
Career Educational Advisory Council (CEAC)

Meeting Minutes

March 20, 2023

CALL TO ORDER – Committee Chair, Tim Staffen, called the meeting to order at 1:05 p.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan, 49007.

MW SOUTHWEST CEAC MEMBERS PRESENT

Jim Berry (SJCISD)
Cameron Buck (KRESA-CTE) ^v
James Callahan, alt for James Brylowski
(Labor-SW MI Building Trades) ^v
Jerry Johnson (ISD-Calhoun)
David Maurer (PS-Humphrey Products)

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

STAFF PRESENT

Michael Gardner (MWSW)
Ashley Iovieno (MWSW)

Kathy Olsen (MWSW)
Shelby Springett (MWSW)

OTHERS PRESENT

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

Kristine Stevens (GOCC)
Nathan Venske (RMTC/KCC) ^v

MW SOUTHWEST CEAC MEMBERS ABSENT

Dr. Dennis Baskin (KCC)
Jeff Birkholz (PS-DENSO)
Dr. Deb Coates/Dr Mark Dunnebeck (KVCC)
Mitch Fowler (BCPS)
LaToy Green (Parent)
Dr. Madonna Jackson (GOCC)

Brian O'Donnell (PS-Martell Electric)
Dr. Diane Owen-Rogers (MiSTEM)
Andrea Rainer (Huron Pottawatomi)
Windy Rea (Job Corps)
Ken Willcutt (Labor-Plumbers & Pipefitters
& HVACR Local Union 357)

INTRODUCTIONS/ANNOUNCEMENTS

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

MINUTES

Motion by Jim Sertic and supported by Dave Maurer to approve the December 5, 2022, and the September 18, 2022 CEAC meeting minutes. Approved.

CAREER AND TECHNICAL EDUCATION REPORTS

Tim Staffen reported that Career Technical Education (CTE) is required to submit a summary of their Perkins V grant application to the Career Educational Advisory Council (CEAC) for review. The summary reports for CEPD Regions 20 & 21 were included in the agenda packet. The grant application opened on March 16, 2023, and the final due date is April 19, 2023. The funding amount is based on projections, using last year's amount as a starting point. If additional funds are awarded, changes will be made based on each CEPD region's priorities and plans.

Perkins CEPD Region 20 Summary - Cameron Buck reported that CEPD Region 20 includes Kalamazoo and St. Joseph Counties, and that the tentative allocation of Secondary Perkins V Grant funding for Region 20 is \$628,553. The funding supports state approved Career and Technical Education (CTE) programs that provide students in grades 9-12 with academic and technical knowledge as well as skills that will further their education and careers. The region 20 CTE Perkins funds are a portion of the entire CTE budget, and the Perkins funds will be used to address the needs of special population students for the areas identified in the summary. Specific emphasis is given to at-risk special populations in CTE programs including those that are disabled, economically disadvantaged, non-traditional students, single parents, homeless, in or aged out of foster care, migrant workers, students with a parent in the armed forces, and limited English proficiency learners. Seven core performance indicators have been identified by the state and federal governments as a guide for CTE program development, improvement, and enrollment; as well as for program evaluation. Twenty-six percent (26%) of the funding will be distributed to St. Joseph County and the remaining seventy-four (74%) will be distributed to Kalamazoo County. Most of the funds are used for employee salaries and benefits to support the targeted areas.

Perkins CEPD Region 21 Summary – Tim Staffen reported that CEPD Region 21 includes Barry, Branch, and Calhoun, Counties, and that the tentative allocation for Region 21 is \$510,677. The purpose, description and core performance indicators are similar to what was reported for Region 20. He reported that five percent (5%) of the total grant will cover administrative expenses for Barry, Branch, and Calhoun Intermediate School Districts (ISDs), and approximately \$5,000 will be directed to regional planning and professional development for CTE staff in the region. The remainder of the grant will be allocated according to an agreed-upon formula with fifty (50%) distributed to CTE programs as outlined in the summary, and fifty (50%) distributed to CTE programs in each ISD based upon the previous year’s student hours. Mr. Staffen also provided further details regarding the core performance indicators.

CTE Clusters, Rank List by Prosperity Regions – Tim Staffen reported that the lists ranking the occupational clusters in each of the State’s ten prosperity regions was included in the agenda packet for information. Branch, Calhoun, Kalamazoo, and St. Joseph Counties are some of the counties included in Prosperity Region 8. The lists were developed by the State of Michigan’s Department of Technology, Management and Budget (DTMB). Tim Staffen reported, “Each list ranks occupational clusters on a favorable mix of projected annual job openings and regional median wages. It does not necessarily reflect current hiring demand. The five occupations with the highest median wage were also highlighted for the highest-ranking clusters. Some ties may have occurred in the ranking process.” One CEAC member expressed an interest in seeing the breakdown for occupational clusters that were not in the top five. Tim Staffen reported that there could be sampling errors in the data because business and industry must opt in to have their data counted. He also noted that Marketing and Information Technology (IT) are present in almost every industry and they may be counted under the industry under which they fall, such as healthcare or manufacturing, instead of under Marketing or IT.

MI STEM NETWORK UPDATE

Kathy Olsen reported that Dr. Diane Owen-Rogers was unable to attend today’s meeting; however, she sent information regarding an important professional learning opportunity that may be of interest to Career Technical Education (CTE) staff and asked that it be shared with the CEAC. Ms. Olsen reported there will be an “Algebra in Manufacturing Processes, Entrepreneurship and Design” (AMPED) workshop and a “Geometry in Construction” (GIC) workshop during the summer of 2023. These are hands-on, engaging, and project-based learning content workshops that teach Algebra 1 and/or Geometry. The MiSTEM network is providing 32 AMPED workshop scholarships and 32 GIC workshop scholarships for the summer 2023 cohort training. The training will take place June 26 - 29, 2023 in Sault Saint Marie, Michigan. [The link](#) to more information and to apply was included in the agenda packet.

Jim Callahan expressed the need for increased math skills and noted that when he was with the Sheet Metal

Workers, only 30% of applicants could pass the math test to get into the apprenticeship training program. Thus 70% of the applicants could not get through the seventh and eighth grade math.

EDUCATION UPDATES

Secondary Education

St. Joseph County ISD – Jim Berry reported St. Joseph County has had some ventilation issues with the welding program and he is hopeful that the ISD Board of Education will approve a proposal for new welding booths with self-contained ventilation at tonight’s Board meeting. A work-based learning luncheon is scheduled in two weeks to celebrate partners and bring in youth to share information regarding work-based learning and apprenticeship opportunities. The new CTE Public Safety program will be highlighted at the CTE Showcase in Lansing on April 20, 2023, and three to four students will participate to help highlight the Public Safety Program to legislators. A MiCareerQuest™ event is scheduled for May 9, 2023, at the Doyle Center in Sturgis and all ninth-grade students in St. Joseph County are scheduled to attend to learn about various career pathways. Staff in St. Joseph County are developing a new Culinary Arts program for next year and staff have visited six programs during their planning for this new program. Lastly, St. Joseph County ISD is hiring a new instructor for their Construction Trades CTE program, and they are excited to have four candidates to interview.

Branch Area ISD – Dustin Scharer reported that Branch County was recently approved for a second round of funding from the State School Aid Section 61(i) grant, and they are waiting on the funding award from the State. The grant will be used for CTE teacher retention and recruitment, and it was noted that it is often a challenge to get individuals from industry to go into teaching. It was also mentioned that safety and security are a concern in Branch County. One of the safety and security concerns is with the welding classes when overhead doors are open for ventilation. Opening the overhead doors when it is warm outside allows open access to the building and staff are working on how to improve security. Staff have also been working with the local police and water departments. They now have base radio stations with direct police contact so that if there is ever a situation, they would be able to have direct contact for emergencies. The Branch Area Career Center will be adding a new program next year that will be a combination of CAD/CAM Engineering and Architecture. An eighth grade Discovery program just concluded. Twenty-four (24) at-risk youth who were struggling with grades and/or attendance, met one day each week for six weeks and were partnered with 11th and 12th grade student mentors. The youth were identified as having some interest in industrial arts and they worked on special projects with their mentors. It was noted that even before the program concluded, some of the students had already shown improvement.

Calhoun County ISD – Tim Staffen reported Calhoun ISD has been working diligently to increase the number of youth apprenticeships. To help with this, they are expanding the number of work-based learning instructors and they now have two. Calhoun ISD is also working with partners at KCC to expand the number of CTE students that can be served. Currently, they only have the resources and capacity to serve twenty (20) students. They do not have a machining program, nor do they have an electrical technician program. One option that helps circumvent limitations is that students can sometimes attend the Branch Area Career Center for the areas of study previously mentioned. Calhoun ISD is working with the community college to tap into existing staff and partners. For example, Calhoun ISD has a student interested in becoming a residential electrician, so they are connecting him to the construction trades program as well as a dual enrollment with KCC where he can work on modules to earn the credential. Tim Staffen reported that there is a huge demand for welding and there have been 15-30 students on a waiting list every year. The physical renovation of some space was just completed, and Calhoun ISD is now able to expand the welding program to accommodate thirty (30) additional seats next fall. They are currently interviewing for an instructor, and Tim Staffen was pleasantly surprised to learn that they have four amazing applicants. Calhoun ISD also applied for a State School Aid Section 61(i) grant for regional improvement. They applied for \$250,000 and staff are currently waiting to hear what the award amount will be. The grant funding will be used for tuition, training, professional development, and equipment for the programs.

Mr. Staffen reported the Comprehensive Local Needs Assessment (CLNA), as required by Perkins V, will need to be updated in the coming year. Everyone involved with CTE will need to participate in the update and CEAC members will be asked to assist with this as well. The CLNA serves as the basis for local Perkins V application development and future decision making. Staff were informed that the CLNA assessment tool will be live in June of 2023 and the tentative due date for completion will be February of 2024. Thus, the fall of 2023 will be a remarkably busy time for gathering the information needed for the CLNA.

Mr. Staffen further reported that Calhoun ISD received word that it is time for a Federal Perkins audit and noted that there has not been a Perkins audit in quite a few years. Additionally, Calhoun County is also due for a Civil Rights audit which is supposed to occur about every five years, and that the last one was twelve years ago.

Lastly, Mr. Staffen reported in collaboration with the Battle Creek Manufacturers Consortium, a Build Our Future event will be held on April 20, 2023 from 4-8 p.m. The event was originally scheduled to coincide with Manufacturing Day; however, it was cancelled due to inclement weather. The idea is to connect youth with industry by having adults work together so the target audience for this event will be superintendents, principals, and counselors from local schools. The focus will be to get educators acclimated to what business and industry want teachers to do to connect youth to the industry. Geislinger Corporation will be hosting the event and there will be many guest speakers. Some speakers will share how they went directly into working in manufacturing and how their employer paid for their college tuition.

Tammy Schiller reported that over 2,000 tenth grade students visited three different programs at the Calhoun Area Career Center. It is hoped that the participants will be interested in enrolling in the Career Center next fall. Eighth grade students will be visiting the Career Center in May. On April 6, 2023, there will be a showcase of student work at the Career Center. Participating youth have invited adults from their schools and homes, and they will show off some of the skills that they learned at the center. On April 27, 2023, the Career Center will be hosting an interview day. So far, there are eight employers who will be interviewing students for summer work.

Kalamazoo RESA – No report.

Post-Secondary Education

Kellogg Community College – Scott Cubberly reported that Ford has selected Marshall, Michigan as the site to build their new battery plant which will bring 2,500 jobs to the area. Kellogg Community College (KCC) has signed on as a supporter of the Electric Vehicle (EV) Job Academy which is a statewide initiative to share curriculum for this EV consortium. KCC is also looking at opportunities to align some of their current offerings and package them in a way that would support the job descriptions they are seeing for positions that will be needed at the battery plant. They will make a very concerted effort to make sure they create solid pathways for these jobs. KCC staff have also been very mobile throughout their three-county footprint which included Barry County's Career Day, as well as several opportunities in Branch County. KCC staff have also hosted students from several middle and high schools over the past several months for tours at the Regional Manufacturing Technology Center (RMTC) to share opportunities and career pathways.

Glen Oaks Community College – Kristine Stevens reported that Glen Oaks Community College (GOCC) will be holding a Health Education Career Fair on March 28, 2023. She also reported that she attended the National Council for Continuing Education and Training (NCCET) conference earlier this month. Moving forward, GOCC's focus will be on offering short-term training opportunities as pathways for careers that CTE students would benefit from. Examples provided included training for CLD-A and Phlebotomy. The training courses would lead to direct work and/or apprenticeship training. Kristine informed those present that the American Association of Community Colleges is reporting that big companies are asking for training programs spanning 6-9 months long. Community colleges are being asked to pivot and offer these

short-term trainings to help meet the needs of employers in filling the jobs being vacated as the baby boomer generation continues to retire.

Kalamazoo Valley Community College – No report.

Adult Education

Jerry Johnson reported that Calhoun ISD is the fiscal agent for Prosperity Region 8 for the State's Adult Education Programming, funded through the School Aid Act Section 107. Adult Education is seeing increases in enrollment. The Governor's recommendation for Fiscal Year 2024 is to add \$15 million to the existing \$30 million for Section 107 funding and Region 8, which could result in an increase of \$1 million. There is also another proposal to add an additional \$15 million from Section 107(a) funding for creative innovative programming, however, not necessarily through the K-12 system. Mr. Johnson noted that the proposed funding will still need to go through the legislative approval process.

Regarding regional adult education work, Mr. Johnson reported that the group met in March and began looking at goals for next year. There is a small work group meeting to work on goals and prepare recommendations. The full group will reconvene in May.

Of the fourteen providers in Prosperity Region 8, a small group of five have been identified, based on statewide data, as needing program improvement and they are receiving technical assistance from the Michigan Association of Community and Adult Education (MACAE) to help increase performance data.

MI Job Corps

No report.

BUSINESS UPDATES

Private Sector – David Maurer reported that about eleven years ago, Kalamazoo Valley Community College (KVCC) convened a private sector group called the Advanced Manufacturing Career Consortium which created a short-term manufacturing curriculum. Further information can be obtained from Craig Jbara at the KVCC Groves campus. Mr. Maurer shared the frustration of the private sector in getting young people and their parents interested in manufacturing. He noted that students self-select areas of study, and manufacturing is not a popular area of interest. From the industrial side, there is a definite slowdown in manufacturing, and capital spending has been pulled back because companies will not spend if they must borrow funds at high interest.

Jim Sertic noted that the work of each person involved in the CEAC is important. The demand for workers is present, however, he also stated that the CEAC also needs to look at a long-term solution to fill the pipeline. It was mentioned that the youth who were second graders back when the manufacturing consortium developed the short-term training are now in the workforce. Therefore, it is important to reach youth at an early age and identify their passion because they will be high-quality employees and much more apt to contribute and add value. He also noted that students know what they are exposed to. They usually know what their parents do, they know about video games and science, and they watch and play sports. The work that the CEAC group is doing to educate youth and their parents, and to give them options is extremely important. An example presented was that youth who are interested in coding for video games need to be shown other options, such as coding for robotics. In summary, the focus needs to be on career development opportunities and the realities of the available careers. One way to do this is to have relevant conversations and connect the talents of young people with available jobs.

Jim Callahan reported that the Michigan Building Trades would be glad to bring in a group of representatives from the different trades to share what each of the trades offer, as well as the skills needed for those trades. All the trades have free apprenticeship training available, in which the individual earns a

wage while they are learning. He asked members to contact him at jcalsmw7@gmail.com if they are interested.

DISCUSSION

There was substantive discussion on the amount of money that parents spend on youth athletics versus alternative investment of those funds towards a child's education. One member suggested approaching athletes and their parents to offer career pathways that are realistic. The member also noted the importance of maximizing career opportunities as well as the struggle in getting information in front of the youth, especially since the number of career counselors has been dropping rapidly. It was noted that St. Joseph ISD is using a creative approach by celebrating the signing of a youth going into a job or into an apprenticeship. They have placed signs in front of the homes of youth interns that read "Home of a Proud Intern." St. Joseph ISD also stated they use Zello as a career interest exploration tool. Another barrier that schools are facing is a shortage of teachers, para professionals, counselors, administrators, and work-based learning coordinators; they are needed to help engage students and their parents. Additionally, there is a bias and push for four-year college degrees, which hinders the focus on skilled trades.

MW! Southwest Business Services – Ashley Iovieno introduced Michael Gardner who was recently hired as a Business Solutions Coordinator for Michigan Works! (MW) Southwest. She reported MW Southwest and St. Joseph County ISD staff are working to recruit employers and volunteers for the MiCareerQuest™ event scheduled for May 9, 2023. There are also plans to hold a MiCareerQuest™ Southwest in Kalamazoo in October 2023.

Ms. Iovieno reported that the final report for the wage and benefit survey, which was conducted last fall, is now available. Employers in health care, manufacturing, and construction participated in the survey and staff are currently distributing the results to the respondents. This will be followed by sending the results to other interested parties. Staff have also scheduled Mike Horrigan, president of the Upjohn Institute, to present at employer group meetings to discuss and showcase the results.

Applications for the Going PRO Talent Fund (GPTF) Industry Led Collaboratives (ILCs) opens on March 22, 2023. An ILC is where two or more employers come together for similar training. The amount available has not yet been announced. The second round of individual GPTF applications is scheduled to open on May 1, 2023. The amount available for this round has not been announced.

Through the State Apprenticeship Expansion (SAE) Grant, MW Southwest staff are working with many CEAC members to build youth apprenticeships. The Regional Implementation Consortium meeting was recently held, and students enrolled in an apprenticeship at American Axle while they are also enrolled in school, were featured. Ms. Iovieno credited Jim Berry and his team at St. Joseph ISD for their dedicated efforts in building apprenticeship opportunities.

CEAC METRICS

Kathy Olsen reported a draft of the CEAC Metrics that have already occurred. Those that are planned for the period July 1, 2022, through June 30, 2023, were included in the agenda packet. She asked members to review all sections related to their career exploration events and to please send updates to her. The final report is due to the State in mid-July.

OTHER MEMBER UPDATES

Rey Guzman reported he was pleased to hear feedback from the employers at today's meeting as well as the information pertaining to the welding expansion in Calhoun County. He noted that although we are beginning to see an increase in interest in Career Technical Education, there is still a huge need to promote these pathways because among the youth. There remains a big disconnect regarding their dream job/career and reality. He encouraged more social media outreach and more MiCareerQuest™ events. Although there are many dedicated staff and companies, COVID-19 has impacted everything, including education, and he recognized the need to address the demand for more teachers and counselors. The State continues to make

workforce development investments in apprenticeship training and MiCareerQuest™ events. The State will also be releasing additional funding soon, approximately \$4.7 million, for Industry Led Collaboratives (ILCs) under the Michigan Industry Cluster Approach (MICA) grant for groups of employers coming together to identify and address training gaps.

One member noted that they took part in a strategic planning discussion earlier in the day around childcare and early childhood education. This industry was drastically affected by COVID-19 and the importance of frontline and essential service workers was brought to the attention of many. Individuals without childcare cannot return to the workforce and for those who can find childcare, the cost is often prohibitive. There is opportunity for employers, especially if they are desperate for workers. Childcare can be a recruitment tool and there are some efforts to address this focus— such as the Tri-Share initiative where the cost of childcare is shared equally by the employer, the employee, and the State of Michigan. Some companies in Calhoun and Kalamazoo Counties are already participating in this initiative. Having quality childcare is equally important and there is also an Early Childhood Development Apprenticeship model that provides a pathway to becoming a teacher. One member reported the work of Pulse, under the umbrella of the Upjohn Institute, is another area to watch. Pulse and its partners are providing a roadmap to help businesses with options when supporting their workforce with childcare needs. Pulse also recently held an Access Fair in Battle Creek to assist childcare entrepreneurs. Childcare is an industry that needs attention and funding, and there is still a lot of work to do to help individuals understand the importance of this industry.

PUBLIC COMMENTS

None.

UPCOMING EVENTS / ANNOUNCEMENTS

No events were added to what was already reported during the meeting.

NEXT CEAC MEETING

The next CEAC meeting is scheduled for Monday, May 15, 2023, from 1:00-3:00 p.m. at Kalamazoo RESA, 1819 E. Milham Road, Portage, Michigan 49002. 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

With no further business to conduct the meeting was adjourned at approximately 2:44 p.m.

Respectfully submitted,

Kathy Olsen, CEAC staff support

Tim Staffen, Chair CEAC