

---

## Career Educational Advisory Council (CEAC)

### Meeting Minutes

#### December 5, 2022

---

**CALL TO ORDER** – Committee Vice-Chair, Jim Berry, called the meeting to order at 1:02 p.m. at Kalamazoo Regional Educational Service Agency, 1819 E. Milham Road, Portage, Michigan 49002.

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

Jim Berry (SJCISD)  
Jerry Johnson (ISD-Calhoun)  
David Maurer (PS-Humphrey Products)  
Brian O'Donnell (PS-Martell Electric)

Dustin Scharer (BACC/CTE)  
Jim Sertic (PS-Sertic Consulting)  
Tammy Schiller (CISD/CACC)

#### **STAFF PRESENT**

Ashley Iovieno (MWSW)

Kathy Olsen (MWSW)

#### **OTHERS PRESENT**

Scott Cubberly (KCC)  
Rey Guzman (LEO-WD)

Lisa Smith (KRESA)

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

Dr. Dennis Baskin (KCC)  
Jeff Birkholz (PS-DENSO)  
James Brylowski /James Callahan,  
(Labor-SW MI Building Trades)  
Cameron Buck/Eric Stewart (KRESA-CTE)  
Dr. Deb Coates/Dr Mark Dunnebeck (KVCC)  
Mitch Fowler (BCPS)  
LaToy Green (Parent)

Dr. Madonna Jackson (GOCC)  
Dr. Diane Owen-Rogers (MiSTEM)  
Andrea Rainer (Huron Pottawatomi)  
Windy Rea (Job Corps)  
Tim Staffen (CISD)  
Ken Willcutt (Labor-Plumbers & Pipefitters  
& HVACR Local Union 357)

#### **INTRODUCTIONS/ANNOUNCEMENTS**

Individuals present introduced themselves and the agency/company they represented.

#### **MINUTES**

Motion by Brian O'Donnell and supported by Dustin Scharer to approve the May 16, 2022 and the September 18, 2022 CEAC meeting minutes. Approved.

#### **MI STEM NETWORK UPDATE**

No report.

#### **BEST PRACTICE**

Jim Berry shared information pertaining to the Talent Portfolios website that is being used in St. Joseph County. <https://careerprepped.com/cp/stacy-avery-1664368714>. He reported this is a free tool from Career Prepped. Skill badges are available in six areas and if the skill is not nationally recognized, an endorsement from employers is needed. For more information contact Jim Berry at [jberry@sjcisid.org](mailto:jberry@sjcisid.org), Ms. Avery at St.

Joseph County CTE, or Doug Bush at Gratiot and Isabella Counties CTE. Some members indicated an interest in learning more about the Talent Portfolios and the link to more information was sent to members following the meeting. Jim Berry also reported that there will be a presentation on this topic at the Career Education Conference in Grand Rapids in early 2023.

## EDUCATION UPDATES

### Secondary Education

*Branch Area ISD* – Dustin Scharer reported Branch County is celebrating 50 years of Career Education. A Career Day was held for approximately five hundred (500) ninth grade students Last month, 10<sup>th</sup> grade students visited the Career Center and each student was toured two programs of their choice. Architecture is being added to the CTE curriculum. Kathy Olsen mentioned that the evening news recently reported on an event at WMU where students from Branch County were recognized for developing a UV light. Dave Maurer reported the Annual WMU Innovation EXPO is a STEM competition hosted by WMU's Engineering School. Vicksburg Schools also sent students to the event. Following the meeting, additional information about the event was obtained and sent to members in an email. In summarizing, K-12 and WMU students presented their products, models, and prototypes to a panel of judges and the community. The winners of the 2023 competition will be listed with photos on the website <https://wmich.edu/ieeem/innovationexpo>. For this year's event, nine (9) schools participated. The schools were represented by 148 teams where 348 students pitched their innovations. Additional schools are encouraged to participate. For more information, contact Carey Schoolmaster [carey.schoolmaster@wmich.edu](mailto:carey.schoolmaster@wmich.edu).

*Calhoun County ISD* – Tammy Schiller reported tenth grade students will visit the Calhoun Area Career Center in February 2023. Current students will be giving presentations. With the welding expansion, the number of available slots has doubled and next year they should be able to accommodate one hundred welding students.

*St. Joseph County ISD* – Jim Berry reported St. Joseph County is planning Career Exploration Days and Glen Oaks Community College for 10<sup>th</sup> grade students. Two full days are set aside for this all-county event and approximately 780 students are expected to participate. New videos were created to promote all the CTE programs. They can be accessed on their website at <https://www.sjcisd.org/District/Department/8-Career-and-Technical-Education/123-Untitled.html>. He announced Jenny Geno from Saginaw ISD was recognized by ACTE CareerTech VISION as the National Administrator of the Year and noted that this is an amazing honor.

*Kalamazoo RESA* – Lisa Smith reported KRESA/YOU is offering a CareerNow curriculum for youth ages 16-24 where the program can pay for short-term training. They are also working on a State Apprenticeship Expansion (SAE) grant in conjunction with area high schools and employers for apprenticeship referrals. She reported that an outcome of meetings with counselors was to develop ways to incorporate apprenticeship training into college nights. Two events were planned and recently held to link educators, students, and families with apprenticeship opportunities. One event was held on November 1, 2022 to inform and a second event was held to connect directly with apprenticeship training programs. Ms. Smith further reported the SAE grant is more focused on developing new apprenticeships, as well as, how to get started and how to expand recruitment. Some funding is also available through this grant to provide supportive services.

### Post-Secondary Education

*Kellogg Community College* – Scott Cubberly reported Kellogg Community College (KCC) participated in the October 25 and 26, 2022 MiCareerQuest™ event that was held at the Kalamazoo Expo Center. On October 18 and 19, 2022, Battle Creek Unlimited, KCC and Michigan Works! Southwest partnered for a Manufacturing Day/Week event held at the KCC RMTTC building. Ten employers and 671 students participated. Tomorrow, December 6, 2022, an event will be held at the Albion Eastern Academic Center

in Marshall. Three schools will send students to see presentations on multiple programs. KCC is also offering free training for EMT, phlebotomy, forklift, and industrial trades training for eligible participants.

### Adult Education

Jerry Johnson reported some of the Adult Education providers continue to struggle with using the state's NexSys system for the adult education grants. Also, several providers have been challenged running an adult education program in the jails due to COVID. Staff shortages and laws limiting access to Adult Education have further added to the struggle providers are having. He further reported that Free and Appropriate Public Education (FAPE) in Michigan is required through age 26; however, there is a glitch in the law for someone who left K-12 education and did not identify with an AEP. Locally, the response is to encourage local ISDs to engage with local law enforcement to identify individuals in need of adult education. Several programs around the state that are at the bottom of the scale regarding performance have been identified and the Michigan Association for Community and Adult Education has identified staffing and professional development needs to lift programs. This includes programs in the Southwest Michigan region.

### MI Job Corps

No report.

### BUSINESS UPDATES

*Private Sector* – David Maurer reported Portage Elementary Schools held a STEAM event on October 21, 2022 at the Air Zoo and approximately 3,500 individuals attended the event. “ALL Portage Elementary students are invited to the Air Zoo in Portage to explore over 50 hands-on exhibits provided by local companies and educational institutions designed to spark a passion and excitement for STEAM (Science, Technology, Engineering, Arts, and Mathematics).” The website with more information and photos from this year's and a previous year's event (2019) is <https://www.portageeducationfoundation.org/steam.html>. This information was sent to members in an email following the meeting.

Brian O'Donnell reported today's announcement from Pfizer of a \$750 million investment is projected to bring 300 jobs to the area. He added that there is a need for 500,000 construction workers across the nation. He reported that he just completed the Chamber's Talent Pipeline Management (TPM) program. This training has a good emphasis on addressing the talent pipeline and identifying skill gap shortages. He received a paid stipend to attend and has one year access to the online database. Ashley Iovieno reported she took the TPM class prior to the pandemic. She noted that Kentucky has developed some progressive TPM models.

*MW! Southwest Business Services* – Ashley Iovieno reported the Career Day event held in Branch County was already reported on by Dustin Scharer. Staff are currently planning for a MiCareerQuest™ event in St. Joseph County that will be held in the spring of 2023. Another MiCareerQuest™ event for students in Calhoun and Branch Counties, the second in calendar year 2022, was held at the Kalamazoo Expo in October 2022. Earlier in today's meeting, Scott Cubberly reported on Manufacturing Day/Week events held in Calhoun County. Preliminary discussion with the Battle Creek manufacturing Council is taking place regarding an event in February to help educators understand more about career pathways in manufacturing. Applications for FY23 Going Pro Talent Fund can be submitted through the end of this week. Business Services staff have been extremely busy holding many in-depth conversations with regarding their grant applications. Ms. Iovieno also reported on the State Apprenticeship Expansion (SAE) Grant that Lisa Smith mentioned earlier today. Ms. Iovieno reported that St. Joseph County is doing incredible work with the SAE grant and that two more students were accepted at American Axle. Additional funding is expected to support apprenticeships.

Rey Guzman reported it is great to hear about all the activities, such as the MiCareerQuest™ events, Talent Tours, Manufacturing Day, and the welding expansion for Career Technical Education, in the Michigan

Works! Southwest service area. The impact of funds spent for career awareness is important to the State. He stressed the importance of exposing younger students to career paths and jobs and expressed appreciation for the companies that send staff to the schools to meet and share information with students and their families. Mr. Guzman also shared that the Apprenticeship Expansion Team is working with the Michigan Manufacturers Association to promote apprenticeships and an increase in funding for this effort is expected. They are working to help employers understand the value of apprenticeships and that everything is apprenticeable. He noted it takes time for students and parents to grab onto the idea and for employers to set the stage for hiring; that is, bureaucracy to reality takes time. He recognized the great community partnerships between employers, Intermediate School Districts, post-secondary education, and Michigan Works! that exist in the Michigan Works! Southwest service area. Mr. Guzman also reported the state is hoping to increase MICA (Michigan Industry Cluster Approach) funding for Employer Led Collaboratives with different industries and to include the Talent Pipeline Management (TPM) process in developing common training.

### **CEAC METRICS**

Kathy Olsen reminded members to send her their list of career pathway and exploration events that have occurred since July 1, 2022, as well as any that are planned this school year through June 30, 2023.

### **OTHER MEMBER UPDATES**

In St. Joseph County, the CTE Ambassadors Program that brings the student voice in decision making received recognition. Eighteen (18) teachers nominated 18 students for the National Technical Honor Society. Recognition includes posting yard signs in the yards of CTE interns and an event in February.

### **PUBLIC COMMENTS**

None.

### **UPCOMING EVENTS / ANNOUNCEMENTS**

Michigan Career Education Conference (Jan 29-31, 2023) at Amway Grand Plaza Hotel, Grand Rapids, Michigan. A link to [more information](#). This information was also shared with members in an email following the meeting.

### **NEXT CEAC MEETING**

The next CEAC meeting is scheduled for Monday, March 20, 2023, from 1:00-3:00 p.m. Kathy Olsen will secure a location. Members are encouraged to attend in-person; however, in case a member or partner's situation warrants virtual attendance, a virtual link will also be made available.

### **ADJOURNMENT**

Motion was made by Brian O'Donnell and supported by Jerry Johnson to adjourn. Motion carried.

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