2021
ANNUAL REPORT

10 YEARS **WIN**
WORKFORCE INTELLIGENCE NETWORK

RESEARCH. ENGAGEMENT. SOLUTIONS.

INDUSTRYINFINITY

Capital Area MICHIGAN WORKS!

MI APPRENTICESHIP

OAKLAND COMMUNITY COLLEGE

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

Wayne County Community College District

MAGMA
Michigan Alliance for Greater Mobility Advancement

DES
Detroit Employment Solutions Corporation

Oakland County MICHIGAN WORKS!

HENRY FORD COLLEGE
FUTUREDRIVEN

Jackson COLLEGE

LANSING COMMUNITY COLLEGE

GST MICHIGAN WORKS!
GENESEE SHIAWASSEE THUMB

MICHIGAN WORKS! SOUTHEAST

MONROE COUNTY COMMUNITY COLLEGE

MOTT COMMUNITY COLLEGE

MICHIGAN WORKS! MACOMB/ST. CLAIR

Schoolcraft College

SEMCA MICHIGAN WORKS!

Washtenaw Community College

CENTER FOR APPRENTICESHIP INNOVATION TOOLS AND RESOURCES

The Advance Michigan Center for Apprenticeship Innovation (AMCAI) was built as a result of the U.S. Department of Labor American Apprenticeship Initiative (AAI) grant which concluded on March 31, 2021.

The first apprenticeship hub tool that was developed under AAI, and recognized as a national best practice, was the Return on Investment (ROI) Calculator which can be accessed at MIapprenticeship.org/employers/roi-calculator for over 50 occupations and the ability to customize a calculation based on internal wages, costs, and benefits.

The AMCAI **Registered Apprenticeship Program in a Day (RAPiD)** workshop model has been recognized by the National Governors' Association as a best practice nationally in apprenticeship expansion. RAPiD workshops offer employers an opportunity to review, obtain clarification, complete program requirements, and obtain signed documents.

SEMCA WIN obtained conditional **Intermediary Standards** holding status in October 2018 and official approval in February 2020. In the short time SEMCA WIN has held standards, the **Apprenticeship Resources Tracker (ART)** online and mobile compatible application was developed to track on-the-job (OJT) and related technical instruction (RTI) and generate automated reports and wage progression notifications. Employers are encouraged to use the ART app tracker tool to be supported with intermediary standards holding.

Another resource, rapidskillsgenerator.org, was developed to assist employers with apprenticeship program development. **RapidSkills Generator** is an online repository of occupation frameworks to autogenerate the Appendix A Work Process Schedule. Creating registered apprenticeship programs (RAPs) is simplified with the RapidSkills Generator online repository of up-to-date time-based, hybrid, and competency-based occupation frameworks created by industry process owners as technology and skills needs change.

The **AMCAI Equal Employment Opportunity/Affirmative Action Planning (EEO/AAP)** policies and tools were also developed under the AAI grant to provide apprenticeship employers with policies and resources to achieve compliance with 29 CFR Part 30 and workforce diversification. AMCAI is currently managing 27 employers and 68 apprentices with a total of 89 apprentices over the past two years.

$188.5 MILLION
IN TOTAL FUNDING FOR THE REGION

Since it was founded, WIN has brought in over $180 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 created proposals with data and research. WIN has also contributed to sponsored research projects that have informed regional partners' work, another important form of investment.

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, Community Colleges, and Michigan Works! Agencies, there has been a $58 return on investment.

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

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.

Message from the Executive Director

This year was the milestone ten-year anniversary of the Workforce Intelligence Network for Southeast Michigan. A virtual anniversary event was held on August 18, 2021, with numerous speakers which included founding members, community college presidents, former employees, and WIN board members. A Ten-Year Anniversary Proclamation was prepared to recognize the achievements of the workforce professionals in the WIN network of member organizations. A comprehensive ten-year timeline of regional training initiatives and data and research studies was developed and presented at the event.

In Q1 2021, SEMCA WIN was awarded the U.S. Department of Labor H1-B One Workforce on Building an Industry Infinity Supply Chain which will provide four years of support services and region-wide delivery of cybersecurity, transportation, and advanced manufacturing robotics and automation certification training through all WIN Board member organizations.

As a partner with the State of Michigan, the Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH) grant was awarded in Q1 2021. MiREACH, and the Health Careers Alliance of Southeast Michigan, are designed to convene healthcare systems and identify strategies to address common talent needs and deliver postsecondary training programs through 2025.

The Michigan Learning and Education Advancement Program (MiLEAP) was awarded to SEMCA WIN by the state of Michigan for the period of July 1, 2021 through June 30, 2023 to support short-term training which lead to Industry recognized credential and employment.

The U.S. Department of Labor American Apprenticeship Initiative (AAI) and America's Promise grants ended this year by exceeding all performance outcome targets and earning recognition as one of the strongest workforce collaboratives in the nation for both grants.

The Michigan Alliance for Greater Mobility Advancement (MAGMA) Governing Board, an employer-led collaborative that WIN has been convening since 2013, unanimously supported serving as the lead collaborative for the Michigan Revolution for the Electrification of Vehicles (MiREV) State of Michigan sector strategy application in Q4 which was awarded in January 2022. Including MAGMA's membership of over a dozen industry and stakeholder partners, the MiREV employer-led collaborative grant application includes the largest number of partners with over 100 business, education, non-profit, government, economic development, and workforce development board partners to scale existing electric vehicle and mobility-related curriculum statewide.

The WIN Board of Directors unanimously supported partnership with the State of Michigan on the U.S. Department of Commerce Economic Development Assistance Good Jobs Challenge which would include more funding support for the MiREV training outcomes and deliverables.

With Oakland Community College serving as the grantee for the U.S. Department of Labor Closing the Skills Gap Apprenticeship grant, WIN community college and Michigan Works! partners have served approximately 800 participants against a goal of 3,200 by 2024.

The WIN data and research team worked on large data studies including a first draft of an Apprenticeship Training Guide and final draft of a Michigan Department of Transportation (MDOT) High-Tech Workforce Preparation for Emerging Transportation Technologies: Training Materials for Current and Future Workforce and Future Workforce Recruitment Recommendations.

- Michele Economou Ureste

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.

10 YEARS OF WIN

2021

Building an Industry Infinity Supply Chain, US Department of Labor (US DOL) H1-B One Workforce (2021 – 2025)
MI-REACH, US DOL H1-B Rural Healthcare (2021 - 2025)
Autonomous Career Navigation System, Michigan Learning, Education, and Advancement Program (MI-LEAP), State of Michigan Labor and Economic Opportunity (LEO) (2021 – 2023)

2020

MI-APPRENTICESHIP, US DOL Apprenticeship: Closing the Skills Gap (2020 – 2024)
Cybersecurity Emerging Technology Skills Gap Analysis, Ralph C. Wilson Jr. Foundation
Connected Automated Vehicle (CAV) Emerging Technology Skills Gap Analysis, Ralph C. Wilson Jr. Foundation
Detroit Metro Convention and Visitors Bureau (DMCVB) Report, DMCVB
Workforce Innovation and Opportunity Act (WIOA) Regional Plans, Detroit Employment Solutions Corporation, GST Michigan Works!, Oakland County Michigan Works!, Macomb/St. Clair Michigan Works!, Michigan Works! Southeast, Southeast Michigan Community Alliance

2019

Supporting Job Seekers Facing Multiple Barriers to Work Report, Mc Gregor Fund
WIN Region Turnover Study, Detroit Employment Solutions Corporation, GST Michigan Works!, Oakland County Michigan Works!, Macomb/St. Clair Michigan Works!, Michigan Works! Southeast, Southeast Michigan Community Alliance
High-Tech Workforce Preparation for Emerging Transportation Technologies, Center for Automotive Research and Michigan Department of Transportation (2019 – 2021)
Operation NEXT, American Lightweight Materials Manufacturing Innovation Institute (ALMMI) LIFT, (2019 – 2021)
Michigan Alliance for Greater Mobility Advancement (MAGMA), Michigan Industry Cluster Approach 2.0 (2019 – 2021)
Health Careers Alliance for Southeast Michigan, Michigan Industry Cluster Approach 2.0 (2019 – 2021)

2018

Entrepreneurship Social Network Analysis, William Davidson Foundation
Workforce Innovation and Opportunity Act (WIOA) Regional Plans, Detroit Employment Solutions Corporation, GST Michigan Works!, Oakland County Michigan Works!, Macomb/St. Clair Michigan Works!, Michigan Works! Southeast, Southeast Michigan Community Alliance

2017

Advance Michigan Catalyst, US DOL America's Promise (2017 – 2021)
Washington Technology Industry Association (WTIA) Apprenti Program, Ralph C. Wilson Jr. Foundation (2017 – 2021)

2016

Apprenticeship Return-On-Investment (ROI) Calculator, US DOL American Apprenticeship Initiative (2016 – 2021)
Detroit Metro Convention and Visitors Bureau (DMCVB) Report, DMCVB
Occupational Career Profiles, WIN Board Membership
Composites Workforce: Custom Employer Needs Survey and Analysis, Institute for Advanced Composites Manufacturing Innovation (IACMI)
Learning Network Meetings, WIN Board Membership Workforce Innovation and Opportunity Act (WIOA) Regional Plans, Detroit Employment Solutions Corporation, GST Michigan Works!, Oakland County Michigan Works!, Macomb/St. Clair Michigan Works!, Michigan Works! Southeast, Southeast Michigan Community Alliance

2015

Advance Michigan Center for Apprenticeship Innovation Program, US DOL American Apprenticeship Initiative (2015 – 2021)
Advance Michigan Defense Collaborative, US Department of Defense (US DOD) Office of Economic Adjustment (2015 – 2019)
Atlas Center Report: Transportation Safety Workforces Report, University of Michigan Transportation Research Institute (UMTRI)
Eureka! Innovation and Disruption in the Economy and How the Workforce Can Prepare Report, Federal Reserve Bank of Chicago, Detroit Branch
Advanced Industries in Michigan Research and Analytics, Ann Arbor SPARK

2014

A Way Forward: Career Pathway Development in Detroit Report, W.K. Kellogg Foundation
LIFT Workforce Reports, American Lightweight Materials Manufacturing Innovation Institute (ALMMI) Lightweight Innovations for Tomorrow, (2014 – 2019)
WIN Committees: Data and Research, Policy, and Communications

2013

MI Bright Future Program, State of Michigan Talent and Economic Development (2013 – 2019)
InnoState, DOL, DOE, NIST, EDA, SBA, and MEDC (2013 – 2016)
Michigan Academy for Green Mobility Alliance (MAGMA) which became the Michigan Alliance for Greater Mobility Advancement, State of Michigan Workforce Development Agency (WDA)
Hiring-to-Posting (HIPO) Analysis, J.P. Morgan Chase Foundation

2012

WIN Board of Directors (2012 – Current)
WIN Data and Research (2012 - Current)
• Labor Market Reports
• Data Requests and Regional Workforce Grant Writing
• Commuting Pattern Reports

2011

New Economy Initiative Seed Funding

Anniversary Event Keynote Speakers

BARRY KINSEY, WIN BOARD OF DIRECTOR

JENNIFER LLEWELLYN, WIN BOARD OF DIRECTOR

GREGORY PITONIAK, WIN BOARD OF DIRECTOR

PETER PROVENZANO, OAKLAND COMMUNITY COLLEGE CHANCELLOR

DR. JAMES SAWYER, MACOMB COMMUNITY COLLEGE PRESIDENT

DR. KOJO QUARTEY, MONROE COUNTY COMMUNITY COLLEGE PRESIDENT

VALERIE JEMERSON, TALENT DEVELOPMENT LIAISON, SECTOR STRATEGIES MICHIGAN DEPARTMENT OF LABOR AND ECONOMIC DEVELOPMENT

JIM JACOBS , WIN CO-FOUNDER

SHARON MILLER, WIN CO-FOUNDER

LISA KATZ, FORMER WIN EXCUTIVE DIRECTOR

WIN
**WORKFORCE
INTELLIGENCE
NETWORK**

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 to guide its activities and partnerships in the region:

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

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 and cybersecurity, healthcare, transportation, distribution and logistics, retail, and defense, and has worked with hundreds of major employers and dozens of talent partners through its initiatives.
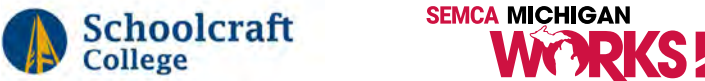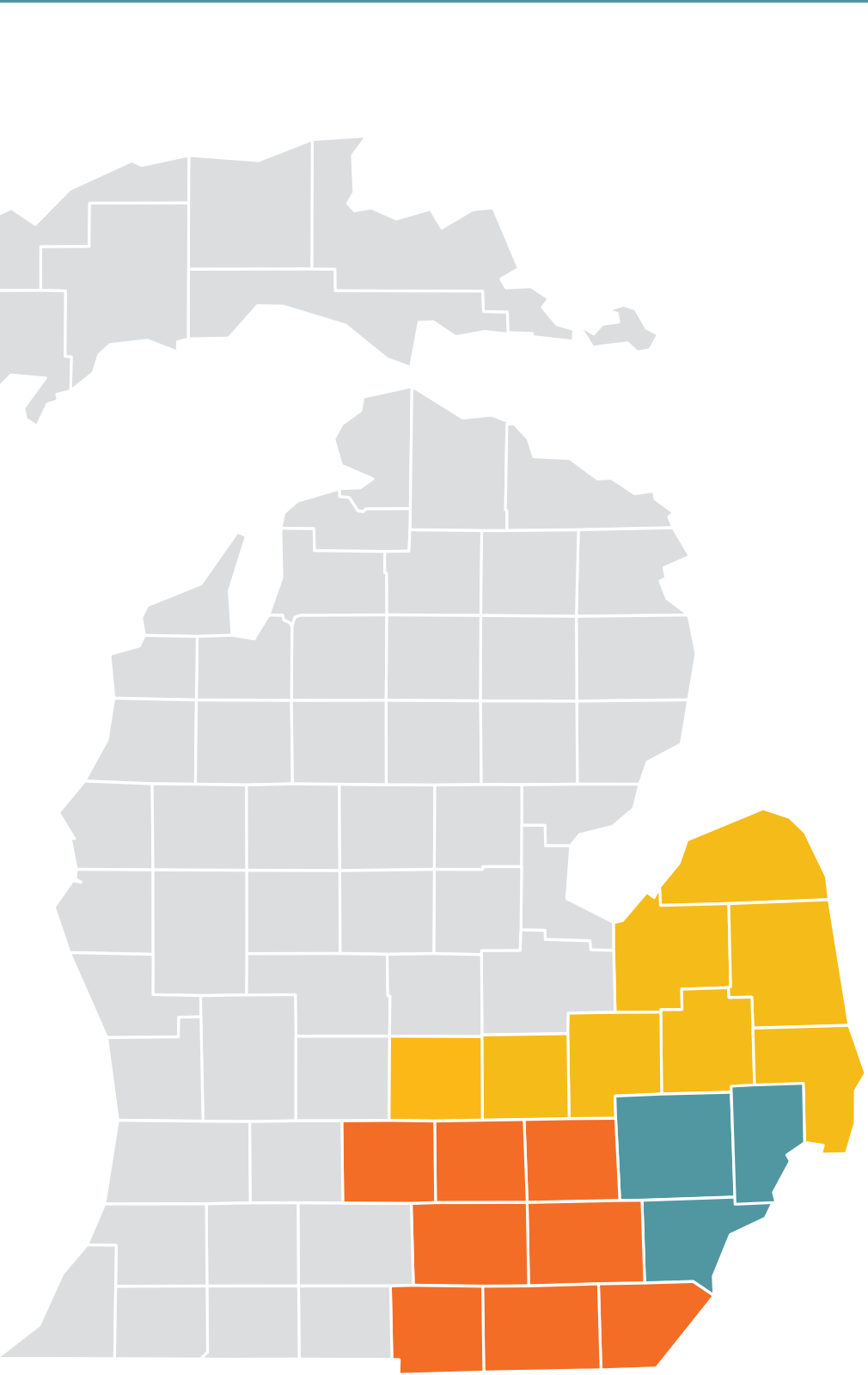
WIN's served population and scope of services are primarily offered in a 19-county region, which includes Eaton, Genesee, Hillsdale, Huron, Ingham, Jackson, Lansing, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saint Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, Wayne, and the City of Detroit.

WIN Board of Directors

The WIN's board is comprised of seven Michigan Works! agencies and ten community colleges in greater southeast Michigan. The WIN network of 17 board member organizations works as a collective partnership to pursue its mission and serve the 19-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 WIN board organization for monthly meetings, grant opportunities, training events, and other opportunities for partnering. Thank you to the following board members for their participation during the 2021 fiscal year!

Capital Area Michigan Works! Agency
Carrie Rosingana
Chief Executive Officer

Detroit Employment Solutions Corporation(DESC)
Terri Weems
President

GST Michigan Works! Agency
Jody Kerbyson
Chief Executive Officer

Jackson College
Tina Matz
Director of Workforce Training

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

Lansing Community College
Shon'ta Dwyer
Associate Dean, Technical Careers Division

Macomb Community College
Dr. Michael Balsamo
Dean, Business, Information Technology, and Culinary

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

Macomb-St. Clair Michigan Works! Agency and Workforce Development Board
Justin Al-Igoe
Executive Director

Schoolcraft College
Tammy Thomson
Director, Business Development Center, Conference & Event Services

Michigan Works! Southeast
Shamar Herron
Executive Director

SEMCA Michigan Works!
Gregory Pitoniak
Chief Executive Officer

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

Washtenaw Community College
Brandon Tucker
Associate Vice President of Workforce and Community Development

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

Wayne County Community College District
Glenda Wapegan-Magarrell
Dean of Career Programs

Oakland Community College
Joseph L. Petrosky
Associate Provost, Academics and Workforce

Advance Michigan Catalyst

WIN community college and Michigan Works! partners successfully completed **America's Promise-Advance Michigan Catalyst,** a $6 million US Department of Labor (US DOL) grant which provided advanced manufacturing robotics and automation training in the southeast Michigan region from 2017 - 2020, with a one-year extension to December 31, 2021. In addition to classroom training, services included individual assessments, case management, supportive services, and employment placement.

Michigan Works! Association partners enrolled 959 individuals in the program, surpassing the target goal of 905. Enrollees included 887 from the target population of unemployed and underemployed individuals, including 401 youth ages 17-29. The number of training completers earning a credential were 753, and 444 individuals obtained unsubsidized employment.

SEMCA WIN achieved several best practices under this project, and many of our staff and partners have participated on national webinars. This project was led by the WIN Director of Data and Workforce Projects Melissa Sheldon.

2021 AMERICA'S PROMISE PERFORMANCE MEASURE OUTCOMES*
(FOR INDIVIDUALS)

959

ENROLLED
IN TRAINING

753

COMPLETED TRAINING
AND EARNED A CREDENTIAL

444

EMPLOYED AFTER
COMPLETING TRAINING

Cumulative through December 2021

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.

INDUSTRYINFINITY

Based on strong employer demand at the conclusion of the America's Promise grant, WIN submitted an application against the US Department of Labor H-1B One Workforce federal opportunity announcement and was awarded a $10 million One Workforce-Industry Infinity grant in February of 2021.

This grant commits WIN Board partners to delivering four more years of robotics and automation training in the region using the programs and processes developed under Advance Michigan Catalyst, as well as creating the first coordinated regional deployment of education and training in cybersecurity and transportation occupations.

Advance Michigan Center for Apprenticeship Innovation

In 2021, the **Advance Michigan Center for Apprenticeship Innovation** (AMCAI) completed all activities for the U.S. Department of Labor (US DOL) American Apprenticeship Initiative grant. The WIN collaborative of community college and Michigan Works! agency partners earned recognition as one of the top performing apprenticeship grantees in the nation by the National Governors Association Center for Best Practices.

The grant engaged 124 program sponsors including the establishment of a Department of Labor-registered Intermediary program which has now served 26 employers and 61 total apprentices, with 17 employers hiring 33 apprentices in the AAI grant and creating a sustained intermediary program to support the additional employers and 28 new apprentices since the grant period concluded. The 124 program sponsors also included two additional intermediaries, the Jackson Area Manufacturing Association (JAMA) which is an association of 63 employers and participated in the AAI grant with 13 registered apprentices, and the Northwest Network which had eight employers supporting eight registered apprentices.

The 2021 AMCAI team experts included: Michele Economou Ureste, Janene Erne, Imad Mourad, Deborah Bayer, Jim Babin, John Sullivan, Amanda Bauerschmidt, and Alysha Albrecht.

MI APPRENTICESHIP

The AAI grant has created long-term sustainability by compiling several apprenticeship resources into the AMCAI Toolkit and is providing these resources to the Southeast Michigan Region, as well as working to expand apprenticeship awareness across Michigan. The AMCAI tools and resources are featured on the MIAPPRENTICESHIP.org website which includes a link to the Rapidskillsgenerator.org for a repository of 540 occupational frameworks to develop Appendix A Work Process Schedules, the Return-on-Investment Calculator (ROI) with wage data to help employers see the financial benefits of hiring apprentices, a video developed for sharing information about apprenticeships, Apprenticeship Resource Tracker (ART) software and other apprenticeship information. The ART apprenticeship application tracker tool was developed to enable intermediary standards support for apprenticeship employers. To assist employers with achieving US DOL 29 CFR Part 30 Equal Employment Opportunity (EEO)/Affirmative Action Plan (AAP) compliance, sample policy templates were developed for intermediaries and sponsors.

On March 1, 2020, the US DOL awarded a $4 million Apprenticeship: Closing the Skills Gap grant to WIN college and workforce agency partners, with Oakland Community College as the lead fiscal agent. Memorandums of Understanding were signed with eight Community Colleges and six Michigan Works! Agency partners who are paving the way for another four years of apprenticeship in Southeast Michigan. The grant includes $720,000 of training reimbursement funds for employers offering apprenticeship. The coronavirus pandemic delayed with the launch of this program.

FINAL AMCAI OUTCOMES

In the final year of the US DOL grant, AMCAI partners exceeded all performance outcome targets

997
REGISTERED APPRENTICES
(Goal 600)

2,229
PARTICIPANTS SERVED
(Goal 852)

464
NEW EMPLOYERS
(Goal 226)

308
PRE-APPRENTICESHIP

Health Career Alliance for Southeast Michigan and Michigan Rural Enhanced Access to Careers in Healthcare (MIREACH)

The **Health Careers Alliance for Southeast Michigan (HCA)** is supported through WIN Board of Director membership dues. The employer-led collaborative is co-facilitated by the State of Michigan Labor and Economic Opportunity, Workforce Development and focuses on the WIN Southeast Michigan and capital area 19-county region.

In 2021, there was an expansion in the HCA employer-led collaborative member composition to over a dozen healthcare systems and 20 stakeholder partners. In Q3 2021, HCA employers projected over 21,910 new hires over the next three years.

The goal of the HCA is to support and facilitate healthcare employers in developing a comprehensive approach to workforce planning by using the U.S. Chamber of Commerce Talent Pipeline Management model. Objectives include: 1) Creating a replicable process and methodology for analyzing the healthcare workforce; 2) Analyzing talent flows; 3) Defining and implementing shared performance measures; and 4) Creating a value proposition and delivering certification and training programs.

Medical Assistant, Sterile Processing Technician, and Certified Nursing Assistant project teams were inactive in 2021 due to the continuation of the coronavirus pandemic. Strategies will be undertaken by HCA to resolve talent shortages in these occupations by designing and registering apprenticeship programs, holding virtual job fairs and career awareness fairs, implementing new recruitment strategies, and identifying additional training funding opportunities to support the healthcare labor force.

All WIN Community College and Michigan Works! Agency partners actively participate in the Health Careers Alliance for Southeast Michigan.

In-demand H-1B healthcare occupations include:

- **Medical Assistants**

- **Certified Nursing Assistants**

- **Registered Nurses**

- **Licensed Practical Nurses**

- **Medical Equipment Preparers (Sterile Processing Technicians)**

- **Surgical Technologists**

- **Home Health Aides and Direct Care Aides**

- **Psychiatric Aides and Technicians**

- **Substance Abuse and Behavioral Disorder Counselors**

- **Rehabilitation Counselors Social Workers**

Michigan Rural Enhanced Access to Careers in Healthcare (MIREACH)

Grant Period: February 1, 2021 – January 31, 2025

The State of Michigan Department of Labor and Economic Opportunity, Workforce Development, as the lead applicant, worked collaboratively with WIN and other partners to apply for a $2.5 million focuses (US DOL) H-1B Rural Healthcare Grant Program to establish Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH). The MiREACH grant was awarded in Q1 2021 to support an employer-led collaborative focused on the healthcare workforce shortages in rural communities across the state. Over the next four years, the grant will support the addition of more than 430 new healthcare workers and incumbent workers advance into new positions in rural communities throughout Michigan.

The purpose of the US DOL H-1B Rural Healthcare grant program is to alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations (including behavioral and mental healthcare) serving rural populations.

In 2021, MiREACH was elevated to a State Council and the Michigan Center for Rural Health (MCRH) was dedicated as a resource to support the MiREACH employer-led collaborative to verify rural healthcare locations for participant training delivered through the grant. MCRH plays a key role in rural healthcare by assisting in the creation and implementation of partnerships among organizations, health departments, hospitals, government and academia.

The MiREACH Project Council provides input and recommendations to help the State of Michigan achieve its performance outcomes related to the MiREACH project funded by the US DOL H-1B Rural Healthcare Grant Program.

MiREACH is aimed at serving veterans, military spouses, transitioning service members, and underrepresented populations including women, people of color, ex-offenders, individuals with disabilities, incumbent workers and other populations which are required to be 17 years of age or older and not currently enrolled in secondary school within a local educational agency.

MiREACH program activities include:
- Convening: Engaging healthcare providers and employers in the adoption and deployment of employment and training services to address specific healthcare needs in rural areas
- Career Pathway Development: Establishing new or expanding existing career pathways in the healthcare sector that focus on the skills, competencies, and credentials needed for middle to high-skilled direct patient healthcare occupations
- Developing Training options: to prepare individuals to successfully move into middle- to high-skilled employment in healthcare occupations which include work-based learning options.

WIN partners include Southeast Michigan Community Alliance (SEMCA), GST Michigan Works! and Michigan Works! Southeast.

Michigan Learning and Education Advancement Program (MiLEAP)

In Q3 2021, the SEMCA Workforce Intelligence Network was awarded the Michigan Learning and Education Advancement Program (MiLEAP) grant by the state of Michigan Labor and Economic Opportunity, Workforce Development for the period of July 1, 2021 through June 30, 2023 to support short-term training programs of one-day to two-years which lead to an Industry recognized credential and employment.

The **Autonomous Career Navigation System (ACNS)** partners participating in the State MILEAP program recognize the skills gap and need for upskilling the workforce has continued to grow since the pandemic. The ACNS mission is to create an Autonomous Career Navigation System from secondary to postsecondary and then to employment by engaging with employers and participants to deliver certification programs for entry-level occupations and career mobility in any industry sector.

The ACNS project design involves community college, workforce agency and non-profit partners working collaboratively to upskill the un-employed, underemployed, Asset Limited Income Constrained Employed (ALICE) population, COVID-19 essential workers, adults on public assistance, and adults in need of a high school diploma or equivalency for career mobility and delivery of training certification programs for targeted occupations in any industry sector.

Michigan Works! Agencies (MWA) control the flow of funds and training delivery to Community Colleges, working together to achieve performance outcome objectives. Macomb-St. Clair, Detroit Employment Solutions Corporation (DESC), Monroe County Community College, SEMCA, Michigan Works! Southeast, and Jackson College partnered in this fast-track grant initiative to serve 556 unemployed and underserved participants in the two-year period of performance. DESC has the largest number of participant training outcomes to obtain and will leverage the **Detroit at Work** which offers certification programs for: Dental Assistant Apprenticeship, Cybersecurity Operations, Networking Engineer, Cybersecurity Specialist, Desktop Support Network Administrator, Project Management Professional with CBAP, Lean or ITIL,

Technology Professional 2, CDL-A, MIG Welding, Carpentry & Building Construction, Electrical Wiring Residential, Heating and Cooling, Renewable Energy, Industrial Manufacturing Pathway Training, Welding, CNC Operator Technician, Welding, Controls Technician, Industrial Maintenance Technician, Robot Programmer, Robot Technician, IT Support, Bridges to Career Opportunities (Construction), Contextualized Construction Skilled Trades, CDL-A, HVAC, and Diesel Mechanic. Most of these certification training programs range from 7.5 to 16 weeks.

WORKFORCE INTELLIGENCE NETWORK STAFF

ALYSHA ALBRECHT Communications Specialist

KRISTI AYERS Workforce Project Manager

DEBORAH BAYER Regional Apprenticeship Administrator

JIM BABIN Regional Apprenticeship Administrator

AMANDA BAUERSCHMIDT Workforce Project Manager

DEBORAH BAYER Director of Regional Initiatives and Grant Compliance

JANENE ERNE Regional Apprenticeship Administrator

LAURIE HUBER Workforce Project Manager

JANIS KARAZIM Workforce Program Manager

SARAH SEBALY GREGORY *Director of Talent Development*

TIM JOHNSTON Director of Communications

IMAD MOURAD Business Partnerships Associate

MELISSA SHELDON Director of Data and Workforce Projects

JOHN SULLIVAN Project Manager for Strategic Pathways

DEJA TORRENCE Economic Research Manager

MICHELE ECONOMOU URESTE Executive Director

MICHELLE WEIN Director of Research and Regional Initiatives

Michigan Alliance for Greater Mobility Advancement: Industry Infinity Transportation Collaborative and Michigan Revolution for Electrification of Vehicles (MiREV)

The Michigan Alliance for Greater Mobility Advancement (MAGMA) is a consortium including original equipment manufacturers (OEMs), tier suppliers, educational institutions, workforce organizations, and state government to address automotive industry skills requirements and training resources, particularly around connected and autonomous vehicles. The initiative was established in 2009 by the State of Michigan Workforce Development Agency (WDA), along with automotive manufacturing employers and educational institutions. Since 2013, WIN has convened and facilitated MAGMA, which aims to better assist Michigan's rapidly changing automotive industry as it moves towards connected and autonomous vehicles, cybersecurity, embedded software systems, and other emerging technologies.

As an industry-led consortium, the MAGMA Governing Board Members include General Motors, Ford Motor Company, Stellantis, Nissan, Toyota, Robert Bosch, BorgWarner, GKN Driveline, Roush, and SAE International.

In Q1 of 2021, SEMCA WIN received a $10 million U.S. Department of Labor (US DOL) H1-B One Workforce Building an Industry Infinity Supply Chain five-year workforce training grant and MAGMA was a large focus of the grant application which is aimed at advanced manufacturing, cybersecurity, and transportation sectors. Many MAGMA members are actively engaged in the Industry Infinity Transportation Collaborative and Industry Infinity Curriculum Development Committee to develop certification training programs for high demand transportation occupations and regionally scaling cybersecurity frontline worker certification training to enable connected automated vehicles.

In 2019, the MAGMA Governing Board identified and developed short course training programs as a key industry need for further developing individuals and teams, equipping them with multi-disciplinary skills necessary for developing next generation connected vehicles and related technologies. The development of these short courses provides a strong foundation for MAGMA to lead the 2022-2027 employer-led Michigan Revolution for Electrification of Vehicles (MiREV) collaborative funded by the State of Michigan Labor and Economic Opportunity, Workforce Development.

In Q4 2021, the MAGMA Governing Board unanimously supported taking a lead facilitation role in the MiREV state grant application. WIN proposed a comprehensive MiREV strategy involving over 100 key stakeholder and employer partners involved in five collaboratives, two project teams and a MiREV Academy for scaling electric vehicle and mobility-related postsecondary certification training programs.

The MAGMA Governing Board members and Macomb Community College Center for Advanced Automotive Technology (CAAT) Director Benigno "Ben" Cruz and Assistant Director Nelson Kelly, along with MAGMA Governing Board member and Washtenaw Community College Director of the Advanced Transportation Center Alan "Al" Lecz, led a team to provide

strategy and technical content for the MiREV state grant application in which electrified vehicles are defined as Battery Electric Vehicles (BEV), Plug In Hybrid Electric Vehicles (PHEV), Hybrid Electric Vehicles (HEV), and Fuel Cell Electric Vehicles (FCEV).

The MiREV employer-led collaborative is designed to respond to specific knowledge and skill demands of automotive mobility and electrified vehicles. The SEMCA WIN Executive Director Michele Economou Ureste prepared the application by meeting with a significant number of interested stakeholder partners from governmental, community colleges, universities, economic developers, Michigan Works! agencies, proprietary training providers, non-profits, and industry.

MAGMA convenes quarterly Advisory Council meetings that bring together many organizations and industry stakeholders. In 2021, the Advisory Council meeting with the strongest attendance was on the topic of the United States-Mexico-Canada-Agreement (USMCA) which featuring speakers from the Center for Automotive Research (CAR) Group, and the Consulate General Offices of Mexico and Canada for Detroit.

In 2021, the William Davidson Foundation, State of Michigan, and US DOL provided grant support for the MAGMA Governing Board and Advisory Council work, which is building momentum with the mobility movement.

GOVERNING BOARD MEMBERS

BorgWarner

Economic Growth Institute – University of Michigan

Ford Motor Company

General Motors

GKN Automotive

Macomb Community College

Michigan Technological University

Nissan

Robert Bosch, LLC

Roush

SAE International

SEMCA

Stellantis

State of Michigan LEO-Workforce Development

Toyota

University of Detroit Mercy

Wayne State University

Downriver Technical Consortium

Michigan Revolution for Electrification of Vehicles (MiREV) Overview

MiREV consists of four collaboratives, two project teams, and a training academy working in partnership with the full collaborative to support and ensure key deliverables over the course of five years. MAGMA serves as the employer chair along with the State of Michigan Labor and Economic Opportunity, Workforce Development (LEO-WD). The collaboratives, project teams and academy leadership include:

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 Municipal Low-Emissions Fleet Collaborative led by the Southeast Michigan Council of Governments (SEMCOG)

4. Apprenticeship Expansion Collaborative led by Michigan AFL-CIO Workforce Development Institute (WDI) with support from the SEMCA WIN Advanced Mobility Center for Apprenticeship Innovation (AMCAI)

5. MiREV Academy Project Team facilitated and sector strategy development from leading experts including the MAGMA Governing Board member from the Center for Advanced Automotive Transportation (CAAT), Michigan Occupational Deans Administrative Council (MODAC), Smart Automation Certification Alliance (SACA), Michigan Tech University (MTU), and WIN Community College partners

6. Research Project Team led by Center for Automotive Research (CAR), Upjohn Institute for Employment Research, and WIN Data and Research.

7. Outreach and Recruitment Project Team led by Michigan Works! Agencies, Wayne County College Access Network (WCCAN), and WIN Communication Specialist in coordination with the State of Michigan LEO-WD.

MiREV

WIN SPONSOR PARTNER PROGRAM 2022
BENEFITS SUMMARY

WIN relies on Sponsor Partner support to continue to design and deliver regional talent development strategies. The WIN network of community college and workforce development board partners cordially invites you to become a new Sponsor Partner Program member. Through the exposure associated with WIN state and federal grant programs, WIN is requested to speak on a regular basis at the local, state, and national level and provides recognition for board and sponsor partners.

Sponsor partnership is tax-deductible, and the SEMCA (WIN) EIN number is 38-2675191.

The primary geography of focus includes a 19-county area in greater southeast Michigan and the cities of Ann Arbor, Flint, and Detroit which constitutes over 63% of the Michigan labor force. The Southeast Michigan Community Alliance (SEMCA), a 501(c)(3) nonprofit organization, serves as WIN's fiduciary agent.

WIN workforce programs change lives by providing credentialing and education programs for high-demand middle skills and high skills occupations aimed at underrepresented and at-risk population groups. Some of the WIN highlights include:

- Identifying skills gaps in the market around talent/demand using real-time labor market information and analysis
- Providing a platform for workforce development boards, higher education institutions, and employers to collaborate and effectuate real change on workforce matters, addressing both the needs of employers and jobseekers
- Managing regional apprenticeship and advanced manufacturing training initiatives while earning national recognition as one of the top performing grantees in the nation
- Convening various community stakeholders, including employers, workforce development professionals, K-12 partners, data specialists, industry groups, and others to proactively identify talent challenges and solutions in healthcare, advanced manufacturing, and information technology
- Performing data analysis to understand workforce trends and to develop programs that reduce unemployment and stimulate the economy

BENEFITS AND COST
One Year Commitment: $5,000
Three Year Commitment: $12,000*
Five Year Commitment: $15,000*
*Invoiced Annually

- Company Name and Logo on Annual and Quarterly Labor Market Reports
- Reports on Customized Occupation Group Analysis
- Access to Career Profiles
- Customized Data Request
- Company Name & Logo on Commuting Pattern Reports
- Company Name & Logo on Quarterly Learning Network Meeting Collateral
- Company Name & Logo on Special Presentations
- Staff Training
- Attendance and Recognition at the EV Jobs Academy and Health Careers Alliance ELC Meetings
- Attendance and Recognition at MAGMA Advisory Council Meetings
- Company Name, Logos, and Articles in WIN Quarterly e-Newsletter
- Company Name, Logos, Photos, and Content on WIN Websites and Social Media
- Participation with the Communications Committee

WIN WORKFORCE INTELLIGENCE NETWORK

To learn more visit winintelligence.org or contact WIN Exceutive Director at Michele.Ureste@ WINintelligence.org or at 248.977.6805

Data and Research

The WIN data and research team in 2021 conducted several studies designed to provide research and support on the emerging technologies in advanced manufacturing and transportation for various local stakeholders, a series of labor market articles during the ongoing coronavirus pandemic, and more. Highlights of the data team accomplishments in 2021 are as follows:

Custom Data Requests: In 2021, nearly 140 data requests were processed which provided valuable analysis for our regional partners.

Labor Market Reports: Newly designed WIN reports reflect employment, labor force, employer demand, wages, skills, credentials, and educational attainment requirements for jobs and occupational groups trending in southeast Michigan region counties and the City of Detroit.

Other notable studies include Michigan Works! Southeast: Industry 4.0 Advanced Manufacturing Technology and Workforce Overview, and Michigan Department of Transportation (MDOT) and Center for Automotive Research (CAR): Training Materials for Current and Future Workforce and Future Workforce Recruitment Recommendations.

WIN would like to a extend special thanks to Henry Ford College, William Davidson Foundation, the Ralph C. Wilson, Jr. Foundation, Detroit Employment Solutions, GST Michigan Works!, Macomb/St. Clair Michigan Works!, Oakland County Michigan Works!, Michigan Works! Southeast, SEMCA Michigan Works!, Michigan Department of Transportation (MDOT), Center for Automotive Research (CAR) and many more for supporting these 2021 studies.

WIN WORKFORCE INTELLIGENCE NETWORK
Research. Engagement. Solutions
LABOR MARKET REPORT
WIN REGION
January - December 2021

WIN WORKFORCE INTELLIGENCE NETWORK
Research. Engagement. Solutions
LABOR MARKET REPORT
MACOMB COUNTY
January - December 2021

WIN WORKFORCE INTELLIGENCE NETWORK
Research. Engagement. Solutions
LABOR MARKET REPORT
CITY OF DETROIT
January - December 2021

Lenawee Intermediate School District
Welcome LISD TECH Center
EDUCATION 2021

10 YEARS WIN
WORKFORCE INTELLIGENCE NETWORK

SEMCA Workforce Intelligence Network
for Southeast Michigan (WIN)
EIN #: 38-2675191
25363 Eureka Rd.
Taylor, MI 48180
www.WINintelligence.org
info@WINintelligence.org