

AGENDA

Management Team Meeting

June 29, 2017 | 10:00–11:00 AM

Dial: 646-558-8656

Meeting ID: 580 571 1193

10:00 AM	<hr/> Welcome and Challenge Grant Updates <ul style="list-style-type: none">• Updates on current challenge grants• Updates on current challenge grant request for proposals process and promotion	Kristin Hofman Public Sector Consultants (PSC)
10:30 AM	<hr/> Five-year Prosperity Strategy Update Process <ul style="list-style-type: none">• Review Word document of the strategy and timeline for completion	Rachel Kuntzsch PSC
10:50 AM	<hr/> Next Steps and Adjournment <ul style="list-style-type: none">• Discuss next steps and any additional upcoming prosperity initiative activities	Kristin Hofman PSC



Regional Prosperity Challenge Grant

MiBrightFuture Expansion Final Report

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

Project Title: MiBrightFuture Livingston Expansion; Strategic Planning,
Employer

Partnerships and Implementation Growth

Grant Activity Summary

STUDENTS

Training Initiatives	Number
CTE Teachers Trained	23
School Counselors Trained	12
Transition Coordinators Trained	43
CTE/WAY Students Trained	563
General Education Students Trained	246
Total Educators Trained	78
Total Students Trained	809

Narrative:

I have spent a majority of my time this year concentrated on training students and teachers in how to use the system. I lead lessons in the importance of gaining experience before deciding on a career area, and taught both teachers and students how to use the system.

I have found that when training students, their engagement level goes up considerably when the MiBrightFuture component is introduced into the lesson. Students are definitely in tune with the idea that internships and experience are important, they just don't know how or where to get it. For example, one Hartland student was very excited to find a Brighton business, Ward Dental Laboratories, that combines both his interest in manufacturing and dentistry. It is a short 20 minute drive from his house! He plans on seeking job shadowing opportunities in this business.

In the schools, the discussion boards have been particularly interesting to the students. I have attached an informative post for a student on the physical therapist board, where two coaches weighed in on an important question of career flexibility:

Student:Physical Therapy is a very flexible career choice correct? There's a lot of choices in the field where if you don't like something you can switch to something different without too much trouble right?

Coach 1: True....for example. let's say I love working in the hospital but after so many years I decide to work in a out patient clinical setting. Since the job market is pretty flexible, with a little training and perhaps a few post graduation continuing education courses I could do this...There is no regulation that says you need additional training in an area of work for employment in that area of work. However, in saying that, if you are interested in a field of work that interest you....there are many post graduation courses or continuing education courses that can assist you in gaining additional training in that line of work....like pediatrics, geriatrics, cardiac/pulmonary rehab, sports medicine....etc.... The world as a PT is wide open....you pick how or what you want to do! Good luck! Dr.Bob

Coach 2: Physical therapy is definitely a very flexible career with jobs in different environments and different work schedules such as part-time/full-time. Switching from one type of job to another may require additional classes or training for examples switching from geriatric to pediatric or Sports medicine would require additional education/training to gain the appropriate experience. If you were switching in a like environment for example one hospital to another that would be a easy switch.

The discussion boards are a very easy, first touch for teachers in MiBrightFuture. They can envision how to incorporate that into their lessons and make assignments out of the postings. Additionally, reading previous posts from students is helpful because students get an understanding of what kinds of questions are important to ask.

TEACHERS

Teachers are beginning to see the use of the MiBrightFuture system as well. For example, the Interact Club at Howell was hosting Career Speakers at lunchtime. A week before the event I was contacted because the Construction Trades speaker cancelled. We used the MiBrightFuture system to look up local skilled trades professionals and found the Ironworkers Local 25 Apprenticeship Training Center. They immediately responded to the request and filled in as a guest speaker.

One final win in the education realm is at Hartland High School. The administration and counseling staff have decided to implement a Career and College Readiness course that will have a primary focus on creating EDP's in Career Cruising and engaging in activities using the MiBrightFuture system. The initial hope for the class was to have one or two sections. After class registrations, Hartland needs to run five sections of the class to meet the demand.

As with most initiatives in education, it takes a lot longer to accomplish goals that one would initially think. Teachers are overrun with expectations and information, which makes it challenging

sometimes to introduce new initiatives. As was said above, the discussion boards have been a light touch to begin the teacher engagement with MiBrightFuture. This project has brought awareness to a larger issue, which is how to incorporate career development into the educational day. Questions like who is responsible for this?, how does it fit?, what is appropriate at each grade level need to be addressed.

I am hopeful for next school year, as Howell Schools have chosen this topic as a primary area that they want to address strategically:

Reach Higher Self Assessment Priority Area: *Actively build a college and career culture - Creating specific targets for every grade level that helps parents and students start planning for their post-high school career, beginning in kindergarten and continuing through 12th grade.*

Weaving the MiBrightFuture tool into this initiative will be an intentional way to incorporate the use and encourage students and teachers to engage in work based learning activities. Additionally, for next school year I would like to target parents as another partner in the utilization of MiBrightFuture. Parents would be amazing champions for this work, as they have a vested interest in their own children getting meaningful experience to choose a career. I envision training parents so they can reinforce their students use, as well as encouraging them to enroll and offer work-based learning activities as well.

EMPLOYERS

Employer Presentations	Date
Howell Chamber	10/19
Brighton Chamber	11/30
Howell Rotary	12/5
Hartland Chamber	4/13
LAHRA Human Resources Collarboative	6/15
Manufacturing and Education Collaborative	6/29
Livingston County Businesses in System	68
Livingston County Coaches in System	41

Region 9 Presentations/Outreach	
Greater Ann Arbor Stakeholders Meeting	
Presentation for Lenawee and Jackson Counties	
Meeting with Ann Arbor Public Schools	
Talent and Education Development Summit	
Ann Arbor Public Schools Webinar with Career Cruising	
Meeting with Dexter High School Counselors re: MiBF	
Total Region 9 Coaches in System (not including Livingston)	10
Total Region 9 Businesses in System (not including Livingston)	10

Narrative:

Business recruitment has been probably the most challenging component of this initiative. Businesses are very interested in the tool (I have presented to over 107 business owners in the last 6 months), but getting them to follow through to sign up has been challenging. Livingston County businesses we have increased in number from 29-68 from August to June. However, to meet the demand of the number of students and teachers in the system (see above) we need significantly more. We are hopeful as WIN and Michigan Works are partnering to hire a Youth Career Coordinator, a position whose primary role will be to follow through on the business recruitment.

Additionally, the Youth Career Coordinator will be charged with working with businesses in the other counties in Region 9 to enroll employers into the system. This will also free up some of the time that Livingston has been working to present to regional employers, and allow us to be a resource for schools in Region 9 that are enrolling into the system.

SUSTAINABILITY AND FUTURE PLANS

Narrative:

Sustainability

The MiBrightFuture project has been a catalyst to connect businesses and education through a common tool. Businesses have responded very positively to the concept and have been excited to make a connection with the schools. Schools have been enthusiastic about the concept and see the need, and are now working to figure out how best to incorporate it into their curriculum.

Additionally, the Youth Career Coordinator will be charged with working with businesses in the other counties in Region 9 to enroll employers into the system. This will also free up some of the time that



Livingston has been working to present to regional employers, and allow us to be a resource for schools in Region 9 that are enrolling into the system.

Finally, the Livingston Career and College Access Leadership Team has seen the value in MiBrightFuture in assisting the county to attain two of its priority areas. The first being the goal to increase the number of career and college experiences Livingston students have before graduating from high school; the second being to increase the number of students that graduate from high school with a clear postsecondary plan in a defined career path. Both of these goals are difficult to quantify, however, MiBrightFuture provides stakeholders access to data regarding the work based learning activities that students experience in high school. Additionally, the message boards provide students with access to valuable career coaching that will help to clarify their career path.

In response to the need of continuing the use and development of MiBrightFuture, the Livingston Career and College Access Network Leadership Team, specifically the County Superintendents, have decided to assist in funding the capacity responsible for expanding the use of the tool within the local school, student and staff population. This allows for any future funding sources (i.e. grants, donations, or other network investment) to be utilized to promote events and initiatives related to MiBrightFuture, in addition to supporting the regional expansion of the tool.

Future Plans

Future plans for MiBrightFuture include expanding the audience in the school and business stakeholder groups that use the tool, as well as broadening the use of the various work-based learning activities. Regionally, the adoption of MiBrightFuture has moved more slowly than anticipated. Lenawee has just begun using the tool and Ann Arbor Schools in Washtenaw County, as well as schools in Monroe county. Additionally the Workforce Intelligence Network is consistently in conversation with government representatives about adopting the use of Career Cruising and MiBrightFuture statewide. As communities begin to utilize MiBrightFuture, best practices will be necessary to share from the school implementation and business recruitment perspectives.

In Livingston County, the need to train general education teachers at the high school level, and middle school teachers exists. As more teachers are learning about the tool, there have been more requests for training. Additionally, future plans would also include discussions at the school level of components like management of the work based learning activities, setting up point person(s) at the building level, incorporating the use of MiBrightFuture into general education classrooms, and educating parents on the use of the tool so that they might reinforce student use. These are some of the focus areas for the 2017-2018 school year.

Expenses

Item	Estimated Grant	Estimated Other source	Actual* Expenses	Other Actual Match	Total Actual Expenses
Personnel (Salary) 30% of \$54,068 Director -(salary match)	16,220		14,100 26% of salary	3,000 - directors salary	17,300
Personnel (Benefits) 30% of \$23,600	7,080		6,200 26% of benefits		6,200
Local travel* mileage/conference	500		2,900	700	3600
Media/publicity	1,000		1000		1,000
Clerical support (10% of \$50,000)		5,000		5,000	5,000
General office (phone, IT, office)		3,000		3,000	3,000
Misc. Supplies	500		1500		1500
Meeting/training expenses		500	500	500	1000
Intern	2500		1600		1600
Total Grant request	\$27,800				
Total cost for the project	\$27,800	8500	27,800	12,200	40,000

Expenses Narrative

As was estimated in the request, the primary expense for the expansion of MiBrightFuture was the capacity; both the Career and College Readiness Coordinator as well as an intern for administrative support. Additionally, travel* became a large component of the expenses both locally, traveling to schools/businesses for training/recruitment and regionally to make presentations to inform interested stakeholders.

LESA provided clerical support, office space, incidental supplies, and communications as an in-kind contribution. Website and social media maintenance, as well as large banner promotional materials made up the cost of our media and publicity supplies.

The Challenge grant also was utilized to assist in training cost for a conference with the Michigan Career Placement Association. This conference focuses on youth in employment and addresses both the concerns of the employer and the educational requirements. The presentations connect youth with schools and the workplace, as well as the stipulations that teachers and staff are to follow to help to make the placement experience valuable and within state and federal guidelines. See description below:

The Michigan Career Placement Association is a professional organization whose goal is to provide direction, placement, and leadership services to all personnel who assist in the placement of all students into work-based learning experiences. The placement process must maintain the highest standards of quality, integrity, and efficiency to the benefit of employers and the various client groups.

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.

WIN Activity Report by County

County	Activity
Washtenaw	September 2016- Invitation to Region 9 MI Bright Future kickoff expansion
	November 2016- Introductory call with executive director of community & school partnerships for the Washtenaw Intermediate School District (WISD)
	December 2016- Introductory meeting with WISD principal group, formation of interested "working group"
	December 2016- Meeting with Ypsilanti Community Schools Coordinator of Wellness & Community Partnerships for interest in launching MIBF
	February 2017- Introduction to Ypsilanti Community Schools counseling staff
	March 2017- Follow-up with Ypsilanti Community Schools
	April 2017- Conversations emerge about possible conversion to Navience in many WISD schools
	May 2017- Ann Arbor Public Schools contacts Career Cruising to set up introductions to MI Bright Future
	June 2017- Ann Arbor Public School introduction to Career Cruising and MI Bright Future (Assistant Super intendent and Student Intervention & Support Services)
	Overall commentary: Washtenaw ISD does not coordinate Career Cruising for all districts in the ISD. Career Cruising is required for MI Bright Future operation, and most of the county is currently using this system. The ISD basically agreed that any of the districts within the ISD were welcome to join the MI Bright Future effort, but they are not coordinating or championing it. MIBF staff have been meeting with individual districts to plan, support, and launch.
	Lenawee
September 2016- Meeting with Lenawee Now to discuss alignment strategy with Align Initiative	
October 2016- Two MI Bright Future presentations by (WIN/MIBF staff) to Lenawee ISD employers at Regional Industry Advisory Council meetings	
November 2016- MIBF (WIN) staff Participation in Lenawee Job Fair to recruit employers	
January 2017- Lenawee MIBF Launch planning meeting (LISD, WIN/MIBF, Lenawee Now)	
March 2017- MI Bright Future activated in all high schools in LISD	
March 2017- MIBF/WIN staff presentation/training to LISD instructors on using the tool	
March 2017- MIBF/WIN staff presentation to Lenawee employers at Lenawee Now convening	
April 2017- Check-in meeting with Lenawee Now	
April 2017- Lenawee Reverse Job Fair booth	
April 2017- County-wide LISD Counselors presentation by MIBF/WIN staff	
May 2017- MIBF/WIN staff presentation to employers participating in Lenawee student event	
June 2017- MIBF/WIN staff presetaion to Lenawee HRSAM employers	

	<p>Overall commentary: Lenawee ISD has been extremely engaged from the very start. They were immediately interested and engaged their economic developers to assist in supporting business recruitment. As businesses continue to onboard over the summer with the assistance of the Region 9 Youth Career Coordinator, MIBF/WIN Staff continue to work with LISD staff to have a solid implementation plan. Implementation and more solid introductions to students will occur in fall of 2017 as students complete their EDP with the assistance of instructors trained in the MIBF software</p>
Monroe	September 2016- Invitation to Region 9 MI Bright Future kickoff expansion
	September/October 2016- Discussion and clarification conversations with Director of Career and Technical Education MISD
	February 2017- Airport Schools introduction to MIBF and WIN (WIN/MIBF staff and Airport superintendent group)
	February/March 2017- Follow up with Airport Schools and ISD CTE Director
	March 2017- Whiteford Schools introduction to MIBF and WIN (WIN/MIBF staff and Whiteford superintendent)
	June 2017- Ida Schools introduction to MIBF and WIN (WIN/MIBF staff and Ida Schools superintendent)
	Overall commentary: Monroe ISD, similarly to Washtenaw, is not coordinating the launch of MIBF or the purchase of Career Cruising. The ISD has given permission for individual districts to launch, and there has been a good amount of interest in doing so with the various superintendents. We have agreed to take the summer to do some community planning sessions (jointly or separately) for a more coordinated launch of MIBF in the fall
Jackson	September 2016- Invitation to Region 9 MI Bright Future kickoff expansion
	November 2016- Consumers Energy signed up for MI Bright Future, began interest in launching in Jackson
	April 2017- Consumers Energy convened meeting with Jackson ISD Superintendent, Jackson principals, and CTE support
	May 2017- Meeting with Jackson College on MIBF and how initiatives align
	Overall commentary: Consumers Energy is very interested in Jackson participating in MIBF, as is JAMA. Consumers has been convening meetings for discussion of expansion, but the ISD has not made a decision to support launch at this time.
Hillsdale	September 2016- Invitation to Region 9 MI Bright Future kickoff expansion
	February 2017- Hillsdale introduction to MI Bright Future (in conjunction with Career Cruising)
	March 2017- Hillsdale introduction to MI Bright Future (Hillsdale Director of CTE) planned to follow up with Michigan Works! Southeast to determine how integration might look with current Michigan Works programming in Hillsdale ISD

Other program highlights:

March 2017- Purchased licenses for all 6-counties in Region 9 utilizing RPI funds (not invoiced)
May 2017- Reached agreement with Michigan Works! Southeast and Ann Arbor SPARK to coordinate business engagement activities through Youth Career Coordinator
June 2017- Hiring Region 9 Youth Career Coordinator in conjunction with Ann Arbor SPARK and Michigan Works! Southeast

Tasks	July				August				September				October			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Management team subcommittees review and provide recommendations for edits to Five-year Prosperity Strategy	█	█	█	█	█	█										
Subcommittees present recommendations to management team on conference call						█	█									
Subcommittees updates based on management team feedback and provide PSC with final copy							█	█	█							
PSC processes edits and updates the design of the final report									█	█	█	█				
Management team reviews final report prior to promotion of update												█	█			