

# Industry/Education Roundtable

Gratiot Area Chamber of Commerce



# **Industry/Education Roundtable**

## **Vision:**

- To support Central Michigan Industries by consistently and effectively informing and engaging our youth, their parents and educators in promoting skilled trades career opportunities available in the Central Michigan region.

# Industry/Education Roundtable Participants (20-25 people):

- CEO's, H/R Directors, Supervisors from area manufacturing companies
- School district superintendents
- ISD superintendents
- School board members
- Economic Development directors
- Chamber of Commerce
- Career Technical Center Directors
- Workforce development coordinators
- Central Michigan University and Mid Michigan Community College

**We were focused on one project at a time.**

**We had some successes, but how could we get more "bang for our buck?"**

**We developed a more structured approach.**

*Industrial Roundtable  
Communications Network*

# Clear Requirements for Effective Communications to achieve our Vision

- ✓ Communications is well planned and effective
- ✓ Opportunities are available for involvement
- ✓ Leaders keep stakeholders informed about what is going on with timely & accurate information
- ✓ Information is easily exchanged up, down, and across Central Michigan

"Info Only"

"Face-to-Face"

Strategic

Determines Direction

Action Planning

Develops Plans

Implementation

Engages in Plan

**"STAKEHOLDER INVOLVEMENT"**

Multi-Disciplined Teams



## "Info Only"

Brochures  
Video  
Surveys  
Posters  
Post Cards  
Media

## "Face-to-Face"

Career Fairs  
Mfg. Open House  
Mock Interviews  
Job Shadowing  
Tech Centers

### Strategic

Industrial Roundtable

### Action Planning

Career Fair  
Industry Tour Schedule  
Junior Achievement  
Promotional Video  
Career Tech Job Placement

### Implementation

Students	Counselors	Manufacturers
Parents	Tech Centers	Chambers
Teachers	Community Colleges	RESA

## Multi-Disciplined Teams

# Typical agenda:

Current topic of interest

Follow-up on past areas of interest

Project group reports

Project	Leader	Team Members
Career Fair	Bill Henderson	Mike Sparks, Jan Amsterburg, Doug Bush, Kristin Stevens, Sonia Lark, Mary Kay Volks
Rotating industry tour schedule and guidelines	Carolyn Studley	Carolyn Studley, Teri Webster, Doug Bush, Jesse Comden, Angie Wood
Utilize Junior Achievement to connect industry with classrooms	Mike Rush	Mike Rush, Bill Henderson, Roger Toner, Sonia Lark
Skilled Trades promotional video	Don Schurr	Don Schurr, Kristine Stevens, Kasey Zehner, Brian Pickelman
Career Technical Job Placement	Dawn Thomas	Dawn Thomas, Sonia Lark, Doug Bush, Karen Petoskey, Pat Rohn

# Industrial Roundtable Vision “Implementation Examples”

# RESD Vocational Millage Communication Proposal

## Mechanisms in Plan w/Dates

1. Electronic Bulletin Board Message – Start 10/21
2. Organizational Announcement Initial – 10/21
3. Organizational Announcement Follow-ups – 10/28  
& 11/4
4. Supervisor/Lead Meeting slide – 10/30
5. Flyers in Break Areas – Week of 10/28





Manufacturing Facility

"MFG Day"  
Open House



# Junior Achievement

Gratiot-Isabella Technical Education Center

# Open House & Career Expo

In Partnership with  
Central Michigan Manufacturers Association

National Technical Honor  
Society Induction  
Ceremony at 7:45 p.m.

Thursday,  
February 5, 2015  
5:30 p.m.-7:30 p.m

- 20 Programs in operation
- 20+ Area manufacturers participating to promote careers
- College & Military representatives
- Mt. Pleasant Area Community Foundation



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located at the south end of Mt.  
Pleasant High School



Manufacturing  
Promotional Video

- September: **Manufacturing day Skilled Trades Event (Morbark)**  
Junior Achievement  
Skilled Trades promotional video
- October: **Manufacturing day Legislator tour (Merrill)**  
Career Cruising Inspire software (how to facilitate?)  
Invitations to employers to visit CTE classes
- November: CMMA meeting at Gratiot Technical Center, Alma Campus
- February: Feb 11: Gratiot-Isabella Technical Center, Mt. Pleasant Campus Open House CTE Job Placement
- March: 8<sup>th</sup> Grade Orientation Industry Involvement  
**Skilled Trades manufacturer's event (J. Ranck)**
- April: **April 14: Skilled Trades manufacturer's event (Aircraft Precision)**
- June: Alma College summer camps

Google  
Calendar

Q & A

You have

Questions

We have

Answers