



ANNUAL REPORT

RESEARCH. ENGAGEMENT. SOLUTIONS

2024

WINTELLIGENCE.ORG

GST MICHIGAN
SHAWASSEE
THUMB
WORKS!

Macomb
Community College
Education • Enrichment • Economic Development
Discover. Connect. Advance.

MICHIGAN
WORKS!
MACOMB/ST. CLAIR

Detroit Employment
DESC
Solutions Corporation

HENRY
FORD
COLLEGE
FUTUREDRIVEN

Jackson
COLLEGE

Capital Area
MICHIGAN
WORKS!

MICHIGAN
WORKS!
SOUTHEAST

MONROE COUNTY
COMMUNITY COLLEGE

LANSING
COMMUNITY
COLLEGE

Schoolcraft
College

SEMCA MICHIGAN
WORKS!

Oakland County
MICHIGAN
WORKS!

Wayne
County
Community
College
District

Washtenaw
Community College

OAKLAND
COMMUNITY
COLLEGE

MOTT
COMMUNITY
COLLEGE

MI APPRENTICESHIP

MAGMA
Michigan Alliance for Greater Military Advancement

HCA
HEALTH CAREERS ALLIANCE
FOR SOUTHEAST MICHIGAN

WIN WORKFORCE
INTELLIGENCE
NETWORK

MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2024, WIN engaged over 1,410 employers and stakeholders in employer-led collaboratives and apprenticeship programs. As a trusted leader in workforce research, employer engagement, and talent development initiatives, WIN has worked tirelessly to bridge the gap between industry needs and regional workforce development initiatives.

The WIN workforce collaborative, comprised of ten colleges and seven Michigan Works! agencies served nearly 12,000 students and career seekers in 2024. Strategic partnerships, data-driven insights, and innovative programs have empowered businesses, educators, and job seekers.

It is my honor and privilege to share the detailed achievements of the past year and the vision for continued growth and impact in 2025. It is with sincere gratitude that I thank our partners, funders, and stakeholders who make this important work possible.

With appreciation,

Michele Economou Urata

Executive Director, WIN




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MISSION

The Workforce Intelligence Network (WIN) cultivates a cohesive talent system by facilitating data-driven workforce solutions to ensure responsiveness to changing labor market demands.

The WIN Board of Directors includes representatives from ten community colleges and seven Michigan Works! agencies within Southeast Michigan. By working together these organizations are building lifelong career pathways and stackable credentials dedicated to providing real-time labor market insights, workforce development strategies, and collaborative solutions that strengthen Southeast Michigan's talent pipeline. WIN aims to align workforce supply with industry demand, ensuring economic growth and opportunity for all.



WIN is a division of the Southeast Michigan Community Alliance (SEMCA Michigan Works!). SEMCA serves as WIN's primary fiscal and hiring agent.

WIN operates on the following three pillars:

Research. WIN gathers, analyzes, and distributes real-time labor supply-and-demand intelligence on workforce needs and characteristics specific to the southeast Michigan region.

Engagement. WIN convenes, facilitates, engages, and serves as a connection point for business, industry, and other stakeholders regarding workforce development.

Solutions. WIN develops education and training strategies for the delivery of regional workforce development programs through its partners.

THE WIN RETURN ON INVESTMENT

100% OF THE SOUTHEAST MICHIGAN WORKS! AGENCIES IN THE WIN REGION ARE ACTIVE WIN BOARD MEMBERS

10 out of 11 SOUTHEAST MICHIGAN COMMUNITY COLLEGES ARE ACTIVE WIN BOARD MEMBERS

\$294M IN TOTAL FUNDING BROUGHT TO THE REGION FROM WIN INITIATIVES, SINCE 2011

707 REGIONAL RESEARCH STUDIES AND DATA PULLS IN 2024

1,410 ENGAGED EMPLOYERS AND STAKEHOLDERS

63% THE APPROXIMATE LABOR FORCE IN THE STATE, SERVED BY THE WIN BOARD OF DIRECTORS



2024 IMPACT HIGHLIGHTS

Labor Market Research: Published **43 reports** analyzing regional job trends, in-demand occupations, and industry focused real-time labor market intelligence data to help employers and career seekers make critical decisions.

Employer Engagement: Partnered with over **1,410 businesses and stakeholders** to foster partnerships and develop solutions to advance workforce development initiatives with employer-led collaboratives.

Education & Training Alignment: Facilitated connections between **15 education institutions** to align curriculum with market needs.

Grant-Funded Initiatives: Secured **\$294 million of direct and indirect funding** to support job training and skills development programs in Michigan, since 2011 at the time of inception.

Apprenticeship & Career Pathway Programs: Assisted **5,791 individuals** in accessing apprenticeships and/or industry-recognized credentials, since 2020.

A photograph of a man with grey hair and glasses, wearing a dark quilted jacket, working in a factory. He is holding a black device, possibly a tablet or a control unit, and looking at it. In the background, there is a yellow robotic arm and other industrial equipment. The image is partially obscured by a dark teal triangle on the left side of the page.

11,923

INDIVIDUALS SERVED IN
SOUTHEAST MICHIGAN
(2024)

BOARD OF DIRECTORS

The WIN board is comprised of **seven Michigan Works! agencies** and **ten community colleges** in the greater southeast Michigan, **19-county region, serving approximately 63% of the total labor force in the State.**

The WIN network of **17 board member organizations** work as a collective partnership to deliver intentional talent development strategies that consistently exceed grant performance outcomes.

The WIN Board of Directors and their team of workforce experts achieved significant outcomes during the 2024 fiscal year.



Capital Area Michigan Works!

Carrie Rosingana
Chief Executive Officer



Lansing Community College

Shon'ta Dwyer
Associate Dean, Technical Careers
Division



GST Michigan Works!

Jody Kerbyson
Chief Executive Officer



Macomb Community College

Dr. Michael Balsamo
Dean, Business, Information
Technology, and Culinary



Henry Ford College

Dr. Patricia Walker Chatman
Dean, School of Business, Entrepreneurship,
and Professional Development



Detroit Employment Solutions Corporation (DESC)

Dana Williams
President



Jackson College

Jamie Vandenburg
Assistant Dean of Instruction

“By collaborating with industry leaders, educational institutions, and community partners, the **WIN Board of Directors** is committed to driving economic growth and innovation in Southeast Michigan”

- Michele Economou Ureste,
WIN Executive Director

When reflecting on the impact of WIN, board members highlighted transformative results across the region. Thousands of workers have been trained through programs such as **Registered Apprenticeships, healthcare, and advanced manufacturing initiatives**. These efforts have expanded **educational opportunities within the community college network, enhanced workforce development services, and supported skills-pipeline initiatives** in partnership with large employers and educational institutions.



Macomb-St. Clair Michigan Works! Agency and Workforce Development Board

Justin Al-Igoe
Executive Director



Oakland County Michigan Works!

Jennifer Llewellyn
Manager, Workforce Development at Oakland County & Director, Oakland County Michigan Works! Agency



Michigan Works! Southeast

Shamar Herron
Executive Director



Schoolcraft College

Amy Jones
Senior Director of Workforce Development



Monroe County Community College

Barry C. Kinsey
Director, Workforce Development



SEMCA Michigan Works!

Gregory Pitoniak
Chief Executive Officer



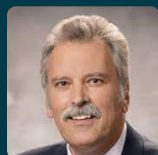
Mott Community College

Robert Matthews
Associate Vice President of Workforce and Economic Development



Washtenaw Community College

Brandon Tucker
Associate Vice President of Workforce and Community Development



Oakland Community College

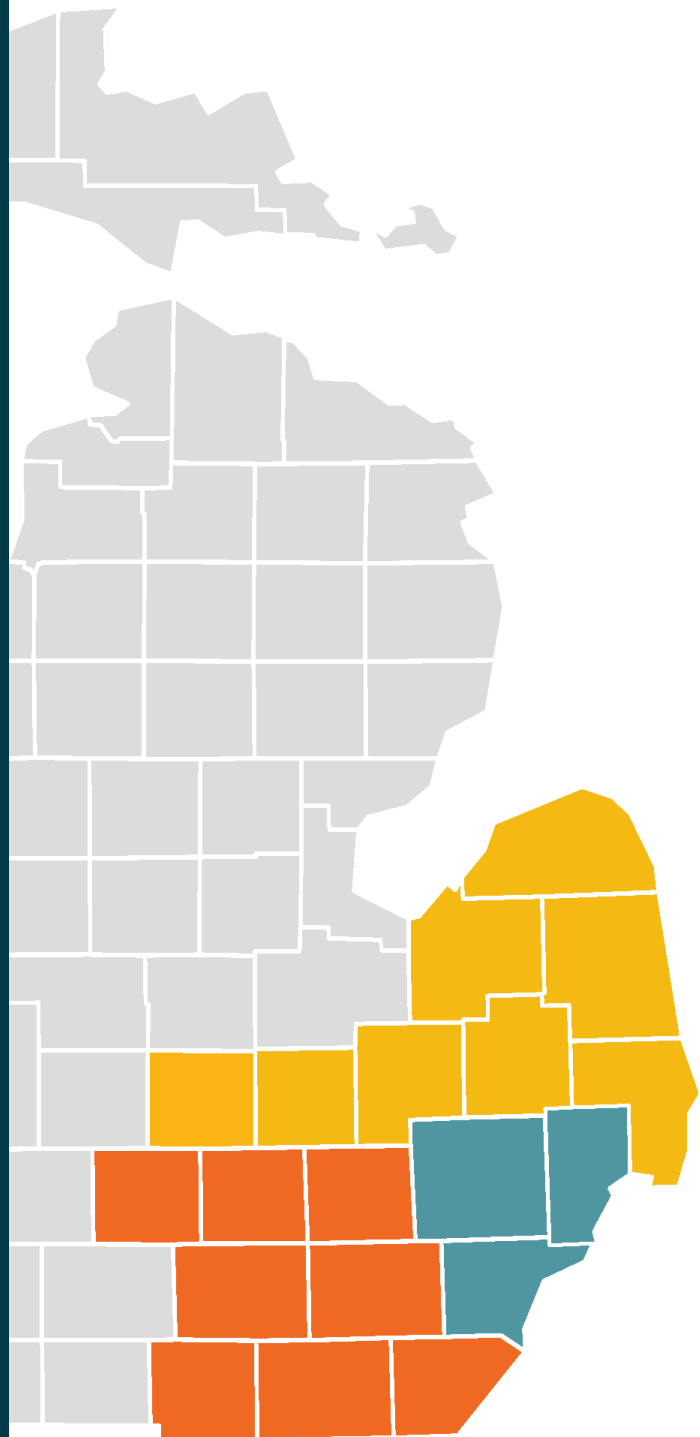
Joseph L. Petrosky
Associate Provost, Academics and Workforce



Wayne County Community College District

Glenda Wapegan-Magarrell
Dean of Career Programs

THE WIN REGION



The WIN served population and scope of services are primarily offered in a 19-county region, which includes Clinton, Eaton, Genesee, Hillsdale, Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saint Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, Wayne, and the Cities of Flint, Lansing, and Detroit.

WORKFORCE WINS

Kourtney Geiger, 35, from Detroit, is an **apprentice at Quality Care Rehabilitation & Autism Center** in **Clinton Township** and is working toward becoming a board-certified assistant behavioral analyst.

"The apprenticeship was the best option for me as a single mom working full time," said **Geiger**. "I really had these dreams of advancement, and I didn't think that it was something that I could really see in my future. So, when I was approached about an apprenticeship, it was kind of like a dream come true."

Dr. Tatjana Savich of **Quality Care Rehabilitation & Autism Center** noted, "Our apprenticeship program came into being because we wanted to look for ways to recruit and upskill current staff members and provide them with professional growth and development opportunities. In working with **Michigan Works!** and **Macomb Community College**, we were able to develop the first behavior health aid technician program in Macomb County. We have eight apprentices now and have plans to enroll at least five more before the end of the year."

Gigi Salka, **Chief Workforce Development Officer of Zaman International**, highlighted the pivotal role grants play in supporting apprenticeship training.

Salka emphasizes, "**The Going Pro Apprenticeship (GPA)** and **U.S. Department of Labor Closing the Skills Gap** grants were a great help to Zaman. The grants supported the cost of the related technical instruction and on-the-job training for our apprentices. Having a portion of the **training costs covered by the grants provided Zaman the financial flexibility** to provide additional much-needed supportive services to our apprentices."

WORKFORCE INTELLIGENCE NETWORK STAFF

ALYSHA ALBRECHT Communications Manager

DR. DAYOUNG AN Economic Research Manager

KRISTI AYERS Workforce Program Manager

AMANDA BAUERSCHMIDT Workforce Project Manager

DEBORAH BAYER Director of Regional Initiatives and Grant Compliance

KEVIN CRANICK Economic Research Manager

LAURIE HUBER Workforce Project Manager

DR. JAN KARAZIM Workforce Program Manager

JESS KEENAN Associate Project Manager

HALEY PORTER Associate Project Manager and Research Analyst

MICHELE ECONOMOU URESTE Executive Director

KATIE WEBBER Workforce Project Manager



WORKFORCE WINS

Through the work of the **Southeast Michigan Community Alliance Workforce Intelligence Network (WIN) Health Careers Alliance (HCA) employer led-collaborative** and the **Advance Michigan Center for Apprenticeship Innovation (AMCAI)** team, a **registered apprenticeship program for Surgical Technologists** has received official approval from the **U.S. Department of Labor** in February of 2024.

The **Surgical Technologist program** is comprehensive as it culminates in an associate degree certification by the **National Board of Surgical Technology and Surgical Assisting (NBSTSA)**, with **optional certification in Sterile Processing**. Due to changes in the occupation effective January 2023, an **associate degree** is now required for eligibility of the national certification exam, earning the credential of **Certified Surgical Technologist (CST)**.

“At **Henry Ford Health**, we are committed to partnering and collaborating to provide innovative ways for the growth and development of the brilliant talent in each of the communities we serve,” expressed **Catherine Susko, Director of Talent Strategy and Solutions, Henry Ford Health**. “Our partnership with **WIN, HCA, and AMCAI** on the development of a **U.S. Department of Labor Surgical Technologist Registered Apprenticeship** provides us the opportunity to support the career growth of new and existing team members as we continue to provide world class patient care.”

“The **U.S. Department of Labor Apprenticeship Building America** grant has empowered **WIN** and our **employer-led collaborative** employers to expand registered apprenticeship programs into vital sectors such as healthcare,” stated **Michele Economou Ureste, Executive Director of WIN**. “Recognizing the pivotal role healthcare professions play for women and people of color, we’re excited to introduce the new **Surgical Technology registered apprenticeships**. This innovative initiative addresses industry needs but also opens doors for historically underserved communities through the earn-while-you-learn model. We’re proud to be part of this partnership!”

Additional healthcare registered apprenticeship programs in development with HCA employers include **Pre-Licensure Registered Nurse (RN), Practical Nurse (LPN), Optician, and Optometric Technician/Assistant**.

“As the healthcare industry embraces registered apprenticeship as a dynamic workforce development strategy, employers are increasingly eager to adopt it,” explained **Dr. Jan Karazim, Workforce Program Manager at WIN**. “This surge in interest has propelled the growth of our **Health Careers Alliance employer membership**, with a diverse array of employers now actively involved. Notably, in the latest quarter, **ProMedica Health System** has joined esteemed institutions like **Michigan Medicine, Trinity Health System, Henry Ford Health, McLaren Health System, Corewell Health System, County Medical Care Facilities, and Federally Funded Primary Care Providers** in collaborative discussions to explore innovative registered apprenticeship programs.”

Davis worked in a variety of customer service, security, warehouse, and labor jobs. Trying to find where she fit in, she came across the **Computer Support Technician** program on the **Oakland Community College** website and signed up for the virtual information session.

According to the **Workforce Intelligence Network (WIN)**, **Computer User Support Specialists** are in high demand for Oakland County. In 2023 alone, there were 1,698 job postings for these occupations. Additionally, these jobs tend to offer above-average pay, with a median wage of \$28.30 per hour.

"I've always had a **passion for technology and helping people** and my current job is seasonal, so I started looking into programs and training options that would help me **start a solid career in IT**. After learning more about the OCC program, I realized the dates aligned perfectly with my layoff season, **it was free, and I finally had the support in my life** to be able to commit to schooling/training full-time," **Davis** said. "I felt like it was finally **my time to shine**, and I saw there was an opportunity to make something more of myself. Not only that, but I wanted to be able to show people like me that it's **never too late to start your future**."

Julie Kirkpatrick, Sr. HR Generalist of The Oakwood Group, expresses gratitude for the **U.S Department of Labor Apprenticeship Building America Grant (ABA)**, emphasizing its role in nurturing existing talent and ensuring competitiveness in today's market.

Kirkpatrick stated, "As a **manufacturing plant in Taylor, MI**, The Oakwood Group values our partnership with **SEMCA Michigan Works!** and the exceptional customer service provided by **Jennifer Tucker, our Business Liaison**. The ABA Grant enables us to invest in our employees by creating a career path through training and development. In today's tight labor market, nurturing our existing talent ensures our competitiveness while meeting customer demands."

Kevin Cranick, WIN Economic Research Manager, was interviewed by **Will Glover of Detroit PBS** for the Featured Collection: **AI & Work & You**.

This series was part of **Detroit PBS's** continuing coverage on the **Future of Work, Detroit PBS' One Detroit, Michigan Learning Channel, and Tech Jobs Explained**.



WORKFORCE WINS

Aiden Kinczkowski knew early on he wanted to go into the medical field. In his small town of Pinckney, Kinczkowski started working in a local retail pharmacy at 16 but wasn't old enough to handle the medications until he turned 18. When he learned about the **Washtenaw Community College (WCC)** new **Pharmacy Technician Boot Camp**, he jumped at the opportunity. Kinczkowski enrolled in the **10-week boot camp** and **finished his clinicals at Michigan Medicine**, where he now works.

"This has 150% prepared me for the workforce," **Kinczkowski** said. "Because the professors are pharmacists, they are able to provide us with the best experience-based information possible. They also bring in guests from different pharmacy areas. This gives us a great view of where we may want to work, and how it actually works in the 'real world'."

The boot camps are taught by WCC faculty and include 170 hours of hybrid didactic sessions and 230 hours of on-site clinical experience. WCC partners with a diverse group of employers for clinical rotations throughout Southeast Michigan, including **Michigan Medicine, Trinity Health-St. Joseph Hospital**, various community pharmacies, compounding pharmacies and non-traditional settings. Upon completion of the program, students will be prepared to take the **national Pharmacy Technician Certification Exam (PTCE)** – which will allow them to **work throughout the United States** – and apply for **Michigan licensure**.

Along the way Kinczkowski has been inspired to evolve his career in medicine and helping others. He has earned his **Emergency Medical Technician certification** through **Huron Valley Ambulance** and also plans to return to **WCC as a nursing student**.

"I learned more than I ever expected," **Kinczkowski** said of his pharmacy tech training and healthcare journey thus far. "I found what I wanted to do for the rest of my life. WCC helped me reach connections and experiences that lead me to where I am now, an EMT, and looking to start my **Bachelor of Science in Nursing/paramedic path at WCC** next Fall."





The **U.S. Department of Labor Office of Apprenticeship** recognized **WIN** for exceeding its commitments as an **Apprenticeship Ambassador** to modernize, diversify, and expand **Registered Apprenticeship** while supporting the success of American workers, employers, and communities across the country.

"We're honored by the **U.S. Department of Labor's** recognition of **SEMCA WIN** as an Apprenticeship Ambassador. This acknowledgment reinforces our commitment to **expanding and diversifying registered apprenticeships, creating opportunities for individuals while increasing value for employers** throughout Southeast Michigan," said **Michele Economou Ureste, WIN Executive Director**.



"As a **U.S. Department of Labor Apprenticeship Ambassador, GST Michigan Works!**, recognizes the pivotal role registered apprenticeship programs play in shaping the future workforce and driving economic prosperity. **Youth Apprenticeship Week** serves as a powerful call to action to invest in talent and cultivate the next generation of skilled professionals," said **Jody Kerbyson, GST Michigan Works! CEO**. "Together with our partners and stakeholders, we are committed to harnessing the power of apprenticeships to build resilient communities and empower individuals to thrive in the workforce of tomorrow."

In September, **EHM Senior Solutions**, a trusted not-for-profit leader in senior care serving Southeast Michigan, announced the launch of its innovative **Registered LPN Apprenticeship Program**. This initiative was developed in partnership with the **U.S. Department of Labor and Michigan Works! Southeast** to tackle the growing shortage of skilled nurses while providing a unique career advancement path for employees.

"Nursing is one of the largely unexplored occupations in the world of apprenticeships, especially in skilled nursing facilities," said **Tiffany Mueller, Corporate Human Resources Director**. "We are leading the way in supporting our employees' career goals while ensuring we meet the growing demand for skilled nursing care. This program represents a strategic investment in our most valuable resource—our employees."

"We started researching apprenticeships back in July 2023 and this program would not have been possible without the collaborative efforts of the **Workforce Intelligence Network and Michigan Works! Southeast**, who have been invaluable partners along the way," **Mueller** added.

WORKFORCE WINS

Washtenaw Community College (WCC) continues to lead the state and grow its **advanced manufacturing technician apprenticeship program**, adding new employers and student apprentices for the upcoming academic year.

The second annual "Signing Day" for the college's next crop of student apprentices joining **Michigan's Mitten chapter of the Manufacturing Institute's Federation for Advanced Manufacturing Education (FAME)** took place in June of 2024.

WCC is the only Michigan college in the national FAME work-and-learn program, which equips students with skills required for the rapidly evolving manufacturing industry.

The program offers paid on-the-job training and mentoring through industry partners and educational pathways to an **associate degree in Mechatronics – Robotics and Automated Systems** from WCC in under two years. Student apprentices interview with and are hired by participating advanced manufacturing industries located in the region.

Last year's inaugural cohort of students is continuing through the 18-month program, balancing three work days with their company and full-time classes two days a week.

"The **inaugural Youth Apprenticeship Week** marks a significant milestone in our collective efforts to empower the workforce of tomorrow. **SEMCA Michigan Works!** is committed to supporting area youth and is collaborating with employers, educators, and workforce professionals to create robust apprenticeship programs," stated **SEMCA Michigan Works! CEO Gregory Pitoniak**. "These programs are more than just training; they are a promise of a brighter future, offering our youth the skills and opportunities they need to succeed in the competitive global economy."



Chrissy Brown, President & CEO of International Building Products, Inc., underscores the profound impact apprenticeships have on innovation and community growth, stating, “**IBP values apprenticeship programs** as they bring **fresh perspectives** and ideas, which stimulate **innovation and creativity** within. This contributes to the **growth and success** of our company while also **investing in the workforce** and local community.”

As an underemployed individual in the customer service sector, **Breia Roberts** worked a few jobs in retail and had previously taken classes at **Oakland Community College (OCC)**. Then life happened for the young mother of two from **Pontiac** who was busy raising a family.

After doing some research, she realized the **five-week CNC Machine Operator training program at OCC** was a great opportunity and decided it was time to take that next step in her career, with her ultimate goal to eventually start working at **Williams International** and begin an apprenticeship program.

During the application process, Roberts worked with **Ebony Robinson**, a case manager at the **Oakland County Michigan Works! Pontiac** office. Roberts enrolled in the CNC program in April 2023. A little over a month after completing the training program, Roberts was hired with **Williams International as a Deburr Tech**. She felt that the OCC five-week training program gave her the tools and resources to help her land her dream job.

“Do it and go for it! It doesn’t matter what spot in life you’re in,” said **Roberts**. “Even if you have kids, went to college, or didn’t finish, take the opportunity while it is there.”

Eight months after completing the program, Roberts continues to thrive on the job at **Williams International**. Soon she’ll be visiting different areas of the plant and will be trained by mentors to get a more well-rounded perspective of the facility. Roberts feels that the short-term training program has helped her prepare for her position and succeed on the job. One specific area that the training has prepared for her job was the OSHA 10 safety training, which she says she uses daily in her job.

She has also achieved another goal by enrolling in **OCC’s apprenticeship program** in September 2023 and is taking additional classes during the winter 2024 semester. Roberts credits the OCC team for helping her land this opportunity.

“I really want to thank OCC for having programs like this. Working at Williams is a never-ending learning experience and I can honestly say I love my job!,” expressed **Roberts**.



DATA & RESEARCH

Labor Market Research: Published 43 reports analyzing regional job trends, in-demand occupations, and industry forecasts with over 700 data pulls in 2024. winintelligence.org/lmr

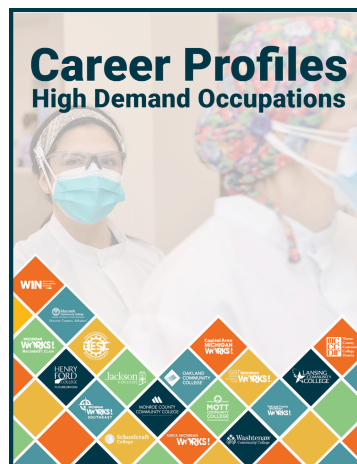
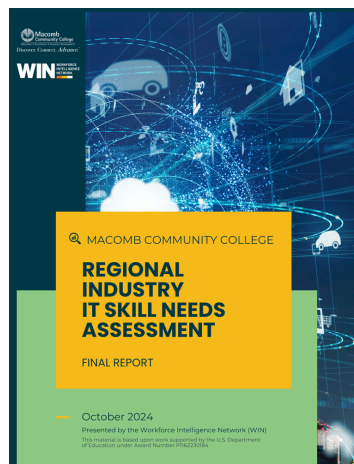
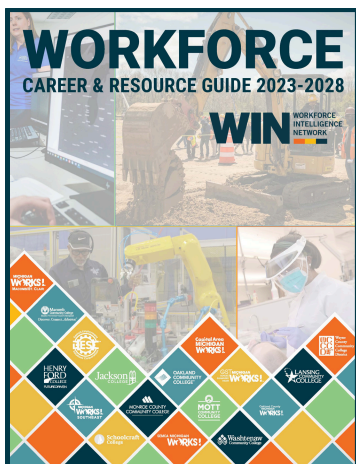
Career Pathways: The One Workforce Industry Infinity team developed career pathways for high-demand occupations in Cybersecurity, Transportation, and Advanced Manufacturing. Published in 2024, using 2023 data, these pathways support workforce planning, career counseling, and program development. winintelligence.org/careerpathways

Macomb Community College IT Skills Need Study: Partnering with WIN to analyze IT workforce trends in Southeast Michigan. The study highlights steady IT job growth and key in-demand skills. The report recommends increased hands-on learning, stronger industry-education collaboration, and short-term training programs to address skill gaps. winintelligence.org/ITstudy

Hydrogen Social Network Analysis: Collaborating with the **University of Toledo on a U.S. Department of Energy** funded initiative focusing on safe hydrogen production, specialized curriculum development, and workforce training. WIN and UToledo are mapping the regional hydrogen ecosystem to identify key skills and trades needed, ensuring Midwest educational institutions can equip workers for this emerging field. winintelligence.org/hydrogen

Michigan Workforce Career & Resource Guide

A no-cost resource for Michigan organizations supporting students, job seekers, and incumbent workers by connecting them to education and training opportunities leading to employment solutions, in-demand careers, and high-wage jobs for 2023-2028. The guide features **25 Career Profiles** focusing on **11 occupations groups with top in-demand job** and labor market research.



winintelligence.org/career

ONE WORKFORCE INDUSTRY INFINITY

WIN received a **U.S. Department of Labor's H-1B One Workforce** \$10 million grant award to train Americans for high-demand jobs typically filled by H-1B visa holders. The grant initiative, "Building an Industry Infinity Supply Chain" is focused on developing a skilled workforce in **Information Technology, Advanced Manufacturing, and Transportation, Distribution, and Logistics.**

Almost \$2 million of the grant is dedicated to supporting industry needs and technological advancements with new and updated curriculum in these key sectors. A **Curriculum Development Committee** was formed, leading to over **50 new and updated programs designed to align with automation and emerging industry trends.**

In addition, WIN formulated **14 career pathways** using labor market data, providing career counselors and individuals with clear guidance on career progression within these fields. **winintelligence.org/careerpathways**

Through partnerships with regional community colleges and Michigan Works! Agencies, the program provides short-term training opportunities, including **cybersecurity boot camps and robotics certifications.** Targeting low-income, unemployed, and incumbent workers, the initiative equips participants with industry-recognized credentials to secure sustainable, high-wage employment. By the end of 2024, the program **exceeded enrollment goals by 449 participants, with a total of 1,324 individuals trained.**

Among the occupations targeted, **Transportation, Storage, and Distribution Managers** emerged as the **most popular career choice**, with **489 enrollments (37%).** Other top-selected occupations include **Transportation Inspectors (135), Electro-Mechanical and Mechatronics Technologists and Technicians (109), Detectives and Criminal Investigators (129), and Information Security Analysts (24).**

WIN partners leveraged over \$4,260,000 to support the Industry Infinity initiative. Additionally, case managers maximized funding and participant success by integrating multiple funding sources to enhance training accessibility and completion rates.

A no-cost extension was granted through January 2026 to continue participant enrollment. SEMCA WIN remains committed to expanding training access, supporting curriculum development, and strengthening the Michigan workforce through innovative, data-driven strategies.



2024 INDUSTRY INFINITY PERFORMANCE MEASURE OUTCOMES*

(FOR INDIVIDUALS)

1,324

PARTICIPANTS
Exceeding the goal by 143%

1,015

CREDENTIALS OBTAINED
Exceeding the goal by 126%

544

YOUTH PARTICIPANTS
(AGES 17-29)

97%

OBTAINED EMPLOYMENT

725

LOW-INCOME INDIVIDUALS SERVED

**Cumulative through December 2024
Industry Infinity would not be possible without the hard work and dedication of the Michigan Works! Agencies and Community Colleges on the WIN board.*

ADVANCE MICHIGAN CENTER FOR APPRENTICESHIP INNOVATION



CLOSING THE SKILLS GAP & APPRENTICESHIP BUILDING AMERICA OUTCOMES

139

NUMBER OF RAPS DEVELOPED

250

NUMBER OF RAPS EXPANDED

4,610

INDIVIDUALS ENROLLED

89

PRE-APPRENTICESHIPS DEVELOPED
AND EXPANDED

109

INDIVIDUALS ENROLLED IN
PRE-APPRENTICESHIPS

The **U.S. Department of Labor (USDOL) Closing the Skills Gap** initiative with **Oakland Community College**, as the lead and fiscal agent, remained a leader in **advanced manufacturing apprenticeship** and earned the **Sustainability and Expansion Award** and the **Adaptive Leadership Award** from the USDOL during the grant close out meeting in December 2024.

The USDOL **Apprenticeship Building America** grant continues to support the **Advance Michigan Center for Apprenticeship Innovation (AMCAI) Pre-Apprenticeship Training Academy** by strengthening apprenticeship programs across six regional community colleges and six Michigan Works! agencies. The grant has also helped **launch 12 apprenticeship intermediary hubs throughout Michigan**.

WIN was recognized as a **USDOL Apprenticeship Ambassador** and facilitated **over 60 regional apprenticeship events in 2024**, working with **37 active employers** and **136 registered apprentices across 40 occupations**.

Key apprenticeship milestones:

- **Healthcare:** EHM Senior Solutions launched an **CNA to LPN Apprenticeship**, and Henry Ford Health introduced a **Surgical Technologist Apprenticeship**, offering associate degrees and national certifications.
- **Advanced Manufacturing:** WIN helped **establish Michigan's first FAME chapter**, preparing workers for high-tech manufacturing roles.
- **Regional Expansion:** Since 2018, WIN served 281 apprentices and engaged over 250 employers.

Through collaboration and innovation, WIN and its partners are shaping a robust, inclusive apprenticeship ecosystem in Southeast Michigan.

WIN REGISTERED APPRENTICESHIP INTERMEDIARY



WIN APPRENTICESHIP INTERMEDIARY

WIN offers a **no-cost Apprenticeship Intermediary Program** to assist employers in developing and managing **U.S. Department of Labor (USDOL) Registered Apprenticeship Programs**.

This initiative streamlines the apprenticeship process through key phases:

1. **Share:** WIN educates employers on apprenticeship fundamentals, best practices, funding opportunities, and USDOL regulations, providing resources like approved training plans.
2. **Build:** Collaborating with employers, WIN customizes apprenticeship programs by creating on-the-job training plans, coordinating with educational partners for related technical instruction, and suggesting wage scales based on labor market data.
3. **Certify & Manage:** WIN handles the documentation required for USDOL certification, submits applications on behalf of employers, and manages ongoing program tracking, including apprentice progress, compliance with Equal Employment Opportunity regulations, and conducting necessary audits.

The WIN apprenticeship intermediary has **136 apprentices** currently registered across **40 active registered occupations**, with **84 new apprentices registered across 20 occupations in 2024**. Although traditional skilled trades occupations remain prevalent, there is a growing number of non-traditional opportunities emerging. These include occupations such as commercial housekeepers, K-12 teachers, bakers, and pastry cooks, to name a few. Since 2018, the program has supported **281 apprentices** and **partnered with more than 250 companies**, including **76 employers engaged in 2024 alone**, making a significant impact on workforce development throughout the region.

Employers participating in the program benefit from accelerated program development, simplified reporting, and seamless integration into established apprenticeship frameworks. This support enables businesses to **effectively cultivate a skilled workforce tailored to their specific needs**. For additional information visit miapprenticeship.org.

37

ACTIVE EMPLOYERS

136

ACTIVE APPRENTICES

40

ACTIVE REGISTERED
OCCUPATIONS STANDARDS

281

APPRENTICES SERVED
SINCE 2018

250+

EMPLOYER ENGAGED SINCE
2018

MICHIGAN ALLIANCE FOR GREATER MOBILITY ADVANCEMENT

MAGMA, convened by WIN since 2013, is an industry-led consortium addressing automotive industry talent challenges. Bringing together OEMs, suppliers, educators, workforce organizations, and state agencies, MAGMA focuses on workforce solutions for connected and automated vehicles, cybersecurity, embedded software, and other emerging technologies.

Key achievements include:

- Managing employer-led workforce initiatives with five automotive OEMs, five suppliers and nine stakeholder partners.
- MAGMA is included in the \$10M USDOL **H1-B One Workforce Industry Infinity** grant, which provides \$4.6M for workforce training and \$1.8M for curriculum development in advanced manufacturing, cybersecurity, and transportation.
- Leading the **EV Jobs Academy**, a statewide collaborative with 130+ employer and stakeholder partners, scaling postsecondary EV certification programs at 32 colleges and universities.
- Serving as a national model for EV workforce development, with MAGMA leadership presenting at the **USDOL Vision 2030 Conference**.

Through collaboration and innovation, MAGMA continues to shape Michigan's mobility and EV workforce, preparing talent for the industry's evolving needs.



GOVERNING BOARD MEMBERS

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EV JOBS ACADEMY

The EV Jobs Academy grant was awarded by the Michigan Department of Labor and Economic Opportunity's Office of Employment & Training and Michigan Economic Development Corporation (MEDC) to the Southeast Michigan Community Alliance (SEMCA) Workforce Intelligence Network (WIN) in 2022. Led by the Michigan Alliance for Greater Mobility Advancement (MAGMA), EV Jobs Academy included dedicated collaboratives representing the private and public sectors developing data-driven talent pipeline solutions for EV and mobility.

The six working groups included:

1. Southeast Michigan Mobility Talent Collaborative, led by the **Detroit Chamber of Commerce and MICHauto**
2. Defense and Outdoor Recreation Vehicles Collaborative led by the **National Advanced Mobility Consortium (NAMC)** with support from **Michigan Technological University and UP Michigan Works!**
3. Smart Cities and Communities Fleet Collaborative (SC2FC), led by the **Southeast Michigan Council of Governments (SEMCOG)**
4. EV Jobs Academy Education and Training Team led by the **MAGMA Governing Board** member from the **Center for Advanced Automotive Technology (CAAT) at Macomb Community College**
5. Research Project Team led by the **Center for Automotive Research (CAR), W.E. Upjohn Institute for Employment Research, and WIN Data and Research**
6. Outreach and Recruitment project team led by **Capital Area Michigan Works!, Oakland County Michigan Works!, Henry Ford College, Wayne County College Access Network (WCCAN), and WIN Communication Manager** in coordination with the **State of Michigan**

WIN is proud of the EV Jobs Academy employer-led collaborative strategy and achievements from 2022-2024, which achieved national attention and funding for the State of Michigan from the White House.

EV Jobs Academy scaled statewide to the State of Michigan EV Workforce Hub engaging all 16 Michigan Works! Agencies.

PERFORMANCE OUTCOMES

42

EMPLOYERS ENGAGED
EXCEEDING THE GOAL
BY 245%

100

ACTIVE PARTNERS &
STAKEHOLDERS
EXCEEDING THE GOAL
BY 250%

26

PROVIDERS WITH
EMPLOYER ALIGNED
CURRICULUM

HEALTH CAREER ALLIANCE FOR SOUTHEAST MICHIGAN

The **Health Careers Alliance for Southeast Michigan (HCA)** was established through the **USDOL Apprenticeship Building America (ABA)** grant awarded to SEMCA WIN in 2022. This employer-led collaborative, co-convened with the State of Michigan's LEO Workforce Development division, focuses on addressing critical healthcare workforce needs across WIN's 19-county region.

HCA is an **employer-led collaborative** working to execute innovative, cooperative, and strategic solutions that address immediate and future healthcare workforce needs across Southeast Michigan.

Core Values Driving the HCA Workforce Strategy:

- **Collaboration:** Uniting healthcare employers, educators, workforce agencies, and community partners to align efforts and maximize impact.
- **Innovation:** Leading the way with creative, data-informed solutions in workforce development and talent pipeline strategies.
- **Equity:** Promoting inclusive access to healthcare careers for individuals from all backgrounds and communities.
- **Resilience:** Building adaptable strategies that respond to shifting demographics and evolving workforce challenges.
- **Impact:** Delivering measurable, systemic improvements in healthcare workforce readiness, recruitment, and retention.

In 2024, WIN effectively closed out MiLEAP and MiREACH grants, surpassing key deliverables.

- The **MiLEAP program trained 599 individuals**, surpassing the 556-participant target, significantly advancing workforce readiness in high-demand sectors.
- The **MiREACH program achieved 281 individuals trained**, nearly tripling the 100-participant goal, exclusively preparing them for healthcare careers supporting rural communities.



39

EMPLOYER ORGANIZATIONS

20

WORKFORCE AGENCIES AND
STATE GOVERNMENT

19

INSTITUTIONS OF HIGHER
EDUCATION AND K12
SCHOOL DISTRICTS



Key Contributions in 2024:

Advancing Incumbent Workers through Registered Apprenticeship Programs (RAPs)

- Launched USDOL Registered Apprenticeship Programs for Surgical Technologists and Licensed Practical Nurses (LPNs), creating new career advancement opportunities.
- Developed RAPs for Registered Nurses, Radiologic Technologists, Optometric Assistants, with new programs underway for Respiratory Therapists, Medical Laboratory Assistants, and Technicians.

Supported employers in designing, implementing, and managing RAPs.

- Created replicable, statewide strategies to scale apprenticeship models in healthcare.
- Creating a Strong Talent Pipeline for the Healthcare Industry
- Addressed emerging workforce demands and demographic shifts with targeted pipeline strategies.

Developed career pathways for underemployed adults to enter healthcare fields.

- Proposed integrated pathways between universities and community colleges to streamline credential attainment.
- Expanding the High School-to-Healthcare Pipeline
- Strengthened Health Science Career and Technical Education (CTE) programs in high schools.
- Enhanced employer engagement to co-develop curriculum and increase access to work-based learning experiences.

Earn-and-Learn Opportunities

- Expanded apprenticeship and earn-as-you-learn models to support full-time working adults transitioning into healthcare careers.
- Fostered strong collaboration among large healthcare systems and rural providers to co-create innovative, scalable workforce solutions.

With WIN's expertise and resources, HCA is transforming healthcare workforce development through strategic apprenticeship programs that strengthen retention, expand career opportunities, and address industry-wide challenges.

The active participation of **39 employer organizations and 39 stakeholder partners** have achieved unparalleled success in creating new registered apprenticeship programs to address significant labor shortages.

"We started researching apprenticeships back in July 2023, and this program would not have been possible without the collaborative efforts of the Workforce Intelligence Network and Michigan Works! Southeast, who have been invaluable partners along the way,"

- Tiffany Mueller, Corporate Human Resources Director.

APPRECIATION FOR OUR PARTNERS

Sincere gratitude is extended to regional partners, employers, educational institutions, and workforce organizations. Collaboration and support drive the success of WIN's mission and the growth of the Michigan workforce

STAY CONNECTED!

Be part of shaping the future workforce of Southeast Michigan.
Learn more about research, programs, and initiatives at winintelligence.org.

SEMCA Workforce Intelligence Network (WIN) for Southeast Michigan is a nonprofit organization committed to workforce and economic development in Southeast Michigan.

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 **ADVANCE MICHIGAN**
CENTER FOR APPRENTICESHIP INNOVATION

 **MI APPRENTICESHIP**

HCA 
HEALTH CAREERS ALLIANCE
FOR SOUTHEAST MICHIGAN

MAGMA 
Michigan Alliance for Greater Mobility Advancement