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## Career & Educational Advisory Council

### Meeting Minutes

#### November 8, 2018

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**CALL TO ORDER** – Committee chair, Deb Miller, called the meeting to order at approximately 1:35 p.m. at Kalamazoo RESA, 1819 E. Milham Avenue, Kalamazoo, Michigan 49002.

#### **MW SOUTHWEST CEAC MEMBERS PRESENT**

Kim Bell (Local District)  
Thomas Cameron (SJCISD)  
Dr. Deb Coates (KVCC)  
Jill Gernaat (Parent)  
Denny Hunt (Educator)

Laura McGuire (PS-DENSO)  
Deb Miller (KRESA)  
David Maurer (PS)  
James Sertic (PS)  
Tim Staffen (CISD)

#### **STAFF PRESENT**

Kathy Olsen (MWSW)

Kara Stewart (MWSW)

#### **OTHERS PRESENT**

Sue Gardner (KVCC)

Valerie Jemerson (TIA/WDA)

#### **MW SOUTHWEST CEAC MEMBERS ABSENT**

Morris Applebey (Labor-Kalamazoo Electrical JATC)  
James Brylowski / Michael Corliss, alternate  
(Labor-SW MI Building Trades)  
Irene Elksnis Geisler / Paul Aivars, alternate (GOCC)  
Jerry Johnson (CISD)  
Dr. Jan Karazim (KCC)

Jason Luke (SW MI STEM)  
Cheryl Peters (Entrepreneurship)  
Windy Rea (Job Corps)  
Randy Sowles / Jennifer Searles, alternate (Branch ISD)  
Ken Willcutt (Labor-Plumbers, Pipefitters, HVACR)

#### **INTRODUCTIONS/ANNOUNCEMENTS**

Individuals present introduced themselves and the agency they represented.

#### **MINUTES**

**Motion made by Dave Maurer and supported by Tim Staffen to approve the Michigan Works! Southwest Career Educational Advisory Council (CEAC) October 11, 2018 meeting minutes. Motion carried.**

#### **SOUTHWEST MICHIGAN STEM STRATEGIC PLAN 2018-19**

Tim Staffen provided an overview of the Southwest MiSTEM Network Strategic Plan Summary that was included in the agenda packet. He reported the Southwest region covers an eight-county area and includes the counties of Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph and Van Buren. The plan has four key objectives with two goals for each. The four key objectives were reported to be: (I) Create a STEM culture; (II) Empower all STEM teachers; (III) Integrate business and Education; and (IV)

Ensure high-quality STEM experiences. A summary of the goals for each is listed below; more detailed information is included in the plan summary.

Goals identified for creating a STEM culture are to (1) Customize various marketing materials to promote common understanding of STEM, purpose of STEM and STEM student outcomes; and (2) Build a database of existing STEM programs/efforts around the region.

Goals identified to Empower all STEM teachers are to (1) Promote STEM pedagogy with key stakeholders (teachers, parents and business and industry); and (2) Create 8 STEM educator communities, one in each county by fall of 2019. These goals will include partnering educators with business and industry, creating an organizational structure for the educator communities in each county, regular meetings, professional development opportunities, STEM research, community experiences for educators, and identifying and sharing best practices.

Goals identified to integrate business and education include (1) Schedule educator externships for the summer of 2019 in healthcare, IT and manufacturing with pre and post educator assessments, educator feedback to the businesses and opportunities to share the experiences with students; and (2) Offer students a variety of experiences in business/industry with special attention to schools located in areas that have with fewer industries nearby.

Goals identified to ensure high-quality STEM experiences include (1) Identify and share exemplars and best practices; and (2) Seek ways to break down barriers for equitable access to STEM opportunities with Out of School Time providers on a regional basis. This includes recruiting business/industry partners to engage employers with students in the areas that have with fewer industries nearby, aka ‘opportunity deserts’.

## **DISCUSSION**

Tim Staffen reported at last month’s CEPD administrators meeting there was discussion regarding the multiple groups working to connect education with business and industry. Some of the groups identified were education and industry advisory committees, Career Technical Education (CTE), the Career Educational Advisory Committee (CEAC), the Southwest MI STEM, and the Workforce Development Board (WDB). He asked members to think about how to collaborate and avoid duplication. He noted that several staff serve on more than one committee and as a result, they are seeing improved communication. Deb Miller reported there are common items that all the groups mutually support, such as Project Based Learning (PBL), and STEM and career development around ‘Hot Jobs’.

Valerie Jemerson reported the State’s Talent Investment Agency (TIA) is focused on efforts to support in-demand, high wage jobs.

## **CEAC PROPOSED MEETING SCHEDULE FOR 2019**

Deb Miller reported the proposed CEAC meeting schedule for 2019 was included in the agenda packet. The meetings are scheduled to be held at Kalamazoo RESA on Monday afternoons from 1:00-3:00 p.m. There were no objections to the proposed schedule.

**Motion made by Denny Hunt and supported by Laura McGuire to approve the Michigan Works! Southwest Career Educational Advisory Council 2019 meeting schedule. Motion passed.**

## **UPDATES**

### **Marshall Plan Agreements**

Deb Miller reported 60 of the 84 Marshall Plans originally submitted were approved to move to the next step in the process which is to submit a Marshall Plan Agreement. The draft Marshall Plan Agreement submitted by Kalamazoo RESA received multiple

suggestions for changes by members of the group working on the plan as well as feedback from the State. These suggestions were incorporated into the final Agreement prior to submitting it to the State. Valerie Jemerson reported the Talent Development Team will provide feedback between November 7-9, 2018 on all Talent Agreements that were submitted. The Marshall Plans that are accepted to move to the next step will be required to submit a grant application between November 13-26, 2018. The Talent Development Team will then review the grant applications between November 27 - December 14, and the announcement of awards will be made December 17. An important factor under consideration is the number of projected job openings and the commitments by employers to fill jobs. She reported that apprenticeships and internships are considered jobs. Additional details regarding the Marshall Plan for Talent can be found on the State of Michigan [Marshall Plan for Talent website](#).

### **Employer Updates**

Dave Maurer reported with the strong economy, the need for workers continues. He also reported that although recreational marijuana was recently approved by Michigan voters, it will not be officially adopted until early December. The legalization will not change workplace rules and businesses will not lower their standards. Although the current testing for marijuana detects only if the drug is in someone's system, not the level of impairment, it is still the only test currently available. Mr. Maurer reported he struggles finding qualified applicants for job openings at Humphrey Products that require skills such as mechanical aptitude, special reasoning, and reading calipers. An example provided was an applicant pool of five individuals for the MAT<sup>2</sup>® training at Kalamazoo Valley Community College (KVCC) where only one of the five applicants could pass the test to be accepted into the training program.

Laura McGuire reported it is important that educators incorporate real world practical applications in the classroom. One way businesses can help is to have someone from industry review classroom curriculum. Sue Gardner from KVCC reported that Ottawa County has a best practice in place for pairing business and industry with educators for this purpose. One member noted it is important to do this for all classes, not just CTE courses. Examples provided included showing how trigonometry and statistics are used in the manufacturing environment.

Deb Miller reported with Project Based Learning (PBL), students are engaged in solving real world problems or answering complex questions. She offered to ask Deb Kolberg from KRESA to give a presentation on the [Buck Institute for Education](#) that encourages using PBL for all students.

Further discussion took place regarding how Project Based Learning (PBL) could help to instill teacher excitement for changing lesson plans to include how to solve real world problems. One member cited an example of another PBL approach, Project Lead The Way (PLTW), a packaged curriculum; however, it was noted that PLTW is expensive. Another member stated that it is important to remember the current talent gap for filling open teacher positions.

Laura McGuire also reported DENSO is interested in individuals who are not currently planning on going to college. Low college completion rates for high school graduates shows that many students are not ready for college immediately after high school graduation and these individuals might be served better if they went directly to work. When these employees become interested in pursuing college classes after starting employment at DENSO, the company offers tuition reimbursement. Kim Bell extended an invitation to Laura McGuire to speak to the Adult Educations students about employment opportunities at DENSO Manufacturing.

Jim Sertic reported students involved in CTE classes are engaged and he stressed the importance of reaching out to students at a younger age before they get involved in other activities. Valerie Jemerson reported some community colleges are offering summer camps and this early exposure to career opportunities is helpful. More participation from business and industry is still needed as well as scholarship and transportation assistance to help with making the summer camps accessible to all.

Further discussion took place. Suggestions for outreach included promoting tuition reimbursement to parents and to also include

this information in the classroom so the students are aware of all options. Another suggestion was to feature Employer of the Day events at the schools and invite businesses into the classrooms.

### **Community College Updates**

Deb Coates reported this past summer was the fourth year of summer career camps for middle school students at Kalamazoo Valley Community College (KVCC). Scholarships with no questions asked were provided for 20% of the registrations and transportation between campuses was also provided. Most of the camp activities took place at the downtown campus to be more accessible to a larger part of the population. The summer camps for high school students were tied to Early Middle College (EMC). For example, one camp was focused on a crime scene investigation and another was focused on computer animation.

Sue Gardner reported on a Mechatronics summer camp that will mirror the MAT<sup>2</sup>® training and connect students to earning an Associate degree and apprenticeship training. Ms. Gardner reported an event featuring Joel Goss, a YouTube gamer, will be held at 5:30 p.m. on November 15, 2018 at KVCC to promote the MAT<sup>2</sup>® training.

Kim Bell reported Adult Education students are also being introduced to the MAT<sup>2</sup>® training, including one student who is graduating today.

### **Labor Updates**

No labor updates were provided.

### **Adult Education Update**

Kim Bell reported Adult Education providers meet every couple of months. The providers are working towards better alignment with career preparation and career pathways.

### **Secondary School Updates**

Tim Staffen reported much of the focus for today's educators is on getting through required assessments in the classroom and often they are hesitant to deviate from what is prescribed. He encouraged everyone to continue efforts to bring more business and industry into the classrooms and to not give up on this idea.

Tim Staffen reported Calhoun ISD's CTE enrollments are 946, which is an increase of 10-12% over last year. This number, plus 124 Early Middle College (EMC) enrollments of 124, brings the total to 1,070. EMC includes three cohorts for welding with a total of 28 students and two cohorts for graphics with a total enrollment of 17 students. IT knowledge is a growing in-demand field of study, which is evident by the increased enrollments in Computer Networking, Computer Programming and Cyber Security classes.

Deb Miller reported the preliminary unduplicated count for Career Technical Education (CTE) enrollments for Kalamazoo RESA is 3,745, which is a small increase from last year. Enrollments have been down the last three years, most likely due to Michigan Merit Curriculum requirements. Early Middle College (EMC) enrollments were reported to be at 364; this number includes 16% of the students enrolled in CTE courses. Ms. Miller further reported 19-20% of KRESA's student population is eligible for free/reduced lunch, yet only 2-3% of these students are enrolled in CTE programs. Moving forward it will be important to market CTE programs to reach this population.

### **Regional Prosperity Initiative (RPI) Update**

Deb Miller reported the Regional Prosperity Initiative (RPI) was also seeking proposals for internships and other work-based learning opportunities. Small grants were awarded to Urban Alliance/Momentum, the Literacy Council, Jobs for Michigan's Graduates and a mini grant in the amount of \$2,500 to support the MiCareerQuest Southwest event.

### **Workforce Development Board (WDB) Update**

Kathy Olsen reported the next quarterly Workforce Development Board meeting is tomorrow, November 10, 2018 from 8:00-9:30 a.m. at the Upjohn Institute in Kalamazoo. Youth Opportunities Unlimited (Y.O.U.) is scheduled to present an overview of the MyCITY summer program at the meeting. She added that Y.O.U. staff are looking to expand the MyCITY program into more business and industry. [Note: Due to inclement weather, this WDB meeting was cancelled.]

### **MEMBER/ PUBLIC COMMENTS**

Denny Hunt reported on events at Calhoun ISD that included a Military Career Day and the 15<sup>th</sup> annual Career Connections Day. Denny Hunt also commented that society needs to think differently about what ‘college’ is. He reported on visiting an engineering school which he found to be a very hands-on environment and not a typical classroom.

In responding to a question, Laura McGuire reported DENSO does offer a tuition reimbursement as a company benefit and it can be used for education that supports internal promotions. Individuals who are interested in a promotion at DENSO should discuss their career plan with their supervisor. Dave Maurer reported Humphrey Products also has a tuition reimbursement program that can be used for a work-related degree and requires a two-year commitment to the company.

### **UPCOMING EVENTS / ANNOUNCEMENTS**

Deb Miller reported the next MiCareerQuest Southwest is scheduled for November 13-14, 2018 at the Kalamazoo Expo Center. Over 500 eighth grade students are expected to visit the event to meet with approximately 70 businesses to learn about in-demand careers during the two-day event. More information is available at <http://www.micareerquestsw.org/>

### **NEXT MEETING**

The next meeting of the Michigan Works! Southwest CEAC is scheduled for Monday, February 4, 2019 from 1:00-3:00 p.m. at Kalamazoo RESA.

### **ADJOURNMENT**

With no further business to conduct, the meeting was adjourned at 3:32 p.m.

Respectfully submitted,

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Kathy Olsen, CEAC staff support

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Deb Miller, Chair CEAC