



Career and Educational Advisory Council Agenda
215 Straight Ave. NW, Grand Rapids, MI
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Meeting ID: 213 409 285 387 Passcode: Hr2vqv
1/26/2024

- 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 **Action Item**
- IV. Regional Grant Updates – new/potential/updates **Information Item**
- V. MiSTEM Update **Information Item**
- VI. Regional Adult Education Update **Information Item**
- VII. CTE Updates **Information Item**
- VIII. Approve Strategic Plan for 61b Grant **Action Item**
- IX. May Meeting **Information Item**
- X. Michigan Works Updates **Information Item**
- XI. CEAC Metric Updates **Information Item**
- XII. Any other Council Member Activities/Initiatives **Information Item**
- XIII. Next Meeting Date:
 - May 24, 2024



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Meeting ID: 237 144 730 270 Passcode: a8dwMS
9/22/2023

Minutes

CEAC Members Present: Tonia Castillo (Chairperson), Kyle Fiebig (Vice-Chairperson), Pat Walstra, Cary Stamas, Lisa Hungerford, Rich Okoniewski, Chauncy Williams, Kim Baron, Kim Call, Cheryl Burmeister

CEAC Members Absent: Dave Searles, Rich Franklin, Ted Paton, David Tebo, Ginger Rohwer, Jay Ediger, Ryan Bennett, Jimmy Brady, Luke McCotter

West Michigan Works! (WMW) Staff Present: Angie Barksdale, Tasha Evans, Chad Patton (virtual), Amy Lebednick (virtual), Dane Sanders

Guests Present: Nick Gandhi (LMISI DTMB), Chris Stafford (The HUB of Barry County), Jacquie Rehkopf (Ottawa ISD), Diane Miller (GVSU), Dana Hebreard (GVSU)

Virtual: Mike O'Connor

- I. Call to order at 9:33am by Chairperson Tonia Castillo. Tonia requested introductions from those in attendance.
- 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
Tonia requested a motion to approve the minutes
Motion – Pat Walstra
Second – Rich Okoniewski
Item Approved by Vote – Motion carried
- IV. Regional Grant Updates – new/potential/updates
Angie Barksdale, Chief Operating Officer, discussed the Innovative challenge grant that is in the works for youth in underserved populations as well as industry council work around early childhood education.

Cary Stamas discussed the West Michigan Teacher Collaborative, a nineteen-million-dollar grant designed to increase the teacher pipeline through GVSU, applications are being accepted and program starts in 2024.

V. MiSTEM Update

Diane Miller, GVSU, relayed that they are finalizing the annual needs assessment for strategic plan for budget year 23-24. Kicking off STEM mini grant in October 2023.

VI. Regional Adult Education Update

Discussion of a section 107A grant unfolded, this grant is a one-time grant of 15 million dollars, expires September of 2026, still awaiting the application from the State.

Pat Walstra relayed that locally in region 4, we are in the third year of a three-year grant for 107, we have fifteen providers throughout the thirteen-county area and have about 85 sites for adult education. The goal is to extend to 100 sites in the area.

VII. CTE Updates

Rank list information was provided to members to review the State's ranking of occupations in region 4, West Michigan. Discussion unfolded around the importance of the rank list and what we are doing in West Michigan with occupation clusters.

In Kent County – Cary Stamas discussed Career Prep 2030 and the initiative to double the enrollments of CTE in Kent ISD. How can the CTE style of educating students be infused into the everyday classroom learning environment. How does MiSTEM network become integrated. Bringing the instructor to the student has been a focus to aid the student in exploring the CTE style of education but in the everyday classroom without having to travel.

In Ottawa County – Jacquie Rehkopf discussed the efforts in 61C funding and expanding CTE equipment into the classroom for educational practices as well as increasing local programs in Ottawa and regional work-based learning support.

In Allegan County – Rich Okoniewski discussed the bid for auto expansion in November, increasing work-based learning and including special education in Allegan County.
GVSU and GRCC for direct and articulating credits.

In Muskegon County – Kyle Fiebig discussed hitting the first matrix, now have a 400 person wait list.
K-5 will have a private donor to deposit into their kickstart to careers.
9-12 has doubled all the placements; some 300 students being placed.
Adult education programs are full.

VIII. Presentation on Career Outlooks and Regional Projects for West Michigan (30 min) – Nick Gandhi

Nick Gandhi discussed both short and long-term projections for a 10-year period of occupations, job openings, and wages across the region. Topics of employment and projected growth in areas of the state and industry were discussed. Recovery after the pandemic was a topic and where certain areas in the state and which markets have recovered and which are still recovering. The local hot jobs list was discussed for West Michigan and detailed list of top occupations in certain counties.

IX. Comprehensive Local Needs Assessment (CLNA) Review – Cary Stamas

Reviewed LMI data with LEO and regional factors were discussed, planned region wide session to gather input from multiple stakeholders to complete CLNA sections 2 and 4.
Discussed rank list and moved and identified Region 4, clusters 1-17.

Tonia requested a motion to approve the rank list

Motion – Cary Stamas

Second – Kyle Fiebig

Item Approved by Vote – Motion carried

X. Michigan Works Updates

Angie Barksdale relayed that West Michigan Works! is preparing for Manufacturing week, registrations are open. Anticipating over sixty schools and over ten thousand students participating this year.

XI. CEAC Metric Updates

Dane Sanders discussed the increase in registered apprenticeship numbers. The MiCareer Quest event held in May 2023 hosted nearly eight thousand students with over seventy schools attending; an impressive ninety-two employers and two hundred eighty-five careers were features with over one thousand volunteers.

XII. Any other Council Member Activities/Initiatives

None reported.

Tonia Castillo adjourns the meeting at 10:56am.

XIII. Next Meeting Date:

- January 26, 2024

**MICHIGAN DEPARTMENT OF EDUCATION
OFFICE OF CAREER AND TECHNICAL EDUCATION**

61(b) CTE EARLY MIDDLE COLLEGE 2024 STRATEGIC PLAN SUBMISSION

COVER PAGE

MWA Name: WEST MI WORKS! CEAC Name: PROSPERITY REGION #4B Wmw! CEAC	CEPD #s: 21, 22, 32, 33, 50, 53
Plan Title: Public Act 94 Section 61(b)-CTE Early Middle College Programs	
Plan Submission Date: 11-13-2023	

THE FOLLOWING OFFICIALS BELOW HAVE REVIEWED AND APPROVED THE STRATEGIC PLAN DOCUMENT

CEAC Chairperson <i>Tania Castillo</i>	Date 9/22/23
CEPD ISD Fiscal Agent <i>[Signature]</i>	Date 9/22/23
CEPD ISD Fiscal Agent <i>George Lebeck</i>	Date 9/22/23
CEPD ISD Fiscal Agent <i>[Signature]</i>	Date 9/22/23
CEPD ISD Fiscal Agent <i>[Signature]</i>	Date 9/22/23
CEPD ISD Fiscal Agent <i>Shannon Crupp</i>	Date 9/25/23
CEPD ISD Fiscal Agent <i>[Signature]</i>	Date 9/26/23
Department Use Only	
LEO Representative	Date
MDE-OCTE Representative	Date

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MWA Name: WestMIWorks!
 CEAC Name: WMW! CEAC
 Includes the following CEPDs #: 21, 22, 32, 33, 50, 53

FORM A
 2024
 61b Strategic Plan
 National Career Cluster Rankings Based on Regional Employer Need

Each career cluster must be ranked 1 through 17 with 1=highest rank/highest employer need and 17=lowest rank/lowest employer need. Each number must be used once and only once.

RANKING by Employer Need (Circle or highlight in yellow 1 number for each cluster)	National Career Cluster
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Agriculture, Food & Natural Resources
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Architecture & Construction
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Arts, A/V Technology & Communications
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Business Management & Administration
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Education & Training
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Energy
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Finance
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Government & Public Administration
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Health Science
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Hospitality & Tourism
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Human Services
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Information Technology
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Law, Public Safety, Corrections & Security
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Manufacturing
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Marketing
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Science, Technology, Engineering & Mathematics
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Transportation, Distribution, & Logistics

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Form B
2024
61b Strategic Plan
Identification of Educational Entities

An identification of educational entities in the workforce development board service delivery area that will provide eligible CTE early middle college and CTE dual enrollment programs including districts, intermediate districts, postsecondary institutions, and noncredit occupational training programs leading to an industry-recognized credential.

Type in the education entity name and then type an "X" in the EMC or dual enrollment column indicating which opportunity they provide. An entity may be marked in both columns.

Education Entity Name	Provides CTE Early Middle College Programs	Provides CTE Dual Enrollment Opportunities
Allegan AESA	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ionia County ISD	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Kent ISD	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Montcalm Area ISD	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Muskegon Area ISD	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ottawa Area ISD	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Baker College	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Davenport University	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ferris State University	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Grand Rapids CC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Grand Valley State Univ.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lake Michigan College	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Montcalm CC	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Muskegon CC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Western Michigan Univ.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

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Form C
2024
61b Strategic Plan
Strategy to Inform Students/Parents

List the strategy(ies) that will be used to inform parents and students of CTE early middle college and CTE dual enrollment programs in the workforce development board service delivery area. Include the target audience for each strategy, the title of the staff responsible, and a general timeline, month(s) that each strategy will be implemented.

Strategy	Target Audience	Staff Responsible	Timeframe Month(s)
Classroom Meetings	Students	CTE Counselors	Fall - Sept, Oct
Parent Nights	Parents & Students	CTE Coun. & Spec.	Fall - Sept, Oct
1-on-1 Counseling	Students & Parents	CTE Coun. & Spec.	April, May
8th grade tours	Students	Administration	May
10th grade tours	Students	Administration	Sept, Oct, Nov
Open House	Students & Parents	Administration	Feb
Principals Meetings	Local Admins	Administration	Bi-monthly
Counselor updates	Counselors	Administration	Monthly
Career & College Fair	Students	Counselors	Oct, Dec, March
Advertising	Students & Parents	Communications Staff	Ongoing
Website	Students & Parents	Communications	Ongoing
Board & Supt Mtgs	Local Districts	Administration	Monthly

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CEAC PERFORMANCE METRICS

1.26.2024

REGISTERED APPRENTICESHIPS

Number of WMW-Sponsored Registered Apprenticeship Occupations: 42

	Current as of 1/18/2024		
	Apprentices		Employers
	Completed	Current	Current
Construction	4	51	8
Healthcare	6	24	20
IT	0	0	1
Manufacturing	1	72	54
TOTAL	11	147	83

MICAREERQUEST 2023

Event was held May 24th, 2023

Total registered students	7,981
Total number of schools represented	77
Total number of participating employers	92
Total exhibits	110
Careers featured	285
Total number of volunteers	1104

MANUFACTURING WEEK 2023

Event was held November 6-10, 2023

Total number of teachers	232
Total number of students	15,179
Total number of employers	98
Unique schools	155

TALENT TOURS

July, 2023 – December 2023

Total number of students	36
Total number of events	10
Total number of employers	6