

WIN

WORKFORCE
INTELLIGENCE
NETWORK

2022

ANNUAL REPORT

RESEARCH. ENGAGEMENT. SOLUTIONS.



WIN WORKFORCE
INTELLIGENCE
NETWORK

Macomb Community College
Discover. Connect. Advance.

DETROIT Employment
SOLUTIONS CORPORATION

MICHIGAN
WORKS!
MACOMB/ST. CLAIR

HENRY
FORD
COLLEGE
FUTUREDRIVEN

Jackson
COLLEGE



OAKLAND
COMMUNITY
COLLEGE

Capital Area
MICHIGAN
WORKS!

GST MICHIGAN
WORKS!
GRAND RAPIDS
THUMB

Wayne
County
Community
College
District

LANSING
COMMUNITY
COLLEGE

MICHIGAN
WORKS!
SOUTHEAST

MONROE COUNTY
COMMUNITY COLLEGE

MOTT
COMMUNITY
COLLEGE

Oakland County
MICHIGAN
WORKS!

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 Mlapprenticeship.org/employers/roi-calculator, including 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 complete program requirements, and have documents signed by the U.S. Department of Labor.

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 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.

Another resource, **Equal Employment Opportunity/Affirmative Action Plan (EEO/AAP)** templates, policies and tools were 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 33 employers and 85 apprentices with a total of 168 apprentices over the past three years in 23 apprenticeable occupations.



\$194 MILLION IN TOTAL GRANT FUNDING FOR THE REGION

Since it was founded, WIN has brought in over \$194 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.



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.



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Message from the Executive Director



In 2022, the State of Michigan awarded WIN the **EV Jobs Academy** employer-led collaborative (ELC) grant. The EV Jobs Academy strategy was designed to include over a half dozen working collaboratives and project teams with over 100 statewide employer and stakeholder partners at the time of grant submission, which has expanded since launch in Q1 2022. The U.S. Chamber of Commerce Talent Pipeline Management (TPM) strategy guides the work activities of the EV Jobs Academy to develop the electrified vehicle talent pipeline on the same five-year timeline as the Infrastructure Investment and Jobs Act.

In August 2022, WIN received one of only nine **U.S. Department of Labor Apprenticeship Building America** awards nationally. The four-year apprenticeship hub development grant provides funding support for six community college and six Michigan Works! agency partner apprenticeship coordinators involved in the grant, the launch and training of officers to establish the first Michigan “Mitten Chapter” of the Federation of Advanced Manufacturing Education (FAME), and the WIN project managers and experts to develop and manage registered apprenticeship programs and standards on behalf of employers.

In 2022, WIN project managers worked on an unprecedented number of new state and federal grants that were awarded in 2021. The 2022 fiscal year was underscored by recruiting seasoned professionals from academia and the workforce system to launch and manage these complex regional grant strategies which include: 1) the **U.S. Department of Labor H1-B One Workforce on Building an Industry Infinity Supply Chain**, one of only three \$10 million awards nationally, which provides 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; 2) the State of Michigan, the **Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)** grant to develop and deliver healthcare

training and education programs in rural areas; 3) the **Michigan Learning and Education Advancement Program (MiLEAP)** was awarded by the state of Michigan from the period of July 1, 2021 to arrange and deliver short-term training which lead to industry-recognized credentials and employment; 4) the **Health Careers Alliance for Southeast Michigan** began in 2019 with State of Michigan and WIN Michigan Works! agency partners contributing seed funding, and is currently funded through the 2022 US DOL Apprenticeship Building America grant; and, 5) with Oakland Community College serving as the grantee for the **U.S. Department of Labor Closing the Skills Gap Apprenticeship** grant, WIN is managing work plan activities, tracking, and reporting for WIN community college and Michigan Works! partners delivering training outcomes against a goal of serving 3,200 total participants by 2024.

- Michele Economou Ureste

“Before WIN came into the picture, we were going to drop our registration. It was too much work, and we didn’t know what to do next. WIN helped us build our appendices and told us where to sign. I highly recommend employers go through WIN; they streamline the process and handle all the logistics on the back, so you don’t need to understand all the details.”

- GIGI SALKA, Chief Workforce Officer for Zaman International

Research. 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:

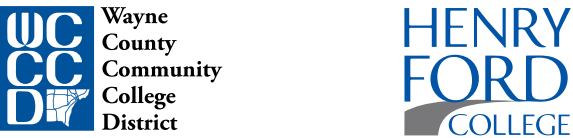
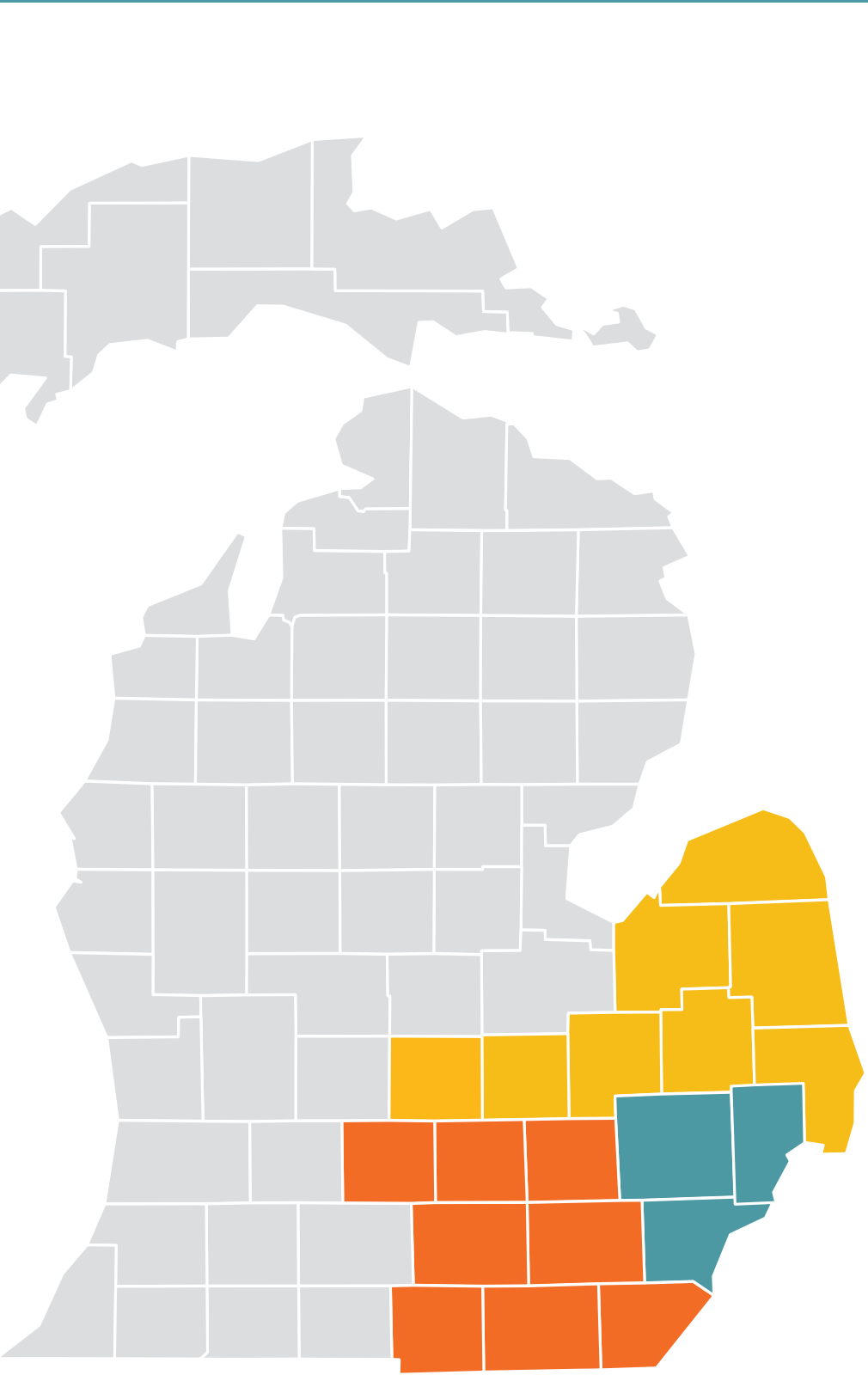
Research. WIN gathers, analyzes, and distributes real-time labor supply-and-demand intelligence on workforce needs and characteristics specific to the southeast Michigan region.

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 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.

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 board member organization for monthly meetings, grant opportunities, training events, and other opportunities for partnering. Thank you to the following board members for their workforce expertise and contributions during the 2022 fiscal year!



Capital Area Michigan Works! Agency
Carrie Rosingana
Chief Executive Officer



GST Michigan Works! Agency
Jody Kerbyson
Chief Executive Officer



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



Detroit Employment Solutions Corporation(DESC)
Terri Weems
President



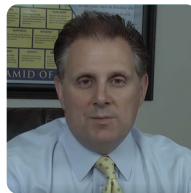
Jackson College
Heather Ruttkofsky
Dean of Health Sciences, Career &
Technical Education



Jackson College
Jamie Vandenburg
Assistant Dean of Instruction



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



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



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



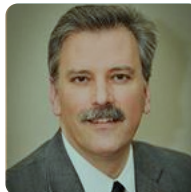
Michigan Works! Southeast
Shamar Herron
Executive Director



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



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



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



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



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



SEMCA Michigan Works!
Gregory Pitoniak
Chief Executive Officer



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



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

One Workforce Industry Infinity

Industry 4.0, the Fourth Industrial Revolution, is defined as the convergence of digital and physical technologies disrupting the manufacturing industry. Industry 4.0 was defined several years ago, and now experts are referring to **Industry Infinity** as the emergence of a continuous industrial revolution.

Industry Infinity is a resource to assist unemployed, underemployed, and incumbent workers to attain short-term training that leads to high-wage employment in high-demand occupations. The original target for overall participants served is 875, which is on track to be surpassed through the performance period. Additionally, the Industry Infinity grant is supporting the development of nine new curriculum offerings, as well as providing updates to 27 education and training programs available through the WIN community colleges.

In southeast Michigan, high-growth advanced manufacturing and cybersecurity H1-B occupations include, but are not limited to, software developers, CNC programmers and operators, industrial mechanics, electro-mechanical, industrial, and mechanical engineering technicians, commercial and industrial designers, and welders.

In 2019, the SEMCA WIN organization completed a U.S. Department of Defense grant which included 18 labor market studies and a SWOT analysis. As a result, key stakeholder partners, including U.S. legislators and their key staff, recognized the collective efforts of WIN community college cybersecurity frontline worker certification training programs to strengthen the automotive supply chain and enable the connected automated vehicles on Michigan roadway systems. As a result of the new Industry Infinity regional Curriculum Development Committee, WIN community colleges in southeast Michigan have new or expanded programs, including cybersecurity training boot camps and robotics and automation short-term certification programs.



2022 INDUSTRY INFINITY PERFORMANCE MEASURE OUTCOMES* (FOR INDIVIDUALS)

677
PARTICIPANTS

288
YOUTH PARTICIPANTS
(AGES 17-29)

459
LOW-INCOME INDIVIDUALS

**Cumulative through December 2022*

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



INDUSTRYINFINITY

"The positive effects that Michigan Works! has had on my life is immeasurable. I would never have been able to support my family and build a better future without utilizing this amazing organization. I have been given the opportunity to be a better me." - **CARRIE J.**, Transportation, Storage, and Distribution Manager Program

"With the help from Michigan Works!, I was able to get the training I needed to get out of roofing and into employment which I could continue until retirement and take care of my family without tearing up my body doing so." - **FRANK C.**, Transportation, Storage, and Distribution Manager

"This program has been a lifeline for me. I plan to use this role as a stepping-stone and possibly work in cybersecurity at some point." - **ALEXZANDREA I.**, Computer Network Support Specialist Program

"...I am also thankful for the Infinity Grant for the financial help because, with that price tag, I do not know if I would have put out so much money to proceed in such a career field not knowing 100% if it was the right thing for me." - **MATT F.**, US Army Veteran and Transportation, Storage and Distribution Manager Program

Advance Michigan Center for Apprenticeship Innovation

On July 1, 2022, the U.S. Department of Labor (US DOL) awarded a \$5.8 million Apprenticeship Building America (ABA) grant to six WIN colleges and six Michigan Works! WIN partners, with SEMCA Michigan Works! serving as the grantee and fiscal agent. The ABA grant is focused on creating new technical resources for the WIN Intermediary program and for the advancement of the **Advance Michigan Center for Apprenticeship Innovation** (AMCAI) hub which has become a center of excellence for apprenticeship. The ABA grant includes the expansion of existing and newly developed pre-apprenticeship to registered apprenticeship programs, the development of an Intermediary Advisory Council, and access to Michigan Workforce Training and Education Center's shared online training platform for six community college partners.

As a result of receiving this grant, the Health Careers Alliance of Southeast Michigan (HCA) employer-led collaborative has expanded, with eleven new healthcare employers from the thumb region, to build healthcare apprenticeship programs in Michigan. Plus, Toyota Research and Development of North America, Ann Arbor Spark, and Washtenaw Community College have been working with SEMCA WIN and the FAME USA Network to establish the Southeast Michigan FAME "Mitten" Chapter, which has been added as another resource of the AMCAI hub. FAME officers and WIN personnel attended the FAME Academy in Q2 2022.

The AMCAI tools and resources which are featured on the MIAPPRENTICESHIP.org website, include a link to the Rapidskillsgenerator.org repository of more than 540 occupational frameworks to develop Appendix A Work Process Schedules, the Return-on-Investment Calculator (ROI) with wage data to help employers understand the financial benefits of hiring apprentices, a video and success stories about apprenticeships, Equal Employment Opportunity/ Affirmative Action Program templates for small to mid-sized companies to comply with 29 CFR Part 30 EEO/AAP requirements and contact information for WIN community college and Michigan Works! apprenticeship coordinators



and experts.

In 2022, WIN partners achieved significant training outcomes toward the March 2020 USDOL \$4 million award for Apprenticeship: Closing the Skills Gap grant. The Closing the Skills Gap grant includes \$720,000 of training reimbursement funds for employers offering apprenticeships.

In Q3 2022, WIN staff, board members, and stakeholder partners were appointed to the inaugural USDOL Apprenticeship Ambassadors cohort, which included Janene Erne of WIN, Kyrsten Rue of Washtenaw Community College, Wanda Bigelow of GST Michigan Works!, and Kelly Victor-Burke of Burke Architectural Millwork, along with ten other Michigan officials and organizations. The Apprenticeship Ambassador Initiative is made up of industry, labor, education, equity, and workforce leaders partnering with the US DOL Office of Apprenticeship to promote Registered Apprenticeship Programs as a valuable workforce strategy in high-demand industries to develop and expand opportunities for historically underserved populations.



"Registered Apprenticeship programs are growing rapidly because it is a win for our workers, employers, and our economy, providing on-the-job learning, and related instruction at the same time that results in a stable and diverse workforce with good-paying jobs."
- **CAMERON ALBRING**, Apprentice Coordinator at OCC

"Michigan Works has made it possible for our business to be able to support two new apprentices. We were able to supply starter tools, a very vital part to be able to bring new people into the field. This is also very helpful for the employees, we could bring them into the automotive industry with little prior experience and they didn't have to supply their own tools. We can't thank Michigan Works enough and hope to be able to continue a partnership with them."
- **ALYSIA HUGHES**, Bookkeeper at Bob's Truck Repair and Car Care Center, LLC

Health Career Alliance for Southeast Michigan (HCA)

The **Health Careers Alliance for Southeast Michigan (HCA)** is supported through WIN Board of Director membership dues and the United States Department of Labor (USDOL) Apprenticeship Building America (ABA) grant awarded to WIN in August of 2022 with emphasis on non-traditional healthcare registered apprenticeship programs. The employer-led collaborative is co-facilitated by the State of Michigan Labor and Economic Opportunity, Workforce Development (LEO-WD) and while focused on the workforce needs of the WIN Greater Southeast Michigan 19-county region, the HCA employers often lead or participate in innovative workforce development strategies that serve employer needs statewide. The HCA membership consists of large urban multi-state, and statewide employers, as well as small independent rural healthcare employers.

The HCA has emerged from the coronavirus pandemic with a renewed spirit of collaboration and several activities underway! Replacing competition for collaboration, employers persistently worked together to create a USDOL Registered Apprenticeship for Surgical Technologists culminating in industry-standard nationally certified professionals. Their program also includes training and certification in sterile processing at the discretion of each employer partner. Secondly, a new practical nurse (LPN) program is being developed by a large group of employers, and community college nursing educators, with advisement from the Michigan Licensing and Regulatory Affairs (LARA) State Board of Nursing, and the Michigan Department of Health and Human Services (MDHHS) Office of Nursing Education Programs. This new program, designed for the working adult while reducing time and place barriers will be offered through the Michigan Workforce Training and Education Collaborative (MWTEC), and available to employers throughout the state for a USDOL Registered Apprenticeship.



Both the Surgical Technologist and the LPN Registered Apprenticeship programs serve as examples of innovative strategies for employee retention whereby employers can advance incumbent nursing assistants, medical assistants, and other healthcare workers into critical need positions of higher wages. These programs also tap into untapped populations of full-time working adults who could not otherwise shift careers and pursue healthcare education and training programs if it were not for the registered apprentice earn-as-you-learn model. Employers are eager to roll out similar programs as collaborative solutions to collective needs.

WIN member community colleges and Michigan Works! agencies are ready with resources and expertise to support employers with registered apprenticeships and other creative workforce development solutions. WIN conveners of the HCA are certified by the U.S. Chamber of Commerce in Talent Pipeline Management strategy to better serve employer workforce needs.



IN-DEMAND H1-B HEALTHCARE OCCUPATIONS INCLUDE:

- **Medical Assistants**
- **Certified Nursing Assistants**
- **Registered Nurses**
- **Medical Equipment Preparers/Sterile Processing Technicians**
- **Surgical Technologists**
- **Phlebotomy Technicians**
- **Direct Care Workers/Home Health Aides**
- **Behavioral Health Technicians and Aides**
- **Community Health Workers**

Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH)

The State of Michigan Department of Labor and Economic Opportunity, Workforce Development, as the awardee, worked collaboratively with WIN and other partners to apply for a \$2.5 million 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 to 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 that 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:** preparing individuals to successfully move into middle- to high-skilled employment in healthcare occupations which include work-based learning options

WIN has partnered with GST Michigan Works! to achieve the intended outcomes of the MiREACH grant. GST Michigan Works! has been diligently working with the rural healthcare employers to address their needs which has resulted in significantly exceeding the grant outcomes with the grant which expires on December 31, 2024.



WORKFORCE INTELLIGENCE NETWORK STAFF

ALYSHA ALBRECHT Communications Specialist

DAYOUNG AN Senior Economic Research Analyst

KRISTI AYERS Workforce Project Manager

JIM BABIN Regional Apprenticeship Administrator

AMANDA BAUERSCHMIDT Workforce Project Manager

DEBORAH BAYER Director of Regional Initiatives and Grant Compliance

KEVIN CRANICK Economic Research Analyst

JANENE ERNE Regional Apprenticeship Administrator

LAURIE HUBER Workforce Project Manager

JANIS KARAZIM Workforce Program Manager

PAMELA MOHAR Workforce Project Manager

DEJA TORRENCE Economic Research Manager

MICHELE ECONOMOU URESTE Executive Director

KATIE WEBBER Workforce Project Manager

Michigan Learning and Education Advancement Program (MiLEAP)

In Q3 2021, the SEMCA Workforce Intelligence Network was awarded the **Michigan Learning and Education Advancement Program** (formally known as 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 ranging from one-day to two-years which lead to an industry recognized credential and employment. The Michigan Labor and Economic Opportunity, Workforce Development issued a one-year extension enabling activities to continue through June 30, 2024. There was no additional funding awarded with the time extension. The “Michigan Learning and Education Advancement Program” acronym representing the Michigan Learning and Education Advancement Program can no longer be used as it conflicts with another state program identified with the same acronym.

The **Autonomous Career Navigation System** (ACNS) partners participating in the State Michigan Learning and Education Advancement Program recognize the skills gap and the 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 unemployed, 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 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 and is leveraging the **Detroit at Work** program. Certification training programs range from 7.5 to 16 weeks.

FAST TRACK CERTIFICATION PROGRAMS:

- Bridges to Career Opportunities (Construction)
- Carpentry & Building Construction
- CDL-A
- CNC Operator Technician
- Controls Technician
- Cybersecurity Operations
- Cybersecurity Specialist
- Dental Assistant Apprenticeship
- Desktop Support Network Administrator
- Diesel Mechanic
- Electrical Wiring Residential
- Heating and Cooling
- Industrial Maintenance Technician
- Industrial Manufacturing Pathway Training
- IT Support
- Lean or ITIL, Technology Professional 2
- MIG Welding
- Networking Engineer
- Project Management Professional
- Renewable Energy
- Robot Programmer
- Robot Technician
- And more!

Michigan Alliance for Greater Mobility Advancement: Industry Infinity and EV Jobs Academy

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, focused on 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 employer partners include General Motors, Ford Motor Company, Stellantis, Nissan, Toyota, Robert Bosch, BorgWarner, GKN Automotive, and Roush. The MAGMA Governing Board activities are essential to numerous WIN regional training initiatives and are supported through a historical number of grant funding streams as described below.

In Q1 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 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 based on industry needs for 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 provided a strong foundation for MAGMA to lead the 2022-2027 EV Jobs Academy employer-led collaborative, formerly the Michigan Revolution for Electrification of Vehicles (MiREV), funded by the State of Michigan Labor and Economic Opportunity.

In Q1 2022, SEMCA WIN launched the EV Jobs Academy, involving over 100 key stakeholder and employer partners in three collaboratives, two project teams, and an EV Jobs Education and Training Academy to build the EV talent pipeline on the same five-year timeline as the Infrastructure Investment Jobs Act and scale postsecondary certification training programs through 32 colleges and universities statewide. The EV Jobs Academy employer-led collaborative is designed

to respond to specific knowledge and skill demands of automotive mobility and electrified vehicles with a significant number of interested stakeholder partners from government, community colleges, universities, economic developers, Michigan Works! agencies, proprietary training providers, non-profits, and industry.

MAGMA convenes quarterly Advisory Council meetings bringing together many organizations and industry stakeholders. In 2022, the Advisory Council meeting with the strongest attendance was on the topic of the Infrastructure Investment and Jobs Act, also known as The Bipartisan Infrastructure Law (BIL), which featured speakers from the Warner Norcross + Judd, LLP, SEMCOG, and State of Michigan Executive Office of the Governor.

The MAGMA Governing Board members appointed the EV Jobs Academy Chair **Erika Nielsen**, Director of Global Government Affairs at BorgWarner to lead the EV Jobs Academy full collaborative meetings. The Center for Automotive Research (CAR), W.E. Upjohn Institute for Employment Research, and the WIN Data and Research team charged forward to collect and analyze labor market and industry data. Southeast Michigan Council of Government (SEMCOG) established the Smart Cities and Communities Fleet Collaborative (SC2FC) and a mobility online toolkit for municipalities to utilize low-emission resources and funding opportunities for EV conversion. The EV Jobs Academy Education and Training team began to identify, create, and secure curricula statewide on the Michigan Workforce Training and Education Collaborative (MWTEC) Educational Programs in Collaboration (EPiC) Consortium platform.



GOVERNING BOARD MEMBERS

ERIKA NIELSEN BorgWarner

JOHN NASARZEWSKI Downriver Career Technical Consortium

GENE COX & RICK RADNERS Ford Motor Company

RANDALL CHAMPAGNE General Motors

KIM STEINFELDT GKN Automotive

BEN CRUZ Macomb Community College

JEREMY WORM Michigan Technological University

DAVID VENEGAS, Nissan

CHRIS MORGAN Robert Bosch, LLC

JULIE BELL Roush

ELIZABETH MELVILLE SAE International

GREGORY PITONIAK SEMCA Michigan Works!

OLIVER GROSS Stellantis

DEB LYZENG State of Michigan LEO-Workforce Development

MONTE KAEHR & MEG WALLACE Toyota

DAVID PISTRUI University of Detroit Mercy

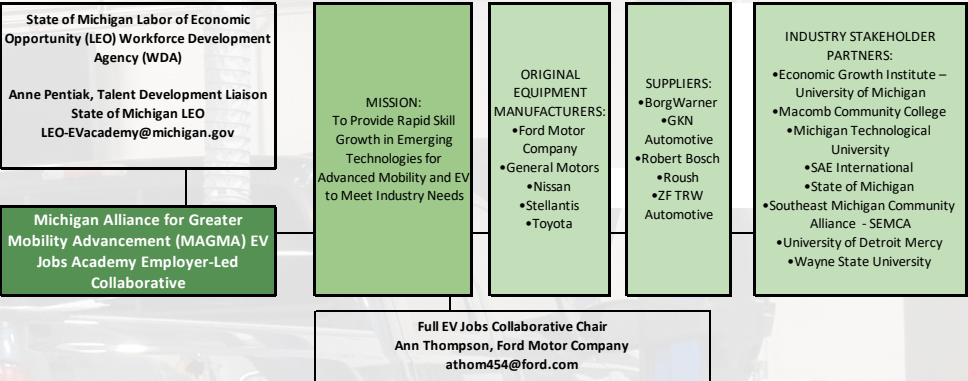
STEVEN WILSON & SARAH CRANE University of Michigan

Economic Growth Institute

WALTER BRYZIK Wayne State University



EV Jobs Academy Flowchart
LEO-EVAcademy@michigan.gov
revised 8.21.2023



EMPLOYER-LED COLLABORATIVES			EV JOBS ACADEMY	PROJECT TEAMS	
<div>SOUTHEAST MICHIGAN MOBILITY TALENT COLLABORATIVE MISSION: To Align Educational Programs with Employer Occupational Skills Needs to Strengthen the Mobility Talent PipelineALENT</div> <div>Led by the Detroit Chamber of Commerce (D3C3) & MICHauto Christi Taylor, Detroit Chamber (D3C3) ctaylor@detroitchamber.com Carly Grace, MICH Auto cgrace@michauto.org Drew Colman, MICHauto dcoleman@michauto.org https://www.detroitchamber.com/ https://michauto.org/</div> <div>PARTNERS: •Aludyne www.aludyne.com •Automation Workz https://autoworkz.org/ •Ballmer Group https://www.ballmergroup.org/ •DENSO www.denso.com •Detroit Chamber of Commerce https://www.detroitchamber.com/ •EIT InnoEnergy https://www.innoenergy.com/ •GKN Aerospace www.gkn-aerospace.com •Mahle https://www.mahle.com/ •MICHauto https://michauto.org/ •NYX, Inc www.nyxinc.com •Orbion Space Technology www.orbionspace.com •The Next Education https://www.thenexted.com/ •Ralph C. Wilson, Jr. Foundation https://www.ralphcwilsonjrfoundation.org/ •Recharge Recycling https://rechargerecycling.com/ •Regional community colleges •Spartan Steel https://spartan-steel.com/ •VMX International, Inc https://www.vmx.com/</div>	<div>SMART CITIES & COMMUNITIES FLEET COLLABORATIVE (SC2FC) MISSION: To Prepare Local Communities for Opportunities in Electrifying Municipal Fleet & Required Charging Infrastructure</div> <div>Led by the Southeast Michigan Council of Governments (SEMCOG) & State of Michigan Beheshteh Makari, SEMCOG makari@semcog.org Noah Bussell, SEMCOG bussell@semcog.org Naheed Huq, SEMCOG huq@semcog.org Kevin Vetrano, SEMCOG vetrano@semcog.org https://semcog.org/ https://michigan.gov/</div> <div>PARTNERS: •City of Ann Arbor https://www.a2gov.org/Pages/default.aspx •City of Ferndale www.ferndalemi.gov •City of Lapeer https://www.ci.lapeer.mi.us/ •City of Luna Pier www.cityoflunapier.com •City of Royal Oak https://www.romi.gov/ •City of Southfield https://www.cityofsouthfield.com/ •City of Wayne https://www.cityofwayne.com/ •Consumer Energy https://www.consumersenergy.com/ •DTE Energy https://www.newlook.dteenergy.com/ •Economic Development Alliance of St. Clair County https://edasc.com/Flint_Genesee_Eco_Alliance •Flint and Genesee Economic Alliance https://developflintandgenesee.org/ •Lyon Township https://www.lyontwp.org/ •Madison Heights https://www.madison-heights.org/ •Michigan Department of Environment, Great Lakes, and Energy (EGLE) https://www.michigan.gov/egle</div>	<div>DEFENSE & OUTDOOR RECREATION VEHICLES COLLABORATIVE MISSION: To Develop & Scale EV Mobility Curriculum to Defense Sector & Outdoor Recreation Vehicles</div> <div>Led by National Advanced Mobility Consortium (NAMC) Jessica Sierakowski, National Advanced Mobility Consortium jessicas@namconsortium.org Lindsay Bayles, National Advanced Mobility Consortium lindsayb@namconsortium.org Alissa Roath, National Advanced Mobility Consortium alissar@namconsortium.org https://www.namconsortium.org/</div> <div>PARTNERS: •Advanced Mobility Consortium (NAMC) https://www.namconsortium.org/ •BAE Systems https://www.baesystems.com/en/home •Baker Engineering https://bakerengineering.com/ •Cummins https://www.cummins.com/ •General Dynamics https://www.gd.com/ •Ground Vehicle System Center (GVSC) https://www.usarmygvs.com/ •Innovation Marquette SmartZone https://innovatemarkarquette.org/ •InvestUP https://www.investupmi.com/ •Michigan Economic Development Corporation (MEDC) https://www.michiganbusiness.org/ •Michigan Technological University https://www.mtu.edu/ •Northern Michigan University https://nmu.edu/ •Orb Fellowship Program for Advanced Air Mobility https://www.orb.aero/ •Plasan - North America https://www.plasan-na.com/ •Polaris https://www.polaris.com/en-us/ •Roush Performance https://www.roushperformance.com/ •Shophouse Park https://www.tenneco.com/</div>	<div>EV JOBS ACADEMY EDUCATION & TRAINING TEAM MISSION: To Scale Existing EV Mobility Curriculum through Statewide IHE's Accessible Through a Dedicated Online Platform</div> <div>Led by Macomb Community College Center for Advanced Automotive Technology (CAAT) & Michigan Community College Association and Michigan AFL-CIO Workforce Development Institute (WDI) Ben Cruz cruz800@macomb.edu Amy Lee alee@mcca.org Don Hutchison hutchison@macomb.edu Kevin Weeks kweeks@miwbi.org http://autocaat.org/Home/ https://www.mcca.org/ https://miafcio.org/institute/</div> <div>PARTNERS: •3-Dimensional Service Group https://3dimensional.com/ •Advanced Auto Trends http://www.advancedautotrends.com/ •ATS Michigan www.atsmich.com •Automation Workz https://autoworkz.org/ •BorgWarner https://www.borgwarner.com/home •Central Michigan University https://www.cmich.edu/ •Continental https://www.continental.com/ •Dana https://www.dana.com/ •DENSO https://www.densoautoparts.com/ •Diverse Notes https://diversenote.app/ •EIT InnoEnergy https://www.innoenergy.com/ •Electrical Workers Local 58 https://www.ibewlocal58.org/ •EVSheltron https://evsheltron.com/ •Ferris State University https://www.ferris.edu/ •Ford Motor Company https://www.ford.com/ •Getman Mining Corp. https://getman.com/ •General Motors https://www.gm.com/ •Grand Rapids Community College https://www.grcc.edu/ •GSHA Quality Services https://www.gshasolutions.org/ •Henry Ford College</div>	<div>RESEARCH PROJECT TEAM MISSION: Identifies Labor Market & EV Mobility Data Intelligence to Support the EVJA Collaborative</div> <div>Led by the Center for Automotive Research (CAR) Group & WIN Research K. Venkatesh Prasad, Center for Automotive Research kprasad@cargroup.org Narges Lahiji, Center for Automotive Research nlahiji@cargroup.org Alan Amici CEO of Center for Automotive Research alanamici@cargroup.org Dr. Dayoung An, Workforce Intelligence Network dayoung.an@winintelligence.org https://www.cargroup.org/</div> <div>PARTNERS: •Southeast Michigan Council of Governments (SEMCOG) https://southeast-michigan-ev-resource-kit-and-planning-hub-semcog.hub.arcgis.com/ •Upjohn Institute (Employment Research) https://www.upjohn.org/</div>	<div>OUTREACH & RECRUITMENT PROJECT TEAM MISSION: Supports Job Seekers with EV Mobility Career Awareness & Employer Outreach</div> <div>Led by Macomb/St. Clair Michigan Works! & Wayne County College Access Network (WCCAN) Jamie Richardson, Wayne County College Access Network deborah.taylor@semca.org Dr. Pat Chatman, Henry Ford College pchatman@hfcc.edu Alysha Albrecht Alysha.Albrecht@winintelligence.org https://micollegeaccess.org/ https://www.squareonenetwork.org/ https://winintelligence.org/</div> <div>PARTNERS: •Capital Area Michigan Works! https://www.camw.org/ •Detroit at Work https://detroitatwork.com/ •Detroit Chamber of Commerce (D3C3) https://www.detroitchamber.com/ •Detroit Employment Solutions Corporation (DESC) https://www.descmiworks.com/ •Detroit Public Television https://www.dptv.org/ •Genesee, Shiawassee, Thumb (GST) Michigan Works! https://gstmiworks.org/ •GSHA Quality Services https://www.gshasolutions.org/ •Michigan College Access Network https://micollegeaccess.org/ •Michigan Works! 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EV Jobs Academy

EV Jobs Academy consists of three working collaboratives, two project teams, and an education and training academy working in partnership with the full collaborative to support and ensure key deliverables over the course of five years. The MAGMA appointed representative, Erika Nielsen, Director of Global Government Affairs at BorgWarner serves as the employer chairperson of the full collaborative.

The collaboratives, project teams, and education and training academy leadership include:

1. Southeast Michigan Mobility Talent Collaborative is led by the Detroit Chamber of Commerce and MICHauto
2. Defense and Outdoor Recreation Vehicles Collaborative is 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) is led by the Southeast Michigan Council of Governments (SEMCOG)
4. EV Jobs Education and Training Academy is led by the MAGMA Governing Board member from the Center for Advanced Automotive Technology (CAAT) at Macomb Community College
5. The Research Project Team is 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 is led by Michigan Works! Agencies, Wayne County College Access Network (WCCAN), and WIN Communication Specialist in coordination with the State of Michigan LEO-WD

EV Jobs Academy

Ordinance and Local Actions

Fleet Electrification

Data and Research

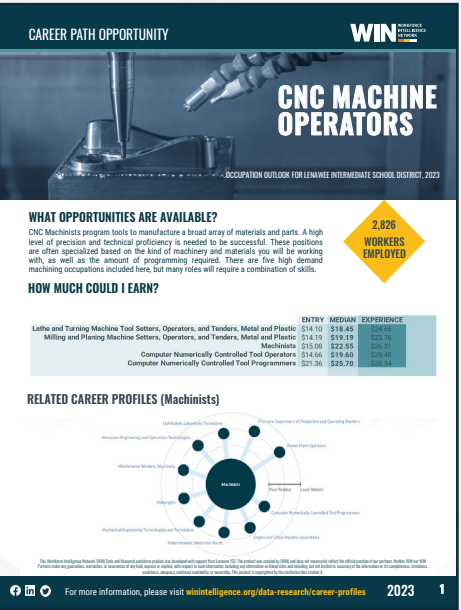
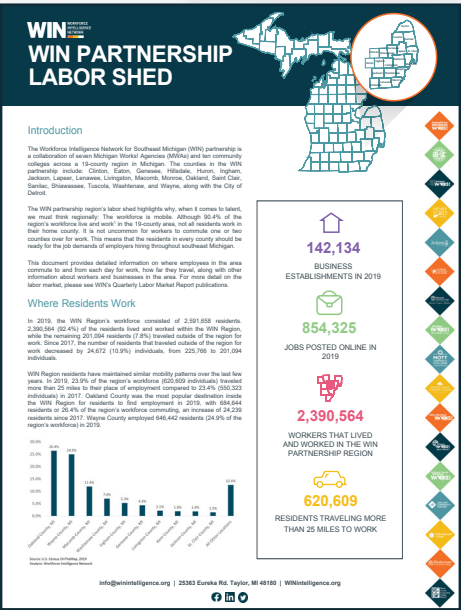
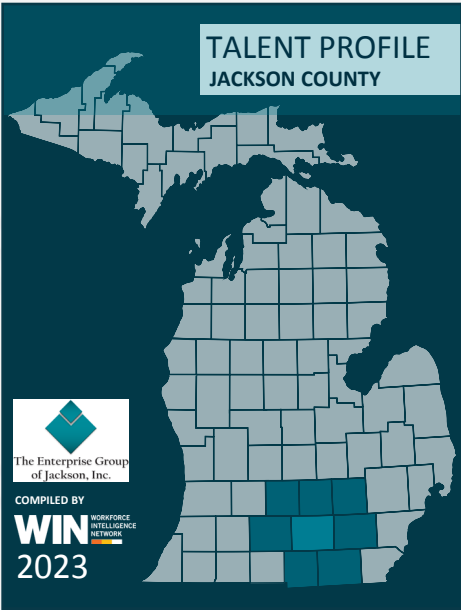
In 2022, the WIN Data and Research team performed several studies and data requests to support sector strategy development in advanced manufacturing, transportation, healthcare, information technology, and energy. Highlights of the data team’s accomplishments are as follows:

Custom Data Requests: In 2022, numerous data requests were processed which provided valuable analysis for our regional partners.

Labor Market Reports: Annual and quarterly labor market 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 The Jackson Talent Report, WIOA 2020-2024 Planning Reports for Region 6, 9, and 10, Commuting Pattern Reports, EV Jobs Career Profiles, and Lenawee ISD Career Dashboard Update.

WIN would like to extend a special thanks to Enterprise Group of Jackson, Lenawee ISD, GST Michigan Works!, Macomb/St. Clair Michigan Works!, Oakland County Michigan Works!, Michigan Works! Southeast, SEMCA Michigan Works!, Detroit Employment Solutions Corp, Center for Automotive Research (CAR), and W.E. Upjohn Institute for Employment Research.





**EV Jobs
Academy**



WIN

WORKFORCE
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NETWORK



Photos provided by
Oakland Community College,
Washtenaw Community College,
Zaman International, and WIN

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