
Career & Educational Advisory Council

Meeting Minutes

April 12, 2018

CALL TO ORDER – Committee chair, Kris Jenkins, called the meeting to order at 1:32 p.m. at the Kalamazoo RESA, 1819 E. Milham Avenue, Kalamazoo, Michigan 49002.

MEMBERS PRESENT

Paul Aivars, alternate for Geisler (GOCC)	Kris Jenkins/ Tim Staffen (CISD)
James Brylowski (alternate is Corliss) (Labor)	Mary George for Laura McGuire (PS)
Thomas Cameron (SJCISD)	Deb Miller (KRESA)
Dr. Deb Coates (KVCC)	David Maurer (PS)
Jill Gernaat (Parent)	Windy Rea (Job Corps)
Denny Hunt (Educator)	James Sertic (PS)

STAFF PRESENT

Amy Meyers (MWSW)	Kathy Olsen (MWSW)
Sarah Pohl (MWSW)	

OTHERS PRESENT

Karen Carlisle (Y.O.U./KRESA)	Leonidas Murembya (DTMB)
Greg Dedes (PS)	Ken Willcutt
Reynaldo Guzman (TIA/WDA)	

MEMBERS ABSENT

Morris Applebey (Labor)	Jerry Johnson (CISD)
Kim Bell (Local District)	Jan Karazim (KCC)
Jamie Engel/Jennifer Searls (Branch ISD)	Cheryl Peters (Entrepreneurship)

INTRODUCTIONS/ANNOUNCEMENTS

Individuals present introduced themselves and the agency they represented.

MINUTES

Motion made by Jim Sertic and supported by Paul Aivars to approve the Region 8 TDCC March 28, 2018 meeting minutes.
Motion carried.

CEAC Roles and Responsibilities and Metrics

Amy Meyers referred Council members to Exhibit B outlining the CEAC roles and responsibilities and proposed metrics. She reported that as of April 1, 2018 the Region 8 Talent District Career Council (TDCC) ceased to exist. It was replaced by Career & Educational Advisory Councils (CEAC) that align with Michigan Works! service areas. Ms. Meyers reported CEACs are similar to TDCCs, in that they will serve as a formal committee to bring area education and business entities together to provide feedback and

recommendations to the Workforce Development Board. CEACs will be required to report on Metrics to the State of Michigan. For the Michigan Works! Southwest CEAC, the proposed metrics are to establish 20 registered apprenticeships and the promotion of 25 career pathway and exploration events. Ms. Meyers further explained that the goal of 20 registered apprenticeships is not the number of clients receiving apprenticeship training, but instead, the establishment of new apprenticeship programs in the Michigan Works! Southwest service area. She further reported that although many events may have a career pathway or exploration component, only those specifically targeting career pathways or career exploration would be included. Discussion followed regarding ways to accurately identify and report these metrics to the WDB. Council members shared that they already report these numbers to a variety of entities and requested that reporting be streamlined to avoid duplication of work. Reynaldo Guzman offered to further explore this topic to see if there would be a way to share data already collected. Ms. Meyers also stated that Michigan Works! Southwest staff members throughout the four-county region have been asked to gather and report this information as they become aware of events and hopefully this will help to take the burden off CEAC members. However, any CEAC member may send information regarding career exploration events directly to Kathy Olsen.

CEAC Bylaws

Kathy Olsen referred CEAC members to the Career & Educational Advisory Council (CEAC) Bylaws (Exhibit C). She reported the CEAC Bylaws were very similar to the Region 8 Talent District Career Council (TDCC) Bylaws. Edits included changing the references from the seven-county region to the four-count Michigan Works! Southwest service area. CEAC Membership terms were structured so that the expiration of terms would be staggered. She reported the CEAC is required to meet at least three (3) times per year; however, the CEAC could meet more often if needed.

Denny Hunt requested that page 3, section 1.3 be corrected to change “her or she” to “he or she”.

Motion made by David Maurer and supported by Paul Aivars to approve the CEAC Bylaws with the corrected to page 3, section 1.3. Motion carried.

CEAC Membership

Kathy Olsen referred CEAC members to the roster of CEAC Members (Exhibit D). She requested that members review the list and note any corrections. Ms. Olsen reminded members that both education and business are key CEAC partners and meetings are open meetings and anyone can attend. Kris Jenkins also reminded CEAC members that the Governor’s Marshall Plan for Talent requires “talent consortia”, though no more information has been received on what those groups would look like, it is possible that a CEAC could serve as a talent consortium.

Ms. Olsen reported Kris Jenkins was appointed to serve as the CEAC Chair by the Michigan Works! Southwest Workforce Development Board. However, Kris Jenkins informed CEAC members that she will need to step down from this role because she has accepted a position as superintendent of the Branch Intermediate School District. Members were informed that a new Chair and a Vice Chair would need to be elected by the CEAC members and then approved by the Michigan Works! Southwest Workforce Development Board.

Motion made by Kris Jenkins and supported by Denny Hunt to nominate Deb Miller as the CEAC chair. Motion carried by unanimous decision.

Motion made by Kris Jenkins and supported by Paul Aivars to nominate Thomas Cameron as the CEAC Vice Chair. Motion carried by unanimous decision.

CEAC Meeting Schedule for 2018

Kathy Olsen referred CEAC members to the CEAC 2018 meeting calendar (Exhibit E). She reported the CEAC schedule will be

posted on the Workforce Development Board page of the Michigan Works! Southwest website (<http://www.michiganworkssouthwest.org/about/board/>). A meeting calendar for 2019 will be presented to CEAC members requesting approval, in the fall.

UPDATES

Employers and Labor Updates

David Maurer reported Humphrey Products has been busy recruiting talent, with little success so far. Talent recruitment will most likely also be a topic of discussion at tomorrow's Manufacturing Consortium meeting. The work of groups like the CEAC are instrumental in helping to address the talent gaps affecting area employers. He further reported that employees are also concerned about worker attendance and dependability, use of cell phones at inappropriate times, and a lack of skills to effectively communicate issues pertaining to work. Other employers and labor members in attendance agreed that attendance and cell phone usage are common concerns in the workplace. Another concern mentioned was convincing potential talent that jobs in manufacturing and building trades can lead to respectable and rewarding careers.

Council members discussed the need for increased outreach to youth to inform them about alternative career tracks such as apprenticeship training and dispelling the misconception that a career in manual labor is not equitable to success. Members also supported more recognition for students completing Career & Technical Education (CTE) training programs as well as students who find success in less common educational pathways. Members agreed that outreach to parents was also necessary to help shift public opinion regarding jobs in manufacturing and construction. A State led marketing campaign like [Going PRO with Skilled Trades](#) may help to shift general opinion and members were hopeful that the Governor's Marshall Plan for Talent will also help to increase interest in CTE programs. Members further noted that in order to reach the youth population, it will be important to reach out to the youth on their platforms and utilize social media as much as possible to highlight successes and initiatives.

Jill Gernaat, representing public school parents, reported youth are more apt to listen to their peers and suggested using youth peers to share stories of their successes. She also stated that she sees a need for creative problem solving on the part of the employer regarding the cell phone usage in the workplace. She explained that many students now use cell phones at school as a learning tool and it is becoming increasingly difficult to identify appropriate and inappropriate times for using these devices. She reminded council members that they themselves are most likely using cell phones while at work and when at meetings. Instead of punishing the behavior, perhaps employers should develop practices and policies that would build in appropriate usage during work hours.

Greg Dedes shared a couple of success stories. One pertained to a student who had a paid internship with MacAllister CAT and now the employer is funding the student's secondary education. Another student who completed two years of CTE welding moved into an apprenticeship training program with the Plumbers and Pipefitters.

Community College Updates

Kalamazoo Valley Community College (KVCC) - Dr. Deb Coates reported Kalamazoo Valley Community College (KVCC) has been identified as a training provider for upcoming MAT² training and KVCC is currently seeking candidates for two positions related to this training. Dr. Coates reported KVCC's new president, Dr. Luther Marshall Washington will be coming onboard this summer. She added that an Automotive Open House is scheduled to be held at KVCC on April 27, 2018 from 3:00 to 7:00 p.m.

Glen Oaks Community College (GOCC) – Paul Aivars reported Glen Oaks Community College (GOCC) is launching a new Agricultural Equipment Technology program and is exploring the start of a Veterinary Tech program, both for the fall 2018 semester. Mr. Aivars also reported GOCC is remodeling. GOCC will be hosting a job fair next week and so far, 51 employers are scheduled to participate in the event. Mr. Aivars reported outreach for the job fair event is targeted to reach current high school seniors who are not planning to attend college in the fall. A MiCareerQuest Southwest event is scheduled to be held later this spring at GOCC. It is expected that over 800 students will attend, and the students will be exploring six major career paths.

Kellogg Community College (KCC) – No Report

Adult Education Update

None.

Secondary School Updates

Kalamazoo RESA (KRESA) – Deb Miller reported Kalamazoo RESA is currently working on a career readiness framework to address social, emotional, and career pathway needs in Kalamazoo County as they relate to the K-12 students. Ms. Miller offered to share more information with the CEAC in the future. She announced the April 30 Education for Employment (EFE) meeting was changed to a May date.

Calhoun ISD (CISD) – Tim Staffen reported the Calhoun ISD is currently going through a leadership transition. CISD is planning to double enrollments in CTE welding classes and they are seeking faculty for the expansion of computer networking. Kris Jenkins reported the quote recently received for the welding expansion to create more space and update equipment was more than double what they had planned to spend on the updates and the CISD is looking for matching funds.

St. Joseph County CTE – Thomas Cameron reported the St. Joseph County ISD is hoping to consolidate some of their CTE programs by utilizing Glen Oaks Community College as a more central location instead of using sites in Three Rivers and Sturgis. Mr. Cameron reported the SJCISD 61C funding will be used to purchase equipment. He further reported that SJISD is partnering with Southwestern Michigan College(SMC) to provide a two-year building trades CTE program. Upon completion, students will be able to apply for their builder's license.

Regional Prosperity Initiative (RPI) Update

Deb Miller reported the Regional Prosperity Initiative (RPI) has not met since she last reported to the TDCC. RPI subcommittees will be meeting in the near future. She further reported there will be a small amount of RPI funding for initiatives in the seven-county region. The RPI is focusing on how to make an impact with internships, apprenticeships and work-based learning.

Workforce Development Board Update

Kris Jenkins reported the Workforce Development Board (WDB) also has not met since the March TDCC meeting; however, the WDB Executive Committee is scheduled to meet tomorrow, April 13, 2018.

MEMBER/ PUBLIC COMMENTS

Karen Carlisle reported the Michigan Works! Southwest Service Center in Battle Creek is hoping to begin offering GED testing on-site. Staff are preparing to seek the necessary approval.

NEXT MEETING

Thursday, September 20, 2018 from 1:30-3:30 p.m. at Kalamazoo RESA. [The meeting date was changed to October 11, 2018.]

ADJOURNMENT

With no further business to conduct, the meeting was adjourned at 3:19 p.m.

Respectfully submitted,

Kathy Olsen, CEAC staff support

Deb Miller, Chair CEAC