Grand Rapids is shaping up to be THE venue that is not to be missed in 2006. The joint meeting of MC-ICE and MiACCES is giving everyone the opportunity to attend fantastic sessions, dine on good food, meet lots of colleagues, rest in great accommodations, and experience prices that will not break the bank.

As you will see in the pages that follow, every effort has been made to provide conference attendees with all the right activities to make this a very worthwhile event.

So, what are you waiting for? Have you registered already and gotten your room reservations in? If so, you can relax a bit. If not, don’t hesitate; jump to page 5, fill out that form, and get yourself signed up for the great adventure.
Reversing Michigan's Brain Drain

Join us for a joint meeting of
MC-ICE & Mi-ACCES

June 7th-8th, 2006
Grand Valley State University
Allendale, Michigan
Reversing Michigan's Brain Drain

Join us for a joint meeting of
MC-ICE & Mi-ACCES

June 7th-8th, 2006
Grand Valley State University
Allendale, Michigan
The conference theme of “Cool Cities-Cool Careers-Coop” sets the stage for an in-depth look at Michigan’s economy and its implications for higher education and employment in the future. How can we work to reverse the “brain drain” and help Michigan get back on track?

Beginning with a tour of a multi-billion dollar corporation, conference sessions will focus on workplace ethics, entrepreneurship, the “Twelve Essentials” and feature an interactive “think tank” discussion bringing together representatives of the government, business and nonprofit sectors with educators to share their insights of how to move forward.

The best part is that the entire conference cost, including lodging, will be less that $150! Interested? Read on…

**Program Highlights**

**Wednesday:**
- 11am – Noon: Alticor Tour (See attachment for details.)
- 1pm – 3pm: Lodging/Conference Registration
- 3pm – 4pm: “Understanding Where We Came From - To Deal with Tomorrow”
  - Phil Gardner, Collegiate Employment Research Institute, MSU
- 4:15pm – 5:30pm: Best Practices sessions: 2 year, 4 year, privates, co-op
- 7:00pm: Banquet, Top of the B.O.B. – Downtown Grand Rapids

**Thursday:**
- 8:30am: Breakfast/Registration
- 9am – 9:50am: “Michigan: Can We Make the Switch from Doing What We Know to Doing What the World Wants?” George Erickcek, Senior Analyst, Upjohn Institute
- 10am – 10:50am: Breakout Sessions (Choose One)
  - “Workplace Ethics: Boomers Vs. Millenials, Will They Ever See Eye To Eye?” Michael DeWilde, Director, Seidman Business Ethics Center
  - “The Entrepreneur’s Mindset: Free Agency in the Workplace”
    - John Rumery, GVSU Center for Entrepreneurship
  - “Twelve Essentials”
    - Kelley Bishop, Executive Director, Career Services, MSU
    - Dr. Linda Gross, Director, Career Development Center, MSU
- 11am – 12pm: Business Meetings
- 12pm – 1:30pm: Lunch – (MC-ICE Awards)
  - “Sustainability in Higher Education and the Workplace”
    - Norman Christopher, Sustainability Initiative
- 1:45pm – 3:15pm: Think Tank Representatives from:
  - George Erickcek, Upjohn Institute
  - John Macilroy, Michigan Manufacturers’ Association
  - Mike Corbin, Director, Training & Technical Assistance for Michigan Nonprofit Association
  - Anne Rosewarne, Michigan Health Council
  - Mark Murray, President, GVSU
  - Norman Christopher, Sustainability Initiative
Joint MC-ICE/Mi-ACCES Conference
GVSU, Allendale Michigan
Registration Form
Please Print or Type

____________________________________
Name

___________________________________
Title

___________________________________
Organization

___________________________________
Address

___________________________________
First Name for Name Tag

___________________________________
Phone

___________________________________
Email

Current Member?  _____ Mi-ACCES  _____ MC-ICE  _____ Potential Member (Non-Member)

Full Conference (June 7 and 8)
Member  $110.00  $__________
Non-Member  125.00  $__________ Thursday (June 8)
only  90.00  $__________
Late fee (after April 28th)  15.00  $__________

Lodging (See attachment for details)

_____ I will NOT be in need of lodging

_____ On-campus apartments

_____ 2 bedroom/1 bath  $35/person  $__________
 I would like to share with:

________________________________________________________________________ (name)

_____ 4 bedroom/2 bath  $15/person  $__________
 I would like to share with:

________________________________________________________________________ (name)

________________________________________________________________________ (name)

________________________________________________________________________ (name)

Total:  $__________

_____ No, thanks. I’ll stay at the Sleep Inn and Suites.
    Call (616) 892-8000 to make a reservation,
    $89.99 Standard, $119.99 Suite. Mention that you are visiting GVSU and save 10%

I will be attending (Check all that apply):

_____ Alticor Tour (June 7 - see attachment for details)  _____ Breakfast (June 8)
_____ Dinner Banquet (June 7)  _____ Lunch (June 8)

Return Registration Form with a check payable to
Mi-ACCES by April 28th to:

Grand Valley State University
Career Services
c/o Ginger Lange
206 STU
Allendale, MI 49401

Watch for email receipt and registration confirmation.
Lodging Options:

Coming back to campus? Why not go all the way! Recently built, **on-campus apartments** offer beautiful accommodations at an incredibly low rate. Choose from **very comfortable, fully-furnished 2 bedroom/1 bath or 4 bedroom/2 bath arrangements**. Both have one bed per bedroom. And the cost is only…

- $15/person for the 4 bedroom/2 bath
- $35/person for the 2 bedroom/1 bath

*(Linen and towels provided. Please bring your own toiletries, including soap.)*

We will attempt to accommodate mutual requests to **share an apartment** *(names must appear on both registration forms)*, or, if you have no preference, we’ll pair you up.

To view floor plans go to: http://www.gvsu.edu/housing/index.cfm?id=3A85E940-986F-7C9A-62D569E35FA6C798

Feel you must have a single room? A SleepInn, just off campus, is available ranging from $89.99-$119.99/ per night. Call (616) 892-8000 to make a reservation.

Alticor Tour:

Join us for a **one-hour tour of Alticor’s Visitor Center** featuring **interactive displays** and a short, **historical company video**.

In 2000, Alticor, a **multi-billion dollar corporation offering hundreds of internships**, was created as the parent company of Access Business Group, Amway, Amway Grand Plaza Hotel and Quixtar.

The wellness, body & beauty and home products they create and manage are some of the best in the world, helping make life cleaner, easier, healthier and more beautiful for those that use them. The solid financial foundation of Alticor was strengthened by a profitable fiscal year 2005, in which **worldwide sales increased to $6.4 billion**. This realized a sixth straight year of growth for Alticor.

We will be meeting at Alticor on Wednesday at 11am. Directions will be provided in your confirmation.

Check Out Grand Rapids!

**Broadway Theatre Guild presents Doctor Dolittle**

June 6 through 11, 2006
Time: Tuesday & Wednesday 7:30 PM, Thursday 7:30 PM, Friday 8:00 PM
Location: DeVos Performance Hall (map)
Admission: $32.00 to $57.00
Tickets: TicketMaster
For more information call (616) 235-6285 or visit www.devosperformancehall.org.
Frederik Meijer Gardens and Sculpture Park
http://www.meijergardens.org

Rates:
Adults (14 - 64): $12.00
Seniors (65 and older): $9.00

Hours:
Mon, Wed, Thurs, Fri, Sat: 9 am-5 pm
Tuesday: 9 am-9 pm Sunday: 12-5 pm

Featuring the world-famous
Leonardo da Vinci's Horse
June 1-Sept 10, 2006
Tom Otterness is considered one of the premiere public artists working in the United States

Van Andel Museum Center
http://www.grmuseum.org/

272 Pearl Street NW
616.456.3977

Hours:
Mon-Sat 9 am to 5 pm
Sunday, 12 Noon to 5 pm

Admission:
$8 adults, $7 seniors, $3 children ages 3-17.

Gerald R. Ford Museum
http://www.fordlibrarymuseum.gov/
303 Pearl Street NW
Grand Rapids, MI 49504-5353
Telephone: (616) 254-0400
Fax: (616) 254-0386
Admission is $5.00 for adults, $4.00 for senior citizens.

Prime Time Presidents
February 16- August 15, 2006
The popularity of television changed the nature of the American presidency unlike any other innovation of the 20th century. Through documents, photographs, and video footage, this multi-media exhibit showcases the ever-evolving relationship between television and the nation’s Chief Executives.

Western Greens Country Club
Got the itch to golf? Call and make your own tee times at: 616-677-3677. For directions visit: http://www.westerngreensgolf.com/
As your MCEIA State Director for the great State of Michigan the following is an update of my MCEIA activities.

Attended MCEIA Board Meeting in Indianapolis, March 9 and 10, 2006
Planning the 2006 Annual Conference, November 5-7, 2006 Schaumburg, IL is underway by our colleagues from Illinois.
The MCEIA website continues to evolve, please check it out at http://mceia.org/ Let us know if you have suggestions for how to improve the website.
We can always use volunteers to work on MCEIA committees, please let me know if you are interested and I will forward your name to the appropriate chairperson.
There was a great deal of discussion around making sure that Director’s of Career Services, Co-op/Internships work hard at encouraging their faculty and staff to become actively involved in professional organizations such as MCEIA. They are the leaders of our profession for the future and we need to begin to groom them to take on these roles.
Continued focus on recruiting more employers to the organization and how we will accomplish that is being strategized by the College/Employer Relations Committee.
Anyone who might have information or ideas for the MCEIA newsletter can share them with me and I will send these to our Newsletter Editor for her review. Special initiatives, highlighting programs, faculty, students and any other relevant topics for our readers would be encouraged.
We are in need of a Two-Year College Committee Chair on the Board. If you are interested, please let me know and I will share your name with the President.

As your CEIA Region IV Vice President the following is an update on CEIA activities.

Attended the 100th Anniversary CEIA Annual Conference in Cincinnati, OH, April 23-25, 2005.
Check out the CEIA website for lots of important information, updated on a regular basis http://ceiainc.org/ If you are a member of CEIA you can enter the “Members Only” section of the website for additional information and resources. Enter your Login: e-mail address and Password: last name. Enjoy. Let me know if there is information missing that you would like to see us include in future updates.
Consider joining a CEIA Committee. We always need volunteers. Let me know if you are interested in a committee and I will share your name with the appropriate chairperson.
Are you interested in doing research? Consider applying for a CEIA Research Grant. Check the website for details. http://ceiainc.org/publications/
All editions of the Journal of Cooperative Education are on the CEIA website now. Check it out for great research about our profession. http://ceiainc.org/journal/
If you are looking for speakers on cooperative education topics consider access the CEIA - National Academy of Work Integrated Learning (NAWIL). Information is available on the website. http://ceiainc.org/training/
We are considering doing a NAWIL Workshop at the MCEIA Conference in Chicago this November.

penkalar@macomb.edu
Michigan Co-op History Meeting

Jim Varty (jimvarty@aol.com)

The Michigan Co-op History Committee met and provided the following vital information.

The committee will:

1) collect written information that is available and determine what needs to be saved to provide a historical perspective on co-op in Michigan. This will likely involve moving materials back from the University of Cincinnati for review and cataloging.
2) identify a college or university willing to archive these collected materials. Bob Penkala will work on UDM and Phil and Jim will work on Kettering. Bob Nichols of Kettering has already expressed a willingness to ask the Kettering archivist to house the materials there.
3) identify a number of meetings to create an oral history of co-op. The first will be held as a part of the Cincinnati conference. An additional one of two meetings will be held. The group has begun to identify both employers and educators who might be involved in these meetings. Jim has agreed to develop a series of discussion starter questions and Bob Penkala will identify who will attend the Cincinnati conference from Michigan, a time and video team for the initial meeting to be held in Cincinnati. The initial set of discussion starters are found below. We might also begin to develop a story board of key co-op dates and activities at that meeting.
4) a followup meeting hosted by Bob Thomas at Vandenberg Hall to discuss an overall purpose statement for the study as well as a final plan for the Cincinnati meeting will be held on Thursday, April 6th from 8:00am to 10:00am. We will meet in the large conference room in the lower level of that building. Please respond to this email regarding your availability for this meeting.
5) closely involve relevant existing organizations like the Michigan Council and the Midwest Cooperative Education and Internship Association in this project.
6) identify how the collected history and its contributor contacts might be shared with folks currently involved in work integrated learning, e.g. reports at the Michigan Council and MCIEA meetings.
7) encourage individual institutions to share key materials and develop their own history of their institutions involvement in cooperative education which would become part of the broader historical document.

It was agreed that while collecting important historical documents and oral histories were valuable in themselves, this project would be looking to patterns in the evolution of cooperative education in Michigan that might point out critical learnings and suggest future direction for work integrated learning. It will be important to also explore current co-op activity as a part of this historical record.

Discussion starter questions might include: (while these questions are focused on an individual institution, they can be adapted to both organizations and co-op across the state)

When did co-op begin at your institution?
How did it start and who were the key people involved?
Describe early and current employer relationships.
Over the history of co-op who were the key decision makers, outstanding staff, employer champions, outstanding alumni?
What critical learnings occurred as co-op has progressed at your institution, how has it evolved?
What part did federal funding play in the development of your program?
What does co-op at your institution have to say to your present program and to your program in the future?

Please share these notes with appropriate folks, give some thought to both educators and employers who might be interested in and helpful to the goals of this project, refine and add to the questions and get back to me.  jimvarty@aol.com
MC-ICE Presents
The Fourth Michigan Internship & Co-op Challenge

The event will be held on **Friday, August 4, 2006** on the campus of Kettering University in Flint, Michigan. Teams will consist of six (6) members each with the minimum of two (2) participants of each gender. Participants must currently be students and be working in an internship/co-op role at the time of the event, or have done so within the past year. Each team is also required to have a company/school "representative" present at the event who is a full-time employee of the organization they are representing. Team registration fees are $50 per team and can be company/organization or university/college sponsored. More than one team per organization is welcomed and encouraged!

Events that are planned include a company/school skit, volleyball, basketball shootout, darts, trivia challenge and several more. Points will be awarded in each event, and the team with the highest score at the end of the competition will be awarded a traveling trophy/plaque. T-shirts and lunch will be provided for all participants.

A company/school interest form is attached which can be filled out and mailed or faxed back. Please return this form by May 31. A more detailed description of events, rules and schedules will be mailed out to all interested parties on June 16. This will include a form to declare rosters, entries for each event, and maps/directions to Kettering University. Team entrance fees can be paid at that time.

If you have any questions regarding this event, please contact me at (231) 777-0342 or Nancy.Maycroft@muskegoncc.edu. We hope that you will decide to participate in the Michigan Internship & Co-op Challenge. Our last event was a blast and we anticipate another fun-filled, eventful day for all! For those of you at colleges and universities, feel free to share this with your co-op and internship employer partners.

Nancy Maycroft
Career Services
Muskegon Community College
221 South Quarterline Road
Muskegon, MI  49442
Phone: 231.777.0342
Fax: 231.777.0480
Email: Nancy.Maycroft@muskegoncc.edu

August 4, 2006
Location: Kettering University, Flint, Michigan

Name: _________________________________________________________________________
Title: _________________________________________________________________________
Organization: _________________________________________________________________
Address: ______________________________________________________________________
Phone: _______________________________________________________________________
Fax: _________________________________________________________________________
Email: ________________________________________________________________________

_____ We are interested in participating in the Michigan Internship & Co-op Challenge 2006

_____ Number of teams you plan to sponsor (6 members per team, minimum of 2 participants of each gender, 1 organization representative per team)

_____ We cannot form our own team but have students who are interested

      _____ Number of students who would like to participate

_____ We would like to help sponsor this event, either monetarily or otherwise

Please fax or mail form by May 31 to:

    Nancy J. Maycroft
    Career Services
    Muskegon Community College
    221 South Quarterline Road
    Muskegon, MI 49442
    Phone: 231.777.0342
    Fax: 231.777.0480
    Email: Nancy.Maycroft@muskegoncc.edu
MC-ICE  
Michigan Council for Internships and Cooperative Education

WANT TO GET INVOLVED?

MC-ICE encourages its members to get involved. When members get involved, they have an opportunity to influence the direction of the organization as well as meet and network with other members. There are several activities in which you can participate. Here is a listing of our current committees. Please check-mark the committee(s) in which you have an interest.

☐ **AWARDS AND RECOGNITION COMMITTEE**  
Responsible for the coordination of the Don Hunt and Employer of the Year Award, as well as the Carol Quandt Student Essay Contest.

☐ **MICHIGAN COUNCIL CHALLENGE EVENT COMMITTEE**  
Responsible for the coordination of the annual Co-op Challenge, a networking and co-op community building event held in late summer.

☐ **COLLEGE-EMPLOYER RELATIONS COMMITTEE (formerly Employer Recruitment)**  
Responsible for seeking methods for improved working relations and information exchanges between educators and employers.

☐ **DRIVE IN WORKSHOPS COMMITTEE**  
Responsible for planning workshops, seminars, conferences, professional development and activities (typically two a year).

☐ **MARKETING**  
Responsible for improving awareness of cooperative education and MCCE through promotion materials and publicity releases.

☐ **MEMBERSHIP COMMITTEE**  
Responsible for maintaining membership records, providing mailing labels, and publishing and distributing annual directory and addendum.

☐ **ONE-TIME-TASK**  
Don’t have much time? Several activities are regularly listed. You would be contacted based on your availability and interest.

Name:_____________________________________________________________
Company:__________________________________________________________
Address:___________________________________________________________
Phone:_________________________  Fax:_______________________________
E-mail:_____________________________________________________________

Please return this from to:  
MC-ICE  
Diane Grimord, Co-op Coordinator  
MC-ICE Corresponding Secretary  
Wayne State University  
1001 FAB  
Detroit, MI  48202  
Phone: (313) 577-3390  
Fax: (313) 577-4995  
E-mail: d.grimord@wayne.edu