
Career Educational Advisory Council (CEAC) Meeting Minutes March 21, 2022

CALL TO ORDER – Committee Chair, Tim Staffen, called the meeting to order at 1:07 p.m. via virtual GoTo Meeting.

MW SOUTHWEST CEAC MEMBERS PRESENT

Sarah Beckle for Tommy Cameron (SJCISD)
Dr. Mark Dunneback for Dr. Deb Coates/
Dr. Tracy Labadie (Educ)
Madonna Jackson for Paul Aivars (GOCC)
David Maurer (PS-Humphrey Products)

Andrea Rainer (Huron Pottawatomi)
Windy Rea (Job Corps)
Tammy Schiller (CISD/CACC)
Jim Sertic (PS-Sertic Consulting)
Tim Staffen (CISD)

STAFF PRESENT

Aseel Hussein (MWSW)
Ashley Iovieno (Business Services, MWSW)

Kathy Olsen (MWSW)

OTHERS PRESENT

Scott Cubberly (KCC)

MW SOUTHWEST CEAC MEMBERS ABSENT

Dr. Dennis Baskin (KCC)
James Brylowski /James Callahan,
(Labor-SW MI Building Trades)
Cameron Buck (CTE-Kalamazoo)
Mitch Fowler (BCPS)
LaToy Green (Parent)

Jerry Johnson (ISD-Calhoun)
Brian O'Donnell (Labor-IBEW Local 131)
Dr. Diane Owen-Rogers (MiSTEM)
Randy Sowles (BACC)
Ken Willcutt (Labor-Plumbers & Pipefitters
& HVACR Local Union 357)

INTRODUCTIONS/ANNOUNCEMENTS

Individuals present introduced themselves and the agency they represented.

MINUTES

Motion made by Dave Maurer and supported by Jim Sertic to approve the Michigan Works! Southwest Career Educational Advisory Council (CEAC) December 6, 2021 meeting minutes. The minutes were approved by a consensus of members present.

CAREER AND TECHNICAL EDUCATION REPORTS

Tim Staffen reported the summaries for the Secondary Career and Technical Education Perkins V Grant – Region 21 (Barry, Branch and Calhoun Counties) and Region 20 (Kalamazoo and St. Joseph Counties) were included in the agenda packet. The reports summarize the goals and strategies regarding the spending of Perkins funding. He noted there are other revenue sources to operate CTE programs; however, the Perkins reports being discussed at today's meeting are for the federal Carl D. Perkins grant funding which is matched by State funding. Typically, the Perkins grant is 25% of total funding for CTE programming. Delivery models vary from county to county. Service areas that do not have local funding supported by the tax base must contribute to CTE through their regular school funding. In summary, the Perkins grant funding is a small portion of the total CTE

programming budget and is specific to addressing specific goals to support data points within the grant. The specific goals are to address conclusions drawn from the Comprehensive Local Needs Assessment (CLNA) as well as to address the core performance indicators for State approved CTE programs listed on page one of each of the Perkins grant summaries.

COMPREHENSIVE LOCAL NEEDS ASSESSMENT (CLNA)

Tim Staffen reported on conclusions for the Comprehensive Local Needs Assessment (CLNA) based on observations in Region 21 and State level conversations. Not much has changed from when the CLNA was prepared a couple of years ago. Most likely that is because of the disruption to in-person instruction caused by the pandemic and the inability to scale up some of the ideas. Additionally, the great resignation where many individuals are not returning to their pre-pandemic employment and instead are finding other employment with more favorable working conditions. A similar change is occurring with enrollments in K-12 education where some areas have reported that as much as 15-20% of students have not returned to the classroom. Some of these students may be taking online classes, however this has not been tracked. He noted that in Region 21 many of the students have entered the world of work and have not returned to school. These students have found places willing to give them employment without a high school diploma as well as signing bonuses. There are a lot of theories and while this does not account for the entire drop in K-12 enrollment, it does offer one explanation. Moving forward, one of the conversations taking place is how to get students connected to college, perhaps through dual enrollments and Early Middle College. At the same time, educators must keep an eye on the world of work and make extra efforts to develop internships and other work-based learning opportunities and apprenticeships in businesses and in the skilled trades. Data is also hinting at the fact that as the working age population continues to grow older, individuals are opting for retirement as opposed to continuing to work. The other component of the CLNA is credentialing. Schools are also working closely with business and industry, and the community college to identify industry-recognized credentials.

MiSTEM

Kathy Olsen reported on MiSTEM updates received from Dr. Diane Owen-Roger that was received via email prior to the meeting. The summary was emailed to CEAC members following the meeting.

- **MiSTEM Mathematics Action Area Fiscal** - KRESA was named on January 20, 2022 as the fiscal for the MiSTEM Advisory Council Mathematics Action Area. This means that KRESA and SW MiSTEM will take leadership in stewarding Advisory Council funds allocated to mathematics for statewide implementation. KRESA will begin to build a statewide consortium of key stakeholders to inform the statewide work. Dr. Diane Owen-Rogers will be leading this work.
- **Middle School Programming and Trades Careers** - Southwest MiSTEM is excited to announce an application to join an innovative program called MI-Trade, based on the CACTUS program from Arizona. This [video](#) of the Arizona project is what the local program will be based on. Pictures from the Arizona project can be viewed on [this website](#). The purpose of the MI-Trade program is to expose students to careers in the construction trades as well as support students as they build foundational Science, Technology, Engineering, and Mathematics (STEM) knowledge. Through the MI-Trade program, youth will engage in various construction trades as they learn middle grades mathematics and create a cooling doghouse. This program will be offered during the summer as part of district provided summer programming. SW MiSTEM staff will work with two school districts/classrooms of up to twenty students each to pilot the MI-Trade program in summer 2022 for either incoming seventh graders or incoming eighth graders.
- **Computer Science Professional Learning Network (CS PLN)** - Southwest MiSTEM is excited to announce the launch of a Computer Science Professional Learning Network (CS PLN). The CS PLN will meet virtually as a pilot on February 17, March 17, and April 21 from 4:00 – 5:00 p.m. each month. Invited guest speakers from industry will share straight from the field of computer science so educators can be knowledgeable. There will also be space for resource sharing and networking so that CS educators can collaborate across the SW MiSTEM Region. Participants will receive a \$25 Amazon gift card to purchase CS classroom supplies following full attendance at each session. Link to [information](#) to be shared with interested educators.
- **Great Lakes Stewardship Initiative (GLSI) Hub Development** - SW MiSTEM is working to develop a local “hub” for the [Great Lakes Stewardship Initiative](#). A GLSI hub supports high-quality place-based learning by

supporting teachers to implement instruction that engages students in problem solving and learning in context about STEM content. More information will be available as a core group is convened and a full development team is developed to create a sustainable structure for this work.

- **Summer 2022 Programming** - MiSTEM is in the midst of significant planning to develop several professional learning options for the summer of 2022. Programming will be connected to computer science, foundational mathematics, STEM modeling, science instruction, and equity. There will be additional communication forthcoming.

EDUCATION UPDATES

Post-Secondary Education

Glen Oaks Community College (GOCC) – Madonna Jackson reported she is new at GOCC. Her background includes working with CTE programs, serving as the Perkins coordinator for a community college and writing her dissertation around Perkins. She also served on the State Board when Perkins V was initiated. Since this is her first CEAC meeting, she is observing.

Kalamazoo Valley Community College (KVCC) - Dr. Mark Dunneback reported he is also new in his role at Kalamazoo Valley Community College. He announced that KVCC is holding an event on Friday, March 25, 2022 from 9:30 to 11:30 a.m. that will be hosted by Lori Moore. The event will highlight non-traditional roles in skilled trades and health careers and includes a virtual keynote address and panel discussion. It will be an opportunity for students and prospective students to hear what it is like to work in different trades. Further information about the event is available on the KVCC website. Following the meeting, the information was emailed to CEAC members. The link to event and the full story https://www.kvcc.edu/Full_Story/2203091310dk.

Kellogg Community College (KCC) – Scott Cubberly reported KCC staff are diligently collaborating with employer partners specifically in the healthcare field to meet the demand for Certified Nurse Assistants (CNAs). KCC is in the process of hiring an additional instructor to address the training needs. KCC is also working with KVCC to expand MiLEAP grant funded training opportunities. KCC is also expanding iACT training programs at their satellite campuses. Like many other entities, they need staff and hope to hire additional adjunct instructors to meet the demand for training programs that will rapidly help individual enter the workforce.

Adult Education

No report.

MI Job Corps

No report.

MWSW BUSINESS SERVICES and BUSINESS UPDATES

Ashley Iovieno reported the Going PRO Talent Fund (GPTF) is keeping staff busy. The State Policy was recently finalized, and staff are now working with employers to develop contracts for the training. Following the original announcement of awards, one additional company was awarded funding. This brings the total to fifty area companies that were awarded just over \$2.8 million training dollars.

Staff continue to collaborate with multiple partners on the State Apprenticeship Expansion (SAE) grant to develop new apprenticeship programs and enrolling new apprentices.

Mms. Iovieno also reported on multiple career events that are being planned. They include

- **MiCareerQuest Southwest** – <http://www.micareerquestsw.org/> on May 17 & 18, 2022 at the Kalamazoo Expo Center.
- **Recipe for Success Job Fair** – May 11, 2022 in Albion in collaboration with Marshall Opportunity High School, Albion Economic Development Corporation, Kellogg Community College, and Albion College.

- **Spring Hiring Blitz** – May 11, 2022 in collaboration with Branch Area Career Center, Kellogg Community College, and the Coldwater Area Chamber of Commerce.
- **Career Fair** – March 25, 2022 from 8:30 am – 2:30 pm at Sturgis High School.
- **Career Fair at Glen Oaks Community College** – Wednesday April 20, 2022 from 3:00-5:00 p.m. at Glen Oaks Community College <https://www.glenoaks.edu/business-industry/job-fair/>.

Dave Maurer, representing Humphrey Products reported that although he cannot speak for all business, he sits on a number of boards and universally, everyone continues to express frustration over workforce availability. For his company, in addition to the backlog of product due to the shortage of labor, there are significant material shortages from suppliers. In the manufacturing world, a lot is going on with investments in automation which may eventually lead to a reduction in entry-level jobs.

Dave Maurer also reported on receiving a survey from the Genesee Intermediate School District. It was noted that the school district received a career pathways project competitive grant from the Michigan Department of Education for the mechatronics program and the school district was surveying employers to learn what credentials they were looking for in potential employees. Another CEAC member noted that there was supposed to be a grant for each of the Career Pathways. Mr. Maurer expressed interest in participating in a survey pertaining to CNC machining.

CEAC METRICS

Kathy Olsen reported she will compile a draft list of career pathway and exploration events that have occurred since July 1, 2021 and seek updates from CEAC members. The annual report for the period July 1, 2021 through June 30, 2022 will be due to the State in July.

OTHER MEMBER UPDATES

None.

PUBLIC COMMENTS

None.

ANNOUNCEMENTS / UPCOMING EVENTS and MEETINGS

Sarah Beckley reported Tommy Cameron is retiring as Director of CTE at St. Joseph Intermediate School District. Theresa Belote, the SJCISD Superintendent will be discussing the CEAC with his replacement.

NEXT CEAC MEETING

Members agreed to hold the next CEAC meeting in person. The meeting is scheduled for Monday, May 16, 2022 from 1:00-3:00 p.m. Kathy Olsen will secure a location for the meeting. Members will be encouraged to attend in-person; however, a virtual option will be made available.

Between meetings, if members have information that they would like shared with the CEAC group, they should send the information to Kathy Olsen to be distributed.

ADJOURNMENT

With no further business to conduct, the meeting was adjourned at approximately 1:58 p.m.

Respectfully submitted,

Kathy Olsen, CEAC staff support

Tim Staffen, Chair CEAC