
Career Educational Advisory Council (CEAC) Meeting Minutes September 21, 2020

CALL TO ORDER – Committee Chair, Tim Staffen, called the meeting to order at 1:02 p.m. via virtual GoTo Meeting.

MW SOUTHWEST CEAC MEMBERS PRESENT

Dr. Dennis Baskin (KCC)
Kim Bell (Local District)
Cameron Buck (CTE-Kalamazoo)
Sarah Beckle for Thomas Cameron (SJCISD)
Dr. Deb Coates (KVCC)
LaToy Green (Parent)

Jerry Johnson (CISD)
Jason Luke (SW MI STEM)
David Maurer (PS-Humphrey Products)
Laura McGuire (PS-DENSO)
Tim Staffen (CISD)
Ken Willcutt (Labor-Plumbers, Pipefitters, HVACR)

STAFF PRESENT

Ashley Iovieno (Business Services, MWSW)

Kathy Olsen (MWSW)

OTHERS PRESENT

Dawn DeLuca (KRESA)
John Fiore (MRS)
Deb Kolberg (STEM)
Sarah Mansburger (KRESA)
Leonidas Murembya (MI DTMB)

Andrea Rainer (Huron Pottawatomi)
Susan Sobeske (BACC)
Lisa Smith (YOU/KRESA)
Brenda Stewart (MEDC)

MW SOUTHWEST CEAC MEMBERS ABSENT

Morris Applebey (Labor-Kal Electrical JATC)
James Brylowski / James Callahan, alternate
(Labor-SW MI Building Trades)

Dr. Deb Coates / Patti Henning, alternate (KVCC)
Michael Goldin / Paul Aivars, alternate (GOCC)
Windy Rea (Job Corps)

INTRODUCTIONS/ANNOUNCEMENTS

Individuals present introduced themselves and the agency they represented.

MINUTES

Motion made by John Fiore and supported by Dave Maurer to approve the Michigan Works! Southwest Career Educational Advisory Council (CEAC) February 10, 2020 meeting minutes. Motion carried.

COVID-19 DISCUSSION and PRESENTATION OF SURVEY RESULTS

Employer Survey - Ashley Iovieno provided a PowerPoint presentation highlighting the results of the 'Southwest Michigan Reopening and Recovery Plan' survey that was conducted in conjunction with the Upjohn Institute. The focus of this survey was to gather information as to how employers were working through safety measures for either reopening or continued work, if they were offering any incentives for

individuals to return to work, and the knowledge level of businesses regarding the Work Share program. The survey was also an opportunity to assess employers' hiring needs, as well as needs related to Work Share and Unemployment Insurance (UI) assistance. Survey data also included a breakdown of responses specific to the manufacturing and healthcare industries. Survey results indicated an increase in personal protective equipment (PPE); an increase in safety measures and training so individuals felt comfortable going back to work; hazard pay and/or wage increases; temporary pay increases; additional paid time off; and insurance benefits offered on the first day of hire. She noted that more recently, companies are increasing incentives; for example, one company is offering a \$5,000 sign-on bonus for Certified Nurse Assistants (CNAs). The survey responses also indicated many companies had a 10-60% reduction in their employees work hours and many were eligible to take advantage of the Work Share Program to assist in retaining their trained workforce.

Career Technical Education Survey - Sarah Mansburger reported a survey to gather employer information for Kalamazoo RESA's Career Technical Education (CTE) is scheduled to go live today and will be open through October 9, 2020. KRESA hopes to gather input regarding relevancy of CTE programs to employer needs. Dave Maurer reported this survey is specifically focused on Kalamazoo County; however, it could be adapted for use in the other counties.

Employer Challenges - Dave Maurer reported Humphrey Products has a significant challenge in that they cannot find workers to fill available job openings. He reported other companies are reporting similar experiences and many feel that the federal unemployment insurance during the pandemic is affecting the willingness of individuals to return to work. Laura McGuire reported similar experiences at Denso Manufacturing and added that additionally, many individuals avoid applying at Denso due to the mandatory overtime. Ashley Iovieno reported that many individuals have children learning virtually from home and this is also affecting their ability to return to the workplace. John Fiore reported their organization works with individuals who were interested in finding work but with COVID-19 they do not want to put themselves at risk, they do not want to bring COVID home to their parents, and/or they are helping their children with virtual learning. One member noted that many companies are investing in more automated processes and in the long-term, the jobs may go away due to automation.

Tim Staffen reported enrollment in CTE programs has dropped significantly with some programs reporting a 50% decline. Most CTEs centers have returned to face-to-face instruction and most likely the lower enrollment numbers is due to fear of COVID. The lower enrollments will not help to fill the pipeline of potential workers.

COMPREHENSIVE LOCAL NEEDS ASSESSMENT UPDATE

Tim Staffen reported the State approved the Comprehensive Local Needs Assessment (CLNA) for each operational agency that was approved through the Career Educational Advisory Councils (CEAC). There was some confusion among areas as to which data, local or regional, should be used for the CLNA. For the coming year, a template and forms will be released in April 2021 and the updated data will be due in October 2021. The State will provide more guidance as to which Labor Market Information (LMI) to consider. For areas operating CTE centers, they will be required to be more actively engaged and asked to seek input from business and industry. He is hopeful that there will be an opportunity to see the analysis questions prior to conducting the next CLNA. Things to consider would be what credentials make sense for high school students to earn, current and future programming, and the essential 21st century soft skills.

Leonidas Murembya reported some areas looked at State data for their CLNA when they should have used county data; or looked at national data when they should have used State data. Another example he provided was using hotel information when they should have drilled down and looked at data specific to culinary. He noted the State recognizes that educators are curriculum specialists and that data support is needed.

INDUSTRY CREDENTIALING and OTHER CERTIFICATIONS

One employer representing manufacturing indicated that manufacturing credentials is dependent on the various manufacturing companies within the industry and many of the credentials are proprietary. For example, for machining, CNC is dependent on the machine manufacturer. For welding, the American Welding Society Standards are universally accepted. For mechatronics, the credentials are dependent on the manufacturer. Laura McGuire reported that for Denso, any generic electronics or machining credentials would be accepted for entry level employment. Just as important, are the core foundational skill sets: Can the potential employee troubleshoot and problem solve? Do they have strong math, science and computer skills? Can they work with integrated systems like Honeywell? Employers present agreed that any exposure to industry technology, such as experience with FANTUC, is helpful. There is also a battery of assessments that could be given to graduating classes and if interested in knowing more about this, contact Laura McGuire.

Members suggested that CTE programs identify what equipment they are using, as well as their materials list. It was noted that often vendors will donate equipment if there is a large number of students taking the classes. Ms. McGuire offered her assistance in applying for State and federal grants as well as those offered by foundations. She added that grant applications should be designed to benefit multiple employers.

Dr. Deb Coates reported the MAT² training program at KVCC began with 12 students and it is now down to only three students. The current class will finish in May 2021 and KVCC does not plan to continue offering this training program. The program provided a weekly stipend while in school, assistance with housing costs, company sponsored tuition, and the participant's wages gradually increased each year over the three-year period. It was also noted by another member present that unfortunately, the State of Michigan did not promote MAT² on the West side of the State.

While further discussing the importance of credentials, one member noted that credentials are nice to have; however, the number one thing that employers want to see is the essential, or soft skills, such as showing up on time, having a positive attitude, and staying off cell phones while at work. The ability to do algebra and math is also important. One member highlighted the use of Goal4 It!TM at Michigan Works! and Franklin Covey and Comstock Schools as tools to help students set goals and organize.

Another member highlighted a need in healthcare for developing a training that is focused on knowledge and standardized skills for frontline direct-care workers; perhaps a general healthcare provider certificate.

Cameron Buck reported that once the CTE survey is completed, KRESA will be holding focus groups targeted to the various occupations/industries to further discuss credentialing, technical aptitudes and common skills that span across multiple businesses. One member encouraged having students involved in the focus groups and to ask the students what matters to them and what would entice them to enroll in CTE classes.

Dawn DeLuca noted that teachers are an underutilized resource and reminded members of the importance of building relationships with teachers. The teachers see the potential in each of their students and can easily direct students to programs of interest to the student. Jason Luke encouraged members to put energy behind introducing teachers into the various industries so the teachers can “test them out” and in turn, the teachers can serve as ambassadors. Suggestions were to provide in-service opportunities for teachers, as well as activities during the summer months to expose teachers to the various industries. At a minimum, business and industry information should be provided to the teachers.

CEAC METRICS

Kathy Olsen referred to the CEAC Dashboard report that was included in the agenda packet and asked if there were any additional established apprenticeships or career exploration events to add. The goals are 20 new apprenticeships and 25 career exploration events for the program year that began October 1, 2019. Per Deb Miller, one additional event, the KRESA CTE open house held on February 5 was added to the events. Ashley Iovieno reported an electrician maintenance apprenticeship was also added late January at Morgan Olson. She explained that apprenticeship trainings are demand-driven and are established on the terms and timeline that works for the employer. Kathy Olsen asked members to inform her of any virtual and in-person career exploration events so that they can be included in the metrics. Ashley Iovieno encouraged members to reach out to her if they are interested in learning more about apprenticeships or pre-apprenticeship training that would be a steppingstone into an apprenticeship training program.

MEMBER/GUEST UPDATES

Dr. Deb Coates reported there will be a Skilled Trades Expo on October 1, 2020 at Kalamazoo Valley Community College (KVCC). For more information contact Tracey Labadie, Dean of Industrial Trades at the KVCC. A college night is scheduled at KVCC on October 19, 2020.

Jason Luke reported KRESA has hired five staff who will be working to provide career exploration events for middle school students. He offered to give a presentation at a future meeting pertaining to this endeavor.

Information regarding eligibility requirements was also shared about the recently announced Futures for Frontlines initiative that provides free college tuition for essential workers in Michigan. The application period opened on September 10, 2020 and closes on December 31, 2020. The Futures for Frontliners website <https://www.michigan.gov/frontliners> includes the eligibility information, pathways for earning a high school credential and a two-year degree, as well as the application.

PUBLIC COMMENTS

None.

ANNOUNCEMENTS / UPCOMING EVENTS and MEETINGS

The next Workforce Development Board meeting for Michigan Works! Southwest is scheduled for Friday, November 13, 2020 from 9:00-10:30 a.m. This will be a virtual meeting.

NEXT MEETING

The next meeting of the Michigan Works! Southwest CEAC is scheduled for Monday, November 16, 2020 from 1:00-3:00 p.m. This will be a virtual meeting.

ADJOURNMENT

With no further business to conduct, the meeting was adjourned at approximately 2:50 p.m.

Respectfully submitted,

Kathy Olsen, CEAC staff support

Tim Staffen, Chair CEAC