



Career and Educational Advisory Council Agenda
215 Straight Ave. NW, Grand Rapids, MI
2/22/2019

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. MIHEART Total Talent Report (Christopher Tremblay & John Austin)

The Michigan Higher Education Attainment Roundtable (MIHEART) has released a new Talent Attainment report and recommendations. The Michigan College Access Network (MCAN) is helping to disseminate this work. The Total Talent report provides a call to action and a set of state policy priorities and stakeholder initiatives to make Michigan a talent leader.

<http://www.micollegeaccess.org/advocacy/miheart>

V. Perkins Regional grant updates- CTE regional representatives (Linda Blankenship)

VI. Marshall Plan Update

VII. Council Member Activities/Initiatives

VIII. CEAC Metric Updates

IX. Next Meeting Date:

a. Friday, May 31, 2019



Career and Educational Advisory Council
215 Straight Ave. NW, Grand Rapids, MI
9/28/2018

MINUTES

CEAC Members Present: Jen Schottke, Linda Blankenship, Kyle Fiebig, Michael O’Conner, Patricia Walstra, Diana Miller (Kristopher Pachla-proxy), Cheryl Burmeister, Joe Schippa, David Tebo, Jeanene Kallio, Cindy Brown, Ted Paton

CEAC Members Absent: Dave Searles, Rich Franklin, Celena Mills, Susan Hatto, Dan Remenap, Jay Ediger, Kevin Stotts, Ron Fukui

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

Guests Present: Tom McKelvey, Michelle Cordano, Sarah Sebaly

- I. Call to Order, Cindy Brown at 9:31AM. Cindy asked for introductions from those present.
- II. Purpose of the committee
Cindy Brown reviewed the 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 – Jen Schottke
Item Approved by Vote – Motion carried
- IV. MI Bright Future Presentation
Sarah Sebaly from the Workforce Intelligence Network (WIN) presented an overview of MI Bright Future. WIN received a grant from the state of Michigan to expand the use of MI Bright Future. This is an online platform to connect employers and students with various work based opportunities and mentoring. Currently, they are focused on increasing the student and employer base in Kent, Muskegon, and Ottawa counties but will expand to the other 4 counties over the next couple of years.
- V. Marshall Plan Proposals
Michelle Cordano discussed the current status of the Marshall Plan concept submissions they received. Concept submissions are currently in Round 1, they received 88 concept summaries. There is a team of 15 staff members at the state reviewing the submissions. They are looking at whether all the applicants have met the minimum requirements, have good partnerships, and if the consortium’s requests line up with the legislation/what the state is looking for. Some

of the applications are way off- did not meet requirements. Grant requests range from \$30,000 – \$10 million. Michelle also showed the council the updated Going PRO website which includes new videos and content. Focused on engaging high schools kids. Please share them with your schools.

Angie Barksdale reviewed the Marshall Plan proposals that the CEAC supported. Four consortiums requested letters of support (GRPS-Ottawa Hills Career and College Academy, M46 –Musk and Saginaw Career Academy, Innovative Technology Consortium lead by Ferris-AWS/Amazon Cloud coding program integrating into school programs, Montcalm-and career exploration/curriculum). Linda Blankenship asked if consortiums could still request a letter of support from the CEAC if they did not submit one with the first round.

Jacob Maas asked Michelle Cordano what the next step timeline is. If awarded to move forward, next step is an MOU and is Round 2 submission timeline will run from October 9-23rd. Step 3 is the official application from the MI Dept. of Edu. A rubric will also be available for step 3. Angie suggests going online to get the MOU and start getting signatures right away. Those not selected will be invited to submit for the second round of the Marshall plan grant.

VI. Council Member Activities/Initiatives

- *Kyle Fiebig said Muskegon is implementing Kickstart to Career. Funds from the Muskegon Community Foundation will provide every kindergartener in Muskegon County with a \$50 savings account, designed to give them a boost in paying for college or career training expenses when they graduate. This helps to start conversations about higher education, careers, and financial responsibility at an early age. Other counties also have this program as well.*
- *David Tebo from Hamilton Public Schools said his board made an investment to build a new system in which will be ran by 2 staff persons, 1 of which will be connecting with businesses that will help write curriculum for the classrooms. Their target is to build at least 6 career pathways. The 2 staffing positions are full time but each staff person will continue to teach one classroom each week. They also have about 500 8th and 10th grade students participating in Manufacturing Week, next week. They will tour several local manufacturers during that time.*
- *Mike O’Conner said that the Allegan and Ottawa County received a grant for Section 107 Adult Ed Specials Programs funding. Funding will cover a blended model of Adult Ed. programing, career technical, and career exploration, and employability skills. Section 107, Special Programs Adult Education (combines GED completion with short term, high demand occupational training). 4 ISDs in region 4 were awarded.*
- *Ted Paton from the Ionia ISD said they have a CNA and Machine Tool/Advanced Manufacturing that is strongly supported. Employer interest is high, many employers are getting more engaged throughout the duration of the program, as opposed to only visiting the students at the end of the program.*
- *Brittany Lenertz provided an update on the employability skills curriculum being developed as part of the West Michigan Works! (WMW) strategic plan. The Talent Triangle has finished the curriculum and WMW is starting to pilot it. WMW will be teaching a couple full rounds. The curriculum will include a pre-assessment, we are having all of our job seekers in our programs take it to determine what a baseline for the assessment is. Will be testing as we go. Hope to roll out fully in January. It is module based so if a job seeker comes in and only needs 3 of the 5, they do not have to take all of them. We wanted to be able to customize it as needed. We can guarantee that they know*

the information, we cannot guarantee that they will take action on that knowledge. Want to look at how we can make this more mobile and accessible. Can also offer to teach this at the employer locations with incumbent workers and new hires coming in.

VII. CEAC Metric Updates

Amy Lebednick reported that highlights of the CEAC Metrics were provided in the council packet

VIII. Adjournment at 10:57 p.m. by Chairperson Cindy Brown