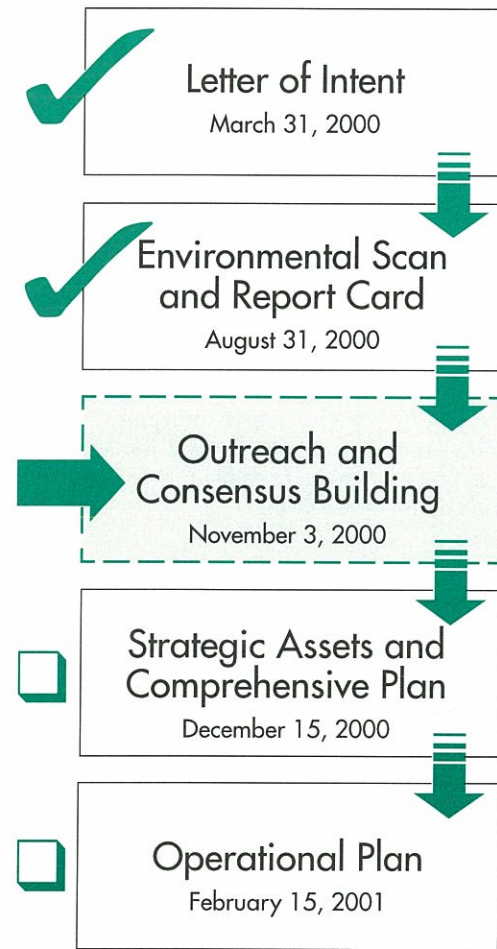


Project Phases



Phase One took place when the region's Workforce Development Board and educational community submitted a "Letter of Intent" to the Michigan Department of Career Development declaring their intent to form a strategic partnership.

Phase Two was conducted during the late spring and early summer 2000 in response to the Department of Career Development's *Building Strategic Partnerships for Career Development* initiative.

Phase Three is an opportunity for the Northeast Michigan Region, as a community, to review and have input into the document through a period of "Community Outreach and Consensus." Modifications to the Report Card have been made as a result of the Outreach activities and are included in this report.

Phase Four will identify the programs and institutions that are moving toward the goals and outcomes identified, and will develop a plan to enable all players to achieve these goals and outcomes.

Phase Five will consolidate into a single plan the annual spending plans of participating institutions that relate to the Career Development Plan thus translating Goals and Outcomes into action.

Contact Information

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NORTHEAST MICHIGAN

Building Strategic Partnerships for Career Development

LINKING EDUCATION, TRAINING AND ECONOMIC DEVELOPMENT



Northeast Michigan has embarked on a comprehensive strategic planning process to more effectively link education, training and economic development in the region. The multi-phase planning process is sponsored by the Michigan Department of Career Development "to develop a system that will produce a workforce with the required skills to maintain and enhance the Michigan economy."

An early phase of this process consisted of an "environmental scan" to identify the current condition of the Region. The environmental scanning process for Northeast Michigan included an extensive review of data related to the demographics of this eight county Region; income, poverty and educational attainment levels; a review of the economic and business conditions in the region; and the status of technology in the region. Career Development System education and training opportunities available to support "high-wage, high-skill" jobs have also been reviewed.

A summary of key findings from the Environmental Scan are included here and form the basis for the Career Development Report Card. The report card presents priority goals and measures for assessing the successful achievement of these goals. The initial findings of the environmental scan and career development report card were presented during the community outreach phase through town meetings, press releases, radio interviews, stakeholder meetings and websites. Key stakeholders (including members of the communities, schools, business and industry, labor and government), provided valuable input throughout the initial phases. The region desires to have a prosperous future with opportunities for good jobs at good wages.



The region has come together to develop a vision and set goals for the future. The overall goal of creating economically healthy communities while preserving the unique character of the region will be met through the strong educational systems, community resources and an enhanced business and industry sector. Our regional goals will be achievable due to the strategic partnerships forged during this process.

This report is a continuation of our efforts to share updated information with the community. Please take time to read it, provide feedback and work with us to improve career opportunities in the region.

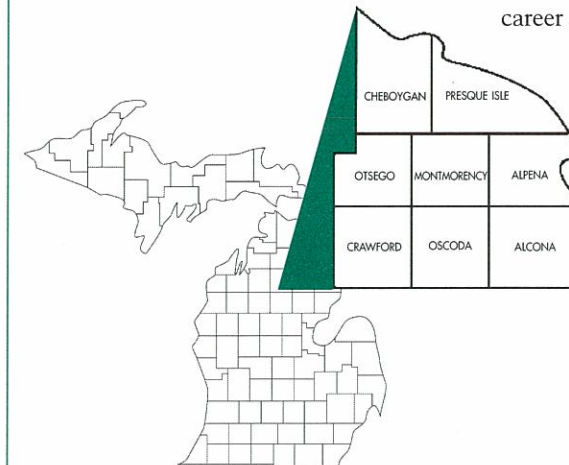
This Report was prepared for Northeast Michigan Consortium and Northeast Michigan Council of Governments

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INC.



Thank you.

Kurt B. Ries

Kurt B. Ries, Director
Northeast Michigan Consortium

Betty L. Krueger

Betty L. Krueger, Chair
Workforce Development Board

Curt G. Davis

Curt G. Davis, Chair
Education Advisory Group

Demographics of Our Region

The **Northeast Region of Michigan** encompasses an eight county area: Alcona, Alpena, Cheboygan, Crawford, Montmorency, Oscoda, Otsego and Presque Isle, with a land area of 4,809.9 square miles. The Region hosts a population of 134,947 (1998 census estimate), resulting in a very low population density, as compared to other regions of the State. The environmental scanning process for Northeast Michigan, included a comprehensive review of demographic data for the Region including population growth and trends; income, poverty and employment trends. Recent demographic information is based on census estimates and will be reviewed and updated when the 2000 census data becomes available.

Northeast Region Population Trends



1998 POPULATION
134,847



POPULATION CHANGE
1990-1998

REGION: INCREASED 9.7%
STATE: INCREASED 5.6%

MOST POPULATED COUNTY
ALPENA

30,405 (22% OF REGION)

LEAST POPULATED COUNTY
OSCODA

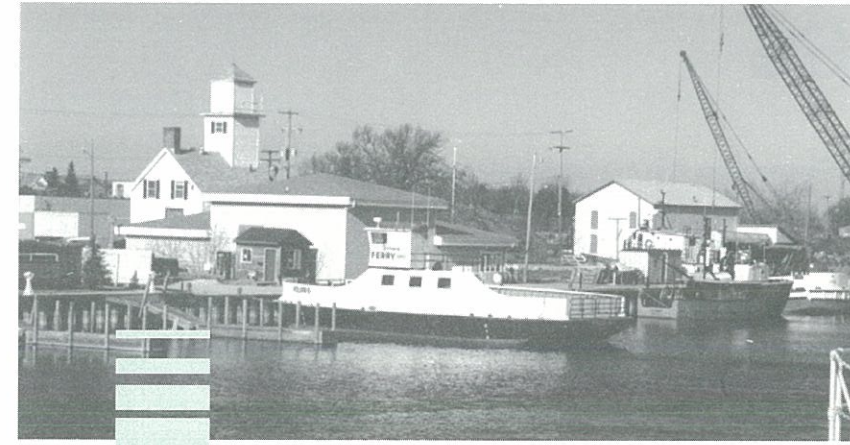
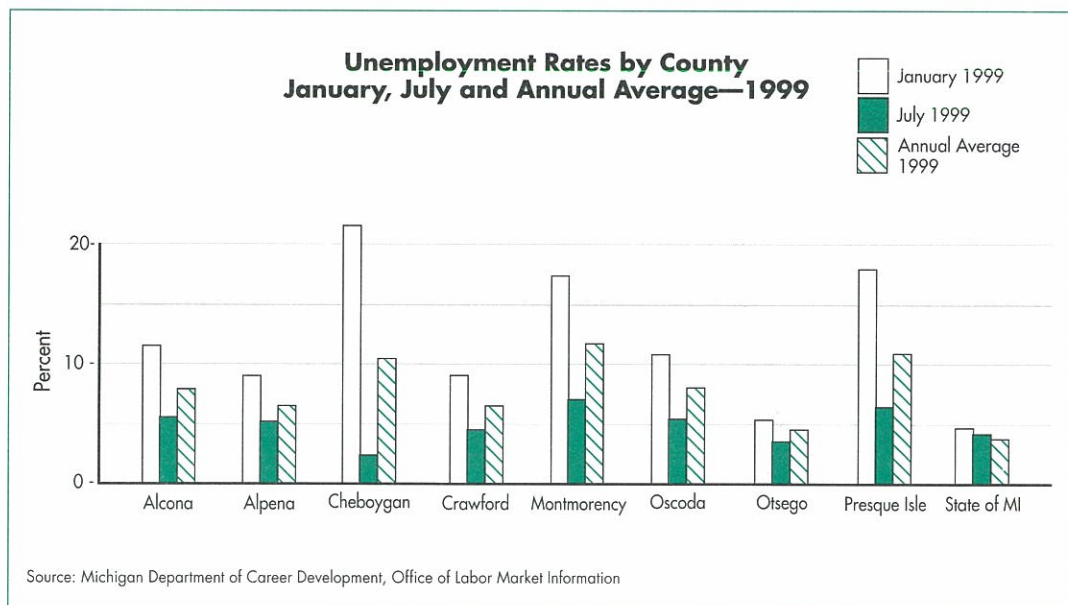
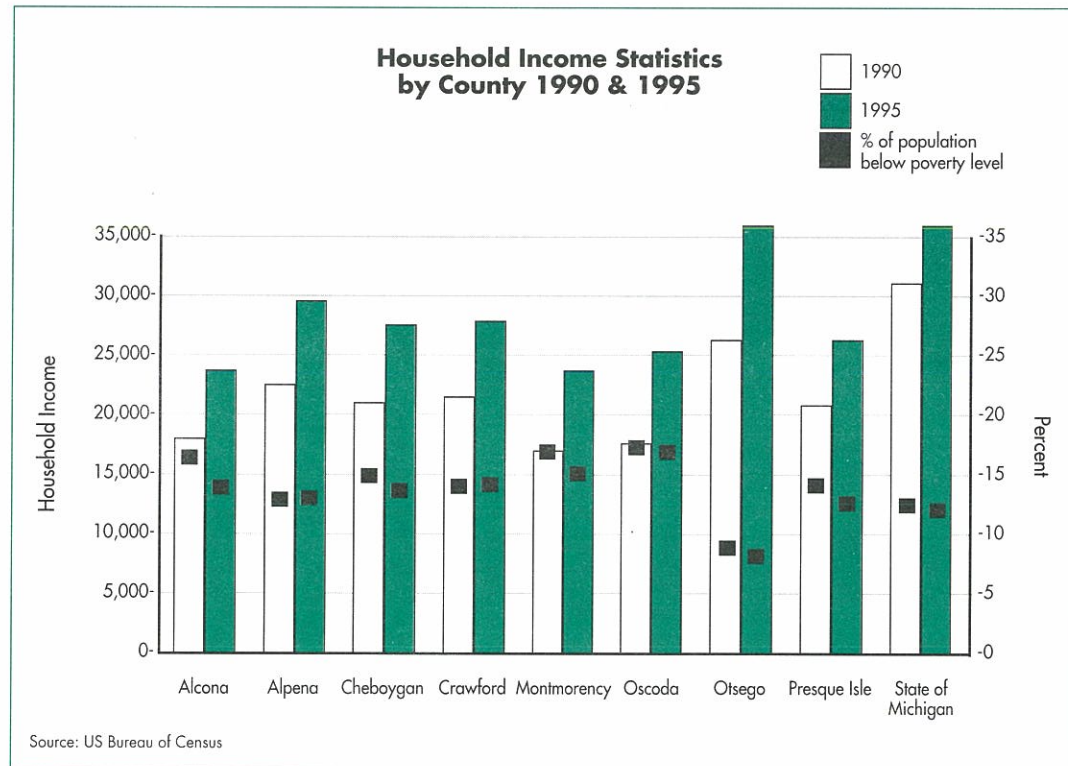
8,882 (6.6% OF REGION)

POPULATION PERCENT
BY AGE GROUP (1996)

AGE	REGION	STATE
0-5	6.1	7.6
5-17	19.5	18.9
18-24	6.3	9.5
25-44	26.7	31.7
45-64	23.0	32.1
65+	18.1	12.4

1990-1996

The prime workforce population (18-24 and 24-45 age groups) experienced decreases in all counties in the region.



Priority Goal III: Increase Enrollments in Workforce Readiness Programs

SUCCESS MEASURES — Short-term (1-5 years)

- By the year 2005, a minimum of 75% of students enrolled in K-12 education will participate in "career selection" activities such as "Career Pathways," and "EDP's."
- The percent of students participating in and completing career-technical programs related to local business and industry needs above the baseline 2000-2001 level will increase by 3% per year for each of the next three years.
- Coordinate career-technical education programs by collaborating with business and industry to promote workforce training and employment opportunities that respond to industry needs and projections:
 - Using 2000-2001 as baseline data, increase active partnerships among business/industry and all levels of education, by one per year for each of the next three years.
 - Starting with year 2002-2003, align curricula to incorporate "Industry Specific" and/or SCANS skills at a minimum of one career-technical education program, in each service area. Increase the number of programs incorporating these skills by one program per year per service area through the year 2005.
 - Starting with 2003-2004, the number of students (secondary and post secondary) successfully completing workforce readiness programs will increase each year by 3-5% above the 1999-2000 baseline year. Successful completion will be measured by one of the following: WorkKeys assessment; successful placement in related employment identified by one and seven year follow-up studies; or other appropriate methodologies.

Long-term (5-15 years)

- Develop a comprehensive system for tracking student "success" in workforce preparation such as: graduation, individual goal attainment, job placement and wage data. Set targets for increased participation and improving student success rates for K-12 and Post-Secondary, for the years 2005-2007.
- CTE programs will seek increased funding to encourage and support participation in career technical programs to raise regional enrollment levels from the current level of 15-20% to more closely match the state level of 35%.

Priority Goal IV: Strengthen Job Training and Re-Training

SUCCESS MEASURES —

- Using 2000-2001 as baseline data, increase active partnerships among business/industry and all levels of education, by one per year for each of the next three years.
- Using program year 2000 as the baseline, increase by 3-5% participation in and completion of appropriately funded state supported workforce training initiatives for each of the next 3 years.
- Identify barriers to employment for unemployed and underemployed individuals, and increase the number of "difficult to serve" individuals served through the **Northeast Michigan Works!** Service Centers, by 3-5% annually over the next 3 years.

Priority Goal V: Increase Available Workforce

SUCCESS MEASURES —

- Using 2000-2001 as the baseline year, increase enrollments in secondary and post-secondary career-technical programs by 3% per year over a three year period starting with 2001-2002.
- Compared to the baseline year of 2000, decrease the number of unemployed by a minimum of 5% by the year 2006. This program will target individuals from such areas as county corrections programs, individuals with disabilities, persons served by WIA, Work First/Welfare to Work and other state and federal initiatives.
- Increase the number of employers receiving assistance through WIA for training and related services by up to 5% per year for the next three years over the baseline level established in 2000.

Career Development System Goals

Priority Goal I:

Retain the Existing Economic Base and Attract New High-skill, High-wage Business/Industry to Region

SUCCESS MEASURES — Short-term (1-5 years)

- Increase the infrastructure available throughout the Region, to encourage and support new and existing business and industry development in the Region over the next five years.
 - In 2001, compile data on the existing infrastructure and infrastructure needs in the Region to increase economic competitiveness.
 - In 2002, develop an action plan to enhance, strengthen and coordinate the infrastructure, both physical and technological, throughout the Region.
 - In 2003, implement action plan.
- Encourage and support expansion of existing and new small business enterprises.
 - In 2001, identify funding and other resources for small business development, such as Alpena Community College Small Business Development Center.
 - In 2002, survey small businesses to identify specific training need(s).
- Establish regional committee to develop partnerships among key stakeholders in Northeast Michigan to support career and economic development.

Long-term (5-15 years)

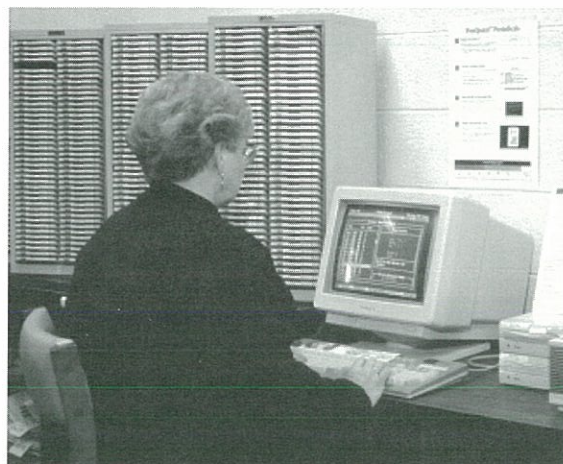
- Identify external funding resources to enhance the physical and technological infrastructure and other public services throughout the region.
- Promote the Region through the local Chamber of Commerce offices, local and state Economic Development Corporations (EDC), and state websites.
- Coordinate regional planning, economic development, and career development efforts.



Priority Goal II: Increase Academic Achievement

SUCCESS MEASURES —

- Using 2000-2001 as the baseline year, Adult Education programs will increase the number of adults achieving their educational objectives by 3% over each of the next three years.
- Individual baseline MEAP scores will be established for each district, based on an average of the scores by subject area and grade level for the years 98-99 and 99-00. Each district will exceed their baseline level by 3% per year over the next three years.
- Using 2000-2001 as baseline, basic skill attainment for adult basic education (adult education), and developmental education programs at the community colleges will increase by 3-5% per year for each of the next three years.



Education System Overview

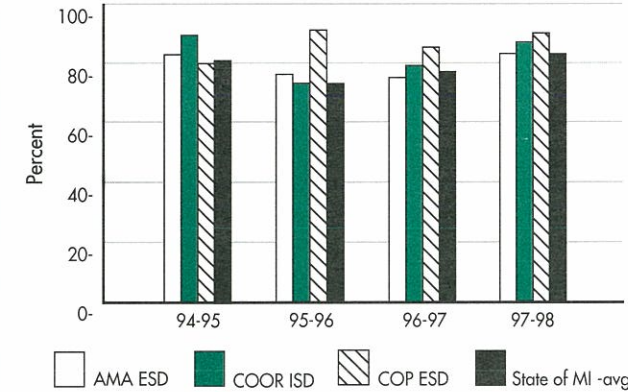
K-12 Enrollment 1998-1999

	ENROLLMENT	DROPOUT RATE
AMA	7,622	4.4
COP	10,689	2.5
COOR (partial)	3,645	3.5
Region	21,956	—
State	—	4.6

Within the Northeast Region of Michigan there are seventeen (17) public K-12 school districts served by three (3) ISDs/ESDs, a small number of private, parochial or charter schools and a home schooling component that serve a population of 134,947 (1998 population figures) in the eight county Region. Three (3) community colleges provide post-secondary options to the Region as well as several four-year colleges/universities that offer some programs in the Region through partnerships with the community colleges (primarily in business and related programs).

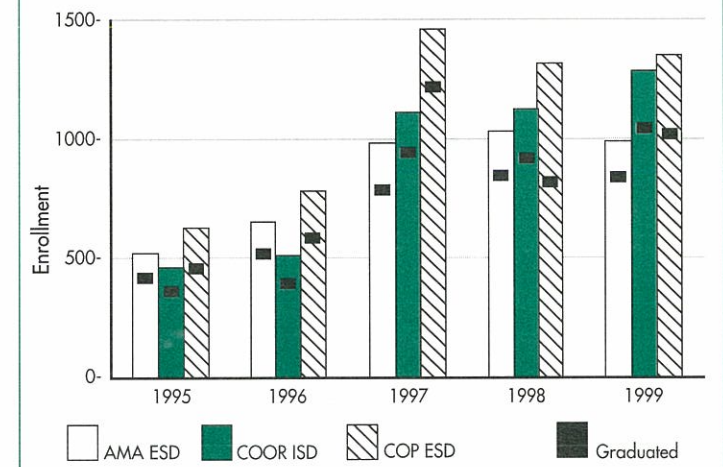
AMA - Alpena, Montmorency, Alcona Education Service District
 COP - Cheboygan, Otsego, Presque Isle Education Service District
 COOR - Crawford, Oscoda, Ogemaw, Roscommon Intermediate School District

Graduation Rates 1994-1998 ESD/ISD and State



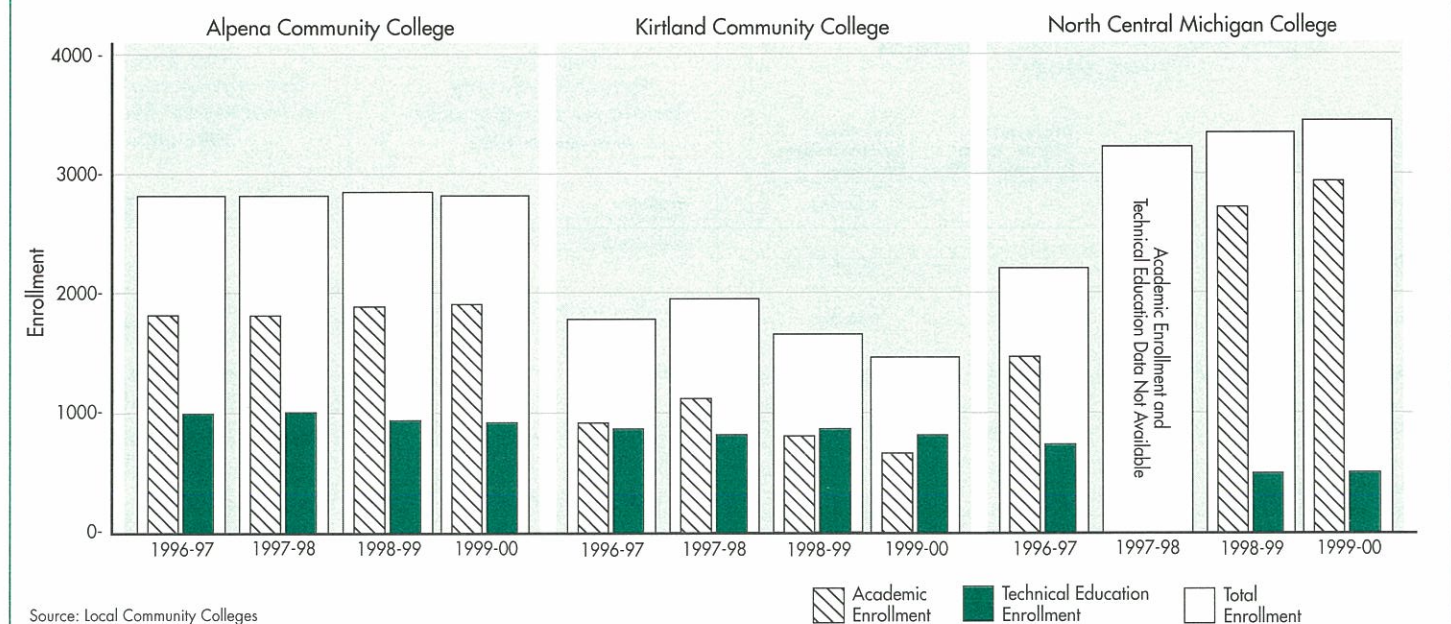
Source: Michigan Department of Education

Career and Technical Education Enrollment and Graduation Rates 1995-1999



Source: Michigan Department of Education

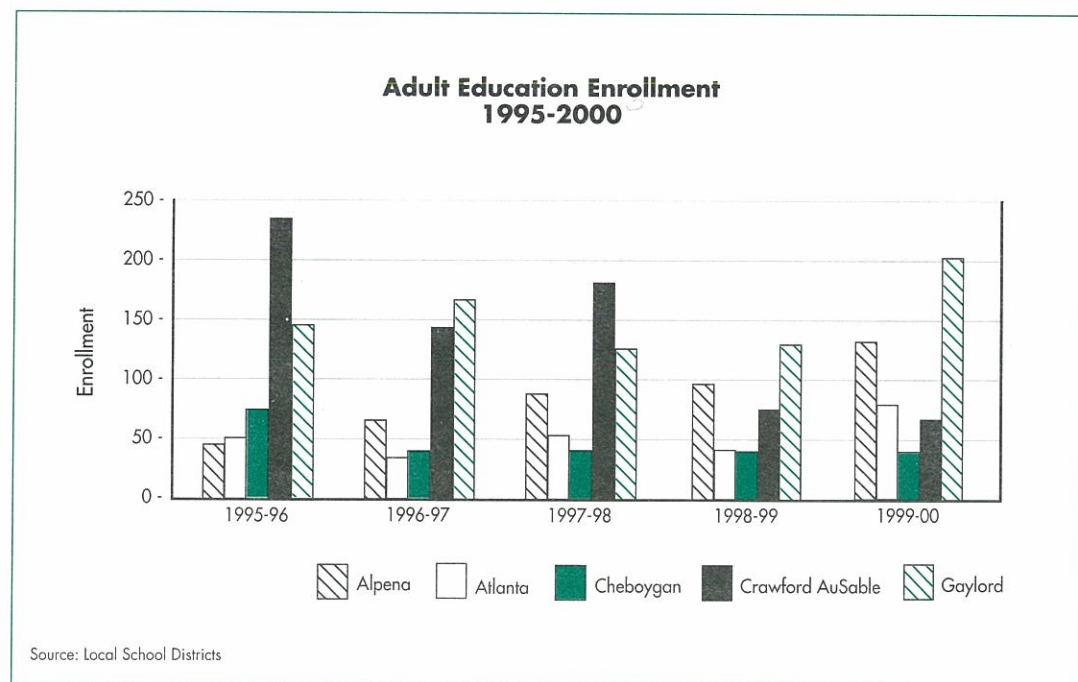
Community College Enrollment Trends 1996-2000



Source: Local Community Colleges

Workforce Development and Enhancement

State supported initiatives, such as Michigan Works!, Work First/Welfare Reform, Workforce Investment Act (WIA)/ Job Training and Partnership Act (JTPA), Employment Service Agency, vocational rehabilitation services and adult education, are other potential labor sources. Many of these programs offer training in a variety of forms, such as On-the-Job Training, classroom training for basic and occupational skills, computer literacy skill development, employability skills and other employment skills training or skills upgrading. Adult Education programs are offered through five of the K-12 school districts in the region. Funding for these initiatives comes from State grants (such as Economic Development and Job Training (EDJT), Community Development Block Grants (CDBG), JTPA, etc.), employer funding and community college general funds (local tax dollars). Job seeking and employee searching assistance are provided through many of these programs, including the Job Bank and Talent Bank databases available on-line.



Economic Development and Job Training

Economic Development and Job Training is the link between local training providers, employers, economic development organizations, local Michigan Works! agencies, Michigan Department of Career Development and the Michigan Department of Economic Development Corporation. All Michigan based companies are eligible to compete for the specialized training funds, which are channeled through community colleges, intermediate school districts, licensed proprietary schools and trade academies.

A Vision of the Future for Northeast Michigan

What does the future hold for Northeast Michigan? The residents, businesses and visitors of the Northeast region of Michigan have diverse needs, desires and dreams, therefore satisfying them and creating one "vision" is a significant challenge for any community.

Northeast Michigan remains predominantly rural and undeveloped, with a limited population spread over a large geographic region. Due to the remarkable natural resources of the region, thousands of visitors and part-time residents flock to the area to enjoy the aesthetic beauty and recreational opportunities. The goal of creating economically healthy communities while protecting vulnerable ecosystems is vital to preserving the highly valued quality of life prevalent in Northeast Michigan.

The cities, villages, townships and counties will need to work together on aggressive economic development program aimed at retention, expansion and attraction of business and industry within the region. The primary objective is to create and maintain a healthy and growing economy in Northeast Michigan, which is supported by the education and training opportunities available in the region. The value of existing education and training programs is recognized, while continuously seeking to improve and expand services as needed.

Enhanced strategic partnerships between the educational/training entities, business and industry, and local units of government will allow the region to better meet the changing workforce needs. Additionally, local economies will be strengthened through the expansion of existing businesses, the start-up of new small local businesses and attraction of new high-skill businesses, due in part to these strategic partnerships. The resulting increased economic development in the region will provide a greater diversity of career opportunities within the region to attract and keep working age persons in the region.

Strong educational systems, community values and quality of life offered by communities within the region will continue to be a significant attraction of new business and industry to the region. Investment in both the physical and technological infrastructure of the area will enhance the economic competitiveness of the region. A proactive marketing program promoting Northeast Michigan as the place to locate or expand your business or industry, will provide a significant boost to the local economies of the region.

Employment and Training Programs 1995-1999

Fiscal Year Ending June 30	JTPA Expenses	EDWAAA	Employment Service Agency Expenses NE MI	Work First/Welfare Reform Expenses
1995	2,325,059	568,343		596,231
1996	1,509,548	747,088		807,793
1997	1,570,415	513,443		916,676
1998	1,821,243	600,037	427,898	1,195,131
1999	1,678,591	678,831	427,898	1,104,916

Source: Northeast Michigan Consortium

Top Five Private Industry Employers Regionally THIRD QUARTER 1998

Industry	Number
Hospitality/Food Services	4,259
Health Care/Services	3,400
Food Stores	2,266
Industrial Machinery & Equipment	2,033
Hospitality/Lodging	1,557

Source: Michigan Department of Career Development, Office of Labor Market Research

Top Five Growth Occupations in Northeast Michigan 1996-2006

Industry	Number
Cashiers	280 jobs
Salespersons, Retail	205 jobs
General Managers & Top Executives	140 jobs
Maintenance Repairers	120 jobs
Food Preparation Workers	115 jobs

Source: Michigan Department of Career Development, Office of Labor Market Research

