

Talent District Career Council (formerly Education Advisory Group) Meeting

(Northwest Michigan Youth Council, Adult Learning Collaborative Board)

February 24, 2015

10:00 a.m. – 12 noon

Boyne City office, Char-Em ISD 1313 Boyne Ave. Boyne City, MI 49712	TBAISD Career Tech Center, REMC room 880 Parsons Drive, Traverse City, MI 49686	Wexford-Missaukee Career Tech Center 9901 E. 13th St. Cadillac, MI 49601
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The Northwest Michigan Talent District Career Council (TDCC) is a committee of the Northwest Michigan Workforce Development Board. The purpose of the TDCC is to assist the Board in its role of strategic leadership for all workforce programming in the ten-county region.

The TDCC's focus is educational and training programs, and connections to opportunities for youth and adults returning to the world of education.

1. Welcome and Introductions – 5 minutes
 - a. Meeting was called to order by Chairperson at 10.13 am

2. Approval of Agenda (Action required) – 5 minutes
 - a. Motion by: Ken Bollman Second by: Dave Cox

3. Public Comment – 5 minutes
 - a. No public comment

4. Approval of December 8, 2014 Minutes (Action required) – 5 minutes
 Correction 3:34 pm (not am)
 - a. a. Motion by: Ken Bollman Second by: Kelly Smith

5. New policy, new name: from EAG to TDCC – 5 minutes
 - a. Official policy released from the Workforce Development Agency-State of Michigan. Henceforth, the EAG will be referred to as the Talent District Career Council (TDCC)

6. Adult Education – 45 minutes
 - a. *Changes in system, statewide and regional:* There are changes in adult education programming statewide. The State has carried up to 300 providers over the years; new legislation passed at the State level changes how the program is carried out to reduce number of contracts statewide. Effective immediately, there will be one fiscal agent per prosperity region. TBAISD is our fiscal agent and has been for past 20 years in partnership with Networks Northwest. The fiscal agent will issue an RFP. Assessment of existing and needed services requires collaboration with the TDCC.
 - b. *Needs Assessment.* (powerpoint) – An assessment of adult education needs in



our region was shared. A member suggested that there should be a way to get graduates interested in these jobs (i.e. Wolverine, Morton Salt) and promote from within. Locally, we view adult education as preparation for employment, not just education for its own sake. Each participant is working toward post-secondary/training or placement in employment.

Adult education service areas (Michigan Works! centers, BACN, TBA, and Cadillac CTC) serve approximately 2200 in a typically year. When jobs are easier to find, adult education enrollment typically goes down. We currently have served approximately 1300 adult learners year to date. There is active marketing that involves reaching out to the target population via inserts in grocery store bags, connections to libraries, tray liner/placemats at fast food places.

Do we need more specific, local data? American Society for Employers has information that is very specific to the Northwest, with detailed data. A link was emailed to Janie.

- c. *Rubric:* This rubric is to be used to measure any proposals that might be received to provide adult education services. This is a new state requirement for the adult education grant. The TDCC's feedback on the rubric is requested by staff. A sample from a state subcommittee was developed using four required criteria. Weighting may be locally determined in order to reflect what is important in our area. The notations in the rubric (i.e. C1a-c) relate to the narrative in the proposal. A member requested that the RFP be shared with the group so that they could gain a better understanding of the rubric and electronically provide feedback.
7. Preparation for Governor's Economic & Education Summit – 20 minutes
- a. The summit will be held on the first Monday and Tuesday of March. Each region was asked to provide input/questions to guide break-out sessions. (Handout) We were asked to put together a list of credentials in demand/valued in the region to summit planning committee.
Feedback on handout:
 - HACCP (food processing) food safety quality different versions suggested under manufacturing/hospitality
 - Information would be easier to read and understand if it was broken out or stratified by certifications, degrees, etc.
 - Add apprenticeships
 - Align with Framework for Future (in demand occupations, match with degrees/certifications)
 - b. We were also asked to share the challenges that high school vocational programs face, as well as to share what regional business community is willing to do to address those challenges.



Feedback on this:

- Awareness of viable career pathways and CTE programs should start much earlier – middle and elementary school.
 - Share information with parents – get them more involved.
 - MME requirements get in the way of providing hands-on, experiential learning
 - Need more flexibility to do more classwork that aligns with the career plan
 - Trades people don't respond well to academic requirements so they aren't typically suited to teach, and therefore finding vocationally qualified instructors is very difficult
 - Need statewide marketing to address this issue
 - Parents have experienced traumatic situations in the past when manufacturing plants have closed and entire towns were impacted; they don't want their children to experience that
- c. Representation from private sector in our region for the summit is very low – how can we get more businesses to attend? Michigan Works! Business Liaisons have been recruiting; Networks Northwest has sponsored some board members; email invites from State; emphasize the purpose of the Summit (give feedback). At the summit, each region will have its own breakout. This is a change from last year when Regions 1, 2, and 3 were combined.
- d. MI Manufacturing Association asking for lobbying legislation proposal, committee to propose legislation.
8. American Apprenticeship Grant – application from Northwest region – 10 minutes
- a. WDA is applying for a DOL grant to provide funding to support apprenticeship program. The Northwest region has applied to be part of the grant. Proposed programs have to align with the occupations that are often requested via H1 visas (i.e. advanced manufacturing, engineers, information technology, healthcare tech). Our application specifically requested dollars for companies to pay for the mentorship.
9. Round Table/Hot Topics – time remaining
- a. MAT2 to start in June (Kelly)
 - b. We need more representation from manufacturing on this council (Dave)
 - c. Networks Northwest received a grant to fund 25 scholarships to post-secondary training for CTE students. Approx. \$3k each.
 - d. A Beaver Island student was published in Superintendent publication
 - e. Video challenge: deadline passed, requested if extended – yes.
 - f. NN Framework for our Future – rolling out focus area every month, March is Talent. Asking employers to attend luncheons during March to discuss other factors around labor shortage and skilled talent related to our region's community, for example how does housing/transportation/child care impact labor shortage and brainstorm solution in four locations Janie will provide location/time.
10. Adjourn: 11:44 am