

AGENDA

Career Educational Advisory Council (CEAC)

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

Monday, December 2, 2024, from 1:00 – 3:00 PM

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

In-person attendance is encouraged

If needed, the **virtual meeting link:**

<https://us02web.zoom.us/j/81540947143?pwd=dVVWYlNKc0htai9PT3RHVnJDWDItUT09>

Meeting ID: 815 4094 7143 **Passcode:** 649666

Or Dial Toll Free • 833-548-0282 • 877-853-5257 • 888-475-4499 • 833-548-0276

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|---|---|
| I. Call to Order / Introductions [5 min] | Tim Staffen, Chair |
| II. Meeting Minutes (<i>vote required</i>) [2 min]
A. CEAC September 12, 2024 Meeting Minutes (<i>Exhibit A</i>) | |
| III. Program - MWSW Partnerships and Resources for Building a Skilled Workforce[15 min] | Ashley Iovieno, MW! Southwest |
| IV. Business Update [5 min]
A. Private Sector | Business Representatives |
| V. Education Updates [20 min]
A. Secondary Education
B. Post-secondary Education
C. Adult Education
D. Job Corps | Secondary Education Reps
Post-secondary Education Reps
Jerry Johnson
Windy Rea |
| VI. Other Updates, Upcoming Events & Announcements [10 min] | Members |
| VII. Public Comments [5 min] | |
| VIII. 2025 Meeting Calendar [2 min](<i>Exhibit B</i>) | |
| IX. Next CEAC Meeting
Date TBD per approved 2025 Meeting Calendar
at Upjohn Institute, 300 S. Westnedge Ave, Kalamazoo, MI 49007 | |
| X. Adjournment | 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.
- * Guide, establish and/or participate in career development, pathway, and exploration events though workforce preparedness programs P-20 through lifelong learning.
- * Promote and positively impact the Governor's post-secondary credential attainment goal of 60% by 2030.

Career Educational Advisory Council (CEAC) Meeting Minutes September 12, 2024

CALL TO ORDER – Committee Chair, Tim Staffen, called the meeting to order at 1:04 p.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan.

MW SOUTHWEST CEAC MEMBERS PRESENT

Lanre Ajayi (GOCC)

Jim Berry (SJC ISD/CTE)

Alyson Boreman (KVCC) ^v

Alt for Dr Mark Dunneback

Scott Cubberly (KCC) ^v

alt for Dr. Dennis Baskin

Cindy Goss (KRESA/CTE)

Jerry Johnson (ISD-Calhoun)

Brian O'Donnell (PS-Hi-Tech Electric)

Sue Quiter (BACC)

Dustin Scharer (BACC/CTE)

Jim Sertic (PS-Sertic Consulting)

Tim Staffen (CISD/CTE)

^v Attended virtually

STAFF PRESENT

Ashley Iovieno (MWSW)

Kathy Olsen (MWSW)

OTHERS PRESENT

Suzanne Eman-Jaehnig (LEO-WD)

Heather Kortlandt (KAMC) ^v

Randy Pohler (MI-DTMB) ^v

MW SOUTHWEST CEAC MEMBERS ABSENT

James Brylowski (Labor-MI Building
Construction Trades)

James Callahan (Labor-Trades)

LaToy Green (Parent)

Sarah Mansberger (KRESA ISD)

David Maurer (PS-Humphrey Products)

Rebecca Murphy (BCPS)

Andrea Rainer (Huron Pottawatomi)

Windy Rea (Job Corps)

Tammy Schiller (CISD/CACC)

Ken Willcutt (Labor-Plumbers & Pipefitters
& HVACR Local Union 357)

INTRODUCTIONS/ANNOUNCEMENTS

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

MINUTES (*Exhibit A*)

Motion by Jim Sertic and supported by Brian O'Donnell to approve the March 18, 2024 CEAC meeting minutes with two corrections: on page 1, 'Dr. Mark Dunnebeck' was corrected to read 'Dr. Mark Dunneback'; and on page 21, under Region 21, 'the math credential' was changed to read 'the industry credential'. Motion carried.

MI STEM NETWORK UPDATE

The MiSTEM Coordinator for Southwest Michigan position is vacant, and the State is seeking someone to fill this position. The State is also seeking a MiSTEM Fiscal Agency.

PLANNING FOR 2025 MEETINGS

CEAC members reviewed responsibilities that includes collaborative efforts with Perkins V and MiSTEM, and their work on the ISD Fiscal Agent's Regional Strategic Plan. Tim Staffen reported the information gathered at the CEAC meetings from business and industry and community members has been valuable. The information has been used for the Comprehensive Local Needs Assessment (CLNA) that is required every two years as well as the Perkins report and budget.

Kathy Olsen reported the CEAC work which has been documented in the minutes was included in the annual report that was submitted to the Dept of Labor and Economic Opportunity in July of this year.

Members discussed options for 2025 meeting dates. Monday afternoons were the best option. Dates that conflict with the week of MiCareerQuest™, spring breaks, State conferences, and standing meetings with Ford should be avoided. Based on the feedback provided, Kathy Olsen will create a draft calendar of 2025 CEAC meeting dates.

BUSINESS UPDATES

Sertic Consulting - Jim Sertic reported that industry appreciates the work being done around the region to inform youth of career opportunities.

Building Trades – Brian O'Donnell reinforced the importance of CTE to focus on clean energy. As the need for building the infrastructure to support the future of clean energy increases, many jobs will be created in other sectors of skilled trades. He specifically mentioned the [*CTE Momentum Power Your Future Challenge*](#) to advance clean energy solutions. He further reported that there are grants and rebates available for electric school buses. One mentioned was the [*SEC 74 Clean School Bus Grant*](#).

Michigan Works! Southwest Business Solutions - Ashley Iovieno reported on multiple grant funding to assist with job seeker and incumbent worker training. They included:

- [MiREACH](#) – A training grant for rural healthcare providers. Geographic areas eligible include Branch and St. Joseph Counties and a small portion of Calhoun County. The focus is on short-term training for patient focused occupations except for dental.
- [Apprenticeships](#) – Michigan Works! Southwest has been designated as an Intermediary and can now hold the standards for apprenticeship training programs.
- [MiSTAIRS](#) – A training grant to help offset apprenticeship costs. The funding for this grant is through the end of 2025.
- [MiROAR](#) – A grant to support Race to Talent events to highlight employers with apprenticeship training programs. This funding expires in 2026.
- [Going PRO Talent Fund \(GPTF\)](#) – The Cycle 1 application period will be open from October 1-18, 2024. There have been changes to the scoring criteria and information sessions are being held now to inform employers about the grant.
- [Going PRO Talent Fund \(GPTF\) Employer Led Collaboratives \(ELCs\)](#) – This funding is to support training for two or more employers applying jointly to support similar training across industries and counties.
- [MiReconnect](#) – This funding is to support training at community colleges. MW! Southwest staff are assisting with outreach to employers.

Ms. Iovieno reported on the current unemployment rates and industry hiring trends. She shared information pertaining to the next *MiCareerQuest™ Southwest* scheduled for October 22 and 23, 2024 at the Kalamazoo Expo Center and a Family Night that will be open to the public from 3:30-6:00 pm on October 22. There will also be a Career Day in Branch County on October 17, 2024 for ninth grade students. Additionally,

Ms. Iovieno reported that events will be planned to celebrate *National Apprenticeship Week* during the month of November.

Discussion followed regarding the landscape of college degrees, technical certification, and apprenticeship training.

EDUCATION UPDATES

Secondary Education

Branch Area ISD – Dustin Scharer reported the following:

- CTE enrollment is more than 570 students. The number of enrollments last year was 540 students. School enrollment has not increased as much, thus there is a much larger percentage of students enrolling in CTE courses.
- Construction Trades has not built a house in twelve years. This year a basement is poured, and they are getting ready to build with 25 CTE students.
- Health Sciences is now offering a Medical Assistant Program. This allows for two first-year programs and two second-year programs. He noted that many students get career starter jobs right out of high school.
- The Branch ISD Career Center has a new parking lot.
- There will be a College Fair at the Career Center during the day on September 24, 2024.
- There will be a Career Day at the Dearth Center for all ninth grade students in Branch County on October 17, 2024. MW! Southwest will be providing some support for this event.
- Several teachers just completed their degrees.
- A para pro in construction trades took the builders class and earned a builder's license.
- Dustin and Tim Staffen will be traveling to Lansing to give testimony to legislators as to the value of the funding that helps to support teachers earning degrees.

Kalamazoo RESA (KRESA) – Cindy Goss reported the following:

- KRESA has hired 27 instructors and teacher assistants for their new career center. All are preparing lessons for next year.
- The grand opening of their new Career Center will be May 22, 2025. More information will be released soon.
- An interesting fact about robotics and the construction of the new CTE center - a robot, using printer ink, is being used to draw lines on the floor of the Career Center where walls will be constructed.
- KRESA's CTE enrollment for this academic year is 932 students. This does not include enrollments in business, accounting, marking, and banking.
- Early Middle College – 28 students earned an associate degree; 1 earned a vocational certificate; 32 have a MI Transfer Agreement; and 46 earned the MEMCA Early Middle College certificate.
- This year there are 192 students, grades 10 through 13, enrolled in Early Middle College (EMC).

St. Joseph County ISD (SJCISD) – Jim Berry reported the following:

- MiCareerQuest™ in St. Joseph County was held on May 7, 2024.
- SJCISD started new apprenticeship programs with Armstrong and staff are working on one establishing one with Beacon Health.
- Approximately 700 CTE students are enrolled in 18 State approved CTE programs.

- There are two teacher academies with 54 students enrolled.
- Fifteen students are enrolled in Early Middle College at Glen Oaks Community College.
- Construction Trades held an open house. They partnered with the Sturgis Neighborhood Program and the Three Rivers Habitat for Humanity.
- An aviation program, created through a partnership with Three Rivers Aero, is new this program year.
- Staff are exploring the purchase of a Mobile Lab, this may happen as early as next year.
- Two welding teachers recently graduated from Western Michigan University (WMU). Their industry credit was applied towards their degrees.

Calhoun Intermediate School District (CISD) – Tim Staffen reported the following:

- Calhoun County restructured multiple local programs with dual enrollments and credential attainment. For example, in healthcare, the first year is for gaining the foundational and technical knowledge and the second year is more technical with a focus on an area to specialize. The goal is to earn a certification and become employable.
- IT offerings were expanded. Computer networking is now split into one that focuses on game design and programming and cyber security. The other focuses on application, hardware, and administration.
- One factor that drives programs is who can teach it.
- CISD will be undergoing a Civil Right Audit in early October. The last one was completed in 2011. To prepare, staff are currently conducting a self-assessment.
- CISD applied for and received a 61(i) grant from the office of CTE. These funds will be used for teacher retention, certification, and equipment. Fifteen employees received training and four obtained teacher certificates. Three Staff were able to complete $\frac{3}{4}$ of a BA program. Funds were also used to purchase \$90K in equipment for programs.
- Special Education has had to continually relocate from school to school over the last ten years due to space availability. A facility is currently being built that will give this program a permanent home. Construction students are helping to build it.
- CISD applied for another grant and although they did not receive it, the partners want to implement the program anyway. It will be called “Crayons to Careers” and will focus on career development activities for pre-K to age 5 where there is a huge gap. One of the partners, Denso, will be presenting the idea to the Manufacturing Consortium. Other partners include KCC, the Battle Creek Math and Science Center, and Battle Creek Unlimited. There will be a focus on STEM careers for Pre-K to age 5 and will include increased partnerships with representatives from business and industry visiting the classrooms and the Great Start Collaborative more frequently.

Post-Secondary Education

Glen Oaks Community College (GOCC) – Lanre Ajayi reported the following:

- GOCC has built strong partnerships working with Lynn Page at MW! Southwest and Jim Berry from SJCISD.
- In partnership with SJCISD, there are seven (7) CTE programs at GOCC.
- The GOCC auto instructor is currently in Lansing to secure three vehicles. One is for GOCC and two are for SJCISD. The ISD partners with GOCC for students to earn college credit for the auto program.

Kalamazoo Valley Community College (KVCC) – Alyson Boreman reported the following:

- KVCC has a new Cosmetology and Barbering Program. Currently Kalamazoo RESA has a CTE cohort enrolled in the program. An adult cohort will begin on October 7, 2024.
- The Groves campus will be focusing on workforce and community innovation.
- There is a capital outlay project to renovate the technical trades wing (68K sq. ft. plus 20K sq. ft. expansion). This includes an automotive section for hybrid and electric vehicles (EV).
- There will be a Technical Trades Expo on November 7, 2024 at KVCC. Per the website, <https://www.kvcc.edu/technicaltrades/>, ‘The event will include tours of the technical trades labs, demonstrations and information about financial aid, internships and apprenticeships. Visitors will have the opportunity to talk with current and former students, instructors, and local employers’

Kellogg Community College (KCC) – Scott Cubberly reported the following:

- KCC has been awarded multiple grants that include:
 - \$750 K for improving engagement with K-12.
 - \$2.6 million for the Blue Oval project.
 - \$1.1 million for an Industry 4.0 robotics lab in Albion.
- There will be a Manufacturing Day event at the KCC RMTTC location. A Manufacturing Day event in Albion will be postponed until February, 2025 when the robotics and computer lab are completed.

Adult Education

Jerry Johnson reported the following:

- The Michigan Department of Labor and Economic Opportunity (MI LEO) provides technical assistance to support adult education operations and development.
- The Calhoun ISD is the fiscal agent for Section 107 funding. The Request for Proposal (RFP) process was recently completed, and providers were selected. There are now fifteen providers with Van Buren ISD being added. Funding is a little less than \$3 million.
- 107(a) funding is available for adult education innovation. A regional application is being submitted to include career navigation, career coaching, and to help build partnerships and networks. The request for the application will be for \$1 million.
- There have been 107 special projects which have been competitive. The funds have now been distributed to regions; however, there were no applications from the Southwest Michigan region.
- He is seeking ideas to leverage funding for the FY ending in 2025 to help adult learners complete and connect to CTE and jobs.

MI Job Corps

No report.

OTHER UPDATES - EVENTS and ANNOUNCEMENTS

Randy Pohler reported that the Statewide Hot 50 Job Outlook report will be released next week. The link to the report is [View and Download Michigan’s Hot 50](#).

Kathy Olsen reported that MW! Southwest and partners received multiple awards at the 2024 Michigan Works! Association’s State Conference held earlier this month. They included the following:

- Duncan Aviation was awarded the Employer of the Year.

- John Kerr from Denso was awarded the Volunteer of the Year Award. Denso has locations in two MW! areas, Oakland County and MW! Southwest, and both were mentioned in the award recognition.
- The MW! Southwest Workforce Development Board was recognized as this year’s Board of Excellence.
- Lynn Page, Business Solutions Coordinator, was recognized as the MW! Southwest Shining Star.

PUBLIC COMMENTS

None.

NEXT CEAC MEETING

The next CEAC meeting is scheduled for Monday, December 2, 2024, from 1:00-3:00 p.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan. Members were encouraged to attend in-person; however, if needed, a virtual link will also be available.

ADJOURNMENT

With no further business to conduct the meeting was adjourned at approximately 2:55 p.m.

Respectfully submitted,

Kathy Olsen, CEAC staff support

Tim Staffen, Chair CEAC

Career & Educational Advisory Council (CEAC)
2025 Meeting Schedule
DRAFT

DAY	DATE	TIME	PLACE
Monday	March 10 or 17, 2025	1:00-3:00 p.m.	Upjohn Institute 300 S. Westnedge Ave. Kalamazoo, MI 49007
Monday	May 5 or 12, 2025	1:00-3:00 p.m.	Upjohn Institute 300 S. Westnedge Ave. Kalamazoo MI 49007
Monday	September 15 or 22, 2025	1:00-3:00 p.m.	Upjohn Institute 300 S. Westnedge Ave. Kalamazoo MI 49007
Monday	December 1 or 8, 2025	1:00-3:00 p.m.	Upjohn Institute 300 S. Westnedge Ave. 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.