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## Career Educational Advisory Council (CEAC) Meeting Minutes November 4, 2019

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**CALL TO ORDER** – Committee Chair, Deb Miller, called the meeting to order at 1:06 p.m. at Kalamazoo RESA, 1819 E. Milham Avenue, Kalamazoo, Michigan 49002.

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

Kim Bell (Local District)  
Thomas Cameron (SJCISD)  
Diane Fort (Parent)  
Michael Goldin (GOCC)  
Patti Henning (KVCC, alternate for Dr. Coates)  
Denny Hunt (Educator)  
Jerry Johnson (CISD)

Jason Luke (SW MI STEM)  
David Maurer (PS-Humphrey Products)  
Laura McGuire (PS-DENSO)  
Deb Miller (KRESA)  
James Sertic (PS-Sertic Consulting)  
Randy Sowles (Branch ISD)  
Tim Staffen (CISD)

### **STAFF PRESENT**

Ashley Iovieno (Business Services, MWSW)  
Amy Meyers (MWSW)

Kathy Olsen (MWSW)

### **OTHERS PRESENT**

Jannan Cotto (Gun Lake Tribe)  
Sam Morseau (Pokagon Band of Potawatomi)  
Jill Murphy (MRS)  
Andrea Rainer (Huron Potawatomi)

Brittney Rifenberg (Three Rivers Health)  
Lisa Smith (YOU/KRESA)  
Eric Stewart (YOU/KRESA)

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

Morris Applebey (Labor-Kalamazoo Electrical JATC)  
Paul Aivars, alternate for Geisler (GOCC)  
James Brylowski / James Callahan, alternate (Labor-SW MI Building Trades)  
Dr. Deb Coates (KVCC)

Jill Gernaat (Parent)  
Dr. Jan Karazim (KCC)  
Windy Rea (Job Corps)  
Ken Willcutt (Labor-Plumbers, Pipefitters, HVACR)

### **INTRODUCTIONS/ANNOUNCEMENTS**

Individuals present introduced themselves and the agency they represented.

### **MINUTES**

Deb Miller requested that two corrections be made to the September 16, 2019 CEAC minutes. The first was on page two, in the last line, under the section: *Presentation: Comprehensive Local Needs Assessment - Labor Market Information* and the second instance was on page three at the end of the first sentence, under the section: *Future Meetings*. In both cases, she requested that “Perkins V application” be changed to “Perkins Comprehensive Local Needs Assessment (CLNA).”

**Motion made by Dave Maurer and supported by Tim Staffen to approve the Michigan Works! Southwest Career Educational Advisory Council (CEAC) September 16, 2019 meeting minutes with the corrections to pages two and three, changing “Perkins V application” to “Perkins Comprehensive Local Needs Assessment (CLNA)”. Motion carried.**

### **CEAC RECERTIFICATION**

Kathy Olsen reported the State of Michigan requires the recertification of the Career Educational Advisory Council (CEAC) membership along with locally established metrics and the meeting calendar for the next calendar year. She requested approval of these CEAC documents and reported the Workforce Development Board will also be requested to approve the documents at their meeting on Friday, November 11, 2019.

In providing background information regarding the Career Educational Advisory Council (CEAC), Kathy Olsen reported that Michigan Public Act 491 of 2006 originally established Educational Advisory Groups (EAGs) as subcommittees of the Workforce Development Boards (WDBs) as a formal mechanism to advise the Boards on education-related issues. The EAGs then transitioned to Talent District Career Councils (TDCCs) and were organized by the ten Prosperity Regions within Michigan, with some responsibilities outlined in Public Act 108 of 2017. State Policy in December 2017 then created CEACs which replaced all existing EAGs and TDCCs to advise the 16 WDBs on career and educational issues and added additional responsibilities to align with Public Act 265 of 2018.

### **CEAC Summary of Activities including Metrics**

Kathy Olsen reported as described in the CEAC Summary of Activity that was included in the agenda packet, CEACs bring education and business together by establishing a formal entity and mechanism to build and maintain a collaborative partnership with local school districts, employers, post-secondary institutions, advocates and training centers to identify significant talent needs in a community and collectively develop and implement training strategies to effectively meet employers’ talent needs. State Policy 19-29 requires each Workforce Development Board to have a CEAC acting as the EAG for the local service delivery area. The roles and responsibilities of the CEAC were listed on the CEAC summary of activity. She noted that one responsibility is the approval of the 61(b) Strategic Plan for Prosperity Region 8 which is also on the agenda for today’s meeting. On the back page of the CEAC summary the proposed career and educational metrics for Michigan Works! Southwest were listed. They included establishing 20 registered apprenticeships; establishing or participating in 25 career pathway and exploration events; and promoting and positively impacting the Governor’s post-secondary credential attainment goal of 60 percent by 2030.

### **CEAC Membership**

Recertification of all CEACs is required for the time period of October 1, 2019 to September 30, 2021. Membership terms for CEAC members was noted on the roster that was included in the agenda packet. Approximately half of the member terms were for the remainder of their current term, April 1, 2018 through June 30, 2020, along with a renewal term of July 1, 2020 through June 30, 2022. The term time period for the remaining members was for the remainder of their current term, April 1, 2018 through June 30, 2021. Ms. Olsen reported new appointments on the list were Diane Fort as a public-school parent representative; Michael Goldin, replacing Irene Elksnis Geisler, representing Glen Oaks Community College; Patti Henning, replacing Suzanne Gardner, as an alternate for Dr. Deb Coates, representing Kalamazoo Valley Community College; and James Callahan, replacing Mike Corliss, as a new alternate for James Brylowski, representing the Southwest Michigan Building Trades. She reported Dr. Jan Karazim is leaving her position at Kellogg Community College (KCC) and the KCC position will be filled at a later date. The CEAC roster as presented, including this vacancy meets all requirements for the State recertification.

### **CEAC Schedule**

The CEAC meeting schedule for Calendar Year 2020 was presented for approval. The dates presented for meetings in 2020 were February 10, March 23, September 21 and November 16. The meetings were scheduled to be held from 1:00-3:00 p.m. at Kalamazoo RESA, 1819 E. Milham Road, Portage, Michigan.

**Motion made by Michael Goldin and supported by Denny Hunt to approve the CEAC Summary of Activity that included the CEAC metrics for Program Year 2019-2020, the CEAC Membership Roster and the CEAC 2020 Meeting Schedule. Motion carried**

### **61(b) STRATEGIC PLAN**

Deb Miller reported 61(b) is legislated funding for Career and Technical Education (CTE) and CTE Early Middle College programs; i.e. dual enrollment, aligned pathways with colleges and/or apprenticeships, that includes certifications or two-year degrees. The purpose of these programs is to increase the number of Michigan residents with high-quality degrees or credentials, and to increase the number of students who are college and career ready upon high school graduation. In order to be eligible to receive this funding, a new Strategic Plan is required every three (3) years. When the legislation was put into place, it was allocated by Prosperity Regions. Since then, the Region 8 Talent District Career Council (TDCC) was divided into two CEACs; however, the plan is still required to be submitted for the entire Region 8. Therefore, the 61(b) Strategic Plan for Prosperity Region 8 requires approval of both CEACs and WDBs within Prosperity Region 8.

Ms. Miller reported the draft plan included in the agenda packet was being presented to the CEAC for discussion and approval. A required component of the plan is the identification of regional employer needs. This section of the plan is broken out by the Region 8 West CEAC (Berrien, Cass and Van Buren Counties) and the Region 8 East CEAC (Branch, Calhoun, Kalamazoo & St. Joseph Counties). Other required components of the 61(b) Strategic Plan for Region 8 included strategies to inform parents, strategies to engage employers, outreach strategies for work-based learning, outreach strategies for post-graduation placement, evaluation processes and procedures, and a vision for program alignment with the Workforce Innovation and Opportunity Act (WIOA).

She further reported the task for today's CEAC meeting is to rank the seventeen (17) Career Clusters for the Michigan Works! Southwest area, including the top five to be recommended for the Region. Information from the Comprehensive Local Needs Assessment (CLNA) presented during the next portion of the meeting was used for completing this task during the meeting. Members were asked to submit any additional edits to the 61(b) Strategic Plan narrative to Deb Miller by the end of the week so that the final document with all recommended changes could be presented to the WDB for their approval. [The final version of the 61(b) Strategic Plan for Region 8 was also emailed to members].

### **Ranking of National Career Clusters**

Factors taken under consideration for the ranking of career clusters included ten-year job opening projections and the median wage for each standard occupational code in each career cluster as obtained from the US Bureau of Labor Statistics. This ranking was then modified taking into consideration Michigan Labor Market Information (LMI) and local data to accurately reflect local employer demand for talent. Tim Staffen provided a strong case that included employer input, advocating for the Arts, AV, Technology and Communications career pathway that included graphics communications as one of the top five (5) in the Michigan Works! Southwest area. After further discussion it was determined that the National Career Clusters that best represent the top five (5) in terms of employer demand and talent for Michigan Works! Southwest were Health Science; Architecture & Construction; Manufacturing; Information Technology; and Arts, AV Technology & Communication. The full list of rankings was as follows:

- #1 Health Sciences
- #2 Architecture & Construction

- #3 Manufacturing
- #4 Information Technology
- #5 Arts, Audio/Video Technology & Communications
- #6 Transportation, Distribution & Logistics
- #7 STEM
- #8 Energy
- #9 Education & Training
- #10 Hospitality & Tourism
- #11 Business Management & Administration
- #12 Human Services
- #13 Marketing
- #14 Finance
- #15 Agriculture, Food & Natural Resources
- #16 Law, Public Safety, Corrections & Security
- #17 Government & Public Relations

**Motion made by Tim Staffen and supported by Michael Goldin to approve the 61(b) Strategic Plan for Region 8 to include the seventeen career cluster rankings for the Michigan Works! Southwest area with the top five identified as (1) Health Sciences; (2) Architecture & Construction; (3) Manufacturing; (4) Information Technology; and (5) Arts, Audio/Video Technology & Communication. Motion carried.**

#### **BIANNUAL COMPREHENSIVE LOCAL NEEDS ASSESSMENT (CLNA)**

Deb Miller and Tim Staffen distributed executive summaries of the results and findings of the Comprehensive Local Needs Assessments (CLNA) that were completed for Region 20 (Kalamazoo & St. Joseph Counties) and Region 21 (Barry, Branch & Calhoun Counties). Deb Miller reported the full detailed report for Region 20 is approximately 68 pages and the full detailed report for Region 21 is approximately 58 pages. The CLNA summaries included a breakdown of career cluster annual employment openings and wage rankings, current CTE programs and enrollments, student performance data and gaps and business and industry gaps. Ms. Miller and Mr. Staffen both provided verbal explanations of the summaries and addressed questions from members and guests in attendance. The CLNA reports for the post-secondary education entities that reside in the Michigan Works! Southwest area will align with Regions 20 and 21 and summaries of those reports will be made available at the February 2020 CEAC meeting. Patti Henning reported she is confident that Health Careers will be identified as the top career cluster for KVCC.

#### **WORK-BASED LEARNING, INDUSTRY CREDENTIALS AND OTHER CERTIFICATIONS**

Deb Miller suggested that Work-Based Learning (WBL), industry credentials and other certifications be a topic for the February 2020 CEAC meeting. One member commented that it will be important to identify how to break through any age requirement for earning a credential (e.g. age 18) and it was noted that students enrolled in CTE courses are exempt from this age requirement. Another member stated that if a student only participates in one year of a two-year program, they will miss either some of the curriculum content or the work-based learning portion. An example provided was that for IT, computer networking is covered in year one and computer maintenance and repair is covered in year two.

Eric Stewart and Lisa Smith reported Youth Opportunities is working to build on the CareerNOW model that is used at YOU to expand the continuum of learning for both in-school and out-of-school youth.

One suggestion was to identify more on-line learning opportunities for core curriculum and developing strategies to address those opportunities. Another suggestion was to identify additional opportunities for placements for students in career academies; an example provided was 106 placements for health careers, where 500 opportunities were needed. The goal is that students obtain industry recognized credentials with state-wide

recognition and that students are able to perform the skills necessary for the credentials obtained. One member reminded members that post-secondary education is evaluated on completers and whether or not the student exits into their field of study.

### **CEAC METRICS**

Kathy Olsen reported the Michigan Department of Labor and Economic Opportunity – Workforce Development (LEO-WD) will continue to require the reporting of CEAC metrics that includes the number of new registered apprenticeships and the number of career exploration events, as well as promoting and positively impacting the Governor’s post-secondary credential attainment goal of 60 percent by 2030. She noted that events such as the MiCareerQuest™ Southwest that just occurred, the STEM Expo scheduled for this Saturday and the Jobs for Michigan Graduates (JMG) events are great examples of career exploration events. She requested that members continue to report this information to her on a monthly basis.

### **FUTURE AGENDA TOPICS**

Suggestions for future agenda topics included Work-Based Learning (WBL), industry credentials and other certifications across all sectors; the Comprehensive Local Needs Assessment (CLNA) for post-secondary education, tribal partnerships and collaborations, and the MiSTEM initiative.

### **MEMBER UPDATES**

Attendees were reminded that Tuesday, November 5 is election day and there is a CTE Millage on the ballot in both Kalamazoo and St. Joseph Counties.

### **PUBLIC COMMENTS**

Sam Morseau reported there are many opportunities to explore with the tribal organizations in regard to the hospitality career pathway as well as data pertaining to tribal members. It was suggested that a meeting be scheduled before the next CEAC meeting to further discuss the potential opportunities with the Nottawaseppi, Gun Lake and Pokagon Huron Bands.

### **UPCOMING EVENTS / ANNOUNCEMENTS**

It was announced that the next Workforce Development Board meeting for Michigan Works! Southwest is scheduled for Friday, November 8, 2019 from 8:00-9:30 a.m. at the W.E. Upjohn Institute, 3000 S Westnedge Ave, Kalamazoo, Michigan.

### **NEXT MEETING**

It was announced that the next meeting of the Michigan Works! Southwest CEAC is scheduled for Monday, February 10, 2020 from 1:00-3:00 p.m. at Kalamazoo RESA.

### **ADJOURNMENT**

With no further business to conduct, the meeting was adjourned at approximately 3:10 p.m.

Respectfully submitted,

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Kathy Olsen, CEAC staff support

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Deb Miller, Chair CEAC