

---

## Career & Educational Advisory Council

### Meeting Minutes

#### October 11, 2018

---

**CALL TO ORDER** – Committee chair, Deb Miller, called the meeting to order at approximately 10:00 a.m. at the Kalamazoo RESA, 1819 E. Milham Avenue, Kalamazoo, Michigan 49002.

Invited members included the Michigan Works! Southwest CEAC, the Kinexus CEAC and the Southwest Michigan Talent Consortium

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

Morris Applebey (Labor-Kalamazoo Electrical JATC)  
Kim Bell (Local District)  
Thomas Cameron (SJCISD)  
Dr. Deb Coates (KVCC)  
Jill Gernaat (Parent)  
Denny Hunt (Educator)  
Dr. Jan Karazim (KCC)  
Jerry Johnson (CISD)

Beth Denbrock for Laura McGuire (PS-DENSO)  
Jason Luke (SW Mi STEM)  
Deb Miller (KRESA)  
David Maurer (PS)  
James Sertic (PS)  
Randy Sowles (Branch ISD)  
Tim Staffen (CISD)

#### **STAFF PRESENT**

Amy Meyers (MWSW)

Kathy Olsen (MWSW)

#### **OTHERS PRESENT**

Carol Bale (WMU)  
Dennis Bertch (KVCC)  
Jacquelyn Bley (PS-Armstrong International)  
Cameron Buck (KRESA)  
Hugh Coward (Labor-MSBTC/WMCA)  
Paige Eagan (KVCC)  
Ken Flowers (LMC)  
Sue Gardner (KVCC)  
Michael Goldin (GOCCO)  
Reynaldo Guzman (TIA/WDA)  
Joshua Iocca (PS-Flowserve)  
Sarah Klerk (Kalamazoo Promise)  
Cathy Knapp (SW MI First)  
Emily Kobza (Communities in Schools of Kalamazoo)

Deb Kolberg (KRESA)  
Chris Machiniak (Berrien RESA)  
Leonidas Murembya (DTMB)  
Brian O'Donnell (Labor-IBEW Local 131)  
Melissa Ponstein, (Area Health Education Centers- AHEC)  
Karen Robyn (KRESA)  
Robert Smith (VB ISD)  
Mikki Spagnoli (Lewis/Cass ISD)  
Eric Stewart (YOU/KRESA)  
Erin Sunlin (Kinexus)  
Amanda Sutherland (YOU/KRESA)  
Jim Sutton (PS-AAM)  
Von Washington (Kalamazoo Promise)  
Stacy Young (Southwestern MI College)

#### MW SOUTHWEST CEAC MEMBERS ABSENT

James Brylowski / Michael Corliss, alternate  
(Labor-SW Mi Bldg Trades)

Elksnis Geisler/ Paul Aivars, alternate (GOCC)

Cheryl Peters (Entrepreneurship)

Windy Rea (Job Corps)

Jennifer Searles, alternate for Sowles (Branch ISD)

Ken Willcutt (Labor-Plumbers, Pipefitters, HVACR)

#### INTRODUCTIONS/ANNOUNCEMENTS

Individuals present introduced themselves and the agency they represented.

#### MINUTES

**Motion made by Jim Sertic and supported by Tim Staffen to approve the Michigan Works! Southwest Career Educational Advisory Council (CEAC) April 12, 2018 meeting minutes. Motion carried.**

#### CEAC METRICS

Kathy Olsen distributed the CEAC Metrics Report that included the number of established registered apprenticeships and the promotion of career pathway and exploration events through September 2018. The number of apprenticeships was reported to be 12 and the goal for the program year is 20. The number of career pathway events is 10 and the goals for the year is 25. The list for each was also provided and she asked members to let her know if anything should be added.

#### MARSHALL PLAN FOR TALENT CONCEPT SUMMARIES

Deb Miller reported the concept summary submitted by Kalamazoo RESA for Prosperity Region 8 that is focused on four in-demand sectors – manufacturing, healthcare, building trades and IT was accepted and the next step is to submit a Talent Agreement that members and invited guests will work on during the latter part of today's meeting.

Jan Karazim reported on Marshall Plan Concept Summaries that included one submitted by *Marshall Public Schools for production assembly*; one called *BCPathways4Success for healthcare careers*; and an academy in the Battle Creek Public Schools focused on a *pipeline for healthcare careers*.

Kathy Olsen reported another concept paper submitted is focused on *FIRST robotics* which includes schools in Eastern Calhoun and Western Jackson Counties. The plan includes using a site in Albion for the training center.

Dave Maurer reported he received notice that the concept paper for an *engineering and manufacturing career pathway* submitted by Eastern Michigan University is also moving on to the next step of the process.

Tommy Cameron reported on two concept summaries submitted in St. Joseph County. One was submitted by the *St. Joseph County Intermediate School District with a county-wide manufacturing and mechatronics* focus and the other was submitted by *Sturgis Public Schools to ensure that every student is career and college ready*.

One member reported hearing that there were 88 [unconfirmed number] concept papers submitted and that all were moving on to the next step in the process. [Additional information can be found on the State of Michigan [Marshall Plan for Talent website](#).]

### **MARSHALL PLAN FOR TALENT AGREEMENT – Southwest Michigan Talent Consortium**

Deb Miller reported the next step for all concept papers that were accepted is to submit a Talent Agreement by the close of business on October 23, 2018. Talent Agreements that are accepted will then move onto the third step which is to apply for the grant in November.

Eric Stewart presented four PowerPoint slides that summarized the Southwest Michigan Talent Consortium's (SWMTC) Marshall Plan for Talent. He reported the consortium is a K-12 effort with business and industry driving the action. The plan focuses on five sectors: manufacturing, information technology, professional trades, healthcare and business. He reported data for current CTE enrollments in four of the five sectors is 3% of the student population. For the business sector, student enrollment is at 14% of the student population. He also shared information regarding the top careers and annual salaries for the focus areas. The main goal of the plan is to address the talent gap in high-demand industries for Southwest Michigan. Components include: competency/certification-based curriculum development; professional equipment for programs where a 25% match is required; and career navigators. The maximum available funding for the Southwest Michigan Talent pipeline partnership is \$500 thousand per Intermediate School District (ISD) with \$250,000 for St. Joseph ISD and Calhoun ISD because they also submitted a plan. The funding was broken down into three categories: career exploration, internships and program/professional development, with each assigned one third of the available funding; i.e. \$166,666 for each. He explained that the amount assigned to each category can change; however, the total applied for cannot increase.

A draft student flow chart for the Southwest Michigan Talent Partnership was distributed at the meeting. Jason Luke reported the first two pages of the flow chart was broken down into six age groups with activities listed under each. The activities for grades K-5 were focused on career awareness. The activities for grades 6 & 7 and for grade 8 were both focused on career exploration; examples provided included the MiCareerQuest Southwest events that have previously been offered to students in Calhoun, Kalamazoo, Cass and St. Joseph Counties and which could be replicated in the other counties. The activities for grades 9 & 10, grade 11 and grade 12 were focused on age appropriate career opportunities. The third page of the flow chart included professional and program development components for the educator audience. Specific activities that included educator externships, credential-based opportunities; mobile training labs to introduce students to CTE courses, pre-apprenticeship courses and student badging. It also included competency-based curriculums whereby students would need to be able to demonstrate the skills learned. The measurements included increases for each of the specific activities identified that would address the talent pool for high-demand industries - manufacturing, IT, healthcare and professional trades.

Deb Miller reported the goal for the remainder of the meeting was to review and edit the flow chart, timeline and draft Talent Agreement. She also stated that all entities who wish to move forward with the submission for the Talent Agreement, sign their commitment on the signature page before leaving the meeting. For the next half hour, attendees broke out into groups of three to review questions 4 through 18, skipping question 15, of the draft Talent Agreement. Following the review, the full group reconvened to share their feedback.

### **SUMMARY OF FEEDBACK**

Question #4 – Moving forward the needs should be updated. They should be flexible and adaptive and evolve as needed. Suggestions included use of virtual meetings, and surveys as well as phone conferencing.

Questions #4 & #5 – Use real-time labor market information. Burning Glass analytics can provide information for current and past demand. The Department of labor and O\*Net can provide projections for the future. Business will also determine information regarding question #5. It was also suggested to utilize existing systems, i.e. coronamic development and Michigan Works! business services to survey/gather information from employers when they make service calls. Educate the business community to inform them about the Marshall Plan for Talent submission.

Question #6 - For professional development, a suggestion was made to add additional externship ideas and Subject Matter Experts (SMEs) that would support Project-Based Learning (PBL) and Competency-Based Learning (CBL). Faculty from the community colleges and from industry could share their expertise with K-12 educators. Another suggestion was to add a mode to disseminate the lessons created through externship experiences.

Question #7 – Use common language for career exploration. Have a plan for regional marketing of the Marshall Plan so that a consistent message is provided. The term educators was clarified to include teachers, counselors, and administrators and this definition should be included. Suggestion also made to offer pre-service for teachers regarding MiSTEM.

Question #8 - Incorporate how the Marshall Plan will be promoted to business to grow externship opportunities for professional development. Perhaps a Uniform Get Started Kit to help employers prepare and offer externships. The question was also asked as to who will be contacting employers and that it would be helpful to describe how this this will be done. Will it be the career navigators or the Business Services Professionals (BSPs) from Michigan Works!?

Question #9 – Grammatical edits were incorporated

Question #10 – Develop a credential that is based on 21<sup>st</sup> century skills that would reinforce Project-Based Learning (PBL). One employer stated that employers will also need to be flexible. Include soft skills in the curriculums.

Question #11 – Collect baseline data and routinely update. This can be accomplished through retention visits to employers by economic developers and workforce development professionals.

Question #12 – Include mention of the mobile labs that will be used to ensure equity. A variation of the mobile lab that was suggested was to incorporate virtual tours of companies. Also include obstacles that would need to be addressed so that all students could participate. One example provided was the fact that for multiple reasons, many students do not have a driver's license. Transportation was another obstacle identified and ideas included incorporating funds to cover transportation expenses or make use of technology for presentations. One attendee mentioned the Employer Resource Network (ERN) model where success coaches are in place to help member company employees address barriers; and stated that a similar approach could be used with students. One attendee reported there are some funds set aside for Student Scholarships and that funding could be used for barrier removal. Another suggestion was to partner with the Regional Prosperity Initiative (RPI), provide the RPI with a copy of the Marshall Plan and request funding to assist disadvantaged students.

Throughout the document, wherever business is mentioned, add terminology to include labor so that it is more inclusive of all business and labor organizations.

Deb Miller reported that KRESA staff would incorporate the feedback received at the meeting, as well as the State feedback that was expected by October 15, 2018, into the Agreement.

#### **MEMBER/ PUBLIC COMMENTS**

Deb Miller reported the Marshall Plan for Talent Grant application is a huge project and includes multiple levels of communication.

#### **UPCOMING EVENTS/MEETINGS**

The next meeting of the Michigan Works! Southwest CEAC is scheduled for Thursday, November 8, 2018 from 1:30-3:30 p.m. at Kalamazoo RESA.

The next meeting of the Southwest Michigan Talent Consortium will reconvene approximately three weeks after October 23, 2018. The date and time will be determined via a Doodle Poll.

Kinexus will notify the CEAC for Berrien, Cass & Van Buren Counties of their next meeting.

**ADJOURNMENT**

With no further business to conduct, the meeting was adjourned at 12:05 p.m.

Respectfully submitted,

---

Kathy Olsen, CEAC staff support

---

Deb Miller, Chair CEAC