

2018 ANNUAL REPORT



WIN WORKFORCE INTELLIGENCE NETWORK



**DATA.
ENGAGEMENT.
SOLUTIONS.**

MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2011, with funding from the New Economy Initiative, the Workforce Intelligence Network for Southeast



Michigan (WIN) was formed as a unique consortium of community colleges and Michigan Works! Agencies (MWAs) in greater southeast Michigan. The Southeast Michigan Community Alliance (SEMCA), a 501(c) (3), is WIN's fiduciary. WIN is an employer convener that communicates industry

hiring needs to college partners for curriculum development, and to workforce development agencies for talent pipeline development. The WIN board, which is comprised of 10 community colleges and six MWAs in southeast Michigan, has immeasurable experience and expertise in workforce and education. This network of organizations underscores WIN's values of collaboration, leadership, stewardship, integrity, and progress by delivering workforce development programs uniquely created to meet local employer demands.

In 2018, the WIN Board of Directors was Co-Chaired by Amy Jones from Schoolcraft College and John Bierbusse from Macomb St. Clair Michigan Works! The organization bylaws were updated and a new five-year Memorandum of Understanding was approved for renewed membership of ten college and six Michigan Works! agency partner organizations through 2022.

The Board of Directors established a Strategic Planning Committee (SPC) and appointed Dr. Michelle Mueller from Washtenaw Community College and

Jennifer Llewellyn from Oakland County Michigan Works! as the SPC Co-Chairs which led to the development of the first strategic framework. The strategic planning process involved a facilitated SWOT analysis and two-day board retreat.

Today's workforce experiences the effects of economic evolution, which requires alternative career pathways and strategies for life-long learning. WIN program initiatives smooth and patch the bumps and breaks in the talent supply chain.

The following WIN staff achieved an impressive year of growth in creating and expanding regional workforce programs and initiatives: Tina Adam, Rana Al-Igoe, Kristi Ayers, Colleen Azimi, Amanda Bauerschmidt, Carrie Bonofiglio, Danielle Bowman, Scott Corsi, Jordan Cull, Tricia Czachowski, Miriam Enciso, Janene Erne, Karista Gallick, Lisa Gordon, Sarah Gregory, Tim Johnston, Kristie Kabacinski, Josh Koning, Trevor Leatzow, Kinsey

Mantay, Megan McCoy, Imad Mourad, Laura Noffke, David Palmer, Melissa Sheldon, John Sullivan, Karley Thurston, and Michelle Wein. This team could not achieve the impact it does without the individuals, organizations, agencies, foundations, and other partners that lend vital resources to support our work.

Sincerely,

Michele Economou Ureste

Michele Economou Ureste, M.P.A.
Executive Director

The mission of the Workforce Intelligence Network for Southeast Michigan is to cultivate a cohesive talent system by facilitating data-driven workforce solutions to ensure responsiveness to changing labor market demands.

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DATA. ENGAGEMENT. SOLUTIONS.

The mission of the Workforce Intelligence Network for Southeast Michigan (WIN) is to cultivate a cohesive talent system by facilitating data-driven workforce solutions to ensure responsiveness to changing labor market demands.

To accomplish this mission, WIN has identified three pillars that guide its activities and partnerships in the region:

- **Data.** 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 strategies for the delivery of regional workforce development programs through its partners.

WIN's served population and scope of services is primarily offered in a 16-county region, which includes Genesee, Hillsdale, Huron, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saint Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, and Wayne, and the City of Detroit.

WIN specializes in high-quality, advanced talent analysis and fostering collaboration among talent partners, including workforce development, community colleges, four-year postsecondary institutions, K-12 schools, economic development organizations, government, community-based organizations, and employers.

WIN manages data-driven, employer-focused strategies in the areas of advanced manufacturing, information technology, health care, retail, and defense, and has worked with hundreds of major employers and dozens of talent partners through its initiatives.



3,000% RETURN ON INVESTMENT

For every dollar that WIN has earned for its operations through grant-writing and direct support, WIN has directly contributed \$33 to the community and partners. For every dollar WIN has received from its board members, including community colleges and Michigan Works! Agencies, there has been a \$58 return on investment.



\$150 MILLION IN TOTAL FUNDING FOR THE REGION

Since it was founded, WIN has brought in over \$150 million in funding to southeast Michigan through grants awarded to various organizations in the region. To support this investment, WIN has written, supported, helped design conceptually, and informed proposals with data and other research. WIN also has made possible and contributed to sponsored research projects that have informed regional partners' work, another important form of investment.



\$30 MILLION FROM GRANT WRITING SUPPORT

WIN's grant writing support in the region, has yielded over \$21 million of direct funds with another \$9 million in leveraged funds.

WIN'S REGIONAL ROLE



WIN is a trusted broker, convener, facilitator; community partners trust WIN to digest, understand, and address their needs.



WIN supports regional transformation strategies that integrate talent, economic development and entrepreneurship.



WIN helps convene partners in the design and implementation of innovative strategies that result in jobs and workers' connection to them.



WIN facilitates institutional collaboration between private and public sector partners with a stake in regional talent and economic development.



WIN identifies opportunities for process improvement and aligns resources for fostering successful partnerships, particularly around talent development.



WIN shares intelligence about high-demand jobs among adults and youth as an advocate of career awareness and readiness, which is essential for post-secondary success.

WIN BOARD

WIN’s board is comprised of six Michigan Works! agencies and ten community colleges in southeast Michigan. WIN works closely with its 16 board member organizations as a collective partnership to pursue its mission and serve the 16-county region represented by the partnership. In addition to relying on each organization to have an active and essential role in WIN-managed initiatives, WIN also regularly convenes representatives from each organization – the WIN board – for monthly meetings, grant opportunities, training events, and countless other opportunities for partnering.



Detroit Employment Solutions Corporation(DESC)
Nicole Sherard-Freeman
President and Chief Executive Officer



Macomb Community College
David Corba
Dean, Business Administration, Information Technology



Mott Community College
Robert Matthews
Associate Vice President of Workforce and Economic Development



Southeast Michigan Community Alliance (SEMCA) Michigan Works!
Gregory Pitoniak
Chief Executive Officer



GST Michigan Works! Agency
Jody Kerbyson
Chief Executive Officer



Macomb-St. Clair Michigan Works! Agency and Workforce Development Board
John Bierbusse
Executive Director



Oakland Community College
Douglas J. Smith
Executive Director for Government and Community Relations



St. Clair County Community College
Tamara J. Kenny
Dean Occupational Studies



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



Michigan Works! Southeast
Bill Sleight
Executive Director



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



Washtenaw Community College
Dr. Michelle Mueller
Vice President of Economic, Community, and College Development



Jackson College
Tina Matz
Director of Workforce Training



Monroe County Community College
Barry C. Kinsey
Director of Workforce Development



Schoolcraft College
Amy Jones
Associate Dean of Occupational Programs



Wayne County Community College District
Dr. James Robinson
Provost, Workforce Development

PREPARING GRADUATES IN ROBOTICS AND AUTOMATION

Advance Michigan Catalyst is a workforce solution developed by WIN and its partners to train mainly un-and-underemployed individuals in one of the fastest growing classifications of job growth in the region. Catalyst is a four-year, \$6 million grant from the U.S. Department of Labor's Employment and Training Division that was awarded to WIN and its partners to train and employ southeast Michigan workers in robotics and automation. WIN manages the Catalyst in an effort to align talent with employer and economic development needs in the region in collaboration with the ten community colleges and six Michigan Works! Agencies that encompass the WIN partnership.

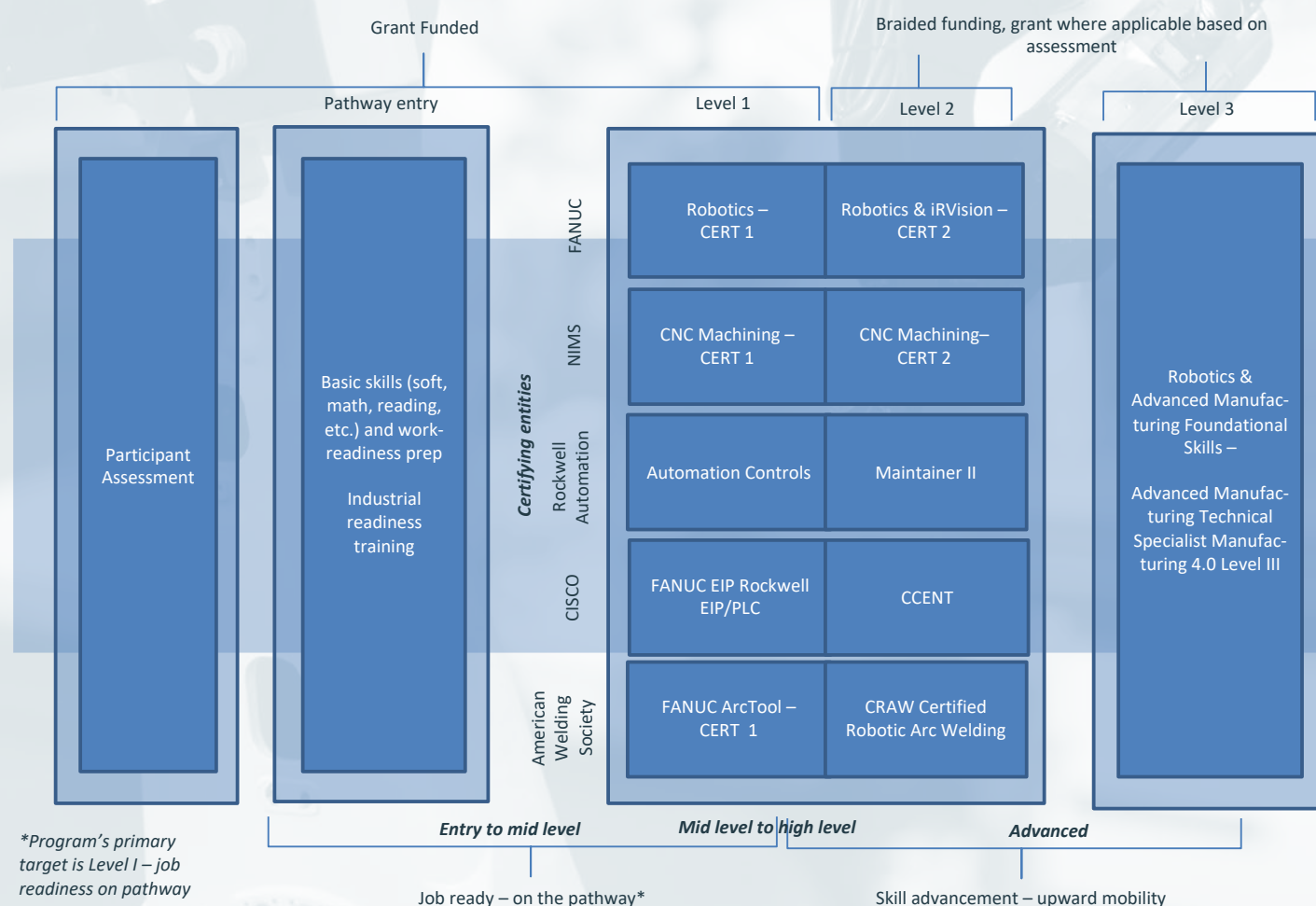
Training focuses on a variety of occupations, along five main career pathways:

- Robotics
- Computer numerical controls (CNC) machining
- Automation controls
- Programmable logistics controls (PLC)
- Robotic welding

Funds are allocated to Michigan Works! Agency partners, who provide participant assessment, training, wrap around and supportive services,

industrial readiness, job placement, and other workforce development services as needed. Preference for the training provider is given to the community college partners who helped develop the career pathways and worked on the grant development.

Advance Michigan Catalyst would not be possible without the hard work and dedication of the Michigan Works! Agencies and community colleges on WIN's board.



2018 PERFORMANCE MEASURE OUTCOMES

244

INDIVIDUALS ENROLLED IN TRAINING

209

INDIVIDUALS WHO COMPLETED TRAINING AND EARNED A CREDENTIAL

167

INDIVIDUALS EMPLOYED AFTER COMPLETING TRAINING



PROMOTING RESEARCH, INDUSTRIAL DEVELOPMENT, AND TALENT DEVELOPMENT RELEVANT TO THE DEFENSE INDUSTRY.

The Southeast Michigan regional economy lost over 38% of its defense contracts during 2012 and 2014. In response to the decline in defense spending and as part of the Advance Michigan Investing in Manufacturing Communities Partnership designation, the region was awarded two Defense Industry Adjustment grants for economic and workforce diversification from the Department of Defense Office of Economic Adjustment (DoD OEA) implemented by a group of partners known as the **Advance Michigan Defense Collaborative (AMDC)**.

The purpose of the Advance Michigan Defense Collaborative is to provide immediate and sustained assistance to firms and workers in a 13-county region in southeast Michigan affected by reduced Department of Defense procurement. The coalition coordinates assistance to organizations that promote research, industrial development, and talent development relevant to the defense industry.

The Department of Defense Office of Economic Adjustment Phase I grant for community planning assistance and economic diversification has been operating since August 1, 2015 and will conclude January 31, 2019. It has a total federal award of \$5,969,339, non-federal matches totaling \$784,000 and total project costs of \$6,753,339. Phase two started August 1, 2017 and will conclude July 31, 2019, with a total federal award of \$2,008,692, non-federal matches totaling \$225,000 and total project costs of \$2,233,692.

The success of both grants relies on partnerships between WIN and Macomb/St. Clair Workforce Development Board, Macomb County Planning and Economic Development, Merit Network, and the Michigan Economic Development Corporation's Michigan Defense Center. These partnerships resulted in numerous deliverables, including two cyber range hubs, the development of a business renewal accelerator known as Connected Detroit Innovates, and a Defense Industry Career Transition Center, among many others.

The AMDC supports resiliency and capacity in autonomous transportation and connected mobility, the lightweight materials manufacturing sector, and information technology with a focus on increasing security of automated transportation systems and products.

2018 DOD OEA GRANT ACCOMPLISHMENTS

PHASE ONE

- Provided oversight of the Michigan Automated System Collaborative, two connected products demonstration projects, and a Regional Connected and Automated Transit System plan.
- Provided grant oversight for the Connected Detroit Innovates project, bringing together businesses working in Internet of Things space. This is being sustained past the grant by CGS Advisors.
- Supported expansion of the MEDC Michigan Defense Center Bid targeting system, a software system that allows the Michigan Defense Center to work with employers interested in defense contract work and calculates their potential rate of success for the contracting work to make them more likely to get the contract.
- Developed a plan to sustain MAGMA and Opportunity Detroit Tech, along with several other DOD OEA projects.
- Supported defense industry supply chain mapping efforts through Michigan Defense Center.

PHASE TWO

- Continuation of MAGMA and Opportunity Detroit Tech, with additional efforts to draw in defense businesses to expand the conversation of talent shortages and solutions.
- Grants were awarded to Lansing Area Economic Partnership, Macomb County Planning and Economic Development, Michigan Aerospace Manufacturing Association and Detroit Aerotropolis for the MEDC's Michigan Defense Center Protect & Grow industry cluster work.

DOD PHASE 1



DOD PHASE 2



WIN really opened my eyes to the possibilities of making apprenticeship work for us. We had a short window to register our apprenticeship in order for our apprentice to qualify for coursework funding support. WIN helped us use an existing apprenticeship program to get us started, and then worked with us to develop our own specific program.

– Kelly Victor-Burke, CEO
Burke Architectural Millwork

SOUTHEAST MICHIGAN'S PARTNER FOR APPRENTICESHIP SUCCESS

Since 2015, WIN has led the **Advance Michigan Center for Apprenticeship Innovation (AMCAI)** aimed at increasing the number of apprentices in Southeast Michigan and strengthening the region's apprenticeship ecosystem.

In 2018, AMCAI launched several successful initiatives to support the project and its deliverables. One crucial element in AMCAI's success has been in expanding partnerships with educational institutions and workforce development partners, which benefit from a strong apprenticeship ecosystem. Because AMCAI has a strong central management capacity, it can offer support and services to all regional partners. One such service is realized through WIN's apprenticeship intermediary program, launched in 2018, which allows employers referred by AMCAI partners to take advantage of heightened support to vastly decrease the time it takes to develop and launch a program, while also "outsourcing" certain crucial apprenticeship management functions to WIN. The **WIN intermediary program** has produced standard processes and templates that enable this increased efficiency. Additionally, WIN through AMCAI, has implemented an **online apprenticeship management system** enabling easy, web- or app-based apprenticeship progress reporting and tracking, which is available to all partners. This online tracking system has also enabled simpler management of competency-based apprenticeship programs, which are of high value to employers but also have in the past presented challenges to employers that prevent them from being adopted.

Another AMCAI focus this year has been in expanding and streamlining the available apprenticeship information to employers, candidates and administrators. This had previously been a challenge due to the large amount of information and resources available from a variety of sources. AMCAI approached this issue by launching RAPiD events, along with a new website, Mlapprenticeship.org, which aims to collect and present apprenticeship contacts and guidance in a single location for statewide stakeholders. Through these AMCAI efforts, WIN hopes to continue supporting the momentum and growth of apprenticeship in Michigan.

AMCAI would not be possible without the hard work and dedication of Project Management staff at Henry Ford College and the many project partners.

2018 PERFORMANCE OUTCOMES

350

PARTICIPANTS SERVED

218

APPRENTICES REGISTERED WITH US DOL

280

NUMBER OF EMPLOYERS ENGAGED

26

NEW APPRENTICESHIP PROGRAMS REGISTERED WITH THE US DOL

CUSTOMIZED RESEARCH & DATA ANALYSIS

Apprenticeship Performance Based Objectives Database

In 2018, WIN began a pilot workforce development specialist apprenticeship program for staff. In order to track completion of skill benchmarks, called performance-based objectives (PBOs), data and research team staff worked with the apprenticeship team to create an Access database for the initial round of apprentices. Creating the PBOs involved extensive research of internal and similar job descriptions, and this database was formatted to allow apprentices to easily log and view progress.

Data Requests

WIN provides real-time labor market information to assist organizations with workforce and educational program decisions, grant writing and proposal data, economic development attraction and retention projects, occupation wage requests, and more. In 2018, more than 200 data requests were fulfilled by the data and research team.

Data and research is a primary focus of WIN's partnership and process improvement efforts and its research and data capabilities include primary and secondary data gathering, customized and contextualized analysis (including statistical and econometric analysis), application, and communication. WIN is also experienced in asset mapping and social network analysis.

LIFT Workforce Reports

Since 2014, WIN has been producing customized workforce reports for Lightweight Innovations for Tomorrow (LIFT). LIFT, operated by the American Lightweight Materials Manufacturing Innovation Institute (ALMMII), is a public-private partnership to develop and deploy advanced lightweight materials manufacturing technologies, and implement education and training programs to prepare the workforce. The reports produced by WIN analyze the workforce within Michigan, Ohio, Indiana, Tennessee, and Kentucky and provide information regarding employment, wages, skills, and employer demand for the integral occupation groups and sub-groups related to lightweighting.

Customized workforce reports are produced quarterly for LIFT and can be found by visiting <http://lift.technology/education-workforce-development>.

WIN Labor Market Reports

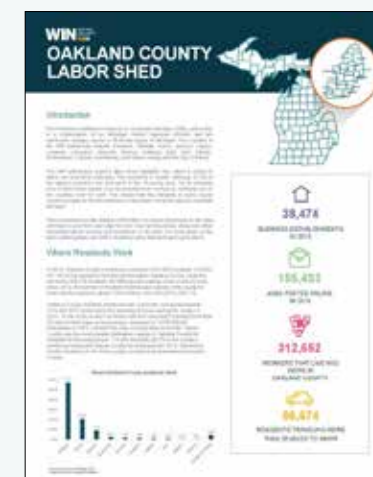
WIN's labor market reports highlight labor market information and real-time job posting data for various geographies within the 16-county region of southeast Michigan. A workforce overview is provided within each report identifying key components of the area's labor market including labor force status, demographic, and commuting data. WIN's analysis of online job postings, a proxy for employer demand, is a pioneering method for tracking the health of the labor market. This data is used to provide a real-time demand overview, detailing posting related findings for both employers and job seekers.

WIN's data and research team analyzes job posting data at the occupation level within eleven customized occupation groups built using specific Standard Occupational Classification (SOC) codes to provide more contextualized information. Occupation groups combine data for jobs with similar skillsets, educational attainment, and experience requirements, which provides a more in-depth snapshot of the current labor market when compared to traditional industry data based upon North American Industry Classification System (NAICS) codes. Occupation outlook sections utilize these metrics to identify and display the top in-demand jobs, their entry requirements, and their earning potential.

Labor market reports are produced quarterly and can be found by visiting <https://winintelligence.org/data-research/quarterly-reports>.

WIN Learning Network Meetings

The WIN Learning Network is designed to provide quality data resources and tutorials to Community College, Michigan Works! Agency, and economic development partner representatives throughout southeast Michigan. Data users, business services professionals, career services representatives, case management staff, and program coordinators come



together during these quarterly meetings to learn from local experts and share best practices.

Apprenticeship ROI Calculator

In early 2018, WIN released the second version of the nationally recognized apprenticeship ROI calculator. The return on investment (ROI) of an apprentice is determined by considering a wage progression over the life of the program, the wages of an experienced technician, billing and hourly workloads for an experienced technician, the hourly cost of training the apprentice, and productivity changes from pairing an apprentice with an experienced technician. The ROI calculator is designed to empower Michigan employers with the information they need related to the value of apprenticeships.

This project would not have been possible without the assistance of State of Michigan, Department of Technology, Management and Budget, Office of Labor Market Information and Strategic Initiatives; and the Jackson Area Manufacturers Association.

WIN's apprenticeship ROI calculator can be found by visiting <https://miapprenticeship.org/roi-calculator>.

WIN Commuting Pattern Reports

WIN released updated versions of their commuting pattern reports in 2018, which show commuting trends for workers in a 16-county region within southeast Michigan. The commuting pattern reports, also known as labor shed reports, serve as a tool for analyzing the regional workforce's commuting trends, including

CUSTOMIZED RESEARCH & DATA ANALYSIS

WIN Commuting Pattern Reports (cont.)

to and from where employees are commuting each work day, how far they are traveling, and other relevant patterns.

To view the latest commuting pattern reports, please visit <https://winintelligence.org/data-research/commuting-patterns>.

WIOA Regional Mid-Cycle Modifications

WIN collaborated with the Southeast Michigan Works! Agency Council (SEMWAC) and each of the Michigan Works! agencies in Prosperity Regions 6, 9, and 10 in early 2018 to assist with regional planning activities. Per the Workforce Innovation and Opportunity Act (WIOA), each prosperity region as identified by the Governor is tasked to “align workforce development activities and resources with larger regional economic development areas and available resources to provide coordinated and efficient services to both jobseekers and employers.”

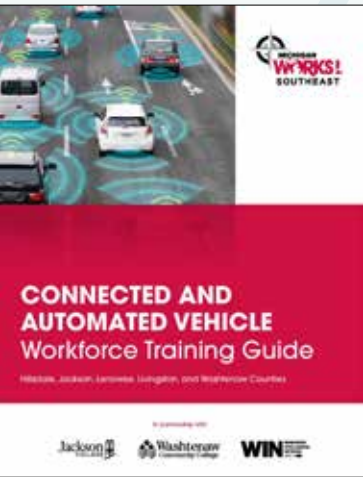
WIN and SEMWAC worked closely with leadership staff from the Detroit Employment Solutions Corporation, GST Michigan Works!, Macomb/St. Clair Michigan Works!, Oakland County Michigan Works!, Southeast Michigan Community Alliance, and Michigan Works! Southeast to develop the Prosperity Region 6, 9, and 10 mid-cycle modification plans. These four-year plans are effective from July 1, 2016 through June 30, 2020.

Connected and Automated Vehicle Training Guide

In 2018, WIN partnered with Michigan Works! Southeast, Jackson College, and Washtenaw Community College to extend their work related to connected and automated vehicles (CAV) by

producing a training guide for prosperity region 9. CAV manufacturing presents an opportunity to both create new jobs and upskill the existing workforce. Given the high number of training providers in southeast Michigan, the region is poised to make the most of this opportunity. For 49 CAV-related occupations, the training guide provides information on the necessary knowledge, skills, and abilities jobseekers need to succeed in the growing industry.

CAV is the new frontier of transportation for personal vehicles, public transportation, and first responders. Not only will CAV make roadways and travel more efficient, but it will also increase the safety of roads for drivers and pedestrians alike. CAV development is happening all over the nation. Thus, the analysis conducted by WIN includes data for the entire United States.



Necessary occupations for CAV development include software developers and other computer scientists developing the code for vehicles to communicate with each other and with surrounding infrastructure; engineers and skilled trade workers designing and

building the vehicles; cybersecurity workers developing safe systems for CAV and infrastructure to work safely; quality control ensuring vehicle safety; and civil engineers and planners developing new systems to make CAV most useful and efficient on roadways. The implications and possibilities for CAV are endless with many stakeholders involved in the processes.

To view the full report, please visit https://www.mwse.org/wp-content/uploads/2018/08/WIN-1166-MWSE_CAV_Training_Guide_forWeb-002.pdf.

Entrepreneurship Social Network Analysis

WIN collaborated with SourceLink, MassEconomics, and the University of Michigan Economic Growth Institute to provide an in-depth analysis of the entrepreneurship ecosystem in southeast Michigan. This work was made possible by the William Davidson Foundation (WDF) and the New Economy Initiative (NEI). WIN's portion of the report provides an overview of the referral networks within the entrepreneurship system in greater southeastern Michigan. The study was intended to improve NEI and the WDF's understanding of greater southeastern Michigan's entrepreneurship and innovation system as it relates to the types of connections between firms. One facet of the assessment was an analysis of the referral networks between providers, as evidenced through interview and survey data.

To clearly display this information, WIN's analysis included both network maps and qualitative analysis. Network map graphics revealed both well-connected and isolated organizations, providing insight on existing service pathways and potential connections. Survey data provided further detail on the focuses of these organizations, their successes, and their challenges. In addition, survey data provided insight on areas of success and opportunities for improvement.

Overall, this entrepreneurship system social network analysis determined not only the resources available to entrepreneurs, but how these resources may be used to best coordinate and catalyze the various phases of innovation and entrepreneurship development across greater southeastern Michigan.

The final report will be released by NEI and WDF in late spring of 2019.

Tech Talent Wage Survey

WIN partnered with Ann Arbor SPARK in late 2018 to study wage and compensation issues in the technology and software industries in the Ann Arbor region.



Over 65 Ann Arbor area technology companies responded to a WIN-SPARK survey between October and December 2018. The survey covered topics such as company size, employee roles, worker compensation, compensation of executive talent, and employee turnover. WIN used the results of the survey to draw conclusions on salaries in the tech industry, which can inform compensation decisions at the individual company level. The survey results were also compared to those from the same survey that was conducted in 2016.

Key Findings from the Tech Talent Wage Survey report are as follows:

1. Results for the 2018 survey are primarily consistent with the 2016 responses, with two major differences. First, this survey had fewer respondents (between 40 and 45 companies answered most of the questions, compared to 65), but there were more large and mid-sized companies represented in 2018. Second, while results like top hiring priorities and causes of turnover reflected 2016 results, salary ranges for software developers were higher.
2. Ann Arbor tech companies value factors beyond the basics like years of experience, education, and programming languages when hiring tech employees. Other considerations include cultural fit, market-specific project experience, and soft skills.
3. Most companies surveyed offer traditional compensation and benefits, like salary and

Tech Talent Wage Survey (cont.)

vacation time. Other less traditional benefits are offered more frequently when employees negotiate for more professional development opportunities or flex time, for example. Many tech companies also see their flexible and casual work environments and social events as a benefit to employees. Other popular non-traditional benefits include snacks, parking and transit subsidies, and gym memberships.

4. Salaries vary most widely in the technical management and software engineering skillsets. Wage discrepancies across companies surveyed can often be attributed to the company's age or size. Software engineers and executives at start-up tech companies often make lower wages than they would at more established companies.
5. Most companies (81 percent) did not cite employee turnover as a struggle. Pay and benefits, fit with company culture, and room for growth were among the most common factors cited by employees leaving the companies.
6. Throughout the survey, the most frequently cited concern was a limited talent pool in the region. Competition within the region was noted regarding both salaries and turnover. This was sometimes due to industry specialization (biotech, DevOps, gaming engines), talent attraction and recruiting to the region, and competition from larger companies.

If you or your organization would like to request real-time labor market information or more information regarding WIN's ability to fulfill data requests, please contact research@WINintelligence.org.



2018 STATEWIDE IMPACT

151K

**STUDENTS
REACHED**

644

EMPLOYERS

1.1K

**CAREER
COACHES**

4.5K

**CAREER EXPLORATION
ACTIVITIES OFFERED**

13.2K

**COMPANY PROFILE
PAGE VIEWS**

GROWING TOMORROW'S TALENT TODAY!

MI Bright Future (MIBF) is a collaborative strategy developed by the Workforce Intelligence Network in 2013 to begin solving workforce shortages. MI Bright Future is an interactive web-based system that addresses talent needs through an easy-to-use online portal connecting employers directly with their future workforce. During dedicated career development time in the classroom, students can go beyond reading about occupations, using MI Bright Future to easily locate and explore local employers through company profiles, virtual mentoring, company-focused discussion boards, and more than 20 work-based learning activities, such as guest speaking, job shadowing, and internships. MI Bright Future connects what's happening in today's classroom with current and projected needs among employers, helping students to understand the relevancy of what they are learning for the "real world". MI Bright Future strengthens the entire community involved in career development, helping managers of existing work-based learning and career-readiness programs in the K-12 system, such as counselors and teachers, to scale their initiatives and

reach their goals, while employers have access to a streamlined system to promote and manage all types of engagement with schools and students.

In the first quarter of 2018 WIN received a \$1 million Michigan Department of Education grant to expand MI Bright Future implementation, and in the final quarter successfully bid for a Talent and Economic Development (TED) multi-year contract to support this premier talent development tool in the state of Michigan. In 2018, MI Bright Future expanded into the Great Lakes Bay, Capital, and Southwest Michigan/Grand Rapids areas, expanding its coverage to 13 counties throughout Michigan.

MI Bright Future would not be possible without the help and support of our wonderful partners, including local Michigan Works! Agencies, community-driven talent consortiums, community colleges, and school districts in Eaton, Ingham, Jackson, Kent, Lenawee, Livingston, Macomb, Monroe, Muskegon, Oakland, Saginaw, St. Clair, and Wayne counties.



FUTURE FOCUSED. INFORMING TALENT SOLUTIONS THAT BRING ADVANCED MOBILITY TO LIFE.

The **Michigan Alliance for Greater Mobility Advancement (MAGMA)** has served as a key employer convening initiative of WIN since 2013. MAGMA's mission is to provide rapid skill growth in emerging technologies for advanced mobility to meet industry needs.

In 2018, MAGMA introduced its incumbent worker training course catalogue. This is a selection of over 20 courses highly vetted by MAGMA industry partners, and successfully completed coursework in project management for a MAGMA partner. MAGMA expects to scale training in 2019, and to utilize Going Pro Talent Fund consortia funding to drive effective skill building among employer members.

MAGMA also focused on its value proposition in 2018, and leveraged that time investment as input for a full website redesign. The new site launched in the first quarter of 2019, and includes several enhancements including a member login and directory, a full catalogue of past advisory council presentations and agendas, and e-commerce functionality.

Governing board membership diversified in 2018, with the addition of Nissan, Toyota and Roush. Each adding strong contributions to a robust ongoing conversation concerning training, talent and human resources needs across the mobility sector.

Four advisory council meetings were held in 2018. These events were hosted by Fiat-Chrysler, Magna International, MichAuto (Detroit Regional Chamber), and Henry Ford College. Over 300 attendees registered for these events, which focused on topics like cyber security, talent & training development, regional collaboration, and apprenticeships.

In addition to a new website in 2019, MAGMA will partner with the American Center for Mobility to conduct a robust skill and talent survey. This research will be focused on current and emerging middle-skill, middle-wage, skills and training needs. MAGMA will also launch a formal membership structure led by the governing board. Board and advisory council members will be encouraged to contribute to MAGMA's long-term sustainability via modest annual dues. The board also authorized the implementation for admission fees for the popular advisory council meetings.

MAGMA GOVERNING BOARD MEMBERS

BorgWarner
Center for Automotive Research (CAR)
Fiat Chrysler Automobiles
Ford Motor Company
General Motors
GKN Driveline
Macomb Community College
MAHLE
Michigan Technological University
MI Talent Investment Agency (TIA)
Nissan
Robert Bosch, LLC
Roush
Society for Automotive Engineers
**Southeast Michigan
Community Alliance (SEMCA)**
Toyota
University of Detroit Mercy
University of Michigan
Wayne State University



WORKFORCE INTELLIGENCE NETWORK STAFF

TINA ADAM *Implementation Coordinator – MIBF*
RANA AL-IGOE *Director of Work-Based Initiatives*
KRISTI AYERS *Business Partnerships Coordinator – MIBF*
COLLEEN AZIMI *Program Assistant – MIBF*
AMANDA BAUERSCHMIDT
Business Partnerships Coordinator – MIBF
CARRIE BONOFILIO
Business Partnerships Manager – MIBF
DANIELLE BOWMAN *Project Manager*
SCOTT CORSI *Senior Research Analyst*
JORDAN CULL *Business Partnerships Coordinator – MIBF*
MIRIAM CUEVAS ENCISO *Program Assistant – MIBF*
TRICIA CZACHOWSKI *Senior Project Manager*
JANENE ERNE *Regional Apprenticeship Administrator*
KARISTA GALLICK *Business Partnerships Associate*
LISA GORDON *Program Manager – MIBF*
SARAH SEBALY GREGORY
Director of Youth Strategy – MIBF
TIM JOHNSTON *Director of Communications*
JOSH KONING *Implementation Coordinator – MIBF*
TREVOR LEATZOW *Program Administrator – MIBF*
KINSEY MANTAY *Regional Apprenticeship Administrator*
MEGAN MCCOY *Business Partnerships Coordinator – MIBF*
IMAD MOURAD *Business Partnerships, Junior Associate*
LAURA NOFFKE *Implementation Coordinator – MIBF*
DAVID PALMER *Senior Director for Strategies & Partnerships*
MELISSA SHELTON
Senior Project Manager, Data & Research
JOHN SULLIVAN *Program Manager, Business Partnerships*
KARLEY THURSTON *Research Analyst*
MICHELE ECONOMOU URESTE *Executive Director*
MICHELLE WEIN *Senior Research Manager*

OPPORTUNITY DETROIT TECH

Opportunity Detroit Tech (ODT) is another key employer convening initiative of WIN, and was formed in 2013. WIN received two US Department of Labor grants focused on the continued development of the apprenticeship ecosystem, in 2017. During that time information technology (IT) employers pushed ODT to find talent solutions to meet their tremendous need for a skilled workforce. The fruit of this search yielded an affiliate agreement with **Apprenti**.



Apprenti is an IT apprenticeship platform founded

in Seattle, WA, which screens local talent for aptitude and interest in one of over a dozen IT occupations. The assessment is designed to diversify IT talent pipelines to include an avenue for applicants, especially people of color, women, and veterans to receive rapid skill training prior to beginning a full-time apprenticeship with an employer in the region. The apprentice receives a minimum of 144 hours of classroom training before being placed for about one year of on-the-job training, paired with a unique company mentor.

In 2018, Apprenti/WIN partnered with OneMagnify and FEV North America as early program adopters. WIN also has an agreement with a regional health care system, which will launch with Apprenti in 2019. The WIN team is actively educating and recruiting employers to take advantage of the tremendous return on investment available by utilizing the Apprenti framework.

In 2019, WIN is partnering with its board members and businesses across the region to grow IT apprenticeships. Early adopters will not only have the benefit of a strong pipeline of motivated and pre-screened talent, but can utilize a grant made available by the Ralph C Wilson Jr Foundation to offset up to \$15,000 in apprentice training costs.

Opportunity Detroit Tech will organize Apprenti employers, and other interested IT focused companies into a governing board in 2019. This board will help direct focus and investments into the WIN region's tremendous IT talent pipeline.

PARTIAL LISTING OF 2018 WIN PARTNERS

Action Associates	MassEconomics
American Center for Mobility	Merit Hall Staffing
Ann Arbor SPARK	MICHauto
Automation Alley	Michigan Department of Education
Burning Glass Technologies, Inc.	Michigan Economic Development Corporation
Busch's Market	Michigan Future
Capital Area Michigan Works!	Michigan Works! Southeast
Chippewa Valley Schools	Monroe County Community College
City of Adrian Downtown Development Authority	Mott Community College
City of Detroit Mayor's Workforce Board	National Society of Black Engineers (NSBE)
City of Southfield	New Economy Initiative
Crain's	Northwest Community Schools
DBusiness	Oakland Community College
Department of Defense Office of Economic Adjustment	Oakland Community Schools
Design and Manufacturing Alliance	Oakland County Executive Office
Detroit Employment Solutions Corporation (DESC)	Oakland County Michigan Works!
Disher	Ralph C. Wilson Jr. Foundation
Downriver Community Conference	Schoolcraft College
Economic Development Alliance	ScribeAmerica
EDSI	Siena Heights University
Emsi, Intl.	SME Education Foundation
Engineering Society of Detroit	SourceLink
FCA - Chrysler	Southeast Michigan Community Alliance (SEMCA)
Flint Genesee CoC	Southeast Michigan Works! Agency Council (SEMWAC)
Focus: HOPE	State of Michigan Bureau of Labor Market Information and Strategic Initiatives
Goodwill Detroit	St. Clair County Community College
GST Michigan Works!	St. Clair Economic Development Authority
Henry Ford College	State of Michigan Talent and Economic Development Technique, Inc.
Jackson Area Manufacturers Association (JAMA)	The McGregor Fund
Jackson College	The Smith Group
Junior Achievement of the Michigan Edge	University of Michigan Economic Growth Institute
Kettering University	United Road
Lenawee Now	Washtenaw Community College
Lightweight Innovations for Tomorrow (LIFT)	Wayne County Community College District
LISD Tech Center	William Davidson Foundation
Macomb Community College	
Macomb County Department of Planning and Economic Development	
Macomb ISD	
Macomb/St. Clair Workforce Development Board	



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