



Career and Educational Advisory Council Agenda

VIRTUAL MEETING

5/28/2021

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

- Perkins V Core Performance Indicators – Kyle Fiebig
- Perkins Annual Grant Applications – Cary Stamas
- CEPD Directors Share-out – Cary Stamas

V. Grant Updates

- Marshall Plan

VI. West Michigan Works! Updates

- Services
- Grants
- Webinar: State of the West Michigan Workforce
- Clean Slate Expungement Pilot

VII. CEAC Metric Updates

VIII. Academic Educator CEAC Representation – Cindy Brown

IX. Council Member Activities/Initiatives

X. Next Meeting Date:

- a. Friday, September 24, 2021



Career and Educational Advisory Council Minutes
VIRTUAL MEETING
1/22/2021

CEAC Members Present: Cary Stamas, Cheryl Burmeister, Cindy Brown, Dave Searles, David Tebo, Jay Ediger, Jen Schottke, Mike O'Connor, Mike Schneiderhan, Patricia Walstra, Ryan Bennett, Ryan Hundt, Susan Hatto, Ted Paton, Richard Okoniewski

CEAC Members Absent: Kyle Fiebig, Shannon Tripp, Kristofer Pachla, Jeanene Kallio

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

Guests Present: John Kraus (MAISD), Diane Miller (MiSTEM), Ginger Rohwer (MiSTEM)

- I. Call to Order, Cindy Brown, Chairperson, at 9:01AM. 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 – Cary Stamas
Second – Ted Patton
Item Approved by Vote – Motion carried
- IV. Mavin Presentation – Kyle Fiebig & John Kraus
Guest, John Kraus, presented on the MAVIN platform. This platform can be utilized by schools for career exploration purposes. To view the platform, go to www.mavin.cloud, sign in via Google, select WMW CEAC Demonstration Portal. John stated that any education institute can create a free portal on MAVIN.
- V. GIS Story Mapping Presentation – Diane Miller (MiSTEM Network)
Diane Miller (MiSTEM) presented on the MiSTEM's efforts developing GIS Story Mapping by cluster and county. Clusters are aligned by STEM-related jobs, certificates, and employment. The goal is connecting STEM-related businesses to student opportunities and career opportunities in the region. To view the presentation, go to <https://docs.google.com/presentation/d/1jeMwNmVre4K83aNilH->

VI. CTE Updates (CEPD share-out) – Cary Stamas

- *Cary Stamas (Kent) – There are 22 state-approved programs at the tech center servicing 2,200 students, with an additional 20 programs at local schools within Kent ISD that service up to 2,800 students. There have been some expansions within their KCTC programming in the health industry: pharmacy, CAN, EMT, medical assisting programs. Work-based learning is being promoted by the state. They plan to return to working on starting a teacher academy. Manufacturing and IT will be expanded as well as part of early middle college programming.*
- *Dave Searles (Ottawa) – revamped many programs within their building, expanding Future Prep program and teacher reach/design thinking, and summer program. COVID has helped us re-look at how we deliver services better and reach more students, in particular our regional programs.*

VII. CTE Pathways Grants – Cary Stamas

Focus of this grant is to redefine and emphasis credentials as a core performance indicator. The State of Michigan has put out grant opportunities to have different regions tackle this initiative in consortiums. Kent ISD has taken the lead on a healthcare Career Pathways grant in partnership with West MI Works!, Allegan, Muskegon, and local higher ed (GRCC, Western MI, Muskegon Community College), and healthcare provider employers. The end of the grant process is April 2021. Also brought together a state-wide consortium to look at aviation, including drones.

VIII. Perkins Regional grant updates – CTE regional representatives

IX. Grant Updates

- Marshall Plan

X. West Michigan Works! Updates

Brittany Lenertz, Amy Lebednick, and Angie Barksdale shared the following:

- Services
 - Virtual services
We have not stopped providing any services to job seekers during the pandemic since we have been able to move to providing virtual services. In addition to regular core services, we are continuing to innovate. Some in-person appointments are being made for things people cannot do from home. Some staff are continuing to help people with unemployment.
 - Youth programming
We provided in-school and out-of-school summer youth programming virtually and are in the process of re-applying for this grant. It will probably be a hybrid of virtual career exploration and in-person work experience. We are continuing to provide our year-round youth programming virtually.
 - MiCareerQuest

This event will be held virtually on April 21, 2021. Student registration has been extended to allow more time for schools to register. The event can accommodate 30,000 students., however, there are currently only 10,000 students registered. Amy Lebednick asked CEAC members to encourage their schools, teachers, counselors, and principals to go online and register their students. Registration is located on the MiCareerQuest website: www/micareerquest.org and will remain open through mid-February.

- Industry Week Spotlights

Each of our five high demand industries will be highlighted for a week, including air time on WZZM, webinars, Q&As, and job fairs.

- *February 22-26 – Healthcare*
- *March 7-12 – Construction (Coincides with Women in Construction week)*
- *March 22-26 – Information Technology*
- *March 22-26 – Agribusiness – Aligns with National Ag Week*
- *April 5-9 – Advanced Manufacturing*

You can visit each Industry Talent Council's website for more information as we get closer to the events <https://employers.westmiworks.org/industry-councils/>

- Standards Recognition Entity (SRE)

West Michigan Works! was approved by the USDOL as a Standards Recognition Entity. WMW will work in collaboration with our Industry Talent Councils to approve Industry Recognized Apprenticeship Programs.

- Confirmed Grants

- Future of Work Grand Challenge

This is a national innovative initiative, West MI Works! was one of six entities chosen for the grant. We will be partnered with four solutions providers to develop broadened solutions for how we prepare our workforce development and technical skills. All of the development will be done virtually. We will recruit and enroll local participants to engage in these programs free of charge. It will broaden the way we are preparing our workforce.

- One Workforce w/ GRCC as Lead applicant

Awarded \$9.8M with focus on getting talent into the manufacturing industry and automation training. This is a 4 year grant.

- Rural Healthcare w/ State of MI as the lead applicant

This is a 4 year grant that covers Allegan, Barry, Ionia, and Montcalm counties.

- Potential Grants

- State Apprenticeship Expansion (SAE) grant

- Job Seeker Survey

This seeks to find out the reason why people are either unable or unwilling to work right now. The survey went out this week to around 10,000 individuals. We hope to not only understand what is going on, but to help ourselves and our employers develop solutions to help people return to work.

- Clean Slate Expungement Pilot

We received funds to help people go through the expungement process. We will hire a navigator and be able to pay legal fees. This will be a practical way of helping people. We will put out an RFP to have attorneys in place to assist people.

Amy Lebednick provided updates on the CEAC Metrics. It was noted that the date for Apprenticeship reporting was listed as 5/20/21. This date is incorrect, the revised date will be reflected in the minutes.

XII. Council Member Activities/Initiatives

- *Patricia Walstra (Region 4 Adult Ed): All adult education programs in Region 4 have some sort of distance learning incorporated. Adult education Section 107 RFP is a three year cycle; the new RFP for the next three year cycle has just gone out. Allocations are contingent on funding, which is based on legislature. Special programs grants are still happening, which are at four career tech centers.*

XIII. Adjournment at 10:59AM by Chairperson Cindy Brown.

XIV. Next Meeting Date:

- a. Friday, May 28, 2021

CEAC PERFORMANCE METRICS

5.28.2021

REGISTERED APPRENTICESHIPS

Number of WMW-Sponsored Registered Apprenticeship Occupations: 27

	Current as of 5/21/21		
	Apprentices		Employers
	Completed	Current	Current
Healthcare	130	1	4
Manufacturing	31	73	38
IT	4	1	6
Construction	23	5	8
Professional Services	0	0	0
TOTAL	188	80	56

MICAREERQUEST 2021

Event was held virtually on 4/21/21

Total registered students	11,099
Total number of schools represented	89
Total number of participating employers	72
Total exhibits	60
Total occupations represented	126
Total employer videos created	180
Total number of booth visits	97,117

MANUFACTURING WEEK 2020

Event was held virtually 11/9/20 – 11/13/20

Total number of teachers	81
Total number of students	12,839
Total number of employers	35

CAREER AWARENESS/TALENT TOURS

July 1, 2020 – April 30, 2021:

Total number of teachers	91
Total number of students	4,329
Total number of events	23
Total number of employers	96