

Talent District Career Council (formerly Education Advisory Group) Meeting

August 5, 2015

10:00 a.m. to 12:00 noon

Boyer 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.

Council members in attendance: Ed Bailey, Ken Bollman, Dave Cox, Sue DeCamillis, Patti Gabos, Jason Jeffrey, Jeff Jennette, Mark Johnson, Jim Rummer, Bruce Schafer, Kelly Smith

Others in attendance: Lisa Anderson, Janine McNabb, Christy Nelson, Sandy Thelan, Jim Tisdell, Jessica Willis

1. Welcome and Introductions – 5 minutes
 - a. Meeting was called to order by Chairperson at 10:02 am
2. Approval of Agenda (Action required) – 5 minutes
 - a. Motion by: Bruce Schafer Second by: Jim Rummer
3. Public Comment – 5 minutes
 - a. No public comment
4. Approval of May 6, 2015 Minutes (Action required) – 5 minutes
 - a. Motion by: Bruce Schafer Second by: Jim Rummer
5. Career Spotlight – 10 minutes
 - a. Eight Career Skills for the New Economy were identified, based on information from The Global Achievement Gap by Tony Wagner. Career Spotlight (www.networksnorthwest.org/talent/job-seekers/career-spotlight/) highlights how these essential skills play an important role in particular careers. The site provides a short video, every few months, each with a focus on a different industry and how the Career Skills for the New Economy apply to that industry. Recently, there has been a new section added called Career for Kids, which targets K-5 students.
 - b. Suggestions made for reaching a broader audience included providing the link on CTC websites, promoting the site through each member's network and via high school counselors, and highlighting the videos on the TBA ISD televisions located throughout the building.
6. Labor Market Data – 20 minutes
 - a. In an effort to prepare for a potential upcoming grant opportunity, aimed at early college preparedness, the TDCC analyzed labor market data. One source was from the MI

Bureau of Labor Market Information Strategic Initiatives (within DTMB). Data is derived from online job postings and does not reflect the “hidden” job market (i.e. networking opportunities, etc.). A second data source provided was from Economic Modeling Specialists, Inc. (EMSI), which provides projections on occupations based on trends from the past 10 years.

- b. Discussion followed and it was agreed that the presented data sources from DTMB and EMSI does not accurately reflect the labor market in Northwest Michigan, in its entirety. It was noted that three primary industries (information technology, construction, and manufacturing) were not listed. Also, the education requirements for posted jobs was skewed. Further discussion ensued regarding the need to focus on job skills at the high school level, targeting particular populations, in an effort to support and retain local talent.
 - c. The Hot Jobs Report (<http://www.networksnorthwest.org/userfiles/filemanager/4093/>) was shared with the group and discussed. The report is a result of the labor market data from DTMB and EMSI, and then vetted with Business Liaisons and Workforce Development Board members so as to incorporate local demand. As such, the Hot Jobs Report is a more encompassing and credible source for identifying growing industries and occupations in the region. Discussion followed and it was agreed that the Hot Job Report would serve as a more accurate reflection of the labor market, for use in potential grant opportunities. It was suggested that the education level column in the report be modified to reflect such gradient levels as vocational training, certification, etc., instead of low, medium and high categories.
 - d. Next steps include sharing the parameters of the potential grant once available and to continue conversations to address gaps in K-12 to meet the needs reflected in the data. Also, as the grant is expected to be an early college focused approach, it will be important to include hands-on experience with employer engagement (i.e. work-based learning). It was agreed to place this item on the next agenda for further discussion and updates.
7. Reaching Parents discussion– 20 minutes
- a. Discussion took place on strategies for reaching and engaging parents. Current practices in the region include Launch Manistee, a cradle to career initiative, and Career Quest, an expo for middle school students and parents being held in April with the aim to combat misinformation around vocational careers. Additional suggestions included:
 - Targeting sporting events
 - Social media, specifically school websites
 - Activities with prizes (i.e. laptops, tablets, etc.)
 - Marketing within each district, including school announcements
 - Marketing on a regional scale with full-page advertisements showcasing a student-employer, institution-employer story (one option researched is with the Northern Express at the cost of \$18,000 for every other week, October through May).
 - b. Next steps include forming a subcommittee to develop an outreach-education plan, and to report back at the next meeting.
8. Round Table/Hot Topics – time remaining
- a. Christy N. - introduced Sandy Thelan who oversees Adult Education funding, as well as encompassing TDCC and Adult Education into Regional Prosperity Regions. State Aid Act passed, resulting in a \$30,000 reduction regionally. However, the Act added eligibility for those 20 years old or older with a high school diploma or GED, but score

below TABE. There were also changes in performance measures.

- b. Mark J. – MAT2 is going well and pleased with the cohort.
 - c. Lisa A. – Updated on the TEC scholarships; there were 70 applicants and 26 were awarded scholarships. Need to send written notice to those applicants that did not receive scholarship.
 - d. Jim T. – accepted new position as Director of Corporate and Community Education.
 - e. Jim R. – Reported on a new program with Bay Bluffs (Harbor Springs) in partnership with Michigan Works!, where MRS and DHHS clients receive training and work-based learning. Twelve students are enrolled for the eight-week program. Successful completion results in job placement with a \$13.00 hourly wage and benefits.
 - f. Rec Boat Holding is holding an informational meeting for boat building school. Tuition is free for the one-week training. Successful completions result in job placement with a \$12.00 hourly wage.
 - g. Janie M. - Grand Traverse Regional Community Foundation provided a \$1,500 grant to print 8,000 summary handouts of the Hot Jobs Report for the five county area. Foundations in other counties that are interested in the summary handouts may be approached.
9. Adjourn at
Motion by: Jim Rummer Second by: Jim Tisdell

*The Networks Northwest Board maintains a Public Comment Policy that can be viewed on line at www.networksnorthwest.org.
A copy of the policy is also available at board and committee meetings upon request.*