

Central Area Michigan Works Consortium

Educational Advisory Group

Meeting Minutes

October 28, 2009

Members Present	Members Absent
Carolyn Bennett , Middle Michigan Dev. Corp Doug Bush , alt for Terry Barker , Shepherd Public Schools Dennis Dunlap , Gratiot-Isabella RESD Paula Fortino , Montcalm Area ISD Mike Pung , Mt. Pleasant Area Tech. Center	Ed Albert , Belding Public Schools Charles Barker , Belding Public Schools Thomas Batchelder , WFDB Jeanine Bellinger , Shepherd Public Schools Janet Bloomfield , CAMWC Teri Brecht , Gratiot-Isabella RESD Beth Davis , Ionia Public Schools Traci Gavenda , Ithaca Public Schools Bill Henderson , APPI Kevin Meade , Ionia County National Bank Chuck Mungall , Fulton Schools Pat Nelson , Gratiot Area Chamber Joe Pius , Mt. Pleasant Public Schools Anne Sharkey Scott , Heartlands Rob Spohr , Montcalm Community College

1. Chairman's Report

- A. Chairperson provided the members present with information on the Michigan National Career Readiness Certificate (MINCRC) conference, which is Monday and Tuesday, November 16th and 17th.
- B. Chairperson provided an example of the MINCRC to the members in attendance. The certificate is awarded in Michigan and has both the Michigan seal and the ACT seal. The certificate is signed by the Governor and Lieutenant Governor.

2. **Green Collar Jobs:** EVERYONE knows what blue-collar and white-collar jobs are, but now a job of another hue—green—has entered the lexicon. A current article, which was shared, showed a growth of over thirty percent (30%) in green collar jobs. The article shared that millions of workers are installing solar panels, weatherizing homes, brewing biofuels, building hybrid cars and erecting giant wind turbines.

3. **Perkins Grant Update** – Ken Gothman provided a written update: He has completed 26 outreach engagements (16 Career Presentation, 3 Career Cruising/EDPs, 7 Staff Training/Mtgs) and currently has 42 more booked for this year!, (*see page 3 for details*).

4. **NCRC Mission and Objectives:** Dennis informed the group that the mission and objectives of the Michigan National Career Readiness Certificate Advocates will be sharing these with the public at the MINCRC conference in November.
5. **Marketing / Manufacturing:** The group agreed to discontinue the idea of marketing the area of manufacturing and agreed to support the “Keep Learning” initiative. Carolyn Bennett shared that there is a promotional plan developed, which needs action steps. Her hope is that there will be a spring launch of this initiative. She encouraged that we continue to work to get the business community on board with the keep learning theme.
6. **Educational Representative for the WIB:** Dennis shared with the group that Terry Baker, Superintendent of Shepherd Public Schools, was having a real problem with attending meeting and that he was asked, by Terry, to seek another candidate. The group agreed upon the following recommendation: Doug Bush, Principal of Shepherd Public Schools, as the Educational Representative for the WIB and that Mike Pung, Principal of the Mt. Pleasant Area Vocational Center, is the alternate Educational Representative. Dennis will make the recommendation and provide Doug with committee and board dates. Doug is currently the alternate for Terry Baker. Dates for WIB and committee meetings found at:

<http://www.eightcap.org/CentralAreaMichiganWorksConsortium/EventsCalendar/tabid/140/Default.aspx>

7. Other Business

Career Cruising: The CIA team has agreed to follow-up with local districts regarding the usage of Career Cruising. The group revisited the discussion about requiring all districts to attend a local workshop on the use of Career Cruising. The workshop would highlight exemplary school districts; Shepherd Public Schools was mentioned as a local presenter for these workshops.

Beginning second semester we will survey schools regarding the usage of Career Cruising. When finding that a school is not using the software, through superintendent to superintendent contact, we would pose the question; for what reason are they not using the software and provide assistance as needed to ensure usage of software.

We will be rotating meetings from Montcalm and Gratiot County every other meeting to accommodate everyone. Meeting schedule for the rest of this year:

Wednesday, January 20, 2010, beginning at 11:30 a.m. at Montcalm Area Intermediate School District, Stanton, in the Eastview room.

Wednesday, May 19, 2010, beginning at 11:30 a.m. at Gratiot-Isabella RESD, Ithaca, Room 107.

Thanks to Central Area Michigan Works! Consortium (CAMWC) for providing lunch

8. **Adjourn:** Meeting adjourned at 12:30 pm.

Here's a very quick update from Ken Gothman, Career Outreach Coordinator

I have completed 26 outreach engagements (16 Career Presentation, 3 Career Cruising/EDPs, 7 Staff Training/Mtgs) and currently have 42 more booked for this year! The bookings are continuing to come in strong!

I have been doing quite a few high school Careers Presentations and I really think they will prove to be fruitful for the C/T enrollment numbers in the immediate next few years, as the majority of the students seem very excited and interested in the C/T programs. Several students have commented that even though they took a tour of the Tech center in 8th grade, they didn't really comprehend how it really worked and what it had to offer until I came and talked more about it in my presentations. This definitely shows that multiple exposures make a difference!

It is especially impactful to be able to place a Tech center brochure in their hands to help foster more discussion about it at home between the students and their parents. (As some of tech centers brochures are running low, I just want to put in another plug for this means of advertising investment. My feeling is that it is another worthwhile "seed" investment for yielding future "harvest" of C/T students enrolled in our programs.)

Next week will be a crazy week! I will be doing 20 presentations in 4 days! I had one week like this last year and it was pretty brutal. So, I'm hoping my voice will hold up!