

# Management Team Meeting

Wednesday, September 21, 2016

2:00–4:00 PM

Dial: +1 646 558 8656 (US Toll) or +1 408 638 0968 (US Toll)

Meeting ID: 391 603 7240

## AGENDA

2:00 – 2:10 PM	Introductions <ul style="list-style-type: none"><li>• Kuntzsch/PSC team roles</li><li>• Discuss Management Team member addition: Bill Sleight, MI Works Southeast</li></ul>
2:10 – 2:15 PM	Review/discuss/approve revised budget
2:15 – 2:45 PM	Challenge/Technical Grants <ul style="list-style-type: none"><li>• Livingston ESA &amp; WIN – Discuss and finalize funding awards</li><li>• Update on Autonomous Veh. Technical Grant<ul style="list-style-type: none"><li>○ MML Conference Session</li><li>○ Discuss invitee list and approach</li></ul></li></ul>
2:45 – 3:15 PM	Communications & Branding <ul style="list-style-type: none"><li>• Review &amp; discuss GAAR RPI website architecture</li><li>• Discuss newsletter content</li></ul>
3:15 – 3:45 PM	October Events & Meetings <ul style="list-style-type: none"><li>• Discuss regional networking event invitees, location, timing</li><li>• Additional Management Team meeting/call re: next grant application</li></ul>
3:45 – 4:00 PM	Next Steps & Other Matters, as needed

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Budget Item	Original	Revised	PSC Budget
<b>Deepening business engagement in developing the long-term regional talent pool</b>	\$ 40,000	\$ 38,000	
Accelerate and expand MiBright Future	\$ 38,000	\$ 38,000	
Organize and host joint R6, R9, and R10 meeting	\$ 2,000		
<b>Transportation and land use</b>	\$ 45,000	\$ 47,000	
Connected and Autonomous Vehicles research	\$ 45,000	\$ 47,000	
<b>Unified voice and brand</b>	\$ 11,000	\$ 21,500	\$ 21,500
Meetings with regional partners to get input and buy-in on regional brand	\$ 7,500	\$ 7,500	\$ 7,500
One-page regional economic prosperity mission, vision, and overview	\$ 3,500	\$ 3,500	\$ 3,500
Develop website and online dashboard with new brand	\$ -	\$ 10,500	\$ 10,500
<b>Feasibility of moving to a regional council</b>	\$ 25,000	\$ 7,000	\$ 7,000
Initial recommendations regarding structure	\$ 5,000	\$ 5,000	\$ 5,000
Meetings with county boards and businesses (Q2 and Q4)	\$ 20,000	\$ -	\$ -
Draft and get agreement among management team partners on operating agreement		\$ 2,000	\$ 2,000
<b>Communications and engagement strategy and implementation</b>	\$ 17,000	\$ 19,500	\$ 19,500
Develop communications strategy	\$ 4,000	\$ 4,000	\$ 4,000
Stakeholder update meeting/networking event	\$ 9,500	\$ 7,000	\$ 7,000
Ongoing website and dashboard updates	\$ -	\$ 5,000	\$ 5,000
Outreach and meetings with new partner organizations	\$ 3,500	\$ 3,500	\$ 3,500
<b>Program administration/project management</b>	\$ 57,800	\$ 57,800	\$ 40,800
R2 grant administration and reporting	\$ 17,000	\$ 17,000	
RPI coordination/management <sup>1</sup>	\$ 40,800	\$ 40,800	\$ 40,800
<b>challenge grants</b>	\$ 83,000	\$ 88,000	
<b>Subtotal</b>	\$ 278,800	\$ 278,800	\$ 88,800
Carryover from 2015	\$ (44,600)	\$ (44,600)	
<b>TOTAL REQUESTED FUNDS</b>	\$ 234,200	\$ 234,200	

1 Includes organizing and summarizing management team meetings, check-in calls, reporting, and serving as ongoing resource for stakeholder questions and needs. RPI coordinator also provides project-specific assistance as needed, and that funding is incorporated into the budget items above.

Proposal Name	Applicant	Requested Funds	Match	Total Budget	percent match	Status
Familiarization Tour	SPARK	\$ 9,500	\$ 40,000	\$ 49,500	81%	Funded
Monroe County Manufacturing Day	Monroe County ISD	\$ 7,200	\$ 10,205	\$ 17,405	59%	Funded
TIGER Grant prep and analysis	Lenawee Now	\$ 28,000	\$ 26,000	\$ 54,000	48%	Funded
Student Success Program	Jonesville Community Schools	\$ 13,003	\$ 25,000	\$ 38,003	66%	Funded
<i>Expansion of MiBright Future</i>	<i>Livingston Career and College Access Network</i>	\$ 27,800	\$ 8,500	\$ 36,300	23%	<i>In review</i>
Total		\$ 85,503	\$ 109,705	\$ 195,208	55%	
<b>Amount of Grant Funding Remaining</b>		\$	<b>(1,703)</b>			



## **Regional Prosperity Challenge Grant Proposal**

### **MiBrightFuture Expansion Proposal**

#### **A. Identification of Organization:**

Name: Livingston Educational Service Agency \_\_\_\_\_  
(Anchor organization for the Livingston Career and College Access Network) \_\_\_\_\_

Mailing Address: 1425 West Grand River Avenue, Howell, MI 48843

EIN: 38-1714081 Telephone: (517)540-6807 Fax Number: (517)546-7047

#### **B. Contact Person:**

Name: Laura Hoehn, Career and College Readiness Coordinator

Telephone: (517)540-6807 Fax Number: (517)546-7047 Cell Number: (734)645-7877

Email Address: [laurahoehn@livingstonesa.org](mailto:laurahoehn@livingstonesa.org)

Project Title: MiBrightFuture Livingston Expansion; Strategic Planning, Employer  
Partnerships and Implementation Growth

## Grant Narrative

**C. Problem Approach: Identify the goal, objective, and strategy from the Five Year Prosperity Strategy that the project applies to. Briefly state why the project helps advance the particular strategy identified.**

- a. The MiBrightFuture Expansion Proposal addresses two goals within the Five Year Prosperity Strategy, with several of the strategies also being met through this project. First, this Project would meet the need to *“Deepen relationships and increase collaboration among employers, educators, and economic developers to promote the region as a high-quality place to live and work.”* Not only will employers, educators, and economic developers collaborate and communicate more effectively within counties, they would also improve cross-county communication. It will assist in improving this communication state-wide. The MiBrightFuture Expansion will help to inform future job seekers of the industry opportunities, salary and wages through the use of the MiBrightFuture portal, as well as foster relationships between job seekers and employers through job shadowing opportunities, internships, etc. Additionally, this project will assist in engaging future and current job seekers with local companies to show the breadth of opportunity in the county, as well as Region 9 and creates networking opportunities to keep local talent local.

*“All levels of education, including K-12, career and technical education (CTE) and college and adult education, use a common career pathway model to align and integrate their curricula and career-related experiences to enable all learners to efficiently achieve their educational and career goals.”* The MiBrightFuture Expansion Proposal aligns well with this goal and many of the objectives and strategies detailed within it. First, MiBrightFuture Expansion will meet the objective of enabling private and public partners to work together to create and implement a common career pathway model throughout the region. Regional implementation of Career Cruising and MiBrightFuture will allow for future job seekers to be able to transfer throughout the region and continue their online portfolio that enables them to connect with employers regionally. Finally, it would allow communities to be able to



expand our reach to meet the needs of our adult education learners, which will encompass more of the current workforce population. The MiBrightFuture Expansion would assist in the communication between employers and schools, in order to incorporate employer-driven curricula and education programs into common career pathways models.

**D. Management Summary:**

- a. Describe the organization’s proposed leadership and staffing related to this project. Include current active partners in the project and the role these partners are playing.**

The MiBrightFuture Expansion project will incorporate a collaboration of a few groups, each with different but essential contribution to the effort. Currently, the Workforce Intelligence Network (WIN) of Southeast Michigan has been spearheading the statewide expansion of MiBrightFuture. Their program managers have served as the liaison between the communities and Career Cruising, as well as the promoters to the school districts. Additionally, WIN provides back-end support in building the website, running background checks, and recruiting employers to be a part of the system. WIN is also working at the State level to promote MiBrightFuture as a universal tool for employer/school collaboration. WIN also is in charge of the four other counties (Oakland, Macomb, St. Clair, and Wayne) who are currently utilizing the MiBrightFuture system. Their reach will continue to grow as more communities engage with the program.

Livingston County has been the leader in aligning their goals with their Livingston Career and College Access Network to help to promote the MiBrightFuture Project. Additionally, the Livingston Career and College Access Network’s (LCCAN) priority areas are directly in alignment with Region 9’s 5 year Prosperity Strategy, as well as MDE’s Top 10 in 10. LCCAN is the community’s local college access network, which is preliminarily funded by Michigan College Access Network. In determining the best tactics to use in supporting our strategy of ensuring each Livingston County graduate have a **clear career path**, MiBrightFuture stands out. Another component of the LCCAN’s goals are to **increase the number of career and college experiences**



our students have prior to graduation. MiBrightFuture is the tool to make this happen. This on-line career guidance, experience, and exploration tool is providing students a window to LOCAL employers, careers, and opportunities. It also provides interactive communication with professionals in a field. Therefore, we are aligning businesses, educators, and government entities (Michigan Works) to partner together to develop our future workforce, and supplement guidance in education beyond high school. Some action items we see with these partnerships are job shadowing experiences, internships, talent tours, and career fairs.

In the MiBrightFuture Expansion Project, Livingston's Career and College Readiness Coordinator will work to expand the program to provide access to all students (both traditional and adult education) in the county. Through the MiBrightFuture Expansion Project, the Career and College Readiness Coordinator will work with key staff members such as District Level Coordinators and School Counselors in each school building to expand implementation to affect more students. The targeted group will be the Career and Technical Education programs in Livingston County schools, which encompasses approximately 1500 students, as well as the adult learners and WAY students at the ISD. Additionally, the LCCAN will work to promote the use of MiBrightFuture in the business community to meet the need for balance of employers and students.

Finally, the LCCAN will share best practices and will be a resource to other leaders in the Region in their own deployment of MiBrightFuture. Utilizing the previous experience of Livingston's implementation, as well as the perspective of an individual who represents the schools' needs and constraints will assist regions in successfully developing their program and building their capacity with training.

- b. Describe how funding will be managed by the organization to accomplish set goals. Include in-kind, matched funds, as well as any administrative and indirect costs, if applicable.**

Funding received from this grant will be used in a variety of ways. First, it will be used to supplement the salary for the Career and College Readiness Coordinator, who will allot 30% of their worktime to the MiBrightFuture



Expansion project. This is a personnel intensive project, and a large concentration of the funds will be needed to supplement the cost of capacity. Travel within the county to service each of the 5 districts as well as the individual employers and large employer gatherings (Rotary Club meetings, Chamber presentations, etc.) will be another component of the cost associated with this project. The cost of marketing materials, as well as sponsoring lunch and learn events for employers, etc, will also be a cost associated with this deployment. Finally, an intern will be employed to be on staff to manage the work based learning requests in the system, answer any email questions, follow up with email information after the employer outreach events, and contact employers to follow through on unanswered requests.

**c. Describe how the organization will coordinate with other material providers to accomplish set goals.**

Collaboration between the various sectors involved will be essential to the success of the MiBrightFuture expansion project. As in the Region 9 Prosperity Initiative Partners list found in the Five Year Prosperity Strategy, these partners will represent various sectors of the community, including but not limited to K-12, Higher Education, Government/Economic Development, Non-Profit Organizations, and Employers. Part of the Expansion will involve working with the economic development groups such as SPARK! and the Workforce Intelligence Network to find out the talent and careers most needed in the region for the future workforce, and engaging these employers to become a part of the MiBrightFuture project. A portion of this collaboration will involve fostering relationships between the schools, higher education institutions, and employers to collaborate both in terms of MiBrightFuture, but also in the larger picture of addressing the needs of each community and the future workforce. Especially within the priority industry clusters of health care, information technology, and manufacturing we realize it's important to address the talent shortages in these industries and it will take collaboration between all sectors to help to develop a workforce pipeline to our industries that are in need. On page 23 of the Prosperity Strategy, an opportunity that was identified by the Talent Council Industry Clusters was to grow future talent by developing a workforce pipeline with K-12 and colleges, including the creation of



clear career pathways to support students' advancement over time. This work is being addressed in the Livingston Career and College Access Network through collaboration of the various sectors involved, and will evolve at a faster pace through the use of MiBrightFuture.

**c. Describe “lessons learned” from the administration and management of similar programs.**

Throughout our first year of implementation, we realized exactly how large the process of implementing MiBrightFuture effectively actually is, which is why we are taking a “Phased” Approach. Phase 1 in the 2015-2016 school year consisted of pilot classrooms in the various districts. After this first Phase, we realized to be effective in Phase 2 (CTE Programs) we need:

- District Level Coordinators trained with lesson plans and ideas of how to implement
- School Counselors trained in the use of the system for consistency in their individual counseling sessions with students.
- Defined expectations for implementations: number of message board posts, number of job shadowing experiences, internships
- Need for balance in the system – number of employers to number of students engaged
- Engagement of the parent community to reinforce and support
- Career development curriculum to prepare students to ask informed questions, be prepared with resumes, etc.
- Immediate enrollment of businesses in the system for follow through

**d. Include an organizational chart for additional understanding of the management structure.**

**E. Work Plan**

**a. Describe in narrative form the plan and required tasks for accomplishing the work proposed.**

**The duties below will be led by the LCCAN Coordinator in the MiBrightFuture Expansion Project:**

**Career Technical Education Teachers:** MiBrightFuture Expansion Project will begin with training for the Career Technical Education staff of each school at the beginning of the school year. Teachers will be trained on the use of the system in their classrooms and

how to engage students in work based learning activities. A minimum of two message board posts will be the goal for each student. These postings will entail reading the profile of the career for background information, as well as reading the questions and answers that are already posted on the job board in order to avoid repetition.

Additionally, each teacher will be challenged with the goal of placing students in work based learning experiences, and engaging in the system to set up company tours, mock interviews, guest speakers, etc. This will be tailored to the specific need of the classroom and the curriculum. A work-based learning coordinator will be appointed at each school who will be in charge of managing the requests in the system. The LCCAN Coordinator will support by training this staff person in how to utilize and manage the system.

**Employers:** The LCCAN Coordinator will continue to build relationships with employers in the community and educate them on the use of the MiBrightFuture system. These engagements may occur with individual appointments, or with large group presentations. The LCCAN Coordinator will follow up with any questions in creating the profile, as well as visit employers at their places of work.

**Administrators:** The LCCAN Coordinator will work with the administration in the schools to ensure safety of the employer/student engagement, as well as the legal ramifications of this connection. Releases will be created under the advisement of the ISD legal team to verify what is needed to protect both students and employers. Additionally, a feedback form will be created/implemented for response from both the student and employer as to the quality of the work based learning experience interaction.

**b. If appropriate, indicate and justify the estimated number of staff that will spend time working on the project.**

Currently, the Livingston Career and College Readiness coordinator will be the main staff member who will work on the project from Livingston County.

Additionally, an intern will be hired to manage the website and detailed information of the work based learning experiences.

**c. Explain how this plan will be coordinated with other services offered by the applicant or other service agencies.**

This plan will be tailored to the needs of the LCCAN to provide more college and career experiences for students, as well as help students to decide on a clear postsecondary plan in a defined career path. These are the priority areas of the



LCCAN, and the MiBrightFuture expansion project will help to support these initiatives with data to show this engagement.

**d. Identify the project deliverables and how success will be measured.**

The MiBrightFuture Expansion project will increase the number of employers that are in the current system from Livingston County, as well as increase the number of work based learning activities for the future workforce. Additionally, there will be a large increase in the number of posts on the message boards in MiBF. Success will be measured by the increase in number of Livingston County employers in the system, posts on the message boards, and work based learning opportunities requested in the county. Finally, the feedback forms that are generated will provide anecdotal data on the quality of interactions had by both the student and the employers with regard to the in-person work based learning activities

**F. Personnel**

**a. In narrative, identify the authorized contact person and other key personnel to be involved with this project by name, title, their role, responsibility, and their qualifications. If other organizations will be playing a role in the proposed project in coordination with this grant, provide sufficient background information on them in order to give the management team a reasonable understanding of their qualifications**

Livingston's Career and College Readiness Coordinator, Laura Hoehn, will be the authorized contact person for the MiBrightFuture Expansion project. Laura's resume is attached.

Additionally, an intern will be hired to do the administrative work. This person should be comfortable in contacting both schools and employers, be organized, personable and able to maintain a database.

Intern Administrative Duties:

- Regularly check the database per each school district for work based learning requests
- Follow up with any unfulfilled requests
- Follow up with all local employers introduced to MiBrightFuture, as well as previous employers engaged with the system to update on expansion
- Visit employer facilities to verify safety/security protocols
- Monitor message board postings



- Keep track of number of engagements posts in various career areas
- Assist local employers in profile creation

**G. Time Frame**

- a. Provide a timeline for completing the planned activities and tasks for the grant project.**

The MiBrightFuture Expansion Project should be completed within the five school districts of Livingston by the end of the 2016-2017 school year. Subsequent years for the increased expansion to the entire high school and middle school student populations will be necessary. Funding needs to continue the expansion will better be determined by the end of the 2016-2017 school year.

**H. Budget Considerations**

- a. Applicants shall submit a proposed budget and a corresponding budget narrative in accordance with the format and timeline of this project, with sufficient detail to enable the Issuing Office to evaluate all project costs. (see Budget Format)**

**Budget**

Item	Grant	Other source	total
Personnel (Salary) 30% of \$54,068	16,220		16,220
Personnel (Benefits) 30% of \$23,600	7,080		7,080
Local travel	500		3,000

Media/publicity	1,000		1,000
Clerical support (10% of \$50,000)		5,000	5,000
General office (phone, IT, office)		3,000	3,000
Misc. Supplies	500		500
Meeting/training expenses		500	500
Intern	2500		
<b>Total Grant request</b>	<b>\$27,800</b>		
Total cost for the project		8500	\$36,800

**Budget Narrative**

The proposed expansion of MiBrightFuture to expand to more employers, educators, and students in Livingston County is a personnel-heavy project. As such, cost allocation includes 30% of the cost of the Career and College Readiness Coordinator at the Livingston Educational Service Agency (LESA), an amount deemed reasonable when considered in light of the overall responsibilities of the position. 30% obviously equates to three days each pay period (two weeks). This time will be utilized to train new users, coordinate with current users, recruit businesses to MiBrightFuture, and complete the scope of work requirements listed otherwise in this proposal.

LESA will provide clerical support, office space, incidental supplies, and communications as an in-kind contribution. The development of electronic media including website and twitter feeds, plus minimal traditional print media is included in the grant request. Additionally, the support of an Intern to maintain the administrative portion of the project is also requested.

The Career and College Readiness Coordinator position at LESA is 220 days per year assignment with an effective hourly rate (total cost to employ) of \$44.1295 per hour. With 30% time allocation to this project, personnel costs are calculated as indicated above.

## **Resume**

### **Laura Hoehn**

3229 Eastridge • Dexter, MI 48130 • 734.645.7877 • laurahoehn@livingstonesa.org

#### **Qualification Highlights**

Versatile educator who consistently demonstrates a unique combination of organizational, entrepreneurial, and educational skills combined with an exemplary knowledge of career development and college access seeks a position where innovation, motivation, and commitment to excellence will be utilized in order to advance in her goals of developing county-wide postsecondary initiatives.

#### **Professional Experience**

*Coordinator for Secondary Options, Livingston Educational Service Agency, Howell, MI  
8/2015- present*

- **Lead and facilitated the Livingston Career and College Access Network Leadership Team in the creation of a Common Agenda and the selection of priority areas for postsecondary initiatives**
- **Developed and lead county-wide strategic plan and implementation of the MiBrightFuture project in conjunction with the Workforce Development Network**



- Presented career and college access strategic plans and progress to various constituent groups (TDCC, Workforce Development Board, Rotary/Chamber organizations, District and ISD level Boards) for support and funding
- Collected and utilized data from various sites including MiSchoolData, National Student Clearinghouse, and U.S. Census Bureau to support initiatives and develop strategic goals
- Developed relationships amongst various constituencies including local businesses, government entities, K-12 administration and staff, youth serving organizations, and postsecondary partners to collaborate in addressing the needs of developing a highly educated workforce
- Wrote and successfully obtained grants for funding for the Livingston Career and College Access Network, and the Region 9 Workforce Development Board
- Supervised an intern in supporting the development of the Livingston Career and College Access Network
- Lead a marketing team in creation and development of the Livingston Career and College Access Network website and marketing strategies

*School Guidance Counselor, Whitmore Lake High School, Whitmore Lake, MI 9/2011-8/2015*

- Implemented a comprehensive individual and group guidance and counseling program for all students grades 7-12
- Created new career development and college guidance approaches for all students
- Developed the districts' Career Technical Education (CTE) partnership with the LATEC Consortium, which included marketing the program to students and parents
- Utilized Career Cruising program to organize student information and investigate career development processes.
- Led/participated in Student Success Team, 504, IEP, and Career Technical Education meetings.
- Coordinated various assessment sessions, including MEAP, MME, and AP testing.
- Modernized and implemented scheduling process through PowerSchool online scheduling.

### **Licenses/Certifications**

- Master's Degree in Counseling
- Professional Education Certificate #083036; K-8 All Subjects
- Guidance Counselor Endorsement (NT)



- Early Childhood Endorsement (ZA)
- Science (DX) 6-8

### **Education and Relevant Training**

<i>Master of Arts Degree, Counseling</i> Michigan University	Eastern
<i>Bachelor of Arts Degree, Education</i> University	Western Michigan

### **Other Relevant Experience**

**Renew Hope Counseling**  
*Professional Counselor, Dexter, MI* 5/2014-  
8/2015

**Eastern Michigan University, Ypsilanti, MI**  
*Graduate Assistant/ Clinic Manager, College of Education Clinical Suite*  
9/2009 – 9/2011

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*Teaching Assistant, Independent Study COUN 100 Career Development Course* 1/2010  
- 4/2010

*Editorial Assistant, Michigan Journal of Counseling Research, Theory, and Practice*

*Editorial Assistant, Foundations of Career Counseling: A Case-Based Approach*  
by Suzanne Dugger

**Professional Education Services Group** 9/2008- 9/2011  
*Substitute Teacher*

**South Redford School District, Fisher Elementary School**  
9/1996-6/2004  
*Fifth Grade Teacher*

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## Region 9 Technical Assistance Grant Proposal Workforce Intelligence Network, MI Bright Future

### II-A Identification of Organization

Southeast Michigan Community Alliance

Workforce Intelligence Network for Southeast Michigan (WIN)

Federal Identification Number: 38-2675191

Phone: 313-744-2946

Fax: 734-229-3501

Street address: 25363 Eureka Rd., Taylor MI 48180

*Key personnel, under the guidance and supervision of WIN Executive Director, Lisa Katz:*

Sarah Sebaly

Senior Program Manager

[sarah.sebaly@win-semich.org](mailto:sarah.sebaly@win-semich.org)

734-934-4510

Trevor Leatzow

Program Assistant

[trevor.leadzow@win-semich.org](mailto:trevor.leadzow@win-semich.org)

810-240-2265

Lisa Gordon

Program Coordinator, Region 10 Career Liaison

[lgordon@win-semich.org](mailto:lgordon@win-semich.org)

313-550-7181

### II-B Contact Person

Sarah Sebaly

Senior Program Manager

[sarah.sebaly@win-semich.org](mailto:sarah.sebaly@win-semich.org)

734-934-4510

## II-C Problem Approach

Companies in Prosperity Region 9 and the rest of Michigan are facing a serious talent pipeline problem. Too few students and jobseekers are completing degrees and certifications in fields that need workers, leaving many companies scrambling to find their future workforce. Companies that are able to connect to students at an earlier stage have a greater chance of building their future pipeline of workers. MI Bright Future makes that connection possible.

MI Bright Future's collaboration between students, educators, and employers introduces young jobseekers to the region's growing occupations by connecting through an easy-to-use online platform, integrated with the career development system Region 9's students already use in schools. MIBF's enhanced platform includes e-mentoring, message boards, and company profiles that help inform students, parents, and educators on current and projected employer needs. Companies can, in turn, nourish their talent pipeline by interacting with students throughout the career decision-making process, making their future workforce aware of the training needed for particular occupations and introducing them to the wealth of opportunities in this region.

The Workforce Intelligence Network (WIN) will utilize funds if awarded to expand the MI Bright Future (MIBF) program in the communities of Livingston, Monroe, Jackson, Lenawee, Washtenaw and Hillsdale in accordance with best practices established in its role as managing entity of MIBF. Expansion requires engagement with educational administrators, at both the district and school levels, and the local business community. Expansion also necessarily demands on-going support and coordination to ensure the program is not only introduced into the region's communities, but enjoys successful longevity. WIN is uniquely positioned to accomplish these tasks with proven practices, communication strategies, and support capabilities.

## II-D Management Summary

(a) Staffing related to this project will include guidance from the WIN Executive Director, Lisa Katz; program management from WIN Senior Program Manager, Sarah Sebaly; Program Coordinator, Lisa Gordon; and Program Assistant, Trevor Leatzow. If awarded, funds would be to support the personnel costs of a full-time Region 9 coordinator (see section b below for details). This individual would be housed at Michigan Works! Southeast and would be responsible for effectively carrying out the implementation plan with assistance and guidance from the current WIN MIBF team listed above.

(b) In order to accomplish the Region 9 Pilot expansion of MIBF, WIN will partner with Michigan Works! Southeast to hire a full-time business recruitment coordinator (1-year position) who would be housed at the Michigan Works! office. This coordinator will focus on employer recruitment and coordination activities in Region 9. Goals include two (2) pilot schools in each of Region 9's six counties by January 2017, which will require at least 200 area employers to participate. A portion of funds (\$13,000) will be utilized to purchase operating licenses for MIBF technology from Career Cruising.

School implementation requires introduction, training, planning and launching activities which will continue to be managed by the WIN staff. The WIN MIBF team will work in concert with the Region 9 coordinator to bring a minimum of 50 employers from the designated region on board, with a goal of over 200 additional employers in the region. WIN will work with Michigan Works! Southeast to hire a coordinator at \$40,000/year, with the position running from the date of hire to one year later, or as

otherwise specified by Michigan Works! Southeast. WIN will provide funding for this personnel to Michigan Works! Southeast on a contract basis. If benefits are offered to this individual, they will be through Michigan Works! Southeast and not on WIN's contract for the personnel cost. WIN's fiduciary, the Southeast Michigan Community Alliance, requires 5% administrative costs on all monies.

(c) WIN relies heavily on the partnerships already developed in the Livingston County pilot, and will need to grow similar partnerships across the region to be successful in these metrics. MIBF implementation begins to occur at the intermediate school district level, with a local implementation team consisting of a project "champion" and a project "facilitator," both of whom serve on the Community Advisory Council for MIBF. Often the facilitator will have additional staff support within each school building to assist in implementation. The workforce development boards in each participating county also select a representative to serve on the MIBF Community Advisory Council. WIN's partnerships in the region include WIN board members, Washtenaw County Michigan Works! And Livingston County Michigan Works! (now combined), Jackson College and Washtenaw Community College. Through MIBF, WIN is also partnered with the Livingston Educational Service Agency (LESA). The current alliances will allow WIN to seamlessly broaden the program across the county using a similar model.

(d) Being the sole administrative entity of MIBF, WIN is the leading expert on best practices for the Region 9 expansion. WIN manages employer registration and optimized this process, built a central website to manage recruitment and resources, developed marketing materials, and designed a replicable implementation process. The greatest lesson learned throughout this process is the importance of collaboration. WIN convenes both a community advisory council and an employer advisory council to ensure the program is operating optimally for both sets of stakeholders. It is in these councils that MIBF participants across the current five county deployment can come to discuss their varied needs, or other unexpected issues. WIN convenes a student focus group to ensure the program is engaging and conducive for their needs. The feedback from these different groups has proven invaluable in maximizing the program's potential. These insights will allow for a seamless implementation in Region 9, since the newest members of MIBF will have the great privilege of building on the successes of their forebears.

## II-E Work Plan

(a) Business recruitment takes place throughout the entire onboarding process, to ensure there are ample local companies in the system to support the onboarding students. This occurs through presentations in front of large groups of employers (chamber events, industry advisory groups, etc.), and face-to-face meetings, demonstrations and registration.

Implementation in schools begins with introductory sessions, several of which have already taken place. To familiarize educational administrators with MIBF at both the district and school levels, WIN will host informational sessions to introduce the tool, discuss MIBF's history, its successes thus far, and its potential in Region 9 schools. These sessions will also include a demonstration of the system, highlighting how MIBF integrates with Career Cruising tools already being utilized, and a tutorial of the student portal so that administrators are familiar with how students will interact with employers.

After administrators are introduced, the next phase is planning each county's deployment in material terms. Administrators will work with WIN to identify the scale of the initial rollout, which can be as small as a handful of students, to as large as entire buildings—completely customizable to a county's preferences. When the target populations have been identified, administrators will determine staff persons in the individual schools who will be assigned to offer student support and coordinate work-based learning activities (WLAs). WIN will then schedule training sessions with the identified staff prior to school deployment; these sessions include brainstorming time to begin to identify activities and strategies to introduce students to MIBF. Once administrators and schools are prepared for launch, they will identify their goals for the initial rollout, thereby providing WIN a set of metrics with which to guide the deployment.

Individual school implementation will then be scheduled under the counsel of teachers and other identified support persons. Because school faculty best know the daily rhythms and impending obligations unique to each school, WIN will defer to their guidance when determining the best time for deployment. When a launch date is set, the previously identified students will be formally introduced to MIBF. Upon student on-boarding, WIN will continue to monitor their engagement with employers, participation in WLAs, message board posts, and other metrics to determine how well the system is being received. This information will then be communicated back to educational administrators to inform their strategies for incorporating MIBF in classroom curriculum.

(b) Estimated staff includes the MIBF team previously identified in the Management Summary, including a Senior Program Manager, Program Coordinator, and Program Assistant. In addition to the existing MIBF team, WIN will also be hiring an additional staff person (using the matching funds from Michigan Works! Southeast) whose sole responsibility will be coordinating the MIBF implementation relative to employers in Region 9.

(c) Staff will be trained by a combination of WIN Senior Program Manager, Sarah Sebaly; Project Coordinator, Lisa Gordon; and Career Cruising. All staff persons and Career Cruising training interactions will be under the supervision of Sarah Sebaly.

(d) WIN will be working to bring MIBF into Region 9 communities as quickly as possible. The proposed timeline for implementation is two pilot schools in each of the six counties, with the exception of Livingston where MIBF is already active, by January 2017. To balance the incoming students, WIN will also actively recruit employers with the goal of having a minimum of 50 Region 9 companies by January 2017, with a goal of 200. Quality assurance will be evaluated through a number of metrics reported by the system including: number of employers engaged, number of WLAs offered, number of company page views by students, number of student discussion board posts, number of requested WLAs, and number of completed WLAs. The system reports these metrics separately by county. WIN will analyze and evaluate what additional support needs to be in place in order to achieve an optimal level of engagement by students, schools and employers. For additional checkpoints in the process, refer to the chart in section II-H.

(e) MIBF requires regional collaboration on all levels. WIN's strong partnerships across Regions 9 and 10 have been critical to supporting and expanding MIBF—activities through the Opportunity Detroit Tech Council, connections to the Advance Michigan board, interactions with Lightweighting Innovations for

Tomorrow (LIFT), outreach to the various industry groups WIN convenes, and marketing and communications support to continue to increase awareness and support of MIBF.

Workforce development, higher education, as well as schools and other participating/supporting organizations are a part of the Community Advisory Council for the MIBF effort. Regular discussions occur around what services and programs offered by the community partners might be ideal crosswalks for MIBF such as Workforce Investment and Opportunity Act programs, Jobs for Michigan Graduates, apprenticeship programs through higher education partners, Jackson Area Manufacturing Association, industry associations, and any other programs that currently support student/employer interactions. All will be examined for potential alignment with MIBF activities. MIBF acts as a central resource hub to educate, promote, and provide access to students to all programs in the region assisting with career development. Community-based organizations, workforce development, and higher education institutions are also encouraged to host their own MIBF profile; providing them with identical access to promoting their programs to students as the employers in the system.

## II- F Prior Experience Disclosure

Besides managing MIBF in 4 other communities for over a year, in January 2014, WIN became home to the Region 10 Career Liaison through the state's Career Jump Start (CJS) program. This individual was tasked with bringing high-demand career information to the K-12 system and developing strategies to disseminate this information. In the 2015 school year alone, approximately 34,600 students were reached across more than 360 schools/districts. This work has provided a basis for WIN's partnership model with the K-12 system, and has allowed the MIBF team to develop best practices for beginning and sustaining these partnerships.

Beyond the CJS program, WIN staff have been integrally involved in Manufacturing Day efforts across Region 10 and beyond, supporting Manufacturing Day planning committees in Oakland and Macomb counties and leading the planning committee in Wayne County and the City of Detroit.

WIN also convenes the Opportunity Detroit Tech council, a collaborative body that provides a support network of both industry peers and labor market experts to identify and collectively address the needs of local businesses. WIN strives to work together to showcase the diverse companies engaged in these efforts, highlighting Southeast Michigan as an innovation hub to attract and retain top-tier talent and industry partners. WIN seeks to raise awareness of and shape the community responses to the industry's talent, customer, supply-chain, and other growth needs to improve both the industry itself and the region as a whole.

## II-G Personnel

### **Authorized Contact Person:**

*Sarah Sebaly, Senior Program Manager*

Sarah Sebaly is a Senior Program Manager at WIN, responsible for managing efforts related to the portfolio of youth and career pathway development. Her current work focuses on the oversight of the MI Bright Future program. Sarah works to create a highly collaborative environment and relationship with all stakeholders of the talent pipeline to include: K-12 education partners, community colleges, universities, workforce development, and employers. Sarah came to WIN from Michigan Works! through which she gained a deep understanding of the workforce development systems as they operate in the

State of Michigan and the various state and federal policies and regulations that determine that operation. Sarah is a Michigan native, and attended the University of Michigan, Ann Arbor, for both her bachelor's in Psychology and her master's in Social Work. During her master's program, Sarah was a Community-Based Initiative Scholar in the City of Detroit, representing an inspired group of students dedicated to community and social change in urban cities, neighborhoods, and communities.

**Other key personnel:**

*Lisa Gordon, Program Coordinator*

Lisa Gordon is a Program Coordinator for the Workforce Intelligence Network for Southeast Michigan (WIN). In alignment with WIN's Youth Strategy, Lisa also serves as the Career Liaison for Region 10 (Wayne, Oakland and Macomb counties) coordinating resources for high demand occupation clusters, career pathways work, and post-secondary training and educational programs for youth. Much of her current work focuses on supporting the management of the MI Bright Future Program. As a certified Global Career Development Facilitator, Lisa is passionate about working with youth and supporting their career development. Prior to coming to WIN Lisa was a job developer with Oakland Community College (OCC). Lisa's well-rounded experiences also include event and account management, and is the proud winner of the Tomi-Terre Woman of Excellence award. A Detroit native, Lisa is a graduate of Michigan State University, holding a bachelor's degree in marketing from the Eli Broad College of Business.

*Trevor Leatzow, Program Assistant*

Trevor Leatzow is a Program Assistant with MI Bright Future at the Workforce Intelligence Network for Southeast Michigan. In this role, Trevor is typically the main point of contact for assisting registering employers, including performing background checks. He also manages the employer profiles in the system, develops marketing materials to promote the program, and manages MIBF social media profiles. Trevor previously worked in Section 8 Housing, where he specialized in fraud investigation and prosecution. His duties included analyzing criminal evidence, state and federal policy, and relevant law; as well as overseeing complex investigations and the organization of informal hearings. This experience strengthened his analytical, organizational, and networking skills, which have proven invaluable to building partnerships and strategy as a program assistant. He also has previous experience as an online multimedia coordinator. Trevor attended Michigan State University, where he achieved a bachelor's degree from James Madison College, as well as in English with a specialization in creative writing.



II-H Time Frame

MI BRIGHT FUTURE REGION 9 IMPLEMENTATION		Dates of completion
<b>Project Coordination</b>		
<b>Introduction</b>		
	Introductory meetings	August-16
	Begin employer recruitment--10/month	September-16
	Implementation discussion meetings--county ISDs	September & October 2016
	Implementation discussion meetings--school building administrators	September & October 2016
<b>Community Planning &amp; Assessment</b>		
	Identify school support staff	September-16
	Training of support staff/additional staff	October-16
	Determine community metrics for success	October-16
<b>Integration Plans</b>		
	Activate MIBF	December-16
	Develop timeline for rollout to students	December-16
	Individual schools finalize implementation plan	December-16
<b>Deployment</b>		
	Introduce students to MIBF	January-17
	Employer recruitment	Ongoing

II-I Budget Considerations

MI Bright Future Region 9 Prosperity Initiative Technical Assistance Budget				
		Cost	Match	Total
<b>Personnel</b>				
	(1) full-time contract coordinator	\$ 25,000	\$ 25,000	\$ 50,000
<b>Supplies, Materials and Equipment</b>				
	ccInspire software licenses	\$ 13,000		\$ 13,000
<b>In-state travel</b>				
	Mileage	\$ 2,000		\$ 2,000
<b>Indirect costs</b>				
		\$ 2,000		\$ 2,000
	<b>TOTAL Reg 9 TA investment</b>			<b>\$ 42,000</b>
	<b>TOTAL match</b>		<b>\$ 25,000</b>	
	<b>Total investment across Reg 9</b>			<b>\$ 67,000</b>

### Budget Justification

#### TOTAL REGION 9 TA FUNDING REQUEST: \$42,000

##### A. Personnel

PERSONNEL REQUEST: **\$25,000**

Funding will support salary for one (1) role: Full-time contract coordinator for Region 9. Staff will be supported by a Senior Program Manager, Program Coordinator, and Program Assistant. Duties include: employer recruitment, attending planning meetings; assisting in creation of implementation plan; coordinating with LESA MIBF coordinator and Region 9 Career Liaison.

WIN will partner with Michigan Works! Southeast to house the coordinator position. This brings the full amount of the contract position to \$50,000—which would be the minimum required to bring on a qualified individual for this position. This position is critical to the success of MI Bright Future, as effective, managed coordination of a pilot and business recruitment to this scale is paramount. A full-time employee focusing on coordinating the recruitment, registration, communication, retention, and activity coordination between educators and businesses is needed.

##### B. Supplies/Equipment

**\$13,000**

Software licenses are the sole equipment request for this project. In order to operate the MI Bright Future program, an enhancement to the Career Cruising system, Career Cruising Inspire (ccInspire) must be purchased. Career Cruising has agreed to graduated consortium pricing for Region 9 as a whole. The \$13,000 will cover the annual pilot licenses for the length of this project, operating from September 2016-September 2017.

##### C. Travel

**\$2,000**

The total estimated amount of \$2,000 is budgeted for travel expenses, covering local in-state travel (mileage) for the full-time coordinator of this project. Covering such a large geographic region and traveling frequently between counties and schools, mileage is estimated at an anticipated rate of \$.575 per mile, allowing for more than 275 miles of travel per month.

##### D. Indirect Costs

INDIRECT COST REQUEST: **\$2,000**

All budget categories associated with this request are subject to a 5% administrative fee.

## Website Information Architecture (IA):

The underlying identification, organization, and nomenclature that helps define the relationships between the site's content and functionality.

### ABOUT

GAAR-RPI  
Overview

Mgt Team/  
Partner Info

### THE STRATEGY

Five Year Strategy  
Overview

Strategy Download

Focus Buckets:  
Talent and  
Transportation

### DASHBOARD

Stats on...

Demographics

Workforce

Clusters

Transportation

Education

### GRANTS

Background  
on Grants

Awards

### RESOURCES

Management Team  
Meeting Info

Reports

### NEWS

Newsletter Articles

Event Info

Newsletter Sign-up

### CONTACT

Contact Form

Contact Info

# GREATER ANN ARBOR REGION PROSPERITY INITIATIVE

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## 2016 STAKEHOLDER LUNCHEON

**Date:** Week of October 17 or 24 (See date and venue options spreadsheet)

### Meeting Goals:

- Communicate activities that have occurred in the region as part of the RPI grant over the last year. Highlights may include brief presentations on:
  - MI Bright Future (Livingston?)
  - SPARK Fam Tour
  - Other?
- Present GAAR as unified brand / new website (go-to site for future RPI info)
- Establish priorities for 2017 RPI funding in alignment with 5-year strategy
- Build stronger connections among regional stakeholders through networking

### Draft Agenda

- 9:00 – 9:30 Registration
- 9:30 – 9:45 Welcome and Introductions
- 9:45 – 10:30 Regional Successes – presentations from 2-3 grantees
- 10:30 – 10:45 GAAR Branding & Website
- 10:45 – 11:00 Break
- 11:00 – 12:15 Facilitated Discussion – priorities for future RPI funding
- 12:15 – 1:15 Networking Lunch
- 1:15 – 1:30 Closing Remarks: A Strategic Path Forward

Venue	Location	Proximity	Capacity	Cost (for ~ 90 individuals)	Notes	Available Dates	Webpage	Phone Number	Contact
<b>George E. Potter Center at Jackson Community College</b>	Jackson, MI	3.6 miles from highway	Up to 200	Approximate: \$1,800 + \$500 to 1 conference room that can be split into 2, + \$1,290 for food (\$11.95/person + 20% additional costs (estimate))	One large conference room that can break into two rooms for breakouts if need be. External catering service that works directly with JCC.	Oct. 18, 24, 26	<a href="https://www.jccmi.edu/entertainment-events/catering-banquet-information/">https://www.jccmi.edu/entertainment-events/catering-banquet-information/</a>	517-796-8473	Sandra
<b>Crystal Gardens Banquet Center</b>	Howell, MI	3.4 miles from the highway	Up to 250	Approximate: \$2,000 + \$1,000 or more in food costs, \$250 if under \$1,000 in food costs (at last year's we spent \$1,678 on food and beverages)	Breakout rooms available. On-site catering.	Oct. 17 and 24	<a href="http://cgliv.com/">http://cgliv.com/</a>	517-545-1000	Jessica
<b>Chelsea Village Conference Center</b>	Chelsea, MI	.3 miles from highway	10-250	Approximate: \$2,100-\$2,500 Break-down: \$400 for room rental + \$18.00/gallon of coffee/tea/water + 16.95/person per meal	Breakout rooms available. On-site chef. Flexible space. Up to 250, as few as 10. A/V available.	Oct. 17 (no breakout rooms available), 18, 21, 24, 26	<a href="http://www.comfortinnchelsea.com/chelsea-mi-conference-center.php">http://www.comfortinnchelsea.com/chelsea-mi-conference-center.php</a>	734-433-8000	Sherry
<b>Michigan Friends Center</b>	Chelsea, MI	5 miles from highway	Up to 120	Approximate: \$150+ outside catering would need to be explored	More natural space - out in a wooded preserve area.	Oct. 17, 18, 21, 24, 26	<a href="http://mfcenter.org/rentals.html">http://mfcenter.org/rentals.html</a>	manager@mfcenter.org	Carolyn