



**Upper Peninsula Michigan Works!
Career and Educational Advisory Council
Meeting Minutes
March 8, 2022**

➤ **Call to Order**

Mr. Chris Standerford called the meeting to order at 2:00 pm ET.

The following members were present:

Chris Standerford

Ashley Nevins

Brian Sarvello

Marybeth Koski

Kevin St. Onge

Tammy Rutledge

Luke Siebert

Geralyn Narkwicz

Mike Smith

Emily Gochis

Michael Mulligan

Theresa Turula

Trent Bellingar

The following resources/guests were present:

Debb Brunell, Upper Peninsula Michigan Works!

Steve Gillotte, Talent Development Liaison

Megan Boddy, Upper Peninsula Michigan Works!

Hanna Duckwall, Upper Peninsula Michigan Works!

Russell Utych, Upper Peninsula Michigan Works!

Ron Lambert, Tomorrow's Talent Series

Amy Berglund, Invest UP

Wendy Heyrman, Bay Mills Community College

➤ **Public Comment**

There were no public comments.

➤ **New Business**

Mission: To facilitate connections between education systems and business community.

SAE Marketing Update

Infrastructure was set up with help from Upper Peninsula Michigan Works and CareerWise. We will hold March and April meetings with principals and superintendents.

There is a link that goes to the CEAC spreadsheet. CEAC members please check your contact information in column D and update if necessary.

The CareeWiseup.org site is up and running. This has come to fruition after a year of work. MiSTEM and MARESA are coming together as well. It is time for detail work to begin and to become involved in youth apprenticeships and replicate efforts throughout Michigan. We will share the meeting schedule to boost attendance. Regional meetings are set for March and April.

Tomorrow's Talent

Rob Lambert (MTU) shared that they are updating the website and downloads. They added a video guide geared towards younger students that is available to the public. Businesses can also use them to become involved.

MiCareeQuest

There are links to the CEAC folder. This folder features multiple resources.

➤ **Thoughts regarding MiCareerQuest presentation**

It was a great meeting that took a lot of planning. In awe of the scale and how it helped students to understand what employment options are available. This effort will be well worth it because it will help keep kids in the U.P.

➤ **Determine our model for trades event**

We must make access equitable and cover a great diversity of careers. Downstate regions have spent \$250K on similar events. Our model must be much less expensive. Our goal should be at least 1200 kids. We suggest having three locations (east, central, and west).

➤ **Breakout rooms**

Please consider three questions, 1) What region, 2) time of year and grade level, and 3) business/industry

Three subcommittees

- 1) Improve career awareness
- 2) Educate the educators
- 3) Improve alignment and collaboration with employers

Educate the educator room notes

ISD folks liked the idea of the event. Their students have always enjoyed skilled trades days. There were concerns over event size and having only three regions. Many did not think schools could commit to something so large and did not have the time and budget to travel far to a large

location. Some smaller areas have trades days already. Time zone issues can also be a problem. Maybe areas that already have events could share their methods with other regions. This group preferred the idea of a larger number of smaller events and supporting each other. A possible solution may be to host a small local hands-on trades day paired with a large U.P.-wide virtual event. It could be a hybrid event or video. October or April would likely be the best months to have event.

➤ **General session reconvenes**

Subcommittee opinions presented.

Improve alignment and collaboration with employers committee

They favored the three-region idea. We must also reach undecided seniors and 6 through 8 graders. There should also be provisions for the public and older workers to participate.

Educate the educators committee

Favored higher number of small events to minimize cost, travel, and time zone issues. Many local areas already have trades events. Smaller events could also be paired with a much larger virtual event. Events should occur in April or October.

Improve career awareness

They favored holding the first event in the central region because of higher student numbers to boost success. Spring might be the best time to avoid competition from testing and other fall activities. Events should target manufacturing, healthcare, tourism/recreation, energy, and IT/cybersecurity.

➤ **Breakout rooms reconvene**

Educate the educators

It would be difficult to host an event large enough to accommodate the huge number of students in the central region. Local employers would not likely favor their potential workers leaving the local area to attend a big event in Marquette. We need to get more options out to the kids also. Tomorrow's Talent could help track jobs that can keep kids in the U.P.

The CUPPAD website has great data available to see which workers are leaving the county. Many businesses would be willing to travel to local events instead of the schools travelling to them. This route would save schools a lot of time and money.

Possible venues are Bay College on a Friday. We could use 12 classrooms and break day into 2 sessions with lunch available to employer hosts. With half day session schools could avoid feeding students on site. Twenty kids could rotate through rooms. Combing school districts would be challenging. The fairgrounds may be another good option.

What tasks would educators be best suited to perform? They could handle K-12 and teacher outreach. Teachers could assimilate career day into their curriculums. They could also help to coordinate with host employers.

Smaller events are preferred with employers providing a "roadshow" to help decrease costs for schools. Maybe we could hold 5 regional events in 2 weeks. Businesses could choose their locations and travel around. Students could see many different career opportunities.

➤ **Next meeting**

May 17, 2022, at 2 pm ET

➤ **Adjournment**

Meeting adjourned at 3:40 pm ET.