

MICHIGAN WORKS! WEST CENTRAL  
CAREER & EDUCATIONAL ADVISORY COUNCIL (CEAC)  
MICHIGAN WORKS! WORKFORCE SERVICE CENTER, BIG RAPIDS  
TUESDAY, JUNE 11, 2019

MINUTES

Members Present

Bennett, Merri  
Eppley, Jonathan  
Gaines, Tamera  
Gandhi, Nicholas  
Kratz, Bill  
Marek, Ron  
Matson, Lynda  
Miller, Mike  
Pelton, Chris  
Spedowske, Gretchen  
Stakley, Deedee  
Surd, Kathy  
Tomaski, Melanie  
Wirick, Amy

Members Absent

Christmas, Christy  
Gibbs, Ken  
Sanchez, Tracy

Michigan Works! West Central Staff

Gager, Kim  
Keene, Shelly  
Shoemaker, Connie

Others Present

Britton, Tammy – Talent 2025

Call to Order

The meeting for the Career & Educational Advisory Council (CEAC) was brought to order by Vice Chair Ron Marek at the Big Rapids Workforce Service Center at 11:00 a.m.

Welcome and Introductions

Members and staff were welcomed.

Approval of March 12, 2019 Minutes

**Jonathan Eppley moved to accept the CEAC March 12, 2019 minutes as written; supported by Amy Wirick; motion accepted unanimously. 11:02 a.m.**

## Labor Market Information Presentation – Nick Gandhi, Economic Analyst, DTMB

Nick is an Economic Analyst with the Bureau of Labor Market Information. Nick explained that the Bureau of Labor Market Information and Strategic Initiatives is a one-stop shop for information and analysis on Michigan's population, labor market, and more. The Federal-State Programs division runs the state's cooperative agreements with the U.S. Bureau of Labor Statistics and the U.S. Census Bureau, making them the official source for this information. The Research and Evaluation division conducts workforce research and program evaluation, giving insight to make smarter decisions.

The Local Area Unemployment Statistics (LAUS) program is a monthly estimate of regional and state employment and unemployment rates. The median wage for 2018 for Michigan is \$18.08 – for Region 4 it is \$17.12 and for the West Central area it is \$15.65.

Labor force levels across the state were hit hard from the recession. While West Central has not quite recovered back to the level seen pre-recession, it is still above what the state was previously.

Manufacturing makes up nearly 25% of payroll jobs in the West Central region, nearly 10% more than that of the state share. Retail trade and health care both make up around 15% of the payroll jobs. There is a much smaller share of professional and tech services and administrative and waste services in West Central compared to that of the state.

The Employment Projections program provides short-term and long-term employment outlook for major industries and more than 800 occupations. This program provides long and short-term industry and occupational projections for Michigan, as well as long-term projections for its regions. Last July the 2016 through 2026 industry and occupational statewide projections were released. The 2016 through 2026 regional projections will be released in July of this year.

In demand occupations is a statewide Hot 50 list of occupations that show a favorable mix of long-term job growth, projected annual job openings, and median wages. These openings are projected through 2026.

Released at the same time as the statewide Hot 50 is the 2026 Career Outlook. Again, this provides similar information to what would be seen in the Hot 50 but with additional occupational breakdowns based on the education requirements typically required for each.

On an annual basis an Annual Planning Information and Workforce Analysis report is produced for all 10 of Michigan's prosperity regions. It's a comprehensive overview of economic characteristics of the regions and includes analysis on some of the examples provided previously, along with demographics, job postings, and projections.

Regional Labor Demand Snapshots are released monthly for each prosperity region. These snapshots utilize real-time labor demand from The Conference Board Help Wanted Online and list the top in demand occupations as well as which employers have the most advertisements.

Michigan's Labor Market News is the state's longest running economic publication by the Bureau for over 75 years. It informs more than 6,400 monthly readers on timely and relevant topics.

You can stay up to date on our newest releases by subscribing to our free e-mail subscription service, GovDelivery. If you go to the website at [www.Michigan.gov/lmi/](http://www.Michigan.gov/lmi/) and click on the GovDelivery banner, you will be able to sign up for releases related to your interests using your e-mail.

*11:35 a.m. to 12:00 p.m. Council broke for lunch.*

### MiCareer Quest

Merri Bennett explained that we are required by the state to hold a MiCareer quest type event before March 2020. She has been working with West Shore Community College on partnering with them since they already hold a much smaller, similar event. She gave a presentation at West Shore ESD to the superintendents from Lake, Mason and Oceana counties to set a date that works for all of them. They are very excited and would like us to try and do it before Thanksgiving break in November. As soon as possible Crystal from West Shore and Merri will be reaching out to the principals to set a date in November. They are also working on one at Ferris for next spring.

### Marshall Plan Update

Kathy Surd reported that none of the area ISDs were funded.

### Employer Lead Collaborative Grant

Merri Bennett explained that West Central is one of the few Michigan Works! Agencies not doing employer led collaboratives. This brings together employers, workforce agencies and other partners such as training institutions and economic development agencies to create regional, sector-specific workforce strategies. A meeting was held at West Shore to start a healthcare sector. So far representatives from Merc, Spectrum, Family Health Care and a new facility Turning Leaf in Scottville are participating. Other health care employers have been contacted as well. They will be applying for a state grant in July and hope to start a manufacturing collaborative in Mecosta, Newaygo and Osceola counties as well.

## CTE Program Updates

Gretchen Spedowske, NCRESA

- ✓ Closing the Mechatronics program (CAD, Electrical, Machining).
- ✓ Two previously approved new programs – students will be able to complete the one year program and move to another program the second year. This will meet the program advisory recommendation of students achieving dual certifications while at the Career-Tech Center (CTC).
  - ◆ Engineering 20 a.m. students, 20 p.m. students
  - ◆ Manufacturing Engineering 13 a.m. students, 15 p.m. students
- ✓ The Child Development Associate (CDA) program is now at 27 and considered a full program.
  - ◆ Students will explore preschool opportunities
- ✓ Future Educator 15 a.m. students, 9 p.m. students.
  - ◆ We explored West Shore RESA and Traverse Bay's Programs
    - Traverse Bay has gifted their program to NCRESA
  - ◆ An instructor has been hired and is enrolled in the Western Michigan University courses that will instruct the CTE program.
  - ◆ Students will be at the CTC seven days throughout the school year for a conference and meetings
  - ◆ The rest of the year students will be at the local schools exploring the grades of their choice.
    - Students will have the opportunity to explore two grades a year.
- ✓ Information Technology will be a full program in the fall.
  - ◆ 13 a.m. students and 20 p.m. students

Mike Miller, MOISD

- ✓ Mecosta-Osceola Career Center 19-20 enrollment is over 610 students
- ✓ The welding program is increasing Work-Based Learning (co-op) placements for second-year students. Students attend WBL four out of five days a week in lieu of attending class. A couple students were offered and accepted full-time employment upon graduation at Morbark in Winn.
- ✓ The Information Technology Early College program was approved by the state and will begin in the fall. Incoming juniors have the opportunity to move from a four-year to a five-year graduation cohort. Students can earn up to 44 credits from both Ferris State University and Mid Michigan College at nearly no cost to students and families. The 13<sup>th</sup> year consists of full-time college enrollment at Mid Michigan College.

Lynda Matson, West Shore ESD

West Shore Community College is going through a full renovation to their Tech Center which is the area that most of the CTE programs are held. This renovation allows them to expand programs and accept more students. The current numbers for the 2019/2020 school year are at 675. This is more than 100 students than at this time last year.

Drones will be integrated into some of our programs next year. Specifically, the Ag program. The teacher is going through intensive training to be able to offer students a drone learning experience. At this time they are looking for a student certification that aligns with such a program.

Certifications are a major component of the CTE programs and over 50 industry recognized certifications are offered to the students. West Shore ESD pays for the cost associated with each curriculum and help support students to prepare.

Skills for Success is an on-going program that teaches each CTE student soft skills needed to be successful in the workplace. Some of the areas of focus include accountability, empathy, and collaboration. This is in an effort to better prepare students for the workforce.

Next year's goals will focus on attendance. Strong attendance is important to the employers and some creative things are being planned to "teach" the importance of attendance to the students.

### MiSTEM Strategic Plan and Updates

Tamera Gaines informed the Board members that WDA is announcing the availability of Michigan Industry Cluster Approach 2.0 (MICA 2.0) grant funds. This is to develop and launch new employer-led collaboratives or to revitalize existing employer-led collaboratives throughout Michigan. An employer-led collaborative is a group of businesses (no fewer than three) coming together to solve a common or shared workforce problem. Funds will be awarded to organizations committed to launching, revitalizing, or sustaining employer-led collaboratives that meet the criteria outlined in the RFP.

*Note: Jonathan Eppley left at 12:45 p.m.*

### Other Business

#### Roundtable

» Kratz, Bill – Michigan Economic Development Corp (MEDC) – there is a \$2 million investment for Yoplait for product consolidation and will involve a half million dollar Block Grant. General Mills is closing a plant in California and Yoplait in Reed City is competing for

the jobs. Also Peterson Farm's are struggling to find people to work. They have many openings and are becoming housing developers and have invested \$2 million into apartment complexes.

- » Gaines, Tamera – Talent Investment Agency – she will send the Grant information to Connie at Michigan Works! and she can distribute to the CEAC members.
- » Pelton, Chris – Union #174 – a new contract was negotiated and ratified on June 4<sup>th</sup>. It goes into effect July 1 with \$1.60 per hour increase to journeyman scale and an additional 25 cents per hour increase to the target fund to help subsidize contractors when necessary.
- » Gandhi, Nicholas – Labor Market Information (DTMB) – if anyone is interested in the three day training let him know.
- » Tomaski, Melanie – Ludington Area Schools – Ludington Area Schools are expanding the work base training to include ninth and tenth grades. They will work with the middle school (grades 6-8) on developing curriculum based from the Career Awareness Model so it feeds into the high school program. It will enhance as well as be a stand-alone to the local CTE program.
- » Stakley, Deedee – Ferris State University – Ferris is experiencing enrollment declines resulting in potential staff and organizational changes. Ferris is focusing on enhancing adult learner and veteran's initiatives.

Next Meeting Tuesday, October 8, 2019, West Shore Community College

Next meeting scheduled for Tuesday, October 8, 2019 at West Shore Community College.

Adjournment

**Meeting adjourned at 1:05 p.m.**