



Career and Educational Advisory Council Agenda
215 Straight Ave. NW, Grand Rapids, MI
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Meeting ID: 251 945 906 832 Passcode: Q3GBTt
1/24/2025

I. Introductions

II. Purpose of the committee

To assist the WDB in facilitating and building a collaborative partnership between employers, labor, workforce development advocates, local school districts, postsecondary institutions, and training centers to identify and collectively develop and implement training strategies that effectively address Michigan employers' talent needs.

III. Review Previous Meeting Notes & Action Items
September Meeting Minutes

Action Item

IV. Regional Grant Updates – new/potential/updates

Information Item

V. MiSTEM Update

Information Item

VI. Regional Adult Education Update

Information Item

VII. CTE Updates

Information Item

VIII. Michigan Works Updates

Information Item

IX. CEAC Metric Updates

Information Item

X. Any other Council Member Activities/Initiatives

Information Item

XI. Next Meeting Date:

- May 16, 2025



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Meeting ID: 271 268 484 380 Passcode: DyER6h
9/27/2024

Minutes

CEAC Members Present: Tonia Castillo (Chairperson), Pat Walstra (Vice-Chairperson), Mike O'Connor, Shelbee Axom-Anderson, Penny Dora, Ginger Rohwer, Lisa Hungerford, Samantha Zentner, Cary Stamas, Jacquie Rehkopf, Kim Call, Luke McCotter (Virtual)

CEAC Member Absent: Rich Franklin, Ryan Bennett, Ted Paton, David Tebo, Chauncy Williams

West Michigan Works! (WMW) Staff Present: Angie Barksdale, Tasha Evans, Amy Lebednick, Chad Patton, Dane Sanders

Guests Present: Joe Tenbusch, Bernard Brown, Mac Dodds (LEO), Chris Stafford, John Van Elst

I. Call to order at 9:30am by Chairperson Tonia Castillo. Tonia requested introductions from those in attendance.

II. Purpose of the committee

To assist the WDB in facilitating and building a collaborative partnership between employers, labor, workforce development advocates, local school districts, postsecondary institutions, and training centers to identify and collectively develop and implement training strategies that effectively address Michigan employers' talent needs.

III. Review Previous Meeting Notes & Action Items

Action Item

Tonia requested approval of the minutes

May Meeting Minutes – Item approved by vote. All eleven members present voted affirmatively, motion carried.

January Meeting Minutes – Item approved by vote. All eleven members present voted affirmatively, motion carried.

IV. New CEPD Directors for Allegan and Muskegon

Information Item

Joe Tenbusch introduces himself and discussed his past experience.

Bernard Brown introduces himself and discussed his past experience.

V. Regional Grant Updates – new/potential/updates

Information Item

Mac Dodds – LEO applied for Good Jobs Grant which is a pool of \$25 million. 5-8 awardees of the nationwide grant. Grant is EV based and is focused on improving CTE programming across the state, better connectivity between K12 and industry, improved apprenticeship and pre-apprenticeship programming.

Angie Barksdale – Michigan is first EV hub in the country.

VI. MiSTEM Update

Information Item

Ginger Rohwer – The Greater West Michigan Region is partnering with the Kendall College of Art and Design (KCAD) and Kent, Ottawa, and Muskegon County ISDs to pilot the first [West Michigan Design Prize](#) for 4th-8th grade students. The competition was launched at the Student Tech Showcase on September 17, 2024, during GR Tech Week with 22 student teams including approximately 110 students and 25 teachers. The experience will connect students in upper elementary and middle school with industry mentors from local businesses as they develop a solution to the proposed design problem. After the students have developed their initiation design proposal, KCAD will coordinate collegiate mentors for each team that will help bring the ideas to life with renderings, prototypes, and posters. Students will pitch their solution to a judging panel at a showcase event on February 27 at the Grand Rapids Art Museum. Winning teams will receive Olympic-style medals that will be designed and produced by GRCC. The goal is to offer this opportunity to K-12 students and teachers in all six counties next fall.

Muskegon Area ISD was awarded funding for their Middle Vision program in Round 1 of the MEDC – MiSTEM Pre-K-12 Strategic Investments in STEM Career Exposure Grant. This program is making strategic investments in 1) Acceleration or scaling of existing 3P STEM educational programs or 2) Development and launching of new 3P STEM programs that provide students in grades PK-8 with age-appropriate, hands-on and/or interactive learning that supports increased industry awareness and exposure to career opportunities in EV/Mobility and Semiconductor industry sectors. These programs will incorporate local employer engagement and participation that could include “near-peer” learning and bringing industry representatives into schools, site visits or tours of local employers (in-person or virtual), lesson plans and units that incorporate hands-on and interactive skills building tied to industry skills.

VII. Regional Adult Education Update

Information Item

Pat Walstra – region 4 provides services to 3700 adults in 2023. Fifteen providers in thirteen counties. Section 107a – competitive grant for \$15 million for Adult Education awards will be distributed in March 2025. Special programs grant, \$4 million dollars, new this year it is a consortium grant, allocation has been redesigned to the 10 prosperity regions; Kent county has been allocated \$650,000 of that to do special programs

VIII. CTE Updates

Information Item

Jacquie Rehkopf – ribbon cutting for CTC expansion, a new building that is housing six of the healthcare programs and expanding to others in the future.

Strategic plan to expand CTE, 3200 students received CTE programming. About 1600 of that happens in our local school districts.

Over 660 students take place in design thinking and future prep.

Cary Stamas – project this summer called Future Solve to work with Kentwood, East Grand Rapids, and Grand Rapids public to work with local industry, and design thinking.

Bernard Brown – geometry instruction in Holton, offering academic core credits.

Exploring expansion of CTE needs in Muskegon county.

Goodwill just started an HVAC program for adults, how to then bring that to students.

Expand mechanics program for airplanes.

Expanded college readiness with work based learning.

8 programs piloting evidence based grading through the competency based learning model.

Joe Tenbusch – ribbon cutting for new auto technology building.
Allegan Tech Center and Perrigo are working together.

John Van Elst – CTE programs are still on a waiting list, almost 500 apprentices in construction and electrical.

IX. Michigan Works Updates

Information Item

Chad Patton – MiCareer Quest in 2025 is March 20, mark your calendars.

We are updating WorkReady, testing a new and updated WorkReady in November and roll out in January 2025.
MiCareer Launch, 7 weeklong course, expanded to Orchard View and Kent ISD.

Tasha Evans – West Michigan Works! applied for a Digital Equity Grant, West Michigan Works! act as a hub and work with community based organizations, schools and partners to train them on how to provide digital assessments and resources.

Amy Lebednick – Make Michigan Home grant: WMW has received \$91,250 for the MEDC Make MI Home grant. We will partner with the WMW Industry Talent Councils, Grand Valley State University, Welcome Plan Collaborative, Literacy Center of West Michigan, and Global Detroit to implement the project. Funds will support training, employment, retention, and legal services for international students and New Americans.

Explore Hospitality: Actively building a 6th Industry Talent Council for Hospitality in partnership with Experience GR.

Agribusiness Talent Council of West Michigan: Received funding from Farm Bureau's White Reinhardt grant to fund the purchase of books for 55 classrooms across the region for 2025 Spotlight on Ag Readers. The ATC plans to support and participate in Montcalm and Ottawa County's Farm Bureau Project RED (Rural Education Development). The goal and format of Project RED provides hands on activities that explore careers in agribusinesses.

Construction Careers Council: Construction Field Days will be held 4/24/25 at Kent Career Tech Center will introduce 250-350 high school juniors and seniors to construction careers through hands-on activities, job opportunities, and equipment displays. Additionally, the CCC will hold two field trips in February 2025 for 6-9th graders to the West Michigan Construction Institute & GRCC and Union Facilities, each hosting 60-70 students from Kent and Ottawa County.

Discover Manufacturing: DM is actively recruiting manufacturers to provide tours during Manufacturing Week from October 28 through November 8. Registration is live on the DM website.

West Michigan Tech Talent: WMTT launched an alternative networking experience called "West Michigan Tech Trails." The response has been very positive. A summary of our last hike is [here](#) and more information on the remaining events can be found by clicking [here](#). WMTT is also very involved in the planning, organizing, promoting and executing multiple events during TechWeekGR. The entire lineup can be viewed [here](#). WMTT council members are finalizing a two-year partnership with GVSU's MISTEM Network to enhance and grow our K-12 outreach programs.

X. CEAC Metric Updates

Information Item

Amy Lebednick – West Michigan Works! holds the standards for 52 USDOL registered programs, with over 250 apprentices.

Discover Manufacturing week is October 28 through November 4, 2024.

Dane Sanders – Talent tours are up since previous quarter.

XI. Any other Council Member Activities/Initiatives

Information Item

Dane Sanders on behalf of Nick Gandhi - new [2022-2032 Long Term Employment Projections](#) were released this month along with [Michigan's Hot 50](#) and [Michigan's Career Outlook](#). Projecting employment statewide to increase 0.6 percent through 2032. Regional projections and publications for 2032 will be updated next year.

Tonia Castillo adjourned the meeting at 10:46am.

XII. Next Meeting Date:

- January 24, 2025

CEAC PERFORMANCE METRICS

1.24.2025

REGISTERED APPRENTICESHIPS

Number of WMW-Sponsored Registered Apprenticeship Occupations: 56

	Current as of 1/14/2025		
	Apprentices		Employers
	Completed	Current	Current
Construction	0	102	16
Healthcare	1	60	20
IT	0	0	1
Manufacturing	5	115	69
Professional Services	0	38	7
TOTAL	6	315	113

MICAREER QUEST 2024

Event was held March 27th 2024

Total registered students	7,930
Total number of schools represented	93
Total number of participating employers	111
Total exhibits	87
Careers featured	301
Total number of volunteers	160

MANUFACTURING WEEK 2024

Event was held October 28 – November 8, 2024

Total number of teachers	251
Total number of students	6,593
Total number of employers	82
Unique schools	45

TALENT TOURS

October 2024 – December 2024

Total number of students	32
Total number of events	7
Total number of employers	5