

## AGENDA - Career Educational Advisory Council (CEAC)

A committee of the Workforce Development Board for Michigan Works! Southwest

**Thursday, September 12, 2024, from 1:00 – 3:00 PM**

**At Upjohn Institute, 300 S. Westnedge Ave, Kalamazoo, MI 49007**

**In-person attendance is encouraged**

If needed, the **virtual meeting link:**

<https://us02web.zoom.us/j/89017955485?pwd=dys3em5pL0R2ZlF1NmpMT2NXZVphQT09>

**Meeting ID:** 890 1795 5485

**Passcode:** 202646

**Or Dial Toll Free** • 888 475 4499 • 833 548 0276 • 833 548 0282 • 877 853 5257

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|--|-------------------------------|
| <b>I. Call to Order / Introductions</b> [5 min]                          | Tim Staffen, Chair            |
| <b>II. Meeting Minutes</b> ( <i>vote required</i> ) [2 min]              |                               |
| A. CEAC March 18, 2024 Meeting Minutes ( <a href="#">Exhibit A</a> )     | vote required                 |
| <b>III. MI STEM Network Update</b> [5 min] ( <a href="#">Exhibit B</a> ) |                               |
| <b>IV. Planning for 2025 Meetings</b> [20 min]                           | Discussion                    |
| <b>V. Business Updates</b> [5 min]                                       |                               |
| A. Private Sector  | Business Representatives      |
| B. MWSW Business Services  | Ashley Iovieno                |
| <b>VI. Education Updates</b> [15 min]                                    |                               |
| A. Secondary Education   | Secondary Education Reps      |
| B. Post-secondary Education  | Post-secondary Education Reps |
| C. Adult Education   | Jerry Johnson                 |
| D. Job Corps   | Windy Rea                     |
| <b>VII. Other Updates, Upcoming Events &amp; Announcements</b> [10 min]  | Members                       |
| <b>VIII. Public Comments</b> [5 min]                                     |                               |
| <b>IX. Next CEAC Meeting</b>   |                               |
| Monday, December 2, 2024, from 1:00-3:00 p.m.                            |                               |
| at Upjohn Institute, 300 S. Westnedge Ave, Kalamazoo, MI 49007           |                               |
| <b>X. Adjournment</b>  | Tim Staffen, Chair            |

*Our Mission is to create and support a talent preparation system that will provide all students, youth to the adult learner, with the necessary academic, technical, and work behavior skills that will meet business and industry needs to maintain and enhance the economy of the Michigan Works! Southwest region.*

### METRICS

- \* Establish Registered Apprenticeships for adults and youth.
- \* Guide, establish and/or participate in career development, pathway, and exploration events though workforce preparedness programs P-20 through lifelong learning.
- \* Promote and positively impact the Governor's post-secondary credential attainment goal of 60% by 2030.

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## Career Educational Advisory Council (CEAC) Meeting Minutes March 18, 2024

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**CALL TO ORDER** – Committee Chair, Tim Staffen, called the meeting to order at 1:08 p.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan.

### MW SOUTHWEST CEAC MEMBERS PRESENT

Jim Berry (SJC ISD/CTE)  
James Brylowski (Labor-MI Building  
Construction Trades)  
James Callahan (Labor-Trades)  
Cindy Goss (KRESA/CTE)  
Sarah Mansberger (KRESA ISD) <sup>∇</sup>  
David Maurer (PS-Humphrey Products) <sup>∇</sup>  
Brian O'Donnell (PS-Hi-Tech Electric)

Dr. Diane Owen-Rogers (MiSTEM)  
Sue Quiter (BACC)  
Windy Rea (Job Corps) <sup>∇</sup>  
Dustin Scharer (BACC/CTE)  
Jim Sertic (PS-Sertic Consulting)  
Tim Staffen (CISD/CTE)

<sup>∇</sup> Attended virtually

### STAFF PRESENT

Ashley Iovieno (MWSW)  
Kathy Olsen (MWSW)

Shelby Springett (MWSW)

### OTHERS PRESENT

Suzanne Eman-Jaehnig LEO-WD)

Brandon Fuller (MI-DTMB)

### MW SOUTHWEST CEAC MEMBERS ABSENT

Lanre Ajayi (GOCC)  
Dr. Dennis Baskin (KCC)  
Dr Mark Dunnebeck / Kevin Lavender (KVCC)  
LaToy Green (Parent)  
Jerry Johnson (ISD-Calhoun)

Rebecca Murphy (BCPS)  
Andrea Rainer (Huron Pottawatomi)  
Tammy Schiller (CISD/CACC)  
Ken Willcutt (Labor-Plumbers & Pipefitters  
& HVACR Local Union 357)

### INTRODUCTIONS/ANNOUNCEMENTS

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

### MINUTES (Exhibit A)

**Motion by Brian O'Donnell and supported by Jim Sertic to approve the December 4, 2023 CEAC meeting minutes. Motion carried.**

### COMPREHENSIVE LOCAL NEEDS ASSESSMENT (CLNA)

Tim Staffen, Career Education Planning District (CEPD) 36 which includes Barry, Branch and Calhoun Counties, and Jim Berry, CEPD 47 which includes Kalamazoo and St. Joseph Counties discussed the Comprehensive Local Needs Assessment (CLNA). Tim Staffen reported this process included an in-depth look at the entire local CTE system and identifying areas where targeted improvements can be made that would lead to increased opportunities for student success. The CLNA process began with agencies at the operational level; it then moved to the Career Education Planning District (CEPD) level; and then to the regional level. Feedback gathered at the CEACs meetings pertaining to talent shortages, barriers to

employment and retention factors, along with labor market information, was taken into consideration for the CLNA. The final submission was due to the State on February 4, 2024 and both CEPDs have completed and submitted their CLNAs for this cycle and they were accepted as submitted.

### PERKINS UPDATES

Tim Staffen reported seven core performance indicators have been identified by the state and federal governments as a guide for CTE program development, improvement, and enrollment; and also, for program evaluation. The regions' CTE Perkins funds will be used to address the needs of students of special populations in these areas:

- 1S1: Four-Year Graduation Rate
- 2S1: Academic Proficiency in Reading
- 2S2: Academic Proficiency in Math
- 2S3: Academic Proficiency in Science
- 3S1: Post-Program Placement
- 4S1: Non-traditional Program Concentration
- 5S1: Program Quality – Attained Recognized Postsecondary Credential

**Region 21 (Exhibit B)** – Tim Staffen reported Region 21 includes Barry, Branch, and Calhoun Counties. The exhibit included in the agenda packet included details pertaining to the grant purpose, program description, the funding formula, and planned activities for each of the counties in Region 21. He reported that statewide, students did not meet efficiency standards for math scores and explained that scores are generated through student performance on the Michigan Merit Exam. He noted that based on the data submitted, the math credential in Calhoun County was missed by only six students. It was determined that at least 47 students earned a credential; however, that information was not entered into the data system until August. A process is being implemented to capture that data after summer break starts but before the school year that begins in August. The Michigan Merit Exam scores also revealed low state and regional scores in science and more work needs to be done to address this. Due to staff turnover, there is also a need for professional development. The Exhibit includes a breakdown of the budget and descriptions of activities for the Secondary CTE Perkins V Grant, as well as the amount allocated for each of the planned activities in each of the counties in Region 21.

**Region 20 (Exhibit C)** - Jim Berry reported Region 20 includes Kalamazoo and St. Joseph Counties. The exhibit included in the agenda packet also includes details pertaining to the grant purpose, program description, the funding formula, and planned activities for each of the two counties in Region 20. The focus for the Region 20 CTE Perkins V Grant in St. Joseph County is on professional development for staff and on support for Special Populations Students (SPOPS) and teachers. This includes a full-time consultant to evaluate and improve programs to increase student placement. He reported that after the release of the initial budget allocation, there was a recent increase and in St. Joseph County, this increase will be used for math and reading paraprofessionals. He noted that a budget decrease is expected for next year.

Sarah Mansberger reported that following the original allocation, Kalamazoo County also received a one-time increase. The focus for the Region 20 CTE Perkins V Grant in Kalamazoo County will be on Work-Based Learning (WBL) and to support CTE Special Populations Students (SPOPS). Cindy Goss further reported that this focus will also address student growth as it relates to the Comprehensive Local Needs Assessment (CLNA). Kalamazoo will continue to provide support for math and reading for Special Populations Students (SPOPS).

**Perkins Update Summary** - Additional factors for both regions included program wait lists, recruiting and retaining teachers, and equity and access for special populations using 2021-22 performance data, which can be a bit outdated. Both CEPDs are seeing the same struggles with math, reading and credential attainment. As noted above, plans are in place to increase the numbers for credential attainment, and it is

expected that the numbers of credentials earned this year will result in achieving above target goals. Math and reading appear to be more challenging goals.

**MI STEM NETWORK (Exhibit D)** – Dr. Diane Owen Rogers reported on two documents included in the agenda packet that included a Summary of the Needs Statements and Outcomes for the Region 1 2023-2024 Strategic Plan, Year 1 of 5 Year Plan, sponsored by MiSTEM Network, as well as the full Strategic Plan. The Plan included results from the Discovering Data Section in the completed Needs Assessment and described plans for addressing each of the following Needs Statements (NS):

- NS1 - STEM Education Asset Mapping and Data Analysis;
- NS2 - STEM Coalition Building Across the Region;
- NS3 - Build Capacity for 3P Learning Implementation; and
- NS4 - Inequitable STEM Practices and Inequitable Access to STEM Opportunities in the Region.

A detailed Region Outcome Development Section was included in the MiSTEM Regional Plan and the outcomes were summarized in the Plan Summary document.

Ways to improve connections and improve collaboration between CTE and MiSTEM/STEAM were discussed, as was Project Based Learning (PBL). One suggestion was to discuss with CTE Directors at the regional level and bring information to the CEPD Council meetings at the State level. Tim Staffen also referenced a couple of teachers who were considered experts in understanding PBL and navigating the syntax to match equivalencies, as well as a staff person at Calhoun ISD who serves on state level committees and noted that these individuals would be great resources. Websites for additional information and resources were shared at the meeting; they included [www.wmpblnetwork.org](http://www.wmpblnetwork.org) which focuses on connecting industry and education in West Michigan, and [www.mitalenttogether.org](http://www.mitalenttogether.org) which has resources to help Michiganders become certified teachers. Dr. Owen Rogers also shared that the MiSTEM newsletter currently has over 900 subscribers.

The discussion concluded with the following action items: (1) include an Executive Summary of the MiSTEM plan in the next CEAC meeting agenda packet; (2) Tim Staffen and Diane Owen Rogers will connect with Tony Warren at Calhoun ISD; and (3) Tim Staffen and Diane Owen Rogers will connect with the two PBL teachers that Tim referenced as being PBL experts.

Dr. Owen Rogers also shared information regarding upcoming opportunities for STEM professional development workshops for educators that focused on connecting CTE and general education content standards. Following the meeting, the information listed below was also emailed to members.

- 1) AMPED and GIC trainings held in Grand Rapids at Kent ISD CTE Center June 24-27, 2024. [See this link](#) for more information and to apply. Both courses listed below are meant to be a math and a CTE 2-credit course.
  - Algebra in Manufacturing, Processes, Entrepreneurship, and Design (AMPED – Algebra 1) <https://contextualc.com/amped/>.
  - Geometry in Construction (GIC) <https://contextualc.com/gic/>
- 2) Data Science – a blend of computer science and mathematics. [See this link](#) for more information and to apply.
  - General Data Science
  - Algebra 1 Data Science
- 3) Code.org computer science offerings sponsored by CS for Michigan <https://www.micoding.com/summer2024.html>
- 4) The Science and Engineering Action Area is delighted to present an outstanding professional learning opportunity with the Battelle Teacher Academy, hosted by the Ohio STEM Learning

Network and supported by the U.S. Navy. The Department of Defense is dedicating funds for the next 15 years to assist educators in Michigan to create strong STEM programs in their classrooms, using externships and support networks. This program offers a unique chance for educators to enrich their skills and lead the way in STEM education. Battelle Teacher Academy is seeking the first cohort of 15 - 20 educators engaging with students grades 6 - 12, including Early College, from around the State of Michigan, with a focus in rural areas, specifically, CTE-deserts. Educators will be paired with a Navy contractor in their area who will become their industrial partner. For more information and how to apply please visit the [Battelle Teaching Academy](#) website.

- 5) The Michigan MiSTEM Collaborative is excited to share [a variety of educator learning opportunities](#) related to culturally responsive mathematics, foundational mathematics, and project, problem & place-based education in the context of mathematics. For more information and to apply, click the link to this [Landing Page](#). Apply by April 30.

Members agreed to keep MiSTEM Updates as a regular reporting item on the CEAC agenda.

## BUSINESS UPDATES

*Building Trades* – James Callahan reported within the building trades sector they are seeing an increase in the number of apprenticeships, which is exciting considering the large demand for workers. However, there is still a need to increase enrollment in the trades. Those in the education world were encouraged to continue to share with students and parents the opportunities in the skilled trades and the potential for high wage careers.

*Sertic Consulting* - Jim Sertic complemented those who reported and all the great work that is being done. He reminded everyone of the importance of continuing to reach out frequently to the undecided student. He noted that there will always be a need for skilled trades and that once a student gets involved in a CTE Program, it often sparks an interest.

*Humphrey Products* - Dave Maurer reported there has been an increased focus on automation in manufacturing and food service and referenced an article that recently appeared in the Wall Street Journal. He also reported that interest rates affect the cost of capital and the increased cost of labor. He hopes that interest rates will fall because currently many investments appear to be on hold. He is seeing a tremendous amount of 'wait and see' with some companies holding off hiring. He agreed on the need for skilled trades and noted that this includes mechatronics and machinists.

*Michigan Works! Southwest Business Solutions* - Ashley Iovieno reported the application period for the *Going PRO Talent Fund (GPTF) Industry Led Collaboratives/Employer Led Collaboratives (ILC/ELC)* opens on March 26, 2024 and the *FY24 GPTF* application period for individual company applications opens on April 22, 2024 and closes at 4:59 p.m. on May 10, 2024. Information sessions are currently being scheduled and a schedule will be released soon. The only changes between GPTF Cycle I and Cycle II are the dates. Apprenticeship training is growing in popularity and there are funds to support this. There are multiple *apprenticeship opportunities* such as the State Apprenticeship Expansion (SAE) grant for youth ages 16-24 and she requested that members refer youth who are interested to Michigan Works! Southwest. MiSTAIRS is another apprenticeship training grant that is available through 2025 and other apprenticeship training opportunities are also available through the GPTF grants. The first meeting of the *Advanced IT Solutions* was held on October 31, 2023. WDB and CEAC member Brian O'Donnell serves as chair of this consortium. Funding is available for the Electric Vehicle Infrastructure Training Program (EVITP). The current focus is on the EV Jobs Academy. Additional funding is expected for 2025-2026 and there is a list of the multiple training options allowed with these funds. Ms. Iovieno also reported that a *MiCareerQuest™ St. Joseph County* event will be held on May 7, 2024 at the Doyle Center and that this is the second year holding this event at the new location that has more space. Staff are currently recruiting employers to participate in this event.



## EDUCATION UPDATES

### Secondary Education

*St. Joseph County ISD* – Jim Berry reported recent capital expenditures for St. Joseph County CTE includes a new alignment rack for auto tech and new technology for public safety. The marketing class qualified for nationals in the DECA competition. In the FFA competition, one student from St. Joseph County achieved the highest score. In the first HVAC skills competition, individuals from St. Joseph County placed 5<sup>th</sup> and 6<sup>th</sup>. He further reported that the Early Middle College CTE planning group met today at WMU and that they are exploring how GOCC can articulate credits with WMU. Habitat built a house in Three Rivers and the construction trades class worked on this building project. There were 66 applicants to purchase the house. Plans are to break ground to build another home in Mendon in late March. As of today, there are 27 employers registered to participate at the MiCareerQuest™ St. Joseph County, the goal is 50 employers. This career exploration event will target ninth grade students. St. Joseph County is planning to participate in the Trade Tool and Career Expo scheduled for April 24 -25, 2024 at the Kalamazoo County Expo Center. Others noted that the event is scheduled from 8:00 a.m. – 6:00 p.m. on both days.

*Kalamazoo RESA* – Cindy Goss reported six DECA students qualified at the international level. The construction trades classes have or will participate in three field trips. Last week, they visited Wightman, an architecture, engineering, design, and survey company; in April, a visit is planned with Driesenga & Associates, Inc. to learn about site testing and materials; and in May they will visit with CSM to tour a construction site. KVCC has opened a new Cosmetology and Barbering School, and it currently is only open to CTE students. Plans are for it to open to the public in fall 2024. Kalamazoo RESA has multiple jobs posted for the new Career Connect campus and there will be additional postings late March and early April. She asked others to please help spread the word to promote these openings.

*Calhoun County ISD* – Tim Staffen reported Calhoun ISD has a current opening for a Mechatronics instructor. He also reported that the enrollment numbers have increased in the adult training program that serves special education students up to age 26 and they are seeking a new location. The desire is to build this structure on the Calhoun Area Career Center campus. The construction trades are interested in being involved in the building; however, legislation prohibits Intermediate School Districts from using their own students. Thus, a general contractor would need to be hired and CTE students could then participate in Work-Based Learning activities.

*Branch Area ISD* – Dustin Scharer reported the eighth grade Discovery Program just concluded. The program started out with 35 at-risk students who were partnered with mentors. They met for one day each week for six weeks. Outreach efforts for future CTE enrollments includes plans for eighth grade students to visit the CTE campus on April 7, 2024. Staff are evaluating the on-site building program that was brought back to the campus lab four years ago. Plans are to build a house next year and a paraprofessional was recently hired to assist. Architecture students are working on plans and an excavator and cement contractor will be hired for that work. The Branch Area Career Center (BACC) received 61(s) funds to support the agricultural program. BACC also has individuals in multiple student organizations competing in state and national competitions.

### Post-Secondary Education

No reports.

### Adult Education

On behalf of Jerry Johnson, Tim Staffen reported on Adult Education. Within region 8, fifteen (15) applications were received for the three-year cycle of 2024-2025 through 2026-2027 to be able to access state funded adult education resources through section 107 of the State School Aid Act. The review team of five individuals assembled and walked through the review process on March 11, 2024. The deadline for scoring is April 5, 2024. The scores will be compiled, and a recommendation will be submitted to the Executive Committee (Superintendents of the seven Intermediate School Districts in the region), and final

announcements will be made by April 19, 2024. At the next regional providers meeting on May 6, 2024, members will review the region's allocation framework and set goals for the next year.

### **MI Job Corps**

Windy Rea reported that 2024 is Job Corps' 60<sup>th</sup> anniversary year. All Job Corps centers that were closed during COVID are now open for residential accommodations. Job Corps placements include trades, earning a high school diploma, placements into the military, and apprenticeships.

### **OTHER UPDATES - EVENTS and ANNOUNCEMENTS**

Jim Sertic encouraged members to share the Trade Expo dates with family and friends. He also reported on a recent M-Live article regarding CTE programs in Escanaba and encouraged members to share articles like this to help parents understand that CTE programs can lead to high wage jobs.

Tim Staffen reported that education is a journey and not a destination and that CTE is a tool for developing a career. He noted that often parents are afraid to not follow the four-year college route. Often, individuals think that there is only one answer to a problem; however, there are multiple paths. Members can also continue to promote the company hires from CTE programs where the company covers the cost for the college education while the person is working. This is another path where students can move into good paying jobs and have little or no debt getting there.

James Callahan reported the trades are interested in attending all career fairs and career exploration events as they are a great opportunity to promote the trades and the benefits of these career pathways.

Dr. Owen Rogers shared information regarding community outreach events for businesses to help build community awareness of STEM. This included STEM education days at the Kalamazoo Growlers on Tuesday, May 28, 2024 from 9:00-11:00 a.m.; Wednesday, May 29, 2024 from 9:00-11:00 a.m.; and Monday, June 3, 2024 from 9:00-11:30 a.m. She noted that the primary objective of the events is to offer students, primarily ranging from third through sixth grade, hands-on STEM experiences that will not only capture their interests, but also inspire the youth to consider future careers in STEM fields. Business and industry can have booths to showcase their STEM/STEAM jobs and she noted that business expertise in STEM fields will contribute to the success of these events. Interested businesses should complete the online [registration form](#). This information, along with a link to the registration form, was emailed to members following the meeting.

Sarah Mansberger thanked Diane Owen-Rogers for connecting Mi-STEM with Career Connect.

Kathy Olsen proudly reported that one of her grandson's recently submitted a project in his school's science fair and took first place in the competition.

### **PUBLIC COMMENTS**

None.

### **NEXT CEAC MEETING**

The next CEAC meeting is scheduled for Monday, May 13, 2024, from 1:00-3:00 p.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan. Members were encouraged to attend in-person, however, in case a member or CEAC partner's situation warrants virtual attendance, a virtual link will be made available.

### **ADJOURNMENT**

With no further business to conduct the meeting was adjourned at approximately 2:19 p.m.

Respectfully submitted,

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Kathy Olsen, CEAC staff support

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Tim Staffen, Chair CEAC

DRAFT



## MiSTEM Update – Sept 8, 2024

KRESA has appreciated the CEAC's collaboration on sharing information and providing input and feedback on the MiSTEM Regional strategic plan for the past 6 years. It is always inspiring to hear of the important work related to STEM, CTE, and workforce development happening in our region! As of July 1, Dr. Diane Owen-Rogers has transitioned to a new role at KRESA as the Director of Culture and Belonging. This staffing change provided KRESA with the opportunity to evaluate the alignment of the MiSTEM Regional work with KRESA's capacity and vision. Upon reflection, KRESA has decided not to continue as the fiscal for the MiSTEM Regional grant; therefore, as of Sept. 30, 2024, KRESA will no longer be leading the MiSTEM Regional grant work. The LEO/MiSTEM State Team is working to identify a new fiscal agent for MiSTEM Region 1. The new fiscal agent will work on hiring a new Regional Director who will work with the CEAC in the future.