

## Nontraditional Career Choices Commended

Thirty-nine students from across the state were recognized at an awards ceremony earlier this fall at the State Capitol for choosing careers nontraditional for their gender and then inspiring others to follow their example.

The Michigan Department of Career Development presented Breaking Traditions Awards to young women who plan to be diesel truck mechanics, cabinetmakers, and engineers, and to young men who have chosen careers in nursing and child care.

To be considered for an award, students had to be enrolled in a Career and Technical Education program nontraditional for their gender during the 2001–2002 school year; be nominated by a teacher or other personnel employed at the



The Breaking Traditions Award winners posed on the Capitol steps.

school or community college; and have a satisfactory academic record.

In addition, qualifying students had to have made a contribution to the awareness of nontraditional careers.

For a list of the award winners, go to [www.michigan.gov/mdcd](http://www.michigan.gov/mdcd)

## New Talent Bank Feature Multiplies Job Listings

Continuous improvement is a hallmark of all quality customer service efforts, and the Michigan Talent Bank (MTB) Web site found at [www.TalentFreeway.org](http://www.TalentFreeway.org) is no exception. On September 30, the Employment Service Agency in the Michigan Department of Career Development launched an enhancement to the Michigan Talent Bank that provides more than 90,000 job listings in addition to the 30,000 already there for job seekers to view and consider.

These newest job listings are available through a contract with EmployOn, Inc., which uses spidering, parsing, and searching/matching technology to locate jobs in Michigan and neighboring states posted on other Internet Web sites. The job listings may come from other popular job boards such as Yahoo.com, government sites, or Michigan business Web sites. In addition, EmployOn includes a Salary Calculator feature that provides general salary information by occupation and years of experience for major cities throughout the U.S.

To take advantage of the new feature, job seekers must first search for job openings listed directly in the MTB. They are then given the option of conducting a new search in the MTB for job openings or searching for jobs in EmployOn.

Job seekers are given general information about EmployOn and are reminded that certain MTB features, such as the automatic resume e-mail and Job Scout, are not available when doing the EmployOn job search. Job seekers are also told that the State of Michigan is not responsible for the content, accuracy, and timeliness of jobs posted on EmployOn. Job seekers, however, are encouraged to use the MTB Web site e-mail (Contact Us) to report any inappropriate job listings.

Job seekers who elect to search EmployOn's job listings do not leave the actual MTB Web site; they access this additional job information through pop-up screens/Web pages that overlay the MTB Web pages. The EmployOn job search feature was customized for Michigan so that it

has the same look and feel as the Michigan Talent Bank and is thoroughly integrated into the state's labor exchange system.

Please visit the MTB and try out the new features. For assistance or additional information, call the MTB Customer Help Line at 1-888-253-6855, Monday through Friday, 8:00 a.m. to 5:00 p.m.

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## The Director's Column

I have spent the last few months focusing attention on the career development system and the tremendous successes that are now evident as a result of that system. I know that many of you have undertaken the task of educating incoming legislators and others about these successes.

I am confident that, because of your enthusiasm and pride in what you have accomplished over the last three years in particular, the system will continue—although perhaps not in its present form. The model of state leadership with strong local control will be hard to destroy because we know that your work has helped Michiganders from all walks of life, and that our customers have come to expect high levels of service.

Personally, I am most gratified that there is so much evidence that Governor Engler's vision has been successfully implemented. I have enjoyed being his ambassador in this implementation, and I am glad that Michigan is now considered

the national leader in career development.

Our road to success has not always been easy, but I thank you for your persistence, cooperation, and dedication to your customers. I am thrilled that new, strong relationships have been forged over the last three years, and that communication is productive and frequent among groups and individuals who were previously not working together. Keep up the good work!

As I move into the next exciting phase of my life, I will continue to work, on national and local fronts, toward the acceptance of the Michigan model for career development as the logical, common sense approach that will guarantee our economic vitality and security.

I have adopted Michigan as my home, so I hope that my path will cross yours in the future. I have enjoyed the work we have done together, and I thank you for your help, support, and friendship.



MDCD Director Barbara Bolin

A new administration will mean many changes, but it will also signify a new beginning with new possibilities and opportunities.

God speed, and good luck in your future endeavors.

*Barbara Bolin*

## Retail Marketing Training Offered at MCTI

A new training program in Retail Marketing is being offered this fall at the Michigan Career and Technical Institute (MCTI) near Plainwell.

"Our business advisory group members recommended this new program based on industry need," said MCTI Director Dennis Hart. "They have worked closely with our staff in helping to design a curriculum that will enable our graduates to step right into retail business opportunities."

MCTI's Retail Marketing program offers students a choice of three career options. The two-term Sales Clerk/Cashier course consists of hands-on training in the school store as well as working in co-op positions in the

community. The learning focus is on customer service as well as effective listening and speaking skills, positive team-building behaviors, and problem-solving and decision-making skills.

The three-term National Certified Retail Salesperson course provides instruction in products and service, assessing customer needs, educating the customer, meeting customer needs, preparing for selling, and closing the sale. There is also a focus on developing and implementing a sales follow-up plan.

Also requiring three terms, the Team Leader/Supervisor course prepares students for supervisory positions.

Students learn managerial skills and help instructors supervise first- and second-term students.

Located on the shores of Pine Lake in Barry County, MCTI offers free tuition and room and board in the dormitory for Michigan residents with disabilities. The school is operated by the Michigan Department of Career Development.

For more information about the Retail Marketing program or other training programs at MCTI, contact Kelley Blodger toll free at 1-877-901-7360 (voice/TTY).

**T**he state's newest Michigan Technical Education Center (M-TEC), operated by Grand Rapids Community College, officially opened to students September 4, bringing to 17 the number of M-TECs in Michigan.

The \$13.3 million facility, called the Tassell M-TEC, offers hands-on technical training in manufacturing and production, automobile repair, and construction trades. Approximately 1,000 students have enrolled this fall semester for credit and non-credit courses.

"Local businesses today are demanding more highly skilled workers," said GRCC President Juan Olivarez. "With the help of the state and special, committed community partners, Grand Rapids Community College is proud to meet this need with the opening of the Tassell M-TEC."

Named in honor of local businessman Leslie E. Tassell\*, who donated \$1.5 million to the project, this is GRCC's second M-TEC serving West Michigan.

"I'm proud to be able to support GRCC and its commitment to workforce development," said Tassell. "We must continue to invest in opportunities that will help local men and women remain competitive in the workforce by providing them with the technical skills needed by employers—skills that allow them to earn a decent wage and improve their own lives and the futures of their families. This M-TEC is a step in that direction."

The Tassell M-TEC will also be used by a number of local organizations. The Kent Career Technical Center will offer masonry classes at the M-TEC for local high school students. The Kent/Allegan Workforce Development Board will have a



Grand Rapids businessman Leslie E. Tassell, for whom the new Tassell M-TEC is named, cuts the ribbon at the dedication ceremony August 28.

satellite Michigan Works! office at the new building; and Grand Rapids Public Schools will use the space to offer a GED certification program in English and Spanish. Associated Builders and Contractors will also have staff located at the M-TEC to support apprentices and employers.

\*See related article on page 11.

## Flexibility Is Hallmark of Hospitality Programs

Ferris State University has long been recognized for its emphasis on career education, with well-structured, hands-on learning experiences and strong relationships with employers. With a 95 percent job placement rate and average starting salaries up to \$36,000, the university's Hospitality programs are among the most successful.

Flexibility is one of the key features. Three different degree options are available as well as minors and certificates. Students may enter directly into the associate's degree program in Restaurant & Food Industry Management (RFIM) or enroll directly into the Resort Management Bachelor of Science degree program and choose among five areas of concentration. Also, students with an associate's degree may transfer into the Bachelor of Science degree program in Hotel Management.

All of Ferris's hospitality programs focus on practical

application through lab courses, conferences, guest speakers, field trips, and observations. Students work throughout the school year planning and executing an annual fundraising gala dinner event. In addition, RFIM students operate a restaurant as part of their coursework.

Paid internships are required in all degree paths, and students typically work in places such as Disney World; Hilton Head Island, South Carolina; and Vail, Colorado. A number of international internships are available every year with the U. S. Navy. There is also an established exchange opportunity with several international colleges.

Ferris State's Hospitality programs have articulation agreements for high school food service career students as well as marketing and tourism career students. By meeting the articulation requirements, students may earn up to nine credit hours. Many students transferring from Michigan's

community colleges directly into the Hotel program are covered by articulation agreements. Nontraditional students with industry experience have an opportunity to earn up to 12 credit hours.

Many national and regional scholarships are awarded for Hospitality students. Also, \$1,000 scholarships are available for incoming DECA, SkillsUSA, and community college transfer students.

For more information on Ferris Hospitality programs, log onto [www.ferris.edu/htmls/colleges/business/hospitality/index.chm](http://www.ferris.edu/htmls/colleges/business/hospitality/index.chm), or contact Anthony Agbeh at 1-800-4FERRIS, ext. 2382, or [agbeha@ferris.edu](mailto:agbeha@ferris.edu).



Ferris Hospitality program students may travel internationally for their internships, as these five students did. L to R, Michael Searing, to Iceland; Brandon Cory, to Japan; Julie Doyle, professor/internship coordinator; Sarah Bennett, to Italy; KaryAnn Waukazoo, to Bahrain; and Saul Monarez, to Japan.

## E-Commerce “Campers” Link with Businesses

**B**rovia Evans conceded that if he hadn't participated in Wayne State University's E-Commerce Summer Camp, he would have passed his summer vacation days “hanging out,” probably playing basketball. Instead, the 16-year-old Northern High School student got a hands-on introduction to technology and business as well as a first-hand look at the virtues of higher education.

The WSU School of Business Administration presented the 10-week program in conjunction with the Detroit Public Schools and the business community.

Evans and 26 other students from seven Detroit public high schools—Cass Technical, Martin Luther King, Jr., Murray-Wright, Northern, Northwestern, Pershing, and Western—spent their mornings as “e-commerce campers” on the WSU campus, taking part in lectures and hands-on classes that focused on technical, business, and behavioral skill development. In the afternoon, they participated in paid internships at various companies and organizations in the Detroit area, including WSU, Ford

Motor Co., the *Detroit Free Press*, Budco, Crain Communications, Inc., the City of Detroit, Technical Software Consulting, and Vision IT.

Janese Roberson, 17, completed her internship at WSU's Division of Computing and Information Technology.

Among other projects, she helped with Web site development for Campus Pipeline, a Web-based communication tool that links faculty and students.

Soledad Hernandez, 17, worked at the *Detroit Free Press*—helping with computer-based projects that the staff hadn't been able to get to, such as cataloging books. She also had the opportunity to sit in on meetings as the editors planned the next day's newspaper content.

Thomas Anderson, associate dean at the School of Business Administration and director of



E-Commerce graduates Matthew Brooks, Tanisha Weatherly, and Rebecca Means; Lisa Hamway with SBC Ameritech-Michigan; E-Commerce graduate Anthony Chambers; and Harvey Kahalas, dean, WSU School of Business Administration. SBC Ameritech-Michigan, Ford Motor Co., and the Thompson-McCully Foundation were major donors to the camp.

the camp, purposely targeted the African-American and Latino communities. “We wanted to attract more people into a post-secondary education stream that involved technology,” he explained. “And, of course, the second charge was to diversify, and we are committed to working with the minority community to achieve that.”

This is the second year the camp has been offered. Last year's 25 graduates have now completed high school, and all of them have gone on to post-secondary educational programs, Anderson said.

## Hispanic Awards Recognize Community Work

One of the highlights of Hispanic Heritage Month—September 15 through October 15—is the Awards and Scholarship Dinner sponsored by the Hispanic Legislative Caucus. This year's event, held September 25 in Lansing, honored seven individuals for their community achievements:

The Outstanding Hispanic Arts Award was given to **Andrea Lazano** of Clarkston, owner of the “Art of Living” art gallery in Lake Orion. She volunteers at public schools, where she shares her vast knowledge of Hispanic culture.

**Enrique y Consuelo Ayala** of Wyoming were honored with the Outstanding Hispanic/Business/Economic Develop-

ment Award for establishing the first “Super Mercado” for area Hispanic residents.

**Miguel Angel Osorio**, owner of a grocery store and restaurant in Traverse City, was given the Outstanding Hispanic Advocate/Civic Duty Award for serving as a translator, provider to the hungry, and bus driver when his neighbors need transportation.

The Outstanding Hispanic Educator Award was presented to **Dr. Miguel De La Torre**, a member of the Hope College faculty, for numerous achievements, including his writing a regular column for *The Holland Sentinel*.

**John Paul Torres** of Auburn Hills was given the Outstanding Hispanic Youth Leadership Award for inspiring inner-city youth to go to college and for organizing a youth leadership program.

The Outstanding Hispanic Lifetime Achievement Award was presented to **Lupita Reyes** of Holland for achievements in the areas of interpreting, fair housing, and Hispanic radio broadcasting.

In addition, five Hispanic high school students from across the state were awarded college scholarships. They are **San Juana Olivares** of Flint, **Jessica Gomez** of Lansing, **Efrain Munoz** of Holland, **Vanessa Leal** of Saginaw, and **Diana Vargas** of Holland.

# Williamston Finds Successes in Wake of Career Pathways Implementation

**S**tudents at Williamston Community Schools have proved convincingly that Michigan's Career Preparation System benefits both students and teachers. "The changes that have taken place in Williamston Community Schools as a result of the district's successful implementation of its Career Connections initiative are impressive and worth sharing," said Dr. Barbara Bolin, director of the Michigan Department of Career Development.

The Career Connections initiative is the school district's approach to presenting information to its students about Career Pathways, the "flagship" in Michigan's Career Preparation System. The six Career Pathways are broad groupings of careers that share similar characteristics and whose employment requirements call for many common interests, strengths, and competencies.

These groupings help students see the relevance between their selected school courses, interests, and abilities and their future goals. The six Career Pathways are: arts and communication; business,

applies to real-life careers and challenges."

So successful has Williamston Community Schools been in implementing its initiative that it was the first school district in Ingham County to be identified by the Career Connections Board (the EAG for Clinton, Eaton, and Ingham counties) as a "Lighthouse District" for its progress and achievements in helping students feel a real-world connection to the lessons they learn in school.

A recent review of the effects of the implementation of the Career Connections initiative on dropout rates, student achievement, discipline, and daily attendance in Williamston High School also found good results. For example, high school dropout rates declined from 5.30 percent in the 1997–1998 school year to one percent in the 2001–2002 academic year. In addition, grade point averages for ninth grade students at the school increased from 2.91 in the 1999–2000 school year to 3.04 in the 2001–2002 year.

Another impressive

**"Our focus is on helping our students make a successful transition into the world beyond the classroom."**

— Dr. Gerald L. Stinnett

management, marketing, and technology; engineering/manufacturing and industrial technology; health sciences; human services; and natural resources and agriscience.

"Our focus is on helping our students make a successful transition into the world beyond the classroom," said Dr. Gerald L. Stinnett, superintendent of Williamston Community Schools. "Our teachers design and deliver lessons that are purposeful and have connections to real-life experiences, and our students learn how their school work

improvement was recorded in average daily attendance at Williamston High School. It increased from 89 percent during the 1999–2000 school year, when the curriculum was based on traditional classes, to 96 percent during the 2001–2002 school year, when contextual learning classes were implemented.

Contextual learning classes are problem-based, designed to help students identify a problem and determine how to resolve it. "They help students make the connection to the



Williamston High School ninth graders Mariesa Hilty, Scotty McLane, and Rachel Coates-Jorgensen learn that international relations are an integral part of many different careers.

world beyond the classroom, and for many of them, they ignite interest in a particular career," Dr. Stinnett said.

The emphasis on making career connections also has had a positive effect on teachers throughout Williamston Community Schools. In 1998, a great percentage of teachers district-wide had no work experience outside of education. By this year, however, 70 percent of teachers throughout the district have had summer extern experience in business/industry. This has enabled them to bring personal experience working in different careers to what they teach in their classrooms.

"What has been taking place in Williamston Community Schools is important to the entire state," Bolin said. "Effective career preparation instruction in Michigan schools helps individual students prepare for rewarding careers, which helps lead to successful economic development. That is absolutely essential if Michigan's economy is to continue to thrive in today's highly competitive global economy."

## Things Happen Fast at Kirtland-Gaylord M-TEC

**L**ife couldn't get much better for Ray Spain, or so he thought, until the 102-year old paper company in Alpena that employed him for more than 10 years suddenly and without warning closed its doors forever, idling 220 people.

At age 40, Spain was enjoying his life and his job as backtender, making high-quality paper from wood chips and water. He was halfway toward a decent retirement, his 401(k) getting fat, when it all came to a crashing end. Suddenly, he was out of a job with slim employment prospects in a region hit hard by an economy in recession.

What next? The only thing he knew for certain was that he would stay in Alpena, where he and wife, Kristen, grew up and where they intended to continue raising their daughter, Bailey, 15.

The future looked bleak. With little training or formal education on his resume, how would he earn a living?



"I was freaked out. Completely frazzled. I remember thinking, 'What is it that I do now?'" Spain recalled in a recent interview. "I mean, there I was, laid off. Not fired. What do they call it? Displaced? Abandoned?"

And scared. For a year, Spain researched the job market in an effort that eventually took him to Michigan Works!, hoping to find a direction. He did, and things began happening pretty fast.

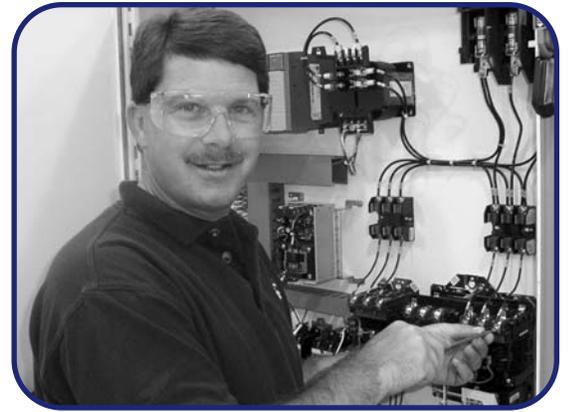
"Michigan Works! was great. They said, 'There's a center over there in Gaylord that's really going to help you guys,'" Spain recalled. So he made the trip—68 miles one way from his home to the new \$5.3 million M-TEC at Kirtland-Gaylord, which opened its doors in January, 2002. And he's been making it nearly every day since as one of the center's first full-time students.

He's studying electrical theory, intending to get a certificate that will enable him to begin work as an electrician's apprentice.

"With the availability of electrical jobs in my area, you can just about write your own ticket," Spain said. "But I needed the training to be able to write mine. I talked to a bunch of electrical companies. They all wanted somebody who was already trained. And they didn't want to train you. My problem was how do I get from Point A to Point B?"

He got that question answered in a few minutes by Gail Westmoreland, administrative assistant to provost Katherine Nemeth at the M-TEC at Kirtland-Gaylord. "Gail said, 'No problem. We can help,'" Spain said. "She explained all the different programs and asked which one would be best for me."

He chose the certificate course in electrical theory, which he figured to complete in about a year, and he hasn't looked back since. "I love this place," Spain says of the M-TEC at Kirtland-Gaylord. "It's changed my life. I went from despair to heading toward a brand new career."



He hopes to be done by January, but already he's been sniffing job opportunities in the Alpena area. "I've already talked to several different employers. One of the local electrical companies was interested, but said I had to be trained. I told them I was enrolled here at the M-TEC. They said, 'Whoa, that's good enough for us.' So I know I'm becoming very employable. It's working exactly as it's supposed to work."

Spain describes himself as an average student. "I'm not first in my class, but I'm not last either. The nice thing about it is you go at your own pace. We all learn at different speeds. I'll tell you this: I've never seen anybody quit. They don't quit. It's a good deal. You learn."

"I was a little scared at first. I hadn't been in school for more than 20 years. But I just jumped right in and I liked it. I liked the people, the facility, the instructors. The instructors here are just awesome."

Spain knows his certificate will open the door to an opportunity as an electrician's apprentice, a 4,000-hour on-the-job training program that will earn him his journeyman's card.

"I'll go to work and keep jamming money into our 401(k)," he said. "But I'll definitely continue on to get my associate's degree, too. In fact, whoever my employer is, that will be one of the conditions—they'll have to let me continue going to school. There's a lot more I hope to get out of this place."

## Rehabilitation Agency Sponsors First Annual Small Business Awards Program

**F**ive Michigani-ans were honored at the First Annual Small Business Recognition Awards Banquet held August 23 in Lansing.

The event was sponsored by Michigan Rehabilitation Services, a division of the Michigan Department of Career Development, to recognize individuals who have played an important role in promoting small business ownership by people with disabilities.

A highlight of the banquet was the announcement of the first Small Business Development Lifetime Achievement Award, named the Heidi Van Arnem Award.

Ms. Van Arnem, who died in November 2001, was a noted disability advocate who founded iCan! Inc., considered

the leading information and communications gateway for people with disabilities. She also wrote a disability column for *The Detroit News* and was the recipient of many national awards. Ms. Van Arnem's family accepted the award on her behalf.

Also receiving awards:

**Carol Lopucki**, state director of the Michigan Network of Small Business Development Centers in Grand Rapids, was presented with the Small Business Resource Award.

**Deb Farrell**, an occupational therapist with Michigan Rehabilitation Services in Lansing, received the Small Business Service Award.

**Zachary Mercer**, owner of Subway stores in Lake City,

Manton, and Evart, was presented with the Small Business of the Year Award.

**Jack Wunderlich**, a business services representative with Michigan Rehabilitation Services in Traverse City, recently retired, received the Small Business Champion of the Year Award.

For more information on small business ownership by persons with disabilities, contact James Bunton at (517) 373-8297.



Carol Lopucki, winner of the Small Business Resource Award, and Robert E. Davis, state director of Michigan Rehabilitation Services.

## Classification System for Businesses Changes

The North American Industry Classification System (NAICS) has replaced the Standard Industrial Classification (SIC) system—the system used to classify data about industries or kinds of businesses in our economy.

The SIC system was developed in the 1930's, when manufacturing was the dominant industry in the U.S. economy. Over the last 60 years, there have been numerous revisions to the SIC system, reflecting the changes in the nation's industrial economic structure. Despite the revisions, the SIC system was not adequately equipped to manage the rapid changes in the U.S. economy.

NAICS was developed jointly by the United States, Canada, and Mexico to provide a new comparability in statistics about business activity across North America. It represents one of the most profound changes for statistical programs focusing on emerging economic activities. NAICS uses a produc-

tion-based approach, grouping establishments into industries based on the activity in which they are primarily engaged. Establishments that do similar things in similar ways are classified together.

NAICS uses a six-digit hierarchical coding system to classify all economic activity into 20 industry sectors, representing over 1,170 industries, compared to the ten-industry division, four-digit SIC structure which comprised 1,004 industries.

The new six-digit hierarchical structure allows greater coding flexibility than the four-digit structure of the SIC. However, the improved statistics arriving from the NAICS structure will result in time-series breaks. Every economic sector has been affected by the SIC to NAICS conversion. Manufacturing is restructured to recognize new high-tech industries. A new subsector is devoted to computers and electronics, including reproduction of software. Retail Trade is redefined. Eating and

drinking places are transferred from Retail Trade to a new Accommodation and Food Services sector. A new Information sector combines communications, publishing, motion picture and sound recording, and online services, recognizing our information-based economy. Nine new service sectors and 250 new service industries are also recognized.

During the past four years, the Office of Labor Market Information in the Employment Service Agency, Michigan Department of Career Development, has successfully converted its employer database under a contractual agreement with the U.S. Department of Labor. This effort involved the review, assignment, and conversion of approximately 260,000 employer establishments from SIC to NAICS. For more information, log onto the Office of Labor Market Information Web site at [www.TalentFreeway.org](http://www.TalentFreeway.org).

## MIST Site Offers Training for High-Tech Jobs

**S**killed workers are needed to fill jobs in technology-intensive environments such as manufacturing, construction, and information technology. To help workers acquire these skills, the Michigan Economic Development Corporation, Michigan Community College Association, Michigan Center for Career and Technical Education (MCCTE), and Lansing Community College have teamed up to produce and deliver over 125 open-entry/open-exit training modules on a new Web site called Michigan Skills Training Curriculum Database (MIST).

The MIST Web site ([www.mistcurriculum.org](http://www.mistcurriculum.org)) contains standards-based modules of instruction designed to provide high-technology educational opportunities for workers or potential workers in high-demand fields. The modules are targeted at particular content areas, such as

computer-assisted design (CAD), e-commerce, information technology, machining technology, and statistical process control.

Developed and hosted by MCCTE, the MIST database features pull-down menus and uses graphics, interactive simulations, audio, and video to make commonly found workplace examples come alive for the user.

The title of and descriptive summary for each module are available at [www.mistcurriculum.org/moduleTitles.cfm](http://www.mistcurriculum.org/moduleTitles.cfm). This database allows registered users to identify online open-entry, open-exit curriculum modules available in specific content areas. This database also includes module information such as title, description, goals, outcomes (correlated to accepted skill standards), completion time, recommended prerequisite knowledge and skills, and computer-based hardware and software require-

ments for registered users.

The strength of the Web site is that the module index is entirely searchable for registered users, which means they can search by content area, module title, module description, NIMS skill standard, learning outcome, and key word. For example, a student wishing to learn about computerized-numerical control systems for advanced metal working need only enter the term CNC in the keyword search box, and he or she will be directed to the appropriate modules.

Links to each of Michigan's 28 participating community colleges are available at [www.mistcurriculum.org/MapCCs.cfm](http://www.mistcurriculum.org/MapCCs.cfm). Many of Michigan's community colleges plan to offer for-credit courses using the modules as the primary delivery system.

## Check Out MCCTE's Latest Library Acquisitions

### **Co-curricular Activities; A Pathway to Careers**

By Ferguson Publishing Co.  
Call Number: CAP 00.0000 0435

Studies show that students involved in extracurricular activities go on to succeed. They have higher GPAs, higher test scores, a lower risk for dropping out of school, and a greater chance of attending college. Plus, activities such as community service, club membership, and participation in sports provide valuable experience, teach important personal skills like teamwork, and can help students explore and prepare for careers. 256 pp. 2001.

### **A Teenager's Guide to the Workplace**

By Karen Hinds  
Call Number: CAP 00.0000 0434

Karen Hinds helps teenagers with every aspect of the workplace. Her guide is easy to read and helps teenagers interview

with confidence, perfect interpersonal skills, dress for work on a budget, keep customers happy, and manage checkbooks and credit cards. 115 pp. 2001.

### **Enriching Curriculum for All Students**

By Joseph S. Renzulli  
Call Number: TE 00.0000 704

This book is a practical, research-based guide and set of strategies for educational decision makers who are serious about transforming the quality of education in their schools. It not only respects the daily realities of a school's structure, it also empowers teacher-leaders and teachers to integrate higher-order thinking skills and a broad range of learning experiences into instructional practice. The book offers a dynamic approach to school improvement by creating differentiated and enriching learning opportunities for all students. 178 pp. 2001.

### **Teaching in the Cyberage; Linking the Internet and Brain Theory**

By Kristen Nelson  
Call Number: TE 00.0000 702

This book analyzes how Internet projects reflect and can be applied to brain-compatible learning. Explore how to develop lessons that help students build skills in three vital areas: interpersonal exchange skills, information gathering and analysis skills, and questioning and problem-solving skills. This book supplies lessons for grades 4 through 12—fully developed and classroom-ready. 173 pp. 2001.

To borrow these or other titles, contact Jackie Hohenstein at 1-800-292-1606, ext. 5.

## Salmon Project Helps Students Become “Stewards of the Land”

In June of 2002, staff from the Michigan Center for Career and Technical Education (MCCTE) journeyed to Cedarville, Michigan, to take part in the release of Chinook salmon smolt. The release was the culmination of a nine-month program called Salmon in the Classroom.

Using aquarium nets, three students from Kathy Tassier’s fifth grade class scooped up the last few salmon smolt from their 55-gallon home and placed them in a small transport container. This would be the last human-assisted journey for these three-inch long salmon prior to their release into the Carp River. This location, proximate to Les Cheneaux Islands, will become the spawning site for these Chinook salmon after spending the next two years in Lake Huron.

Release day is a big event at Les Cheneaux Elementary School. Students in Tassier’s fifth grade class have shared the responsibility for rearing these healthy salmon for the past nine months. The project has received the highest recognition from the

Students participate in a hatching estimation contest using statistical principles. They learn about the lifecycle of the salmon as they watch them grow from newly hatched fish to three-inch-long smolt, ready for release. Students also share responsibilities for caring for the fish during the almost nine-month project. “It is neat to raise the salmon and see how they grow up,” said student Alice Coyne, who wants to be a veterinarian.

The students begin setting up the tanks in September so that they are ready for the arrival of the fertilized eggs in October. Maintaining the proper environment is critical to survival of the fish. Karley Smith, one of the fifth graders selected to capture the fish prior to transport to the release site, pointed out the special aquarium “chillers” that maintain a constant water temperature within a range of 40–50 degrees Fahrenheit.

According to Tassier, the environment is a main focus of this program that addresses the impact on salmon populations by factors such as pollution,



Scott Bartlett photo

Alice Coyne with several salmon smolt.

dramatic increase in parental and community involvement over the past three years.

According to Eric Cardwell, school principal, the salmon program is a partnership among Les Cheneaux Elementary School, the Michigan Department of Natural Resources, the InterTribal Fisheries Assessment Program of the Chippewa-Ottawa Resource Authority, and the environmental group Islands Wildlife.

The program was started at Les Cheneaux in 1999 and is modeled after similar projects successfully implemented in Alaska, California, Oregon, and Washington. Using the program implemented at Les Cheneaux Elementary School, the Michigan Department of Natural Resources and the Michigan Department of Education are developing a curriculum for use in other schools in Michigan. For more information, contact Kathy Tassier at ktassier@eup.k12.mi.us or (906) 484-2256.

**“It is neat to raise the salmon and see how they grow up.”**

— Fifth grader Alice Coyne

State of Michigan as one of only two elementary school programs to receive the coveted Governor’s Excellence in Practice Award. Les Cheneaux Elementary School received the award last January at the 2002 Governor’s Conference on Career Development.

The project begins each year in October when fertilized salmon eggs are collected from the Rose City DNR facility. As part of the project, students view a video of the fertilization process. The eggs hatch and are reared in two large aquariums maintained in Tassier’s classroom throughout the school year.

farm pesticides, and clear cutting. “This program encourages kids to take an interest in being good stewards of the land. With so many local parents involved in the tourism industry, stewardship of natural resources contributes directly to the livelihood of many families in this area,” Tassier said.

Science, mathematics, and language arts are also integrated into the program. “This is not just a science project; it also integrates reading, writing, and mathematics,” Tassier said. In addition, the Michigan Department of Career Development has credited the program for a

# Hats Off to Exceptional People

## Sandra Conley



**S**andra Conley, owner of Sandra's Baked Goods in Detroit, was presented with an Entrepreneurial Spirit Award by the Detroit Entrepreneurship Institute (DEI) earlier this year for the success she has achieved as a small business owner.

She is the first person with a disability to receive this award.

Conley was assisted in her quest to develop a small business by Deborah Rhynes, her counselor with Michigan Rehabilitation Services, a division of the Michigan Department of Career Development. Conley also credits her involvement as a student at DEI.

She first heard of the institute when Phyllis Green, fund development specialist, gave a presentation on business startups in 1999. "Out of the 20 people in the room, I knew immediately that Sandra would be the one who would come through our course, she was so determined," Green said.

Conley graduated from DEI in June 2000 and decided to develop Sandra's Baked Goods. "I spent one year out of work, the longest year of my life, trying to decide what I could do well," she said.

She recalled how much she loved making cookies as a child and selling packaged cookies as a Girl Scout. She researched how to bake quantities of cookies, how to freeze

them without losing flavor, and how to partner with caterers and other businesses to increase sales.

She produces mouth-watering oatmeal raisin, chocolate chip, peanut butter, and toffee crunch cookies. She can bake up to 3,000 cookies—or just three—to maintain her growing customer base. Her clients have included Compuware, Bing Steel, and DEI.

A role model for others wishing to start their own businesses, Conley gave the keynote address at the First Annual Small Business Recognition Awards Banquet sponsored in August by Michigan Rehabilitation Services (see article on page 7).

## 2003 Governor's Conference Focuses on Closing Skills Gap



Michigan's premier career development conference is a little more than two months away, so register now at [www.michigan.gov/mdcd](http://www.michigan.gov/mdcd)!

The 2003 Governor's Conference on Career Development will be held February 3–5 at the Amway Grand Plaza Hotel in Grand Rapids, with speakers, awards, exhibits, and student presentations illuminating the theme, "Meeting the Competitive Challenge: Skills for the 21st Century."

Keynote speakers will be Ed Barlow, president of Creating the Future, Inc., an organization dedicated to trend-spotting and strategic planning facilitation; and Dr. Isaiah McKinnon, former chief of police for the City of Detroit, who taps into his more than 35 years of experience in the public and private sectors, law enforcement, and private security to educate and inspire.

A unique feature of the conference will be a noontime presentation by students and teachers who participated in the FIRST LEGO League Challenge, City Sights! 2002. Following the

luncheon, conference attendees will have a chance to experience the Challenge in a step-by-step, hands-on demonstration with the FIRST LEGO League team members.

Conference attendees will also have an opportunity to learn about GEAR UP! Michigan, a new federally funded program operating in a number of Michigan school districts to help low-income students prepare to enter and succeed in postsecondary education.

The Third Annual Governor's Excellence in Practice Awards will be presented at the opening session of the conference. These prestigious awards recognize successful, sustained practices and programs in which educators and employers collaborate to prepare students for careers.

For more information, call 1-866-MY-GOALS (toll free, voice/TTY).

# Who Bring Honor to Michigan

**T**he state's newest Michigan Technical Education Center, the Leslie E. Tassell M-TEC in Grand Rapids, was named in honor of businessman and major donor Leslie E. Tassell.

Tassell is a philanthropic leader in the Grand Rapids community who has made large contributions to build the educational resources of West Michigan. A self-made man in every respect, he has built incredible success from humble beginnings.

His family emigrated from Europe to Canada when



Tassell was a child. By the time he was 15, his family had moved to the United States and he was already learning the tool-and-die trade by sharpening saw blades and running errands.

During the economic boom after World War II, Tassell and a partner invested in a machine-and-tool company. In 1958, Tassell opened the Leslie Metal Arts Company on 150 acres of land at 32nd Street and Schaffer Avenue in Grand Rapids. Known today as Lescoa, the major supplier of interior decorative components,

## Leslie Tassell

modular assemblies, and exterior lighting has expanded to a \$220 million company with more than 1,500 employees.

In 1999, Tassell sold Lescoa to Meridian Automotive Systems and made sure his workers received bonuses from his profits.

Now retired, he divides his time between homes in Cascade Township and the Florida Keys. At age 94, he continues to devote a few hours a day at the office.

His family—two children, six grandchildren, 16 great grandchildren, and three great-great grandchildren—is very supportive of Tassell's efforts to improve educational facilities in the Grand Rapids area. His seven-year-old great granddaughter even made a personal donation to the M-TEC capital campaign from her own bank.

Richard Kryza, a Michigan Department of Career Development veterans' employment representative in Saginaw, has been named Local Veterans' Employment Representative of the Year by the Disabled American Veterans (DAV). He accepted the award in August at DAV's national convention in Dallas.

"These awards recognize those men and women whose dedication provides employment opportunities to those who have earned them through service to our nation," said DAV National Commander George H. Steese. "Mr. Kryza is a shining example of what individuals can achieve in support of disabled veterans."

As a veterans' employment representative at the Michigan Works! Service Center in Sagi-

naw, Kryza communicates with local employers on behalf of veterans and raises awareness of veteran employment issues within the local business community.

"Around here, to care is to do," Kryza said. "We take the time to listen to every veteran who comes through the door."

A graduate of The University of Michigan and a Special Disabled Vietnam Veteran, Kryza has received numerous state awards from the Veterans of Foreign Wars, American Legion, and DAV over the years.

He helped organize more than 15 job fairs for veterans in the last ten years and was a captain for the Michigan Vietnam Veterans' Monument, dedicated November 11, 2001, in

## Richard Kryza

Lansing, raising more than \$25,000 for the memorial.

Kryza has been the Department Economic Chair for the American Legion within the State of Michigan for the past five years, during which time he has supported Veterans' Employment and Training Programs (VETS) through the Michigan Department of Career Development.

The Department Economic Chair supports funding for G.I. Bill college education benefits, home loan programs, and special help for disabled veterans.





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The Michigan Department of Career Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.



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Quantity: 56,000; Cost \$8,577; Unit Cost: \$0.15

## Job-Related Rehab Services Rated Highly

Last fall, the Michigan Rehabilitation Services (MRS) division of the Michigan Department of Career Development and the Michigan Commission for the Blind (MCB) in the Family Independence Agency contracted with a Massachusetts firm to conduct a comprehensive needs assessment of Michigan residents with disabilities.

Abt Associates, Inc.,—which specializes in research concerning persons with disabilities—has now reported the results of this study.

A mail survey asked clients and former clients of both MRS and MCB about their employment and living situations, what services they had received vis-à-vis what they needed, and what would help them most.

In addition, focus groups and individual interviews were conducted with members of

groups identified as unserved and underserved. These individuals were asked about work-related and other needs.

More than half of the persons surveyed by mail reported being gainfully employed, while another quarter were engaged in activities preparing for employment. About half of the employed persons with disabilities were in “white collar” jobs, with most of the other half in various service occupations.

The focus group participants and interview subjects were less productively engaged. Yet, the two sets of data from these very different groups converged in many respects. Both groups saw discrimination and lack of social acceptance as barriers to the employment of persons with disabilities. In fact, nearly 60 percent of persons surveyed felt their disabilities had kept them from advancing in a career.

Both groups valued employment-related rehabilitation services most highly and saw a need for more of these services. The keys to employment were seen as more education and training, tuition assistance, and other services directed at personal improvement to overcome limitations and a lack of skills.

Other employment-focused services included employer development and job search assistance. Services that support overall quality of life and have an impact on employability were frequently cited, especially transportation and housing assistance.

“This survey should provide a sound customer-validated basis for planning the deployment of MRS resources for years to come,” said Robert E. Davis, MRS state director.