with students and coworkers. WMW is a standards recognition entity for apprenticeships. WMW is a registration body which allows for review and approval of standards at the local level. Somewhat on hold since the Biden administration is deciding on this. Allows for flexibility on regional needs.*

*WMW is hiring for a second Apprenticeship Success Coordinator to offer support throughout the region.*

- Grants

*Future of Work: The goal is to train for rapid reskilling into in-demand occupations. WMW was chosen to deploy the innovative solutions chosen as one of six workboards across the nation. The solutions are entrepreneurial, machinist, and customer service. These are 90-day training programs that are all done virtually.*

*One Workforce Grant: partnership w/ GRCC, who was the recipient of the grant around Industry 4.0.*

*Rural Healthcare: This will help to boost the pipeline in our 4 main rural counties. WMW was awarded state apprenticeship expansion dollars – training and support dollars for occupations and industries that are not typical or highly represented in the apprenticeship space.*

*WMW is assisting the Michigan Energy Workforce Development Consortium – a statewide consortium of Consumer's Energy and DTE Energy. They have their own industry council that oversees the state. They received a statewide apprenticeship expansion grant and WMW has contracted to provide program management. WMW will help them to get their program up and running similar to the way it is run locally by WMW.*

- Webinar: State of the West Michigan Workforce

*This webinar will be on June 3 during which data from the job seeker survey will be shared. It will be recorded and available for viewing later.*

- Clean Slate Expungement Pilot

*Every Michigan Works! agency received funds to bring on an Expungement Navigator. WMW is contracting with attorneys in each county. There are already 80+ people on a list even though the program has not been promoted yet.*

VII. CEAC Metric Updates

*Angie Barksdale referenced updates on the CEAC metrics.*

VIII. Academic Educator CEAC Representation – Cindy Brown

*An academic educator is a required CEAC member and there currently is not one. Ideally this person would be familiar with career pipeline work and CTE-type work. This person does not have to be a CTE instructor and can be a regular classroom teacher. The individual would need to be appointed to this council by the workforce board. Referrals should be sent to Kiosha Jeltema.*

IX. Council Member Activities/Initiatives

*Ginger Rohwer (MiSTEM): Michigan was selected for a pilot to expand AP Computer Science courses and increase diversity. It is about inclusive teaching practices including culturally relevant pedagogy. Pilot process for playbook grants: 37 Michigan schools applied for \$10,000 scholarships and 9 selected were from West Michigan. 3 areas of the playbook: computer science, place-based education, and community in everyday settings. Work will begin this summer. MiSTEM has a monthly newsletter – CEAC members can send content to be included.*

*Julie Parks (GRCC): Cares Act 2: money is supposed to go directly to students; \$3,000 to help with expenses – working on a plan to get the money out to students. Funding will also go to students in the Bridges to College program to help with high school seniors who will go to any college. They will get a*

*laptop and \$500 stipend. They are excited about the Strengthening Community College grant based on healthcare with West Michigan Works!. Julie will serve on a national committee for math and manufacturing skills; manufacturing will require math skills that students don't have. She asked for chances for outreach, especially for union folks.*

*David Tebo (Hamilton Community Schools): They are doing work around personalizing learning and linking standards to job and the world of work career opportunities. When this is done and can be scaled, the work will be shared out. They have a large lot of land and plan to design an entire neighborhood, bring in utilities, etc. The class will be very comprehensive. They are seeking interest and referrals, and it can be collaborative across counties.*

*Ryan Bennett (U.A. Local #174): They are creating an urban-based pre-apprenticeship training program. This will provide building trades curriculum which will provide them with an advantage when applying for apprenticeships. This will be piloted in Muskegon and Grand Rapids. They are hoping to start in early 2022 and finish in time for the busy construction season.*

*Mike O'Connor (Zeeland Adult Education): They are completing career tech classes – state certificates are earned. There will be a job fair on June 9<sup>th</sup> to interview students who have completed these courses.*

*Rich Franklin: Mike Schneiderhan was representing Barry ISD at CEAC, but he is moving into other areas, so Rich is back covering CEAC.*

*Cheryl Burmeister (Howmet): Howmet has started to pick back up again, so they are ramping up. They are continuing to recall employees who had been laid off, and will need to hire brand new employees as well. They are looking for people skilled in advanced technology & AI – this continues to be an area they struggle to find people for.*

*Cindy Brown (The Right Place): Submitted a grant – this is a 9 month grant focusing on the employer side to create career pathways and ways to utilize the training that is already occurring as well as getting some new hires out of it. They should hear back in June. Also, Cindy heard from the governor that there is funding that is going to education. This is a projected \$3.5 million surplus. She asked for ideas on what we can do with that funding.*

*-Patricia Walstra (Region 4 Adult Education): K-12 often excludes preschool and adult education, so there is frustration around there. It would be nice to be able to accommodate adult education students.*

*-Ryan Bennett (U.A. Local #174): Would like to be engaged in the conversation. He looks forward to any collaboration opportunities.*

*-Angie Barksdale (West Michigan Works!): Funding is directed toward the K-12 system. There needs to be a concerted effort to connect with employers. It must be align with our regional employers.*

*-Julie Parks (GRCC): She keeps hearing that employability skills are important. How do we highlight this in K-12?*

*-David Tebo (Hamilton Community Schools): Parents need to understand that skill development is as important as content development. The access point needs to be through their employer. The work needs to look different. There is resistance to doing something different because it doesn't look like a lecture. If we want employers to get a different product from us, we need permission to work with kids in this way.*

*-Jacquie Rehkopf (Ottawa Area ISD): In K-12 it is hard to transfer things like being late/on time to employability skills. How do we bring more industry to local kids to give this feedback or experiential learning? Kids need authentic pieces of feedback.*

*-Cary Stamas (Kent ISD): Reframe what is being discussed – positive behavior terms are actually employability skills. Start using the terminology from elementary school on.*

*-David Tebo (Hamilton Community Schools): Name it what it is so that it is part of what is already there and it does not seem like it is one more thing we have to start doing. Can West Michigan Works! Help to bridge the gap so that employers know what we're saying when it comes from us.*

*-Julie Parks (GRCC): Can we connect to employers through the sector work being done at West*

*Michigan Works!?*

X. Adjournment at 10:53AM by Chairperson Cindy Brown

XI. Next Meeting Date:

a. Friday, September 24, 2021



## MARK YOUR CALENDAR!

# STRATEGIC PLAN COMMUNITY INPUT SESSIONS

GRPS is scheduling regional community input sessions for students, parents, staff, and the general public to provide feedback on the proposed new strategic plan for the district. We will release the information gathered from these sessions on our website along with a draft of the GRPS Strategic Plan Framework.

Childcare, language interpreters, and light refreshments will be provided on-site.

**TUESDAY, SEPTEMBER 28 | 6:30 PM - 8:00 PM**

Located at Ottawa Hills High School - 2055 Rosewood Ave. SE 49506

**WEDNESDAY, OCTOBER 6 | 6:30 PM - 8:00 PM**

Located at GRPS University - 1400 Fuller Avenue NE 49505

**TUESDAY, OCTOBER 12 | 6:30 PM - 8:00 PM**

Located at Southwest Middle High School - 327 Rumsey Ave. SW 49503

**THURSDAY, OCTOBER 14 | 6:30 PM - 8:00 PM**

Virtual Only Input Session - [grps.org/strategic-plan](https://grps.org/strategic-plan)

**THURSDAY, OCTOBER 21 | 6:30 PM - 8:00 PM**

Located at Union High School - 1800 Tremont Blvd. NW 49504



**INTERESTED IN HOSTING A COMMUNITY INPUT SESSION?**

Email: [communications@grps.org](mailto:communications@grps.org) | Call: 616-819-2149

View the Draft GRPS Strategic Plan Framework at [grps.org/strategic-plan](https://grps.org/strategic-plan).

## CEAC PERFORMANCE METRICS

10.1.2021

### REGISTERED APPRENTICESHIPS

Number of WMW-Sponsored Registered Apprenticeship Occupations: 28

	Current as of 8/31/21		
	Apprentices		Employers
	Completed	Current	Current
Construction	23	5	8
Healthcare	130	19	4
IT	4	1	6
Manufacturing	35	67	39
TOTAL	192	92	57

### CAREER AWARENESS EVENTS/TALENT TOURS

May 1, 2021 – August 31, 2021:

Total number of teachers	1
Total number of students	300
Total number of events	3
Total number of employers	100