



Career and Educational Advisory Council Agenda
215 Straight Ave. NW, Grand Rapids, MI
9/27/2019

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. Feedback for CLNA Process (Cary Stamas)

VII. CEAC Metric Updates

VIII. Council Member Activities/Initiatives

IX. Next Meeting Date:

- a. Friday, January 24, 2020



Career and Educational Advisory Council Agenda
215 Straight Ave. NW, Grand Rapids,
MI
5/24/2019

CEAC Members Present: Rich Franklin, Pat Walstra, Jay Ediger, Jeanene Kallio, Jen Schottke, Linda Blankenship, Joe Schippa, Kristopher Pachla, Celena Mills, Kyle Fiebig, Dave Searles, Cindy Brown

CEAC Members Absent: Cheryl Burmeister, Dan Remenap, David Tebo, Kevin Stotts, Michael O'Connor, Ron Fukui, Susan Hatto, Ted Paton

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

Guests Present: Michelle Cordano, Cary Stamas, Glory Dean, Tammy Britton

- I. Call to Order, Cindy Brown, Chairperson, at 9:33AM. 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 – Rich Franklin
Second – Linda Blankenship
Item Approved by Vote – Motion carried

- IV. Discover Manufacturing Week (Amy Lebednick)
Registration is now open and available online. Discover Manufacturing Week is held the first week in October. Employers bring students in to tour plants, discuss jobs and career pathways. Last year close to 2,000 students went through within the 13 counties. Stipends will be available through economic development agencies for

schools who are able to bring students. Curriculum exists online to prepare students for the tours as well as follow up materials.

- V. MiSTEM Regional Strategic Plan (Kristofer Pachla)
Group tasked with seeing through state's STEM vision. This strategic plan was submitted to the state and they are working on strategic planning for next year. The group does not want to duplicate efforts. Feedback is welcome. If interested, contact Kris.
- VI. Student attendance (CTE Directors)
- Report out of processes and interventions to increase student attendance
- Linda Blankenship: At tech center, they celebrate perfect or excellent attendance (missed only 1-2 days). They go to culinary and celebrate with food and posted pictures. Focus on the positive. Job shadows are based on attendance – start with 8th graders and let them know this is an opportunity if they attend every day. Some students attend the tech center and not their home school this shows there is interest and something is working.*
- Cary Stamas: They focus on positive reinforcements as well. Interventionists work with students struggling with attendance.*
- Celena: If students miss too many days, they are dropped from the program because that would not cut it on the job. Next year they will offer a startup bonus based on attendance; students move up through various levels. Rewards are outlined to show the great things available through regular attendance. Behaviors are monitored so they can be addressed before they become bad habits.*
- Kyle Fiebig: Positive reinforcements go a long way. They have given away incentives such as televisions; some students have not missed any days for two years in order to be in the running. Employers report that students show up for internships.*
- Dave Searles: They have stayed away from bigger rewards; give plaques at the end. They use intentional instructions and have tough conversations with teachers. Attendance issues are monitored with contracts or other consequences. They try to focus on the positive.*
- Cindy Brown: June 19 There will be an internship event through Hello West Michigan taking place on June 19. It will include a discussion on employability skills, a panel about “adulting”, a fashion shop on what to wear to work, and a video about networking.*
- VII. Grant Updates
- Marshall Plan
- Cary Stamas: Round 2 of applications. KISD put in a county-wide application. Aiming to increasing pipeline and usage of CTE facilities. The focus is on IT, healthcare, and manufacturing; includes an internship aspect and service navigators. They should know results one week from today.*
- Kyle Flebig: Three additional career specialists; partnership w/ Saginaw County.*
- Patricia Walstra: Wearing many different hats: working with West Michigan Works!*

around IET programs; community colleges around training activities; corrections officer pre-training.

VIII. CEAC Metric Updates

Kiosha Jeltema: reported out on metrics (copies were made available to the group).

-Talent Tours: the metrics reflect the ones West Michigan Works! does. We can send out a survey so others in this group can report their Talent Tour numbers to include in this metric report. The survey would include a definition so everyone knows what counts for reporting. Talent Tour reports are CEAC reporting to the Workforce Development Agency at the State of Michigan.

-Discussion about MiCareerQuest – reporting out impacts, follow-up activities. How do we individualize it to students? Next step: West Michigan Works! can take this conversation back to the MiCareerQuest steering committee.

IX. Council Member Activities/Initiatives

-Kristopher Pachla: Last week the state adopted computer science standards. This summer they will bring 6-12 teachers to Grand Rapids for a 5-day introduction to coding event. Partnership w/ Mi Coding (mi-coding.com)

-Jay Ediger: Junior Achievement is celebrating 100th anniversary.

-Joe Schippa: Will host a construction career day with all skilled trades present. Students funnel through to see all the trades. Apprentice numbers up to 400.

-Jen Schottke: 8 high school graduations. Have an interim superintendent. Ottawa Hills will have hospitality and tourism. ABC: 16 students through GRCC, this program is looking to expand along with Kentwood next year.

-Tammy Britton: Formed an education and skills committee; have a list of strategies. They are looking to develop platforms.

-Michelle Cordano: MICA 2.0 grant will be awarded at the end of the month. National conference on career readiness – working on putting together credentials by industry cluster. Researching the need for a state-wide IT collaborative – share best practices, advise, and influence policy.

-Cindy Brown: Hello West Michigan – keeping in contact with college student, reminding them they can come back home; working on a pilot with GRPS; Hello West Michigan can be their contact with West Michigan employers. Many teachers want to come back home; working with Ottawa ISD – can they help be a connector for people outside the area?

-Patricia Walstra: Summer programs in Region 4; not all students make it to graduation, so adult education is an important option for them if they are at least 18 years old. They do not have to wait until Aug due to summer programs.

-Rich Franklin: Good connections in the last couple months with Michigan Career & Technical Institute (MCTI). They are looking to expand services to students without disabilities. They can do registered apprenticeships.

X. Adjournment at 10:56AM by Chairperson Cindy Brown

Next Meeting Date:
Friday, September 27, 2019

CEAC METRIC UPDATES

5.24.2019

REGISTERED APPRENTICESHIPS

- # of WMW Sponsored Registered Apprenticeship Programs: 18

	Apprentices	Employers
Healthcare	27	6
Manufacturing	73	24
IT	5	5
Construction	24	7
Professional Services	N/A	4
TOTAL	129	46

MICAREERQUEST – April 24, 2019

- 9,683 students registered
- 106 unique employers
- 861 exhibitors
- 193 volunteers
- 229 occupations highlighted

2019 DISCOVER MANUFACTURING WEEK PLANNING

- Region 4 ISD Representatives have met and standardized registration and surveys
- Video created for Educators best practices to prepare students for tours
- 51 School Registrations so far
- Project Charter Approved
- Budget developed and approved
- Project Administrative Assistant to begin June Week 1
- Business Recruitment and information sessions begin in June

TALENT TOURS – July 1-Present

- a. 8 Employers
- b. 35 Youth