

Health Occupation Summit

One of the best job opportunities in the Upper Peninsula today is in the field of health occupations. With that in mind, on January 8, 2002 a coalition of educators and business leaders met to identify a mechanism to introduce more youth to health occupations to:

- Fill critical job openings in area health care facilities and
- Assist Northern Michigan University with recruitment into health occupation programs.

The coalition consisted of over thirty representatives from Marquette General Health Systems, Bell Memorial Hospital, St. Francis Hospital, Northern Michigan University, Marquette Alger Regional Educational Service Agency, Ishpeming High School, Marquette Senior High School, Gwinn Public Schools and the Lake Superior Community Partnership.

Site visits were made to Bell Memorial Hospital and Marquette Senior High School to see hands on demonstrations by students in the health occupations classes. A follow-up discussion was held on how to introduce more students, teachers and counselors to available health occupation career opportunities. A presentation was given by Sandy Meyskens from MARESA on the new state mandated Career Prep Program and Six Career Pathway opportunities for youth in grades 8 through 12.



It was concluded by the coalition that articulation of the health occupations careers throughout the K12 curriculum to the university level programs is necessary to provide the youth in our county with the opportunities to find sustainable careers that will allow them to continue living in our community and raise a family. The future is bright as this coalition building meeting set the groundwork for various opportunities:

- Career shadowing opportunities maximized with the focus on middle school students.
- Cross utilization of resources such as health occupation labs.
- Educator training on health occupations. Counselor training on health occupations. Expansion of health occupations course curriculum to younger high school students.

Many other opportunities will arise with the coalition focusing on one goal: introducing more youth to health occupations to provide skilled workforces to meet the needs of the employers in our county.

If you are interested in additional information please contact Sandy Spoelstra at the LSCP office, at 226-6591 or sspoelstra@chartermi.net.

Sawyer International Cuts Ribbon for Passenger Bridges

Passengers arriving and departing at Sawyer International Airport on Mesaba/Northwest or American Eagle flights will now be able to stay out of the weather with the addition of two passenger boarding bridges. The arrival of these new bridges was recently celebrated with a ribbon cutting ceremony that was coordinated by the Lake Superior Community Partnership. Larry Coehoorn, airport operations manager, states, "The passenger bridges were installed with passenger safety and comfort in mind. They are the next level of customer service." The bridges are uniquely designed to service a variety of commercial aircraft. They are also equipped with a small bay that allows passengers to pick up planeside checked baggage as they pass through the bridge and enter the terminal. Airport personnel have been trained to operate the new passenger bridges and they are already being used.



Chamber members, county commissioners, Airport personnel, Michigan Works! Workforce Development Consultant, and Job Force Board Members all celebrated the opening of the passenger bridge.

Achieving Excellence in Customer Service, The Workshop



Does your staff realize how excellent customer service impacts recurring sales and the increasing profitability of your business? If this question causes you to pause and think before answering, then this workshop is a must for you and your employees.

When it comes to customer service, a business can never have too much. In communities such as Delta County the way visitors, customers or guests are treated is as much a part of the product they receive as the meal they eat, the room they rent or the souvenir they buy. But all too often, those on the front lines are not aware of how critical a role they play in the promotion of Delta County.

The Chamber and the Delta County Economic Development Alliance have combined forces to sponsor a full day session on *Customer Service* as part of "Uppertunities" professional develop-

ment series.

The presenter is William R. Shepler, owner of *Shepler's Mackinac Island Ferry* of Mackinaw City. A noted presenter of quality service programs, Shepler will direct his presentation to all staff, front line managers and owners- and deal with the philosophy and culture of a quality service program.

Customer Service will be offered on Tuesday, March 12th from 9am to 4pm. The workshops will be held on the campus of Bay de Noc Community College in the Heirman University Center.

The morning session is a hands-on seminar that details what quality service is all about and the "buy in" to that culture. It is followed by how to deal with specific problems using the information from the first session. The audience will

critique each performance. The presentation will conclude by breakouts into small groups, which will create a quality service strategy for their group or business. Again, the audience will critique each program.

The registration fee for the one-day seminar, which includes lunch, is \$49 for members of the Chamber or the EDA and \$59 for non-members. To register, call the Chamber at 786-2192 or register on line at www.Deltami.org.

An investment in customer service training pays big dividends and it does so quickly. Even if your employees possess desirable customer service skills, we GUARANTEE they will get better and stronger with this training. If they don't, contact us and we will give you back 100 % of your registration fee.



Online Computer Classes

Are you looking to learn a new skill, improve an existing one, advance in your career, start a business, or are you searching for personal enrichment and enjoyment? If you answered yes to any of the above, try online.

The Lifelong Learning Division at Bay College is pleased to bring you ed2go. The online non-credit courses allow you to take a class when your schedule allows. Complete an online course from the

comfort of your home, at work, or on Bay's campus by visiting our computer lab.

Here's how it works...Courses begin the second Wednesday of each month and run for six weeks. Two lessons are released each week for the six-week duration of the course and you have up to ten days to compete each lesson after it is released. Check out online courses currently available by going to www.ed2go.com/bay for course descriptions and program outlines. Once you locate the web page, click on the word Acourses@ located on

the sidebar menu. Participants interested in enrolling in an online course are required to attend the online orientation session for each course. Orientation instructions will be give at the time of your registration.

Have your Visa, MasterCard, or Discover Card ready and phone in you registration at 786-5702, ext. 1227, visit the Lifelong Learning Office located in the Heirman University Center on the Bay campus, or register online at www.baydenoc.cc.mi.us/www/life



Northern Michigan University

NMU Joins In Continuation Budget Agreement

Michigan's 15 public universities, including Northern Michigan University, were told by Governor John Engler Friday that he has proposed a continuation budget for higher education in his Fiscal Year 2003 state budget, which is slated to be released to the public on Thursday.

The proposal, however, is based on the universities voluntarily holding tuition and fee increases for next year at or below 8.5% or \$425 - whichever is greater - and does include funding penalties for schools that do not adhere to the agreement. (NOTE: At NMU, 1% increase in tuition and fees is \$44.)

Northern's state appropriation funding for Fiscal Year 2002 is \$52 million, which makes up about two-thirds of NMU's operating budget.

"Northern Michigan University thanks Governor Engler; Senator Joe Schwarz and Representative Sandy Caul, who chair their respective higher education appropriation subcommittees, as well as the other Michigan legislators for their continued support of higher education, especially during these economically trying times," said NMU President Judi Bailey. "This agreement is significant in that representatives from all branches of the state government, the Department of Treasury, and the state university presidents came together to create a plan that ensures access, affordability and quality for Michigan's college students at the same time preserving the universities' governing board's right to establish tuition rates."

"The announcement by the Governor this early in the university's budget planning process helps Northern focus on making decisions with better knowledge of anticipated resources," Bailey said.

Bailey said "that even with a continuation budget Northern will be facing a shortfall in 2002-03 of about \$2.3 million, but that NMU has approached its budget work "from a position of strength."

"Northern started its budget development from an advantageous point - we currently have a balanced budget," said Bailey. "The anticipated deficit is due to rising operating costs."

"We are very aware that many of the families of our students, especially those in the central U.P., have been impacted by the economy's downturn, thus we said from the start that we needed to focus on internal budget reallocations and enrollment growth before we make decisions on tuition increases," said Bailey. "Enrollment growth is the key. The more students we retain and new students we enroll at NMU, the better our budget situation will be."

Get on the Business E-Education Freeway!

American Companies spent \$54 billion on training in 2000. In the "global-digital-new economy," 99% of those companies spent nearly 40% of their training budgets on Information Technology (IT) training. From basic skills on office software to core IT development and maintenance skills, technological expertise is costly to maintain. If you're a very small company, you may be reluctant to spend scarce resources- your research, money and time- on identifying and purchasing employee training.

You're in luck! Help is at hand through an exciting new partnership between the Michigan Department of Career Development (MDCD) and the Michigan Virtual University. Having started in January, the Business E-Education Freeway, (BeeFreeway) will provide pre-paid online training and career services to help Michigan's very small businesses get the IT, business expertise and professional development training they need. The BeeFreeway training can be found online at www.bee freeway.org, or through a link on the MDCD's Talent Freeway (www.TalentFreeway.org).

BeeFreeway is part of the Information Technology Training Initiative offered by the Michigan Virtual University (MVU). MVU President David Spencer explains that "These are cutting-edge courses, highly respected in the field, and they should prove extremely valuable to companies that sometimes lack adequate resources for human resource development."

MVU has developed a simple three-step process for using BeeFreeway:

1. You self-certify yourself as a Michigan employer with fewer than 25 full-time employees.
2. Your employees login
3. Your employees start taking courses!

Although e-learning offers proven cost-savings and convenience, new users often need an introduction and ongoing assistance. MVU is offering customer support through a live telephone help desk and online email support. The BeeFreeway website will also offer a variety of resources in addition to the courses themselves. Bruce Montgomery,

MVU's vice president for career services points out the "BeeFreeway provides a connection on to a variety of workforce and small business services and information."

Dr. Barbara Bolin, Director of the Michigan Department of Career Development, sees BeeFreeway as a critical piece in an integrated, employer-led career development system. "The high-quality IT and business management courses we offer through BeeFreeway provide a new resource for very small businesses to grow and prosper in the competitive environment of the new economy."

To learn more about the BeeFreeway, call Lorrie Burhans, Business Specialist for the MDCD Rehabilitation Services, at (906) 789-9732 x. 226. Her office is located in the Delta County Michigan Works! Service Center. She or one of our Michigan Works! Workforce Development Staff can answer all of your questions and get you wheeling down the BeeFreeway.



Telecommunication in Michigan

By Representative Doug Bovin, 108th District Representative



Michigan is currently considering the Link Michigan Proposal and much of the legislative discussion here in Lansing is about the hi-tech telecommunications and its benefits. Much has been written and spoken about the U.P. being very inferior

when it comes to hi-tech and that greatly upsets me because in 1995, Charter Communications first launched hybrid fiber coaxial technology with further enhancements, such as fiber optics, and digital technology. The U.P. is able to receive state-of-the-art high-speed Internet access and two-way interactive cable services into area homes, businesses and schools. Fiber optic cable uses light waves to transmit signals with almost limitless capacity handling hi-tech traffic far exceeding anything imaginable. Carried by flexible glass, video, voice and data transmission are resistant to any electrical inference. But let me put it in a clearer light as it relates to the everyday lives of the U.P. residents.

Education

In the U.P., fiber networking is extremely important and the schools have implemented a "Distance Learning Network" allowing some 42 schools to video and voice conference. This accommodates a teacher to teach a real-time interactive class of students in up to as many as four different locations without the students having to travel miles for a required class or a class not offered by their particular school. Charter Communications provides on free high speed Pipeline Internet service to each public library and public school passed by the cable system and many schools have opted to purchase additional bandwidth to provide Internet access for not only classrooms but also Administration use. With unimaginable speeds, Gladstone area schools continue to utilize a state-of-the-art communication system providing unparalleled advantages in accessing information. Cable has for many years provided "Cable In The Classroom" with free educational resources for students and teachers.

Business

This type of technology encourages business owners to look at the Upper Peninsula as a potential site for future business transaction. Michigan Works! The Job Force Board interconnects their 6 Service Center Locations

throughout the Central U.P. assisting them to run a smoother operation and allowing job seekers to take advantage of employment opportunities with the on-line system. Michigan Tech University has been awarded grants to perform various research projects and Marquette General is now able to immediately view radiological reports taken at the hospital that will benefit patients in the early detection of an illness. The doctor can now review, at home, test as though they were at the hospital possibly assisting in a life-threatening emergency. Also, the news media coverage now transmits photographs and stories in record speeds.

Government

In the near future, the Internet connections will allow the taxpayer to view their own tax records, property files and various information relative to their own lives.

The aforementioned are only a few of the advantages of fiber optic cable and the speed and efficiency of the Internet. I'm quite sure that in the future, all communities will benefit from high-speed technology, as does the U.P. Link Michigan may be the answer, however U.P. Legislators must work diligently to insure the U.P. is wholly included and receives their fair share.



Michigan Works! The Job Force Board

The Job Force Board is comprised of local professionals who are tasked with advising and directing the development of our workforce.

Mr. David Anthony
Hannaville Indian Community

Mr. Robert Chapman
MDCD Rehabilitation Services

Mr. Steve Lieburn
Delta/Menominee FIA

Mr. Greg Revord
Revord Law Offices, P.C.

Mr. Paul Arsenault
Concepts Consulting Inc.

Mr. David Danielson
Cleveland Cliffs- Empire Mine

Mr. Rod Miller
Wisconsin Electric

Mr. Dave Rivard
UPCAP

Mr. Steve Balbierz
SBC- Ameritech

Mr. William Dubord
Community Action Agency

Mr. Stephen Norman
Marquette Alger Regional
Education Service

Mr. Kel Smyth
MeadWestvaco

Mr. Ronald Beyer
Great Lakes Pulp and Fibre

Mr. Al Hendra
Marquette General Health

Mr. Jack Peterson
Plumbers and Pipe Fitters

Mr. Thomas Vitito
Thomas Vitito and Associates

Mr. Roger Burgess
OSF. St. Francis Hospital

Mr. Bill Hentshell
Savings Agency Insurance

Mr. Anthony Retaskie
Upper Peninsula Construction
Labor Management Council

Ms. Bonnie Wenick-Kutz
Bark River Harris Board of
Education

Mr. Will Carne
Carne's Amoco

Ms. Linda Hirvonen
Delta County EDA

Local People Making Local Decisions About Workforce Development



Offering Assistance to Businesses Across the Upper Peninsula

- Employer/Employee Matching
- Skill Assessment and Employment Matching Tools
- Business Enhancement, Skill Building, and Employment Retention Workshops
- Access to Meeting, Training, and Interviewing Facilities
- Phone, Fax, Copier, and Internet Resources



ALGER COUNTY:
114 W Superior Street Suite 4
Munising, MI 49862
906-387-4937 / Fax 906-387-4938

DICKINSON COUNTY:
200 Fairbanks
Iron Mountain, MI 49801
906-774-3647 / Fax 906-774-6066

MENOMINEE COUNTY:
2604 10th Street
Menominee, MI 49858
906-863-9957 / Fax 906-863-9986

**Visit your nearest
Michigan Works!
Service Center**

**800-285-WORKS!
www.jobforce.org**

DELTA COUNTY:
2831 N. Lincoln Road
Escanaba, MI 49829
906-789-9732 / Fax 906-789-1904

MARQUETTE COUNTY:
1498 O'Dovero Drive
Marquette, MI 49855
906-228-3075 / Fax 906-228-4372

SCHOOLCRAFT COUNTY:
1000 W. Lake Shore Drive
Manistique, MI 49854
906-341-4555 / Fax 906-341-4557

Equal Opportunity Employer, Michigan Relay Center (1-800-649-3777) Auxiliary Aids & Services Available to Individuals with Disabilities.
Affiliated with the Michigan Department of Career Development