

## **Vision & Mission Statement**

**Promote** the advancement of cooperative education and internships within the State of Michigan.

**Partner** with Michigan business and industry, education, labor, state government and professional organizations.

**Educate** employers, educators, students, parents and government of the academic, career development and economic benefits of cooperative education and internships.

**Advocate** the benefits of cooperative education and internships for employers, educational institutions, students and government.

## **Michigan Council for Cooperative Education Strategic Plan**

### **Strategic Principles**

- We are a non-profit membership based Michigan organization composed of colleges, universities and employers.
- We are dedicated to the advancement of cooperative education and internships.
- We believe that cooperative education and internships are important for the development of a highly skilled Michigan work force. high
- We have a central purpose to promote greater awareness, understanding and practice of cooperative education and internships in the State of Michigan.
- We serve as a professional networking organization for the professional development of cooperative education and internship professionals.
- We define cooperative education and internships as an academic/business strategy that combines classroom study with valuable “real world” paid work experience complementary to the academic/career goals of students.
- We support multiple models of cooperative education and internship programs.
- We support the principles of the Midwest Cooperative Education & Internship Association (MCEIA), National Cooperative Education & Internship Association (CEIA) and the American Society for Engineering Education Cooperative Education Division (CED).
- We are governed by an Executive Committee and organizational by-laws.
- We are committed to equal opportunity for all in the organization and encourage participation in cooperative education and internships for all individuals.

### **Strategic Goals**

- **Organizational Structure Improvement**
  - Improve meeting effectiveness
  - Improve motivation of volunteers
  - Review and update by-laws
  - Review and update committee structure
  - Review the appropriateness of the associations name
- **Membership Recruitment & Retention**
  - Employer and Educational Institutions
  - Increase student involvement
  - Review fee structure and possibility of individual member option

- **Marketing & Promotion**
  - Improve organization and coordination of association
  - Improve the promotion of cooperative education
  - Improve and update the organization's website

## **Objectives for Meeting Goals**

### **GOAL: Organizational Structure Improvement**

**Objective:** To provide a professional structure and enhance efficiency and productivity of the organization.

To meet this objective MC-ICE endorses the following strategies:

- To provide an agenda prior to the MC-ICE Executive Board Meeting.
- To invite all members to participate in the open Executive Board Meetings.
- To invite a speaker for 20/30 minutes for a presentation at the MC-ICE Executive Board Meeting.
- To consider re-designing the MC-ICE Executive Board Meeting to be a working committee with the possibility of break out sessions for sub-committee work.
- To identify and clarify role and responsibilities of the Executive Board Members and committees.
- Invite employers.
- To review the current By-Laws and update as necessary via the standard By-Law change process.
- Investigate the possibility of an organizational name change and develop a strategy.
- To change the title of Chair to President and implement a Past – President position on the Executive Board.
- Investigate the term limits of the Executive Board Members.

### **GOAL: Membership Recruitment & Retention**

**Objective:** To increase the strength of the organization by the marketing and promotion of membership to recruit and retain with particular attention to employers.

To meet this objective MC-ICE endorses the following strategies:

- To review the current membership fee structure and propose recommendations.
- To encourage the Membership Chair to follow up on organizational and high school contacts.
- Explore ways to encourage student involvement.
- Develop and conduct a new member orientation at the annual meeting.
- Implement membership recognition certificates and welcome packets.

### **GOAL: Marketing & Promotion**

**Objective:** To promote the benefits of cooperative education and to promote awareness in support of the organization mission.

To meet this objective MC-ICE endorses the following strategies:

- Update MC-ICE website
- Implement a membership solicitation letter to all schools in the coop at a glance that are not members.
- Update the coop at a glance with membership information and contact.

- Investigate updating the MC-ICE logo.
- Develop a new membership campaign that will include contacting organizations, such as chambers, for membership.

## **An Overview**

Cooperative education is an academic/business strategy that combines on-campus study with practical, paid work experience. Students in cooperative education programs alternate between periods of study in school and periods of employment in business, government and non-profit organizations. Both types of learning experiences are planned and supervised to contribute to students' education and employability.

Formal cooperative education began at the University of Cincinnati in the early 1900's when 27 engineering students were placed in a training program which alternated one week of practical work experience with one week of instruction at the school. The program developed so well that the entire school of engineering shifted to the cooperative plan in 1920. The first secondary cooperative education program was established in 1909 at Fitchburg, Massachusetts, in cooperation with the General Electric Company.

Based on the success of the Cincinnati venture, other schools and colleges started programs of their own. The University of Detroit (1911) and General Motors Institute (1925) were the first colleges in Michigan to adopt the cooperative plan.

Today over 1,000 private and public colleges and universities offer programs nationwide at undergraduate and graduate levels. Cooperative education, once exclusive to engineering students, is now available in all college and university disciplines, including the liberal arts.

In Michigan, a large number of individuals, educational institutions and employers are involved. Approximately 15,000 high school students are involved in vocational and cooperative programs with over 6,000 employers. In addition approximately 7,500 students are enrolled in cooperative programs at the college level with over 1,000 employers.

**Internships and Co-ops offer tremendous opportunities for students, employers, and educators alike.**

- **Students gain valuable hands on experience and put theory into practice.**
- **Employers receive well-trained, cost-effective employees.**
- **Educators gain integral relations with business and industry, as well as enhanced classroom experiences for all students.**

## **Student Benefits**

- Co-op programs enable students to apply classroom theory to actual work situations.
- Co-op programs allow students to test out their interests and develop their long-range career plans, and to select elective course work which integrates their studies and career goals.
- Co-op programs enhance the graduate's marketability by providing on-the-job training.
- Students enrolled in co-op programs show increased academic performance (higher G.P.A., fewer failed courses), and a 20% greater graduation rate.
- Co-op programs provide students with a source of financial aid to help defray their educational expenses.
- Co-op programs develop students' overall maturity by strengthening resourcefulness, problem-solving skills, self-confidence, self-discipline and sense of responsibility.
- Students develop human relations skills through interaction in career settings.

## Employer Benefits

- The cost of recruiting co-op students averages sixteen times less than recruiting recent college graduates.
- Almost 50 percent of co-op students accept permanent positions with their co-op employers. The retention of college graduates after 5 years of employment is 30% greater for co-op graduates.
- Typically, co-op students receive lower salaries and fewer fringe benefits than permanent employees. Total wages average 40% less for co-op students. In addition, employers are not required to pay unemployment compensation taxes on wages of co-op students if they are enrolled in a qualified program.
- The percentage of minority group members hired is twice as high among co-op students as among recent college graduates, thus assisting co-op employers in meeting EEO objectives.
- Co-op programs provide an opportunity to evaluate employees prior to a decision regarding full-time employment.
- The co-op graduate's work performance is superior to that of a college graduate without co-op. Students are more flexible and easily adapt to a professional environment.
- Regular staff members are freed up from more basic aspects of their jobs to focus on more demanding and profitable assignments.
- Co-op programs supply students who have new ideas and fresh approaches. Co-op students bring state-of-the-art technical knowledge to their work assignments.
- Co-op graduates are promoted sooner (and further) than other graduates.
- Co-op programs build positive relationships between businesses and schools.

## Educational Institution Benefits

- Cooperative work experience provides for an extension of classroom experience, thus integrating theory and practice.
- Cooperative education keeps faculty members better informed and aware of current trends in business and industry.
- Co-op programs build positive relationships between schools and businesses and provide faculty members with access to other knowledgeable people working in a variety of fields.
- Co-op programs enhance the institution's reputation and attract students interested in the co-op plan to the school.
- Cooperative education provides schools with additional business and industry training facilities that would otherwise be difficult to finance.
- Cooperative education provides schools with lower placement costs for graduates.

## How You Can Become Involved

The Michigan Council for Internships & Cooperative Education urges you to become involved in the worthwhile and beneficial cooperative education programs in your area. We would like more students, parents, educators and employers to be aware of cooperative education and its benefits to each participant as well as to society in general. We believe you will find it a rewarding experience.

We especially encourage all Michigan employers to develop and expand cooperative education arrangements with local schools and colleges. Hire a co-op student! It will benefit your business, our students, our schools and Michigan.

For more information about cooperative education and how you can participate, please contact the co-op office at an educational institution near you. If you cannot locate a nearby source of information, contact:

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