



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

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. Perkins Regional grant updates – CTE regional representatives

V. Grant Updates

- Marshall Plan

VI. CEAC Metric Updates

VII. Council Member Activities/Initiatives

VIII. Next Meeting Date:

- a. Friday, January 22, 2021

CEAC METRIC UPDATES

9.25.2020

REGISTERED APPRENTICESHIPS

- # of WMW Sponsored Registered Apprenticeship Occupations: 25

	Current as of 5/22/20		
	Apprentices		Employers
	Completed	Current	Current
Healthcare	109	24	4
Manufacturing	19	74	36
IT	3	5	6
Construction	23	5	8
Professional Services	0	0	0
TOTAL	154	108	54

Over the last quarter, we had 15 apprentices complete their apprenticeship programs. Unfortunately, due to COVID-19 we also had 8 additional apprentices discontinue or suspend programs. We are working with new employers to sign onto our apprenticeship standards and utilizing some apprenticeship grant funding to assist employers with offsetting tuition costs when applicable. In our Healthcare sector we are working to make updates to the prescreening and onboarding processes which we hope to expand to all apprenticeships in the other industries. Our next Medical Assistant cohort will begin in May of 2021, and next Fall we are hoping to start the first cohort of Surgical Technologists along with new apprentices in a first of its kind Anesthesia Tech program. Details are still being finalized for both of these programs but we are looking forward to getting started. Our next largest group of apprenticeships is our manufacturing group and we will have an upswing of apprentices completing programs in the coming months with many 4 year programs completing later this year and next spring.

MICAREERQUEST 2021

Planning for MiCareerQuest 2021 will soon begin. This year, we have found ourselves at a pivotal moment to creatively adapt, all while still accomplishing the goal of bringing career exploration in AgriBusiness, Advanced Manufacturing, Construction, Health Care, and Information Technology to our region's middle and high school students.

With many students learning in-person, hybrid or virtual, we have conducted extensive research over the last six months to find the best way to reach them. While there are many excellent options, we believe we have found the best one that will work for the majority. We are still in the final approval stages and we will be sharing more details at upcoming kick-off meetings for each industry.

MANUFACTURING WEEK 2020

This year's event will include live virtual sessions that include pre-recorded video tours to promote career opportunities and change perceptions in manufacturing. The Zoom Webinar platform will allow

for up to 3,000 students per session and will provide interactive tools including Q&A and polling to keep students engaged. Events are scheduled for November 9-13, 2020; two virtual sessions (one morning, one afternoon) will be offered each day.

TALENT TOURS – April 1, 2020 – June 30, 2020

- None to report

There will be numbers to report for the current quarter; to be reported during January's CEAC meeting.



Career and Educational Advisory Council Minutes
215 Straight Ave. NW, Grand Rapids, MI
5/22/2020

VIRTUAL MEETING

CEAC Members Present: Cindy Brown, Jay Ediger, Cary Stamas, Cheryl Burmeister, Kyle Fiebig, Susan Hatto, Linda Blankenship, Jen Schottke, Jeanene Kallio

CEAC Members Absent: Dave Searles, Rich Franklin, Ted Paton, Patricia Walstra, Shannon Tripp, Michael O'Connor, David Tebo, Kristofer Pachla, Kevin Stotts, Joe Schippa

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

Guests Present: Julie Parks, Debbie Smith, Rich Okoniewski, Tamera Gaines, Tammy Britton

- I. Call to Order, Cindy Brown, Chairperson, at 1:02PM. 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 – Cary Stamas
Item Approved by Vote – Motion carried
- IV. Demonstration of Junior Achievement's free online programming (Jay Ediger)
Jay walked the group through free online resources available through the Junior Achievement (JA) website. JA can be a value add as schools are trying to plan for the coming school year – Jay would like to be part of the conversation.
- V. Perkins Regional grant updates – CTE regional representatives
 - Cary Stamas (Kent ISD): Transitioning to Perkins 5. Applications have had to be submitted for each region. There are new items in core performance indicators. CTEs have been accountable for language arts and reading. Science has been added. Regarding credentials: technical assessments were included in Perkins 4 – students needed a certain score. Most of those have gone away, but some will remain because they are approved industry-recognized credentials. Some are automatically accepted

by the State – CNA, EMT, fire and rescue, and IT are some examples. There is a focus on collaboration and aligning with business and industry. The group is focusing on high needs pathways in health. There are also four others: electrical, construction, auto tech, and marketing. The state is very understanding of what is happening with COVID-19 and how much they are currently able to engage with healthcare entities.

- Rich Okoniewski (Allegan ISD): Rich will be the new CEPD Director when Linda Blankenship retires. Allegan is part of the Career Pathways grant with Kent & Muskegon.
- Kyle Fiebig (Muskegon Area ISD): hey are looking into what is appropriate for each area. COVID-19 has presented an interesting challenge. They have formed an internal leadership team to keep initiatives moving forward.
- Julie Parks (GRCC): Secondary organizations are submitting their applications now.
- Amy Lebednick (West Michigan Works!): This aligns well with West Michigan Works! career pathways and job analysis work we are doing now.

VI. Grant Updates – Marshall Plan

- Kyle Fiebig: During the pandemic, they are looking at the true needs of each district. Data gaps in early elementary have been identified. There is good movement in 9-12. What can they do to bring awareness to K-8? They can include things beyond the Xello platform, including working with businesses, to help students figure out what they want to do.

VII. Follow-up on feedback for CLNA Process (Cary Stamas)

This is a process that takes place every two years; it will not be needed again for another year. We should add this to the September CEAC agenda.

VIII. CEAC Metric Updates

Kiosha Jeltema presented metrics.

IX. Council Member Activities/Initiatives

- Julie Parks (Grand Rapids Community College): If the stay at home executive order is not extended, GRCC will start programs June 3rd. Working on online programs, but some programs will still require people to meet in person due to the nature of the training.
- Rich Okoniewski (Allegan ISD): Allegan is trying to navigate learning in an online platform. They are figuring out what curriculum delivery will look like for next school year: online only and blended are options. Also, they are working with other CEPDs to figure out what their schedules will look like.
- Cary Stamas (Kent ISD): Kent is attempting to figure out how to align with what is happening in the state while avoiding working in silos, providing remote career exploration opportunities, and trying to avoid a situation where each district ends up doing things differently. They feel the need to have online options prepared to go right away.
- Debbie Smith (Junior Achievement): They have been pivoting to bring programing to students remotely and through take-home materials, as well as traditional information offered online.

- Cheryl Burmeister (Arconic): The aerospace industry has taken a hit. Arconic is no longer in hiring mode, but is still looking to develop talent.
- Kyle Fiebig (Muskegon ISD): Superintendents are trying to have common things in place. They do not want families seeing big differences from one school to another across the region, or resorting to jumping between districts.
- Angie Barksdale (West Michigan Works!): WMW has had to pivot quickly, although the agency was deemed essential by the governor, so service provision never stopped. Services are being offered completely virtually now. Staff are helping UIA with phone calls and actively reaching out to employers. WMW's second virtual job fair took place this week. The summer youth program was being redesigned and developed for about a year; now looking for various platforms that will allow interaction, not just watching videos (for example: offer virtual talent tours, HR panels, etc.). COVID-19 has pushed the agency into a virtual realm, which was always something that was desired. The plan for opening our physical service centers was discussed, including taking appointments only, being mindful of social distancing, and redesigning service centers. The agency is preparing to provide supports to participants around virtual technologies – for example, buying data cards that are pre-loaded like a phone card.
- Amy Lebednick (West Michigan Works!): WMW is looking to expand the veterans networking job club (vnjc.org) and employer of the day events. Numbers for WMW's second virtual job fair (88 registered job seekers who signed up for 156 appointment; 47 registered employers) show there is still an employment need on both the employer and job seeker side. Some employers are reducing hours and there has been more interest in UIA's Work Share program. For Discover Manufacturing Week in October, WMW plans to move forward virtually.
- Brittany Lenertz (West Michigan Works!): Virtual Experience will launch the first week of July. Youth ages 16-24 will receive a stipend and incentives tied to various objectives. WMW is doing virtual enrollment for WIOA. There are around 30 staff working from home on behalf of UIA.
- Susan Hatto (Montcalm Community College): They are preparing to go live June 1st with a max of 10 students per classroom. Labs are all set with required safety measures. If their request to the governor to go live on June 1st is not approved, they will set up to go virtual until students are allowed back.
- Jen Schottke (GRPS Parent): GRPS will be welcoming its new superintendent on July 1st. In the construction industry, ABC is helping employers learn how to work safely. The construction industry has been back to work for two weeks now. Safety meetings are occurring and employers are adapting well by being creative and flexible.
- Jeanene Kallio (ICE Robotics): There is a pause on hiring currently. Due to the pandemic, they are getting new customers interested in autonomous cleaning.
- Tammy Britton (Talent 2025): They are learning how to pivot and futurecasting on what the talent needs will be in the region. They are promoting the Back to Work program, which was piloted in Kent and is growing to Ottawa, Muskegon, and Allegan. About 300 companies have signed on.
- Tamera Gaines (LEO): LEO is planning a sector strategies learning network conference scheduled for October and is looking for speakers.

X. Adjournment at 2:15PM by Chairperson Cindy Brown.

XI. Next Meeting Date:

a. Friday, September 25, 2020