



Career and Educational Advisory Council Agenda

215 Straight Ave. NW, Grand Rapids, MI 49504

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Meeting ID: 272 599 479 830 Passcode: ge9X9R

9/23/2022

- 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. Discussion – How are local districts planning to meet the new state requirement to include a career exploration/development class?

- V. Any Regional Grant Updates

- VI. CTE regional representatives Updates

- VII. Region 4 Adult Education Update – Patricia Walstra

- VIII. CEAC Metric Updates

- IX. Council Member Activities/Initiatives

Next Meeting Date: January 27, 2023



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215 Straight Ave. NW, Grand Rapids, MI 49504
5/13/2022

CEAC Members Present: Kyle Fiebig, Lisa Hungerford, Chauncy Williams, Ginger Rohwer, Luke McCotter, Pat Walstra, Kim Slazek, Rich Franklin

CEAC Members Absent: Rich Okoniewski, Dave Searles, Ted Paton, Cary Stamas, Michael O'Connor, Dave Tebo, Jay Ediger, Ryan Bennett, Cheryl Burmeister, Kim Baron

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

Guests Present: Susan Hatto, Ann Pentiak, Julie Parks, Tonia Castillo

- I. Call to Order, Kyle Fiebig, Vice Chairperson, at 9:30AM. Cindy asked for introductions from those present. Any member(s) attending virtually either stated their physical location on the record or typed the information in the public chat box.

Susan Hatto attended virtually from Greenville, Michigan, and Rich Franklin attended virtually from Hastings, Michigan. New members introduced themselves.

- II. Purpose of the committee
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- III. Review Previous Meeting Notes & Action Items
Motion – Rich Franklin
Second – Pat Walstra
Item Approved by Vote – Motion carried

- IV. New CEAC Chair vacancy – Angie Barksdale
Cindy Brown has served as Chair for the past several years and is no longer serving. Tonia Castillo is a member of the Workforce Development Board, which is a requirement of the Chair. Tonya joined today to learn more about this council and will later decide on joining as a member.

- V. **MiSTEM Updates**
Ginger Rohwer (MiSTEM) presented updates. MiSTEM is co-sponsored a career fair for students at Innovation Central High School. This included a tour of businesses afterward. Junior Achievement Girls' Dream Fair for 7th and 8th grade girls is happening now. The region is sponsoring an advanced manufacturing camp July 25-29. [Advanced Manufacturing Camp](#)
- VI. **Regional Grant Updates – CTE regional representatives**
Kyle Fiebig reported that Muskegon finished its comprehensive needs assessment. They are looking into competency-based work. The other counties will provide updates to this group.
- VII. **Grant Updates**
- **Marshall Plan**
Kyle Fiebig (Muskegon Area ISD) reported the grant has been completed. K-5 is working to build up career development. They are close to 90% EDP completion (up from 0%). 9-12 is working on including internships to help students make well-informed decisions for after high school. Kickstart to Careers is engaging families to have conversations about careers. This item can be removed from future agendas.
- VIII. **Middle Vision/Innovation Hub KCAD opportunity – Chauncy Williams**
Chauncy Williams (Muskegon Public Schools) shared about Middle Vision. Middle vision has sparked interest in the middle school students from the Muskegon area. There is an opportunity from the Innovation Hub KCAD at Ferris State University. They have designed a collaboration with leaders in West Michigan and Muskegon County to develop a new program of study model starting a CTE pathway earlier in secondary education (6th grade). The collaboration can help increase student engagement in CTE, develop employability skills that will carry over to high school, and put students in a better position to earn college credit while in high school. The opportunity consists of a 3-year \$75,000 investment in developing design thinking towards employability skills. This opportunity could help further develop the competency-based education we want for our middle school students. This will also prove the need for the CTE dollars to be allowable 6-12, not just 9-12, opening more opportunities for our students to be career-focused far earlier in their schooling and much better prepared for internships that will continue to grow.
- Ginger Rohwer (MiSTEM) added that MiSTEM is supporting design challenges and partnerships with businesses at the elementary level. This has encouraged students to see what resources are available in their own neighborhood. They are looking to pilot something in the fall for all grade levels that will start with solving problems in students' own schools.*
- Lisa Hungerford (Talent 2025) added that one of their K-12 initiatives is to celebrate and grow their competency-based education models. They are starting conversations with the state on reducing barriers to this work.*
- IX. **West Michigan Works! Updates – Angie Barksdale & Amy Lebednick**
- **Service Center Operations**
Two service centers are moving locations. Ionia is officially open. There will be a grand opening and ribbon cutting. The space has increased from 3,000 square feet to 8,000 square feet. It includes space for partners and meeting rooms. The Holland office is currently being built. It will be next to GRCC's Lakeshore campus. The hope is to move in July. ASCET's administrative location is closed; staff are now here at Straight Ave. WMW will continue to provide services remotely in addition to in person. The Director of Development and Innovation position has been filled by Chad Patton. He oversees the services and programs that are outside of our core one stop services. Tasha Evans focuses on the operations of the centers (she replaced Brittany Lenertz).

- Grants
Grow 1,000's application closes today for youth to apply. WMW partnered with Grow with Google. WMW is able to offer free training to up to 100 people. We send interested individuals a link for them to sign up.
- Programs/Initiatives
 - MiCareerQuest 2023
The 2023 event will be held in person. Unfortunately, March 30 is the only date that DeVos has available, which falls on some regions' spring break. West Michigan Tech Talent is sponsoring a Teacher Con event in July. This is a Code.org professional development event. WMTT is also sponsoring a Technicolor event for diversity. A talent survey will be launched again this year, but this time will be statewide. The plan is to do it annually. Some data may be available at the end of this month.

X. CEAC Metric Updates
Angie Barksdale referenced updates on the CEAC metrics.

XI. Council Member Activities/Initiatives
Julie Parks (GRCC)
Summer Career Camps are back. The cost is \$25 per person; fee is waived for those who cannot afford it. The target is inner city youth. The Bridges to College program helps students prepare for the college experience. They receive a laptop to keep as well as a stipend. Students who were in the program last year had a better retention rate than other students.

Anne Pentiak (Michigan Department of Labor & Economic Opportunity)
The state is seeking more Grow with Google certifications. They are focusing on informing legislation of needs. Also they are discussing how to stop the talent leakage to other areas outside of the state. Another focus is the electrification of vehicles, and training is available in this area.

Pat Walstra (Region 4 Adult Education)
3,400 students in Region 4 have participated in adult education. There is a WM Adult Education Facebook page. Perrigo has reached out; they are working together to interview students close to finishing their programs. Perrigo will guarantee to hire them on as soon as they complete.

Luke McCotter (ADAC Automotive)
The Leadership Development Program has recalibrated leadership that has been in place for 20+ years. They are starting with empathy. Two recent apprentices finished within their apprenticeship program. They will have interns starting soon. They are looking at how to work on collaboration and solving problems instead of just waiting for the next assigned task.

Kim Slazek (Trans-Matic)
Transmatic has an apprenticeship program, but need to generate more interest. There is no real pipeline right now. They intend to do a better job of identifying talent pathways.

Ginger Rohwer (MiSTEM)
The Steam Along the Lakeshore event occurred in Muskegon. Kids and families had a fun hands-on experience.

XII. Adjournment at 10:44AM by Vice Chairperson Kyle Fiebig

XIII. Next Meeting Date:
a. Friday, September 23, 2022

CEAC PERFORMANCE METRICS

9.23.2022

REGISTERED APPRENTICESHIPS

Number of WMW-Sponsored Registered Apprenticeship Occupations: 33

| | Current as of 9/16/22 | | |
|---------------|-----------------------|------------|-----------|
| | Apprentices | | Employers |
| | Completed | Current | Current |
| Construction | 23 | 27 | 11 |
| Healthcare | 147 | 54 | 18 |
| IT | 4 | 0 | 7 |
| Manufacturing | 48 | 69 | 55 |
| TOTAL | 222 | 150 | 91 |

CAREER AWARENESS EVENTS/TALENT TOURS

May 1, 2022 – August 31, 2022:

| | |
|---------------------------|------|
| Total number of teachers | 156 |
| Total number of students | 2731 |
| Total number of events | 14 |
| Total number of employers | 60 |