

**Career Connect Advisory Meeting  
 Transportation, Distribution and Logistics  
 Tuesday, October 18, 2022  
 Pathway Team Agenda**

<b>Group Discussion</b>	
<b>I.</b>	<b>Welcome and Introductions (Record Members Present)</b>
	<ul style="list-style-type: none"> <li>a. Facilitator Introductions               <ul style="list-style-type: none"> <li>• Jim Benton</li> <li>• Cindy Goss</li> <li>• Kenzie Andrysiak</li> </ul> </li> <li>b. Around the Room - Who is in the room and what has been previous involvement with advisory committees or Career Connect programming?  <u>Members Present:</u> <ul style="list-style-type: none"> <li>• Troy Thrash</li> <li>• Tom Hoopes</li> <li>• Matt Basse</li> <li>• Angela DeVries</li> <li>• Randy Schafer</li> <li>• Greg Edwards</li> <li>• Jay Becker</li> <li>• Chris May</li> <li>• Bob Kuehl</li> <li>• Keith DeBoer</li> <li>• Marcel Zondag</li> <li>• Andy Richards</li> <li>• Tom Thinnies</li> <li>• William Garnett</li> </ul> </li> </ul>
<b>II.</b>	<b>Pathway Team Overview (No Minutes Needed)</b>
	<ul style="list-style-type: none"> <li>a. <b>Defined:</b> Occupational Experts providing guidance and perspective to Career Connect program offerings and course curriculum.</li> <li>b. Goals of Pathway Teams</li> <li>c. Scope of Pathway Teams</li> <li>d. Overview of Roles (Occupational Experts, Chairperson, Instructors)</li> </ul>
<b>III.</b>	<b>Industry Trends by Occupational Experts (Capture Conversation)</b>
	<p>Key Points/Discussion Items:</p> <ul style="list-style-type: none"> <li>○ Top 3 things needed in the Auto industry are technicians.</li> <li>○ We need people who want to be in the industry, who have the desire, and who have the early exposure.</li> <li>○ We need to get to the students before the colleges do.</li> <li>○ The need is for students to understand they need to work and show up, the rest can be taught.</li> <li>○ People in this industry will get treated very well and paid good.</li> </ul>

- We need to start creating the individuals that can see themselves in this industry.
- This industry is the most dynamic it's ever been, and the model is changing dramatically.
- Most of the jobs are electrification jobs, even hybrid jobs.
- Working on cars should be fun and cool.
- We need more people wanting to work on the actual cars themselves.
- Technicians aren't engineers.
- Cars have changed a lot -> There is much more technology on cars today which makes it challenging.
- Majority of students are going to college but really should be going into these programs.
- It's time to change the perception of "needing to go to college" and we need people to realize it's okay to get "dirty."
- We're competing with all the other random things that students hear about to make money such as being an "influencer."
- An influencer isn't sustainable, getting into programs like aviation, auto, etc. creates sustainability. How do we get students to see that?
- A mechanic with 7 years of experience could go anywhere and ask for however much they want because these industries are in need of people who want to get their hands dirty.
- Students need to see the "appeal" of the industry.
- We need to be dual branded, it's not just the students making their career/schooling choices. Many parents are the first to say, "you don't need to be getting your hands dirty doing that job for the rest of your life." We need to connect with the parents as well.
- The building where your working does matter. We can say it doesn't, but it does. A parent is more likely to support their kid working at a nice and updated shop rather than a dingey shop.
- What kind of parent awareness can we do?
- We're battling the Kalamazoo Promise, but we can compete because of not having to pay room and board.
- We're battling the sales pitches from universities.
- Students are wanting to go to college because they want to "party" and go to "frat houses" and get the "experiences," how do we compete with that?
- We can and need to have walk throughs with both students and parents.
- We need counselors at the school to be able to talk with the students at the center about the actual industries and employers-The Career Awareness and Exploration team will be helpful with this.
- We need to include student input when working on the mobile lab. What is interesting to a 56-year-old is different than a 16-year-old.
- We also need to show the parents the Career Center to get them intrigued but also need to show them the pathway so they can see the opportunities in these industries.
- We can bring someone in and pay them immediately, then pay them for training, and they won't be \$100,000 in debt.
- It would be good to do a comparison of students 4 years, 6 years, 10 years after college along with CTE students who went right into the industry.
- Let students and parents try out equipment. That could help parents get intrigued.

<ul style="list-style-type: none"> <li>○ Law of numbers-many companies have more jobs available to students coming out of CTE programs rather than college degree students.</li> <li>○ Make the programs seen, don't stick them in the back corner or basements of schools.</li> <li>○ The building itself will be nice, but we also need to collaborate more with the schools to get them onboard to support getting their students to the center.</li> <li>○ Schools share how many students are going to a 2-year college or 4-year college, but they don't highlight how many students got hired right out of high school. Kids need to know it's accessible.</li> <li>○ Aviation has barriers due to perception. People think they must be a rocket aviation scientist to be in aviation. We just need students who want to learn and explore.</li> <li>○ Aviation encompasses so many different trades.</li> <li>○ So many skills and basics crossover with all of the different trades.</li> <li>○ We need to utilize counselors to make connections with companies such as the Air Zoo.</li> <li>○ Even though Aviation isn't in the Career Center, it's still important to show case the program in there such as putting an airplane in there for students to see.</li> <li>○ Utilize things like social media, videos, and podcasts about all the different pathways you can go in different industries. Where can you go with Aviation, Auto, etc.? <ul style="list-style-type: none"> <li>▪ Share these with parents, high school principals, etc.</li> <li>▪ Send newsletters</li> </ul> </li> <li>○ Students need to listen to the younger generation. They like to listen to people who are more recent in the industries rather than the person who has been there for 20 years. Have people who relate to the students talk to them.</li> </ul>	
<b>IV.</b>	<b>Career &amp; Technical Education Program Update(s) by Instructor(s) (Record Highlights)</b>
	<p>a. Curriculum Offered Overview</p> <p><u>Highlights:</u> Comstock Auto has two sections of Auto, one with 20 students and one with 21 students. The large classes are working great to far.</p> <p>b. Student Leadership Opportunities/CTSO Participation</p> <p><u>Highlights:</u> There have been lots of great opportunities with field trips and job shadowing. The auto classes are going to Eagle Auto Parts to watch them process a car and going to a junk yard.</p> <p>c. Work-Based Learning Opportunities</p> <p><u>Highlights:</u> Students are getting to visit different shops. Always looking for more WBL opportunity.</p> <p>d. Industry Recognized Certifications/Credentials Offered</p> <p><u>Highlights:</u> 39 students received certifications this last school year.</p> <p>e. Program Resources, Facilities, Equipment Needs</p> <p><u>Highlights:</u> A trend that is starting to change is starting to see students with more work ethic who want to be working with equipment.</p>
<b>V.</b>	<b>Career Connect Engagement Opportunities (No Minutes Needed)</b>
<b>VI.</b>	<b>Closing Comments</b>
	<p>a. Question and Answer</p> <p>b. Thank You</p>