



COUNTY ADMINISTRATOR
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TO: Al Robinson, Chair
Ways & Means Committee

THROUGH: Robert E. Guenzel
County Administrator

FROM: Trenda Rusher, Director
Employment Training/Community Services

DATE: February 24, 1999

SUBJECT: 1999 Career Preparation System (CPS) Public Information Plan

Board Action Requested:

The Employment Training/Community Services Group is requesting the ratification of the signature of the Chair of the Board on the application to the Michigan Jobs Commission (MJC) for the 1999 Career Preparation System (CPS) Public Information Plan for the period November 1, 1998 through September 30, 1999 in the amount of \$10,134.

Background:

In February 1999, a statewide public information campaign began for the promotion of the Career Preparation System (CPS). This campaign included the Bill Cosby public awareness messages that aired on most of the major television markets in Michigan. At the end of each message, the toll-free phone number for the School-to-Work Clearinghouse at Michigan State University is displayed. The Clearinghouse will distribute general information about the CPS. They will also supply the Michigan Works! toll-free phone number (1-800-285-WORKS). This means inquiries about local CPS activities will be routed to each Michigan Works! Agency (MWA).

Discussion:

The ultimate goal of this campaign is to raise awareness of the CPS. Specifically, local initiatives should be promoted in a way that will engage the public with local CPS activities. Each MWA and EAG will be responsible for creating promotional materials to be used when inquiries are made about local CPS activities. The first strategy will be the creation of brochure(s).

In addition to the coordination between MWAs and EAGS, we encourage coordination with other MWAs and EAGs in your area of the state.

To support local areas in responding to inquiries about the CPS, funds have been allocated for the creation of CPS brochures. If an appropriate CPS brochure already exists at the local level, other public information strategies to complement the brochures would be considered. For example, air time

for radio spots or purchasing additional television time. Funds are not to be used for staff costs associated with response to inquiries.

The Informational campaign may include/incorporate the following:

- Address different audiences (students, parents, employers, etc.);
- Explain the goals and mission of the CPS and how local activities will reflect the goals;
- Be sensitive to phrasing used in the brochures;
- Give tips for how various audiences can get involved with the CPS;
- Provide a contact(s) for more information;
- Develop materials that can be used in the future.

Massive changes taking place in all areas of employment in America present new challenges to those seeking productive careers. The impact of rapidly changing technology and an expanding global economy is being felt across all career areas, including those traditionally requiring a baccalaureate degree. Employers have expectations for well-prepared, motivated employees possessing academic skills in mathematics, communications, and science. People with good work ethics, teamwork skills, critical thinking, and a desire for continued learning are in high demand. The need for unskilled labor continues to decrease. Having the right preparation for a career of choice is critical. No longer can people completing a four-year degree from one of Michigan's colleges or universities be assured of employment unless they have the necessary knowledge and skills to meet an employer's needs.

What is Career Preparation?

Michigan's Career Preparation System, an initiative announced by Governor John Engler in the 1997 State of the State address, is a system (see Attachment A, page 4) of programs and strategies providing students with greater choices to prepare for success. The system is intended to ensure that each graduate will receive world-class skills and training that prepares them for higher education and their first job in today's competitive market. The Career Preparation System, created through amendments to the FY 1997-98 School Aid Act (Public Act 93), as well as Executive Order 1997-15, is designed to give all students a jump-start to their career by expanding options to explore a variety of career opportunities throughout their K-12 education. This will be accomplished by providing integrated instruction which emphasizes the application of academics to the world beyond the classroom. The system calls for providing all middle school students with career exploration and guidance opportunities including general employability and technology skills. High school students will be able to begin preparation for careers. The majority of programs will be designed to articulate with postsecondary programs at community colleges and four-year institutions across the state.

What Are the Goals of the Career Preparation System?

The goals of the Career Preparation System are as follows:

1. Expand the educational choices available to students and parents;
2. Ensure that career preparation is an integral part of our educational system;
3. Increase the involvement of the private sector and other community organizations in the Career Preparation System; and
4. Establish system standards and accountability statewide to ensure consistent high quality.

What is the Mission of the Career Preparation System?

All students completing the Michigan education system will have the necessary academic, technical,

and work behavior skills for success in a career of their choice and lifelong learning.

Regional Plans

Regional career preparation plans will be developed to address a system-wide approach to career preparation. These plans will be developed by the Education Advisory Groups of local Workforce Development Boards and submitted to the Michigan Department of Education for final approval. Plans will describe how each Workforce Development Board area will implement the seven components of the Career Preparation System which include:

1. Academic Preparation

2. Career Development

- Career Pathways
- Comprehensive Guidance & Counseling
- Career Awareness
- Career Exploration
- Career Assessment
- Education Development Plans
- College Placement

3. Workplace Readiness

- Career & Employability Skills
- Technology Education
- Core Pathway Courses

4. Professional & Technical Education

- Career & Technical Education
- Community College
- College/University
- Military
- Technical/Trade/Proprietary Schools

5. Work-Based Learning

- Work-Based Learning Techniques
- Career Placement

6. Accountability

- Academic Achievement
- Workplace Readiness Achievement
- Career Competency Achievement
- College/Career Placement
- Employer Satisfaction

7. School Improvement

Business Involvement

The system supports expanded collaboration between educators, business/industry, and labor. These partnerships open new doors to work-based learning experiences such as job shadowing, school-to-registered apprenticeship, and teacher/counselor internships in business/industry. Employers would also be asked to assist educators in assessing student performance and evaluating programs through the use of local peer review committees.

An innovative aspect of the Career Preparation System is that schools could seek designation as an *Advanced Career Academy* from the Michigan Department of Education. These academies would be designed with business and industry input and offer career ladder programs in high-skill, high-wage career areas. Funding of up to \$2 million has been set aside for Advanced Career Academies for 1998-99.

Accountability

The Career Preparation System will provide accountability as follows:

- a. The State Council for Career Preparation Standards will set uniform career competency standards and assessments for measuring the quality of education programs and student achievement. The standards and assessments will be continuously updated.**
- b. Performance standards including: academic achievement, workplace readiness, career competency, college/career placement, and employer satisfaction.**
- c. Regional Peer Review committees comprised of local business and education representatives will review programs and ensure compliance with the career competency standards and other evaluation criteria. Future funding of programs is dependent upon addressing peer review findings in subsequent regional career preparation plans.**
- d. Consumer information provided to parents on the opportunities available to students. This information will also be continuously updated.**

Impact on Human Resources:

The requested Board action has no impact on Washtenaw County positions, personnel policies or procedures.

Impact on Budget:

There are no County funds nor match required for this program. Administration costs are limited to

\$1,013 (10%) of the total funds.

Impact on Indirect Costs:

There are no indirect costs associated with this request.

Impact on Other County Departments or Outside Agencies:

The requested Board action has no impact on other County Departments or outside agencies.

Conformity to County Policies:

This matter has been reviewed by the Washtenaw County Workforce Development Board, the County Administrator's Office, Corporation Counsel, Finance, Human Resources, and the Ways and Means Committee. The requested Board action is in conformity with County policies.

Attachments/Appendices:

1999 Career Preparation System (CPS) Public Information Plan

Budget

A RESOLUTION RATIFYING THE SIGNATURE OF THE CHAIR OF THE BOARD ON THE application to the Michigan Jobs Commission (MJC) for the 1999 Career Preparation System (CPS) Public Information Plan for the period November 1, 1998 through September 30, 1999 in the amount of \$10,134. FOR THE EMPLOYMENT TRAINING/COMMUNITY SERVICES GROUP; AUTHORIZING THE ADMINISTRATOR TO SIGN THE NOTICE OF GRANT AWARD; AMENDING THE BUDGET AND AUTHORIZING THE ADMINISTRATOR TO SIGN DELEGATE CONTRACTS

WASHTENAW COUNTY BOARD OF COMMISSIONERS

March 10, 1999

WHEREAS, the Employment Training/Community Services Group is the administrator and operator of Employment and Training programs in Washtenaw County; and

WHEREAS, the Employment Training/Community Services Group is funded by the Job Training and Partnership Act, the Michigan Department of Labor and the Michigan Jobs Commission to provide employment training and placement services; and

WHEREAS, the Washtenaw County Workforce Development Board and the Board of Commissioners oversee, recommend and approve employment and training programs throughout Washtenaw County; and

WHEREAS, in February 1999, a statewide public information campaign began for the promotion of the CPS; and

WHEREAS, the ultimate goal of this campaign is to raise awareness of the CPS. Specifically, local initiatives should be promoted in a way that will engage the public with local CPS activities; and

WHEREAS, to support local areas in responding to inquiries about the CPS, funds have been allocated for the creation of CPS brochures; and

WHEREAS, funds are not to be used for staff costs associated with response to inquiries; and

WHEREAS, administrative costs are limited to 10% of the total budget; and

WHEREAS, the Informational campaign may include/incorporate the following:

- Address different audiences (students, parents, employers, etc.);
- Explain the goals and mission of the CPS and how local activities will reflect the goals;

- Be sensitive to phrasing used in the brochures;
- Give tips for how various audiences can get involved with the CPS;
- Provide a contact(s) for more information;
- Develop materials that can be used in the future; and

WHEREAS, this matter has been reviewed by the Washtenaw County Workforce Development Board, the County Administrator's Office, Corporation Counsel, Finance, Human Resources, and the Ways and Means Committee

NOW THEREFORE BE IT RESOLVED that the Washtenaw County Board of Commissioners hereby ratifies the signature of the Chair of the Board on the 1999 Career Preparation System (CPS) Public Information Plan to the Michigan Jobs Commission for the period November 1, 1998 through September 30, 1999 in the amount of \$10,134 for the Employment Training/Community Services Group, as on file with the County Clerk.

BE IT FURTHER RESOLVED that the Board of Commissioners takes the following actions contingent upon receipt of the grant award in conformity with the application:

1. Authorizing the Administrator to sign the Notice of Grant Award
2. Amending the budget, as attached hereto and made a part hereof
3. Authorizing the Administrator to sign the delegate contracts upon review of Corporation Counsel to be filed with the County Clerk

Washtenaw County ETCS		
Summary Budget		
Fund #2480 - Career Preparation		
Year Ending September 30, 1999		
Revenues		
50000	Federal Revenue	\$ 10,134
Expenditures		
80000	Other Services and Charges	\$ 1,013

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