

## AGENDA - Career Educational Advisory Council (CEAC)

A committee of the Workforce Development Board for Michigan Works! Southwest

**Monday, October 16, 2023, from 1:00 – 3:00 PM**

**At Upjohn Institute, 300 S. Westnedge Ave, Kalamazoo, MI 49007**

**In-person attendance is encouraged** - Virtual Meeting Link:

<https://us02web.zoom.us/j/83479731224?pwd=cExZR2JRQUV3b2pGOVJ3emM0RkNtQT09>

**Meeting ID:** 834 7973 1224 **Passcode:** 662475

**You can also dial in using your phone.** (Toll Free): 833 548 0276; 833 548 0282; 877 853 5257; 888 475 4499

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|--------------|--|-------------------------------|
| <b>I.</b>    | <b>Call to Order / Introductions</b> [5 min]   | Tim Staffen, Chair            |
| <b>II.</b>   | <b>Meeting Minutes</b> ( <i>vote required</i> ) [2 min] ( <a href="#">Exhibit</a> )  |                               |
|              | A. CEAC March 20, 2023 Meeting Minutes   |                               |
| <b>III.</b>  | <b>CLNA</b> [15 min] – Overview and Discussion   | Tim Staffen/Discussion        |
|              | Progress and Strategies to Engage Stakeholders   |                               |
| <b>IV.</b>   | <b>61b Strategic Planning Process</b> [30 min] ( <a href="#">Exhibit</a> ) – due 12/1/23   | Tim Staffen/ Discussion       |
|              | Form A - Career Cluster Rankings   |                               |
|              | Form B – Identification of Educational Entities  |                               |
|              | Form C - Strategies to Inform Students/Parents   |                               |
| <b>V.</b>    | <b>CEAC Recertification</b> [15 min]   | Kathy Olsen                   |
|              | A. Draft Membership for 2023-2025 ( <a href="#">Exhibit</a> )  |                               |
|              | B. Election of Chair/Vice-Chair  |                               |
|              | C. Draft 2024 Meeting Calendar ( <a href="#">Exhibit</a> )   |                               |
| <b>VI.</b>   | <b>MI STEM Network Update</b> [5 min]  | Diane Owen-Rogers             |
| <b>VII.</b>  | <b>Business Updates</b> [5 min]  |                               |
|              | A. Private Sector  | Business Representatives      |
|              | B. MWSW Business Services  | Ashley Iovieno                |
| <b>VIII.</b> | <b>Education Updates</b> [15 min]  |                               |
|              | A. Secondary Education   | Secondary Education Reps      |
|              | B. Post-secondary Education  | Post-secondary Education Reps |
|              | C. Adult Education   | Jerry Johnson                 |
|              | D. Job Corps   | Windy Rea                     |
| <b>IX.</b>   | <b>CEAC Metrics</b> [2 min]  | Kathy Olsen                   |
| <b>X.</b>    | <b>Other Updates, Upcoming Events &amp; Announcements</b> [10 min]   | Members                       |
| <b>XI.</b>   | <b>Public Comments</b> [5 min]   |                               |
| <b>XII.</b>  | <b>Next CEAC Meeting</b> – Monday, December 4, 2023, from 1:00-3:00 p.m.<br>at Kalamazoo RESA, Conference Rooms C&D, 1819 E. Milham Rd, Portage MI 49002 |                               |
| <b>XIII.</b> | <b>Adjournment</b>   | Tim Staffen, Chair            |

*Our Mission is to create and support a talent preparation system that will provide all students, youth to the adult learner, with the necessary academic, technical, and work behavior skills that will meet business and industry needs to maintain and enhance the economy of the Michigan Works! Southwest region.*

### METRICS

- Establish Registered Apprenticeships for adults and youth.
- Establish or participate in career pathway and exploration events.
- Promote and positively impact the Governor's post-secondary credential attainment goal of 60% by 2030.

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## Career Educational Advisory Council (CEAC) Meeting Minutes March 20, 2023

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**CALL TO ORDER** – Committee Chair, Tim Staffen, called the meeting to order at 1:05 p.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan, 49007.

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

Jim Berry (SJCISD)  
Cameron Buck (KRESA-CTE) <sup>v</sup>  
James Callahan, alt for James Brylowski  
(Labor-SW MI Building Trades) <sup>v</sup>  
Jerry Johnson (ISD-Calhoun)  
David Maurer (PS-Humphrey Products)

Dustin Scharer (BACC/CTE)  
Jim Sertic (PS-Sertic Consulting) <sup>v</sup>  
Tammy Schiller (CISD/CACC) <sup>v</sup>  
Tim Staffen (CISD)

### **STAFF PRESENT**

Michael Gardner (MWSW)  
Ashley Iovieno (MWSW)

Kathy Olsen (MWSW)  
Shelby Springett (MWSW)

### **OTHERS PRESENT**

Scott Cubberly (KCC) <sup>v</sup>  
Rey Guzman (LEO-WD) <sup>v</sup>

Kristine Stevens (GOCC)  
Nathan Venske (RMTC/KCC) <sup>v</sup>

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

Dr. Dennis Baskin (KCC)  
Jeff Birkholz (PS-DENSO)  
Dr. Deb Coates/Dr Mark Dunnebeck (KVCC)  
Mitch Fowler (BCPS)  
LaToy Green (Parent)  
Dr. Madonna Jackson (GOCC)

Brian O'Donnell (PS-Martell Electric)  
Dr. Diane Owen-Rogers (MiSTEM)  
Andrea Rainer (Huron Pottawatomi)  
Windy Rea (Job Corps)  
Ken Willcutt (Labor-Plumbers & Pipefitters  
& HVACR Local Union 357)

### **INTRODUCTIONS/ANNOUNCEMENTS**

Individuals present introduced themselves and the agency/company they represented.

### **MINUTES**

Motion by Jim Sertic and supported by Dave Maurer to approve the December 5, 2022, and the September 18, 2022 CEAC meeting minutes. Approved.

### **CAREER AND TECHNICAL EDUCATION REPORTS**

Tim Staffen reported that Career Technical Education (CTE) is required to submit a summary of their Perkins V grant application to the Career Educational Advisory Council (CEAC) for review. The summary reports for CEPD Regions 20 & 21 were included in the agenda packet. The grant application opened on March 16, 2023, and the final due date is April 19, 2023. The funding amount is based on projections, using last year's amount as a starting point. If additional funds are awarded, changes will be made based on each CEPD region's priorities and plans.

**Perkins CEPD Region 20 Summary** - Cameron Buck reported that CEPD Region 20 includes Kalamazoo and St. Joseph Counties, and that the tentative allocation of Secondary Perkins V Grant funding for Region 20 is \$628,553. The funding supports state approved Career and Technical Education (CTE) programs that provide students in grades 9-12 with academic and technical knowledge as well as skills that will further their education and careers. The region 20 CTE Perkins funds are a portion of the entire CTE budget, and the Perkins funds will be used to address the needs of special population students for the areas identified in the summary. Specific emphasis is given to at-risk special populations in CTE programs including those that are disabled, economically disadvantaged, non-traditional students, single parents, homeless, in or aged out of foster care, migrant workers, students with a parent in the armed forces, and limited English proficiency learners. Seven core performance indicators have been identified by the state and federal governments as a guide for CTE program development, improvement, and enrollment; as well as for program evaluation. Twenty-six percent (26%) of the funding will be distributed to St. Joseph County and the remaining seventy-four (74%) will be distributed to Kalamazoo County. Most of the funds are used for employee salaries and benefits to support the targeted areas.

**Perkins CEPD Region 21 Summary** – Tim Staffen reported that CEPD Region 21 includes Barry, Branch, and Calhoun, Counties, and that the tentative allocation for Region 21 is \$510,677. The purpose, description and core performance indicators are similar to what was reported for Region 20. He reported that five percent (5%) of the total grant will cover administrative expenses for Barry, Branch, and Calhoun Intermediate School Districts (ISDs), and approximately \$5,000 will be directed to regional planning and professional development for CTE staff in the region. The remainder of the grant will be allocated according to an agreed-upon formula with fifty (50%) distributed to CTE programs as outlined in the summary, and fifty (50%) distributed to CTE programs in each ISD based upon the previous year’s student hours. Mr. Staffen also provided further details regarding the core performance indicators.

**CTE Clusters, Rank List by Prosperity Regions** – Tim Staffen reported that the lists ranking the occupational clusters in each of the State’s ten prosperity regions was included in the agenda packet for information. Branch, Calhoun, Kalamazoo, and St. Joseph Counties are some of the counties included in Prosperity Region 8. The lists were developed by the State of Michigan’s Department of Technology, Management and Budget (DTMB). Tim Staffen reported, “Each list ranks occupational clusters on a favorable mix of projected annual job openings and regional median wages. It does not necessarily reflect current hiring demand. The five occupations with the highest median wage were also highlighted for the highest-ranking clusters. Some ties may have occurred in the ranking process.” One CEAC member expressed an interest in seeing the breakdown for occupational clusters that were not in the top five. Tim Staffen reported that there could be sampling errors in the data because business and industry must opt in to have their data counted. He also noted that Marketing and Information Technology (IT) are present in almost every industry and they may be counted under the industry under which they fall, such as healthcare or manufacturing, instead of under Marketing or IT.

#### **MI STEM NETWORK UPDATE**

Kathy Olsen reported that Dr. Diane Owen-Rogers was unable to attend today’s meeting; however, she sent information regarding an important professional learning opportunity that may be of interest to Career Technical Education (CTE) staff and asked that it be shared with the CEAC. Ms. Olsen reported there will be an “Algebra in Manufacturing Processes, Entrepreneurship and Design” (AMPED) workshop and a “Geometry in Construction” (GIC) workshop during the summer of 2023. These are hands-on, engaging, and project-based learning content workshops that teach Algebra 1 and/or Geometry. The MiSTEM network is providing 32 AMPED workshop scholarships and 32 GIC workshop scholarships for the summer 2023 cohort training. The training will take place June 26 - 29, 2023 in Sault Saint Marie, Michigan. [The link](#) to more information and to apply was included in the agenda packet.

Jim Callahan expressed the need for increased math skills and noted that when he was with the Sheet Metal

Workers, only 30% of applicants could pass the math test to get into the apprenticeship training program. Thus 70% of the applicants could not get through the seventh and eighth grade math.

## EDUCATION UPDATES

### Secondary Education

*St. Joseph County ISD* – Jim Berry reported St. Joseph County has had some ventilation issues with the welding program and he is hopeful that the ISD Board of Education will approve a proposal for new welding booths with self-contained ventilation at tonight’s Board meeting. A work-based learning luncheon is scheduled in two weeks to celebrate partners and bring in youth to share information regarding work-based learning and apprenticeship opportunities. The new CTE Public Safety program will be highlighted at the CTE Showcase in Lansing on April 20, 2023, and three to four students will participate to help highlight the Public Safety Program to legislators. A MiCareerQuest™ event is scheduled for May 9, 2023, at the Doyle Center in Sturgis and all ninth-grade students in St. Joseph County are scheduled to attend to learn about various career pathways. Staff in St. Joseph County are developing a new Culinary Arts program for next year and staff have visited six programs during their planning for this new program. Lastly, St. Joseph County ISD is hiring a new instructor for their Construction Trades CTE program, and they are excited to have four candidates to interview.

*Branch Area ISD* – Dustin Scharer reported that Branch County was recently approved for a second round of funding from the State School Aid Section 61(i) grant, and they are waiting on the funding award from the State. The grant will be used for CTE teacher retention and recruitment, and it was noted that it is often a challenge to get individuals from industry to go into teaching. It was also mentioned that safety and security are a concern in Branch County. One of the safety and security concerns is with the welding classes when overhead doors are open for ventilation. Opening the overhead doors when it is warm outside allows open access to the building and staff are working on how to improve security. Staff have also been working with the local police and water departments. They now have base radio stations with direct police contact so that if there is ever a situation, they would be able to have direct contact for emergencies. The Branch Area Career Center will be adding a new program next year that will be a combination of CAD/CAM Engineering and Architecture. An eighth grade Discovery program just concluded. Twenty-four (24) at-risk youth who were struggling with grades and/or attendance, met one day each week for six weeks and were partnered with 11<sup>th</sup> and 12<sup>th</sup> grade student mentors. The youth were identified as having some interest in industrial arts and they worked on special projects with their mentors. It was noted that even before the program concluded, some of the students had already shown improvement.

*Calhoun County ISD* – Tim Staffen reported Calhoun ISD has been working diligently to increase the number of youth apprenticeships. To help with this, they are expanding the number of work-based learning instructors and they now have two. Calhoun ISD is also working with partners at KCC to expand the number of CTE students that can be served. Currently, they only have the resources and capacity to serve twenty (20) students. They do not have a machining program, nor do they have an electrical technician program. One option that helps circumvent limitations is that students can sometimes attend the Branch Area Career Center for the areas of study previously mentioned. Calhoun ISD is working with the community college to tap into existing staff and partners. For example, Calhoun ISD has a student interested in becoming a residential electrician, so they are connecting him to the construction trades program as well as a dual enrollment with KCC where he can work on modules to earn the credential. Tim Staffen reported that there is a huge demand for welding and there have been 15-30 students on a waiting list every year. The physical renovation of some space was just completed, and Calhoun ISD is now able to expand the welding program to accommodate thirty (30) additional seats next fall. They are currently interviewing for an instructor, and Tim Staffen was pleasantly surprised to learn that they have four amazing applicants. Calhoun ISD also applied for a State School Aid Section 61(i) grant for regional improvement. They applied for \$250,000 and staff are currently waiting to hear what the award amount will be. The grant funding will be used for tuition, training, professional development, and equipment for the programs.

Mr. Staffen reported the Comprehensive Local Needs Assessment (CLNA), as required by Perkins V, will need to be updated in the coming year. Everyone involved with CTE will need to participate in the update and CEAC members will be asked to assist with this as well. The CLNA serves as the basis for local Perkins V application development and future decision making. Staff were informed that the CLNA assessment tool will be live in June of 2023 and the tentative due date for completion will be February of 2024. Thus, the fall of 2023 will be a remarkably busy time for gathering the information needed for the CLNA.

Mr. Staffen further reported that Calhoun ISD received word that it is time for a Federal Perkins audit and noted that there has not been a Perkins audit in quite a few years. Additionally, Calhoun County is also due for a Civil Rights audit which is supposed to occur about every five years, and that the last one was twelve years ago.

Lastly, Mr. Staffen reported in collaboration with the Battle Creek Manufacturers Consortium, a Build Our Future event will be held on April 20, 2023 from 4-8 p.m. The event was originally scheduled to coincide with Manufacturing Day; however, it was cancelled due to inclement weather. The idea is to connect youth with industry by having adults work together so the target audience for this event will be superintendents, principals, and counselors from local schools. The focus will be to get educators acclimated to what business and industry want teachers to do to connect youth to the industry. Geislinger Corporation will be hosting the event and there will be many guest speakers. Some speakers will share how they went directly into working in manufacturing and how their employer paid for their college tuition.

Tammy Schiller reported that over 2,000 tenth grade students visited three different programs at the Calhoun Area Career Center. It is hoped that the participants will be interested in enrolling in the Career Center next fall. Eighth grade students will be visiting the Career Center in May. On April 6, 2023, there will be a showcase of student work at the Career Center. Participating youth have invited adults from their schools and homes, and they will show off some of the skills that they learned at the center. On April 27, 2023, the Career Center will be hosting an interview day. So far, there are eight employers who will be interviewing students for summer work.

*Kalamazoo RESA* – No report.

### **Post-Secondary Education**

*Kellogg Community College* – Scott Cubberly reported that Ford has selected Marshall, Michigan as the site to build their new battery plant which will bring 2,500 jobs to the area. Kellogg Community College (KCC) has signed on as a supporter of the Electric Vehicle (EV) Job Academy which is a statewide initiative to share curriculum for this EV consortium. KCC is also looking at opportunities to align some of their current offerings and package them in a way that would support the job descriptions they are seeing for positions that will be needed at the battery plant. They will make a very concerted effort to make sure they create solid pathways for these jobs. KCC staff have also been very mobile throughout their three-county footprint which included Barry County's Career Day, as well as several opportunities in Branch County. KCC staff have also hosted students from several middle and high schools over the past several months for tours at the Regional Manufacturing Technology Center (RMTC) to share opportunities and career pathways.

*Glen Oaks Community College* – Kristine Stevens reported that Glen Oaks Community College (GOCC) will be holding a Health Education Career Fair on March 28, 2023. She also reported that she attended the National Council for Continuing Education and Training (NCCET) conference earlier this month. Moving forward, GOCC's focus will be on offering short-term training opportunities as pathways for careers that CTE students would benefit from. Examples provided included training for CLD-A and Phlebotomy. The training courses would lead to direct work and/or apprenticeship training. Kristine informed those present that the American Association of Community Colleges is reporting that big companies are asking for training programs spanning 6-9 months long. Community colleges are being asked to pivot and offer these



short-term trainings to help meet the needs of employers in filling the jobs being vacated as the baby boomer generation continues to retire.

*Kalamazoo Valley Community College – No report.*

### **Adult Education**

Jerry Johnson reported that Calhoun ISD is the fiscal agent for Prosperity Region 8 for the State's Adult Education Programming, funded through the School Aid Act Section 107. Adult Education is seeing increases in enrollment. The Governor's recommendation for Fiscal Year 2024 is to add \$15 million to the existing \$30 million for Section 107 funding and Region 8, which could result in an increase of \$1 million. There is also another proposal to add an additional \$15 million from Section 107(a) funding for creative innovative programming, however, not necessarily through the K-12 system. Mr. Johnson noted that the proposed funding will still need to go through the legislative approval process.

Regarding regional adult education work, Mr. Johnson reported that the group met in March and began looking at goals for next year. There is a small work group meeting to work on goals and prepare recommendations. The full group will reconvene in May.

Of the fourteen providers in Prosperity Region 8, a small group of five have been identified, based on statewide data, as needing program improvement and they are receiving technical assistance from the Michigan Association of Community and Adult Education (MACAE) to help increase performance data.

### **MI Job Corps**

No report.

### **BUSINESS UPDATES**

*Private Sector* – David Maurer reported that about eleven years ago, Kalamazoo Valley Community College (KVCC) convened a private sector group called the Advanced Manufacturing Career Consortium which created a short-term manufacturing curriculum. Further information can be obtained from Craig Jbara at the KVCC Groves campus. Mr. Maurer shared the frustration of the private sector in getting young people and their parents interested in manufacturing. He noted that students self-select areas of study, and manufacturing is not a popular area of interest. From the industrial side, there is a definite slowdown in manufacturing, and capital spending has been pulled back because companies will not spend if they must borrow funds at high interest.

Jim Sertic noted that the work of each person involved in the CEAC is important. The demand for workers is present, however, he also stated that the CEAC also needs to look at a long-term solution to fill the pipeline. It was mentioned that the youth who were second graders back when the manufacturing consortium developed the short-term training are now in the workforce. Therefore, it is important to reach youth at an early age and identify their passion because they will be high-quality employees and much more apt to contribute and add value. He also noted that students know what they are exposed to. They usually know what their parents do, they know about video games and science, and they watch and play sports. The work that the CEAC group is doing to educate youth and their parents, and to give them options is extremely important. An example presented was that youth who are interested in coding for video games need to be shown other options, such as coding for robotics. In summary, the focus needs to be on career development opportunities and the realities of the available careers. One way to do this is to have relevant conversations and connect the talents of young people with available jobs.

Jim Callahan reported that the Michigan Building Trades would be glad to bring in a group of representatives from the different trades to share what each of the trades offer, as well as the skills needed for those trades. All the trades have free apprenticeship training available, in which the individual earns a

wage while they are learning. He asked members to contact him at [jcalsmw7@gmail.com](mailto:jcalsmw7@gmail.com) if they are interested.

## DISCUSSION

There was substantive discussion on the amount of money that parents spend on youth athletics versus alternative investment of those funds towards a child's education. One member suggested approaching athletes and their parents to offer career pathways that are realistic. The member also noted the importance of maximizing career opportunities as well as the struggle in getting information in front of the youth, especially since the number of career counselors has been dropping rapidly. It was noted that St. Joseph ISD is using a creative approach by celebrating the signing of a youth going into a job or into an apprenticeship. They have placed signs in front of the homes of youth interns that read "Home of a Proud Intern." St. Joseph ISD also stated they use Zello as a career interest exploration tool. Another barrier that schools are facing is a shortage of teachers, para professionals, counselors, administrators, and work-based learning coordinators; they are needed to help engage students and their parents. Additionally, there is a bias and push for four-year college degrees, which hinders the focus on skilled trades.

*MW! Southwest Business Services* – Ashley Iovieno introduced Michael Gardner who was recently hired as a Business Solutions Coordinator for Michigan Works! (MW) Southwest. She reported MW Southwest and St. Joseph County ISD staff are working to recruit employers and volunteers for the MiCareerQuest™ event scheduled for May 9, 2023. There are also plans to hold a MiCareerQuest™ Southwest in Kalamazoo in October 2023.

Ms. Iovieno reported that the final report for the wage and benefit survey, which was conducted last fall, is now available. Employers in health care, manufacturing, and construction participated in the survey and staff are currently distributing the results to the respondents. This will be followed by sending the results to other interested parties. Staff have also scheduled Mike Horrigan, president of the Upjohn Institute, to present at employer group meetings to discuss and showcase the results.

Applications for the Going PRO Talent Fund (GPTF) Industry Led Collaboratives (ILCs) opens on March 22, 2023. An ILC is where two or more employers come together for similar training. The amount available has not yet been announced. The second round of individual GPTF applications is scheduled to open on May 1, 2023. The amount available for this round has not been announced.

Through the State Apprenticeship Expansion (SAE) Grant, MW Southwest staff are working with many CEAC members to build youth apprenticeships. The Regional Implementation Consortium meeting was recently held, and students enrolled in an apprenticeship at American Axle while they are also enrolled in school, were featured. Ms. Iovieno credited Jim Berry and his team at St. Joseph ISD for their dedicated efforts in building apprenticeship opportunities.

## CEAC METRICS

Kathy Olsen reported a draft of the CEAC Metrics that have already occurred. Those that are planned for the period July 1, 2022, through June 30, 2023, were included in the agenda packet. She asked members to review all sections related to their career exploration events and to please send updates to her. The final report is due to the State in mid-July.

## OTHER MEMBER UPDATES

Rey Guzman reported he was pleased to hear feedback from the employers at today's meeting as well as the information pertaining to the welding expansion in Calhoun County. He noted that although we are beginning to see an increase in interest in Career Technical Education, there is still a huge need to promote these pathways because among the youth. There remains a big disconnect regarding their dream job/career and reality. He encouraged more social media outreach and more MiCareerQuest™ events. Although there are many dedicated staff and companies, COVID-19 has impacted everything, including education, and he recognized the need to address the demand for more teachers and counselors. The State continues to make

workforce development investments in apprenticeship training and MiCareerQuest™ events. The State will also be releasing additional funding soon, approximately \$4.7 million, for Industry Led Collaboratives (ILCs) under the Michigan Industry Cluster Approach (MICA) grant for groups of employers coming together to identify and address training gaps.

One member noted that they took part in a strategic planning discussion earlier in the day around childcare and early childhood education. This industry was drastically affected by COVID-19 and the importance of frontline and essential service workers was brought to the attention of many. Individuals without childcare cannot return to the workforce and for those who can find childcare, the cost is often prohibitive. There is opportunity for employers, especially if they are desperate for workers. Childcare can be a recruitment tool and there are some efforts to address this focus— such as the Tri-Share initiative where the cost of childcare is shared equally by the employer, the employee, and the State of Michigan. Some companies in Calhoun and Kalamazoo Counties are already participating in this initiative. Having quality childcare is equally important and there is also an Early Childhood Development Apprenticeship model that provides a pathway to becoming a teacher. One member reported the work of Pulse, under the umbrella of the Upjohn Institute, is another area to watch. Pulse and its partners are providing a roadmap to help businesses with options when supporting their workforce with childcare needs. Pulse also recently held an Access Fair in Battle Creek to assist childcare entrepreneurs. Childcare is an industry that needs attention and funding, and there is still a lot of work to do to help individuals understand the importance of this industry.

#### **PUBLIC COMMENTS**

None.

#### **UPCOMING EVENTS / ANNOUNCEMENTS**

No events were added to what was already reported during the meeting.

#### **NEXT CEAC MEETING**

The next CEAC meeting is scheduled for Monday, May 15, 2023, from 1:00-3:00 p.m. at Kalamazoo RESA, 1819 E. Milham Road, Portage, Michigan 49002. Members are encouraged to attend in-person, however, in case a member or partner's situation warrants virtual attendance, a virtual link will also be made available.

#### **ADJOURNMENT**

With no further business to conduct the meeting was adjourned at approximately 2:44 p.m.

Respectfully submitted,

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Kathy Olsen, CEAC staff support

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Tim Staffen, Chair CEAC





STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
LANSING

GRETCHEN WHITMER  
GOVERNOR

MICHAEL F. RICE, Ph.D.  
STATE SUPERINTENDENT

## **MEMORANDUM**

**DATE:** May 25, 2023

**TO:** Intermediate School District Fiscal Agents  
Michigan Works! Agency Lead Contact for CEACs  
Career and Education Advisory Council Chairperson(s)  
Career Education Planning District Directors

**FROM:** Brian L. Pyles, Ph.D., Director *BP*  
Office of Career and Technical Education

**SUBJECT:** Section 61(b) Strategic Plan Revisions

Section 61(b) of the FY 2023 State School Aid Act included \$8 million for Career and Technical Education (CTE) Early Middle College (EMC) and CTE Dual Enrollment Programs. [Section 61b\(4\)\(a\)](#) requires a regional strategic planning process to determine the highest five career cluster rankings in any of the 16 workforce development board service delivery areas. Early Middle College (EMC) programming is a five-year program of study that provides students the opportunity to blend high school and college courses. Students who complete an EMC program of study have a great opportunity to earn a postsecondary credential.

The career and educational advisory council (CEAC) must approve the strategic plan before submission to the department. A regional strategic plan must include the following:

- (a) An identification of regional employer need based on a ranking of all career clusters in the workforce development board service delivery area ranked by 10-year projections of annual job openings and median wage for each standard occupational code in each career cluster as obtained from the United States Bureau of Labor Statistics. Standard occupational codes within high-ranking clusters also may be further ranked by median wage and annual job openings. The career and educational advisory council located in the workforce development board service delivery area shall review the rankings and modify them if necessary to accurately reflect employer demand for talent in the workforce development board service delivery area. A career and educational advisory council shall document that it has conducted this review and certify that it is accurate.

### **STATE BOARD OF EDUCATION**

PAMELA PUGH – PRESIDENT • ELLEN COGEN LIPTON / TIFFANY D. TILLEY – CO-VICE PRESIDENTS  
JUDITH PRITCHETT – SECRETARY • MARSHALL BULLOCK II – TREASURER  
MITCHELL ROBINSON – NASBE DELEGATE • TOM MCMILLIN • NIKKI SNYDER

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

(c) A strategy to inform parents and students of CTE EMC and CTE dual enrollment programs in the workforce development board service delivery area.

At this time, the occupational data that the [Department of Technology Management & Budget \(DTMB\)](#) can provide is by [prosperity region](#). Each service delivery area may utilize the prosperity region data and/or utilize specific regional data. All data used to determine rankings must be kept on file for MDE monitoring.

The following documentation must be submitted to MDE:

1. Cover page
2. Ranking form A
3. Education entities form B
4. Strategy to inform students/parents form C

Michigan Department of Education Office of Career and Technical Education (MDE-OCTE) has aligned the due date of the strategic plan to the comprehensive local needs assessment (CLNA) deadline, as districts will be reviewing labor market data for the CLNA. The deadline for strategic plan submission to MDE-OCTE is no later than 11:59 p.m. on **December 1, 2023**. You may submit earlier.

Early middle college supports [Michigan's Top 10 Strategic Education Plan](#) to:

- Improve the health, safety, and wellness of all learners
- Expand secondary learning opportunities for all students
- Increase the percentage of students who graduate from high school
- Increase the percentage of adults with a postsecondary credential

Please submit revised strategic plans to Daisy Kielty, Early Middle College Analyst at [KieltyD@Michigan.gov](mailto:KieltyD@Michigan.gov).

Please direct questions to Dr. Stacey Stover, Education Consultant at [StoverS@Michigan.gov](mailto:StoverS@Michigan.gov).

Attachments:

Instructions to complete the 61B Strategic Planning Process

Cover page

Ranking form A

Education entities form B

Strategy to inform students/parents form C

CEAC, MWA, CEPD Crosswalk

## **Instructions to Complete the 61b Strategic Planning Process:**

Locate your Career Education Planning District (CEPD)# on Attachment A. This is the Michigan Works! Agency and Career Education Advisory Council (CEAC) that oversees the CEPD service delivery area.

Schedule meetings with other CEPDs that are included in your service delivery area to review relevant data and develop one regional strategic plan and career cluster ranking to submit to the Michigan Department of Education Office of Career and Technical Education by the due date.

The CEAC Chair in the CEPD(s) service delivery area must sign that the strategic plan was reviewed and approved. **Actual signatures are required – no typed signatures will be accepted.**

Each CEPD Intermediate School District (ISD) fiscal agent in the service delivery area must also sign that they reviewed and approve the plan. **Actual signatures are required – no typed signatures will be accepted.**

Scan and email the following to Daisy Kielty [KieltyD@Michigan.gov](mailto:KieltyD@Michigan.gov) by 11:59 p.m. on December 1, 2023.

- 1. Cover page with signatures (all signatures must be on one cover page)**
2. Ranking form A
3. Education entities form B
4. Strategy to inform students/parents form C

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

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

**COVER PAGE**

|  |                                  |
|--|----------------------------------|
| <b>MWA Name:</b> Michigan Works! Southwest<br><b>CEAC Name:</b><br>Career Educational Advisory Council, a<br>committee of the Michigan Works! Southwest<br>WDB | <b>CEPD #s:</b><br>35, 36 and 37 |
| <b>Plan Title:</b><br>Public Act 94 Section 61(b)-CTE Early Middle College Programs  |                                  |
| <b>Plan Submission Date:</b>   |                                  |

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

|  |             |
|--|-------------|
| <b>CEAC Chairperson</b> -Tim Staffen                   | <b>Date</b> |
| <b>CEPD ISD Fiscal Agent</b> -Calhoun ISD              | <b>Date</b> |
| <b>CEPD ISD Fiscal Agent</b> -Kalamazoo RESA           | <b>Date</b> |
| <b>CEPD ISD Fiscal Agent</b> -St. Joseph<br>County ISD | <b>Date</b> |
| <b>CEPD ISD Fiscal Agent</b>                           | <b>Date</b> |
| <b>CEPD ISD Fiscal Agent</b>                           | <b>Date</b> |
| <b>CEPD ISD Fiscal Agent</b>                           | <b>Date</b> |
| <b>Department Use Only</b>                             |             |
| <b>LEO Representative</b>                              | <b>Date</b> |
| <b>MDE-OCTE Representative</b>                         | <b>Date</b> |

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**MWA Name:** Michigan Works! Southwest  
**CEAC Name:** Career Educational Advisory Council, a  
 committee of the Michigan Works! Southwest WDB  
**Includes the following CEPDs #:** #35, #36 & #47

**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<br>(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.

| <b>Education Entity Name</b>               | <b>Provides CTE Early Middle College Programs</b> | <b>Provides CTE Dual Enrollment Opportunities</b> |
|--|---|---|
| <b>Branch / Calhoun Counties – CEPD 36</b> | <input checked="" type="checkbox"/>               | <input checked="" type="checkbox"/>               |
| Branch Intermediate Schools District       | <input checked="" type="checkbox"/>               | <input checked="" type="checkbox"/>               |
| Calhoun Intermediate School District       | <input checked="" type="checkbox"/>               | <input checked="" type="checkbox"/>               |
| Kellogg Community College                  | <input checked="" type="checkbox"/>               | <input checked="" type="checkbox"/>               |
| Glen Oaks Community College                | <input checked="" type="checkbox"/>               | <input checked="" type="checkbox"/>               |
| Ferris State University                    | <input type="checkbox"/>                          | <input checked="" type="checkbox"/>               |
| Western Michigan University                | <input type="checkbox"/>                          | <input checked="" type="checkbox"/>               |
| Grand Valley State University              |   | X   |
| <b>Kalamazoo County – CEPD 35</b>          | X   | X   |
| Climax Scotts Community Schools            | X   | X   |
| Comstock Public Schools                    | X   | X   |
| Galesburg-Augusta Community Schools        | X   | X   |
| Gull Lake Community Schools                | X   | X   |
| Kalamazoo Public Schools                   | X   | X   |
| Parchment Schools District                 | X   | X   |
| Portage Public Schools                     | X   | X   |
| Schoolcraft Community Schools              | X   | X   |
| Vicksburg Community Schools                | X   | X   |
| Kalamazoo Valley Community College         | X   | X   |
| <b>St. Joseph County – CEPD 47</b>         | X   | X   |
| Centreville Public Schools                 | X   | X   |
| Constantine Public School District         | X   | X   |
| Sturgis Public Schools                     | X   | X   |
| Three Rivers Community Schools             | X   | X   |
| Glen Oaks Community College                | X   | X   |
| Southwestern Michigan College              | X   | X   |
|  |   |   |

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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.

| <b>Strategy</b>  | <b>Target Audience</b>        | <b>Staff Responsible</b>         | <b>Timeframe Month(s)</b>   |
|--|-------------------------------|----------------------------------|-----------------------------|
| Annual parent & student EMC info meetings  | Parents & Students            |                                  |                             |
| Annual informational mailing to CTE students   | Students                      |                                  |                             |
| Marketing toolkits for various communication outlets (e.g., websites, social media, newsletters, announcements, etc.)  | Parents & Students            |                                  | Ongoing throughout the year |
| Inclusion of CTE, EMC and CTE dual enrollment opportunities in student handbooks   | Students                      |                                  | Ongoing throughout the year |
| Use of EMC logos & updated branding materials  | Parents & Students            |                                  | Ongoing throughout the year |
| Inclusion of EMC in Individual parent-student conferences  | Parents & Students            |                                  | Ongoing throughout the year |
| Use of media outlets to communicate opportunities (e.g., radio ads, newspaper ads/articles)  | Parents & Students            |                                  | Ongoing throughout the year |
| CTE newsletters  | Parents & Students            |                                  | Ongoing throughout the year |
| Informational posters & other program specific media   | Parents & Students            |                                  | Ongoing throughout the year |
| Communication of opportunities via social media & local education agency media   | Parents & Students            |                                  | Ongoing throughout the year |
| Promotion of CTE, EMC & CTE dual enrollment opportunities on college websites  | Parents & Students            |                                  | Ongoing throughout the year |
| Inclusion of CTE, EMC & dual enrollment info on ISD websites   | Parents & Students            |                                  | Ongoing throughout the year |
| Informational/promotional brochures available at local district guidance counselor offices, ISD CTE buildings, postsecondary partner 'college night'   | Parents & Students            |                                  | Ongoing throughout the year |
| CTE EMC presentations at:<br><ul style="list-style-type: none"> <li>• Local district open houses</li> <li>• Local district parent association meetings</li> <li>• Local school board meetings</li> <li>• Regional principal meetings'</li> <li>• Regional counselor meetings</li> <li>• ISD open houses</li> <li>• ISD 10th grade visits</li> <li>• Local district classroom presentations</li> <li>• Individual tours/meetings upon request</li> <li>• CTE classroom presentations</li> </ul> | Parents & Students & Teachers |                                  | Ongoing throughout the year |
| Promotion of Work-Based Learning opportunities for CTE, EMC and CTE dual enrollment students, to advisory committees, and at various business/industry meeting venues  | Parents & Students            | Work-based Learning Coordinators | Ongoing throughout the year |

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**Form C**  
**2024**

|   |                    |   |                             |
|---|--------------------|---|-----------------------------|
| Identify employers for Post-Graduation Placements   | Parents & Students |   | Ongoing throughout the year |
| Post-secondary education opportunities  | Parents & Students | EMC mentors and high school guidance counselors | Ongoing throughout the year |
| Coordinate optimal training/employment options for students looking to pursue options outside of the traditional college/university route.<br>Includes communications and collaborations with<br><ul style="list-style-type: none"> <li>• Michigan Works! Southwest</li> <li>• Specific employers</li> <li>• Secondary and post-secondary job placements coordinators</li> <li>• US DOL and MW Southwest for apprenticeship opportunities</li> <li>• Secondary &amp; post-secondary CTE advisory committees and CEAC members</li> </ul> | Parents & Students |   | Ongoing throughout the year |

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**CEAC, MWA, CEPD Crosswalk**  
Contacts Updated by the Department of Labor and Economic Opportunity (LEO)

|                        |  |
|------------------------|--|
|                        |  |
| Name:                  | <b>Michigan Works! Southwest CEAC   Prosperity Region # 8</b><br><b>CEPD 35, 36, 47</b>  |
| Service Delivery Area: | Branch – Calhoun – Kalamazoo – St. Joseph counties   |
| CEAC Lead:             | Kathy Olsen, WDB Liaison<br>Michigan Works! Southwest<br>269-806-6258 or 269-385-0454<br><a href="mailto:olsen@upjohn.org">olsen@upjohn.org</a>                              |
| CEAC Chair:            | Tim Staffen, Assistant Superintendent of CTE<br>Calhoun Intermediate School District<br>269-789-2441<br><a href="mailto:staffent@calhounisd.org">staffent@calhounisd.org</a> |
|                        |  |

## 61 B STRATEGIC PLAN COMPONENTS

### Prosperity Region 8

#### **Identification of Regional Employer Need**

Employer need was identified based on a 1-17 ranking of all National Career Clusters within the Prosperity Region, ranked by 10-year job opening projections and median wage for each standard occupational code as obtained from the Bureau of Labor Statistics. The results of those rankings were as follows:

#### **Prosperity Region 8: WEST CEAC (Berrien, Cass, Van Buren Counties)**

| Career Cluster  | Rank |
|---|------|
| <i>Information Technology</i>                             | 1    |
| <i>Hospitality &amp; Tourism</i>                          | 2    |
| <i>Finance</i>  | 3    |
| <i>Architecture &amp; Construction</i>                    | 4    |
| <i>Marketing</i>  | 5    |
| <i>Science, Technology, Engineering &amp; Mathematics</i> | 6    |
| <i>Energy</i>   | 7    |
| <i>Health Science</i>                                     | 8    |
| <i>Human Services</i>                                     | 9    |
| <i>Arts, A/V Technology &amp; Communications</i>          | 10   |
| <i>Education &amp; Training</i>                           | 11   |
| <i>Business Management &amp; Administration</i>           | 12   |
| <i>Transportation, Distribution &amp; Logistics</i>       | 13   |
| <i>Manufacturing</i>                                      | 14   |
| <i>Law, Public Safety, Corrections &amp; Security</i>     | 15   |
| <i>Agriculture, Food &amp; Natural Resources</i>          | 16   |
| <i>Government &amp; Public Administration</i>             | 17   |

#### **Prosperity Region 8: EAST CEAC (Branch, Calhoun, Kalamazoo, St. Joseph Counties)**

| Career Cluster  | Rank |
|---|------|
| <i>Health Science</i>                                     | 1    |
| <i>Architecture &amp; Construction</i>                    | 2    |
| <i>Manufacturing</i>                                      | 3    |
| <i>Information Technology</i>                             | 4    |
| <i>Arts, A/V Technology &amp; Communications</i>          | 5    |
| <i>Transportation, Distribution &amp; Logistics</i>       | 6    |
| <i>Science, Technology, Engineering &amp; Mathematics</i> | 7    |
| <i>Energy</i>   | 8    |
| <i>Education &amp; Training</i>                           | 9    |
| <i>Hospitality &amp; Tourism</i>                          | 10   |
| <i>Business Management &amp; Administration</i>           | 11   |
| <i>Human Services</i>                                     | 12   |
| <i>Marketing</i>  | 13   |
| <i>Finance</i>  | 14   |
| <i>Agriculture, Food &amp; Natural Resources</i>          | 15   |
| <i>Law, Public Safety, Corrections &amp; Security</i>     | 16   |
| <i>Government &amp; Public Administration</i>             | 17   |



**MEMBERSHIP TERMS** (from the Bylaws, Section 2: Appointments, Section 2.5)

- Appointments to the CEAC shall be staggered.
- Initial Appointments were April 1, 2018 through June 30, 2020 and April 1, 2018 through June 30, 2021.
- Thereafter, all terms for appointments to the CEAC shall be for two-year terms so that they continue to be staggered.

**CHAIR:** Tim Staffen

**TERM:** July 1, 2022 through June 30, 2024

**Dr. Dennis Baskin**, Dean of Workforce Development, Kellogg Community College

**Dr. Deb Coates**, Dean of Instruction, Kalamazoo Valley Community College

**Dr. Mark Dunneback**, (Alternate for Dr. Deb Coates), Dean for Business and Technical Careers, Kalamazoo Valley Community College

**Mitch Fowler**, Assistant Superintendent for Curriculum, Instruction and Assessment, Battle Creek Public School

**LaToy Green**, Public School Parent

**Dr. Madonna Jackson**, Dean of Academics, Glen Oaks Community College

**Jerry Johnson**, Legislation & Education Policy / Adult Education, Calhoun Intermediate School District

**Andrea Rainer**, Education Specialist, Nottawaseppi Huron Band of the Potawatomi

**Windy Rea**, Admissions Counselor for Michigan Job Corps, Adams & Associates

**Tammy Schiller**, Student Services Academic Consultant, Calhoun Area Career Center, Calhoun Intermediate School District

**TERM:** July 1, 2023 through June 30, 2025

**James Berry**, Director of Career Technical Education, St. Joseph County Intermediate School District

**Jeff Birkholz**, Manager, North American Technical Training, DENSO Manufacturing Michigan, Inc.

**James Brylowski**, President, Southwest Michigan Building Trades and Bus Rep, Bricklayers and Allied Craftworkers Local 2

**James Callahan**, (Alternate for Brylowski), Secretary/Treasurer, SW MI Building Trades and Bus Rep Sheetmetal Workers Local 7

**Cindy Goss**, Career Education Planning District (CEPD) Director, Kalamazoo RESA

**Sarah Mansberger**, (Alternate for Cindy Goss), Kalamazoo RESA

**David Maurer**, President, Humphrey Products Company

**Brian O'Donnell**, Project Executive, Hi-Tech Electric

**Diane Owen-Rogers**, Southwest MiSTEM Regional Director

**James Sertic**, Owner, Sertic Consulting & Implementation

**Dustin Scharer**, Assistant Superintendent of CTE for Branch County, Branch Intermediate School District

**Tim Staffen**, Assistant Superintendent for Career & Technical Education, Calhoun Intermediate School District

**Ken Willcutt**, Business Representative, Plumbers & Pipefitters & HVACR Local Union 357

DRAFT - Oct 1, 2023

**Career & Educational Advisory Council (CEAC)  
 2024 Meeting Schedule**

**DRAFT**

| <b>DAY</b> | <b>DATE</b>      | <b>TIME</b>    | <b>PLACE</b>   |
|------------|------------------|----------------|--|
| Monday     | March 18, 2024   | 1:00-3:00 p.m. | Upjohn Institute<br>300 S Westnedge Ave<br>Kalamazoo, MI 49007 |
| Monday     | May 13, 2024     | 1:00-3:00 p.m. | Upjohn Institute<br>300 S Westnedge Ave<br>Kalamazoo MI 49007  |
| Monday     | October 7, 2024  | 1:00-3:00 p.m. | Upjohn Institute<br>300 S Westnedge Ave<br>Kalamazoo MI 49007  |
| Monday     | December 2, 2024 | 1:00-3:00 p.m. | Upjohn Institute<br>300 S Westnedge Ave<br>Kalamazoo MI 49007  |

Additional meetings may need to be added if initiatives are presented that require the attention of the CEAC.

A virtual link will also be provided for each of the meetings.

CEAC Agendas, Minutes and Schedules will be posted on the Michigan Works! Southwest website at: <https://www.michiganworkssouthwest.org/workforce-development-board> Select the heading: Career Educational Advisory Council.