

2020

2020 ANNUAL REPORT



HENRY
FORD
COLLEGE
FUTUREDRIVEN

Jackson
COLLEGE



MONROE COUNTY
COMMUNITY COLLEGE

MOTT
COMMUNITY
COLLEGE

OAKLAND
COMMUNITY
COLLEGE

GST MICHIGAN
WORKS!
GENESEE
SHAWANEE
THUMB

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

MICHIGAN
WORKS!
MACOMB/ST. CLAIR

Oakland County
MICHIGAN
WORKS!

Schoolcraft
College

SEMCA MICHIGAN
WORKS!

Washtenaw
Community College

Wayne
County
Community
College
District

Win's Regional Role

 **\$48.5 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.

 **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.

 **\$166.5 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.



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.



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Message from the Executive Director



During the 2020 coronavirus pandemic, frontline healthcare workers and the workforce system had a heavy lift. There were approximately 20.8 million unemployment insurance claims in Michigan, and the Michigan Works! system provided a large support to those individuals affected by the pandemic. At the federal level, several U.S. Department of Labor grants were released in the final quarters of 2020 to enable the workforce system to support displaced workers by providing upskilling training opportunities and connecting them to new jobs.

The WIN non-profit collaborative of eight community colleges and six workforce development boards was recognized in 2020 as one of the strongest workforce collaboratives in the nation for the delivery of apprenticeship and robotics and automation training and education programs through the US DOL America’s Promise and American Apprenticeship Initiative grants.

WIN was awarded a H-1B One Workforce \$10 million grant application on Building an Industry Infinity Supply Chain, with the Southeast Michigan Community Alliance (SEMCA) serving as the fiduciary. The One Workforce grant will provide over \$6 million for four more years of robotics and automation certification training delivery; \$2 million in curriculum development for the WIN eight community colleges to work collaboratively on a new Curriculum Development Committee to develop new or update existing education and certification programs in robotics a and automation, cybersecurity and transportation-related high demand occupations. The grant also supports the Michigan Alliance for Greater Mobility Advancement (MAGMA) employer collaborative and a transportation collaborative to obtain skills needs information from industry on developing new training and education programs. WIN also worked collaboratively with the State of Michigan on submitting a \$2.5 million H-1B Rural Healthcare application which was awarded and will partially support the work of the Health Career Alliance of Southeast Michigan employer collaborative for four more years.

Since the pandemic, there have been several retirements on the WIN Board of Directors, and another expected retirement is expected to occur. WIN extends a hearty recognition of the long-term WIN Board of Directors service contribution of:

- **Dave Corba** – Macomb Community College
- **Bill Sleight** – Michigan Works! Southeast
- **John Bierbusse** – Macomb St. Clair Michigan Works!
- **Dr. James Robinson** – Wayne County Community College District

Following the establishment of a WIN Finance Committee Chaired by Brandon Tucker from Washtenaw Community College, the WIN Board of Directors unanimously approved the Finance Committee recommendation for a new WIN Sponsor Partner Program that will be extended to economic development, chambers of commerce, government, foundations, corporations, and key non-profit stakeholder partners across southeast Michigan.

Sincerely,

A handwritten signature in black ink that reads "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.

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:

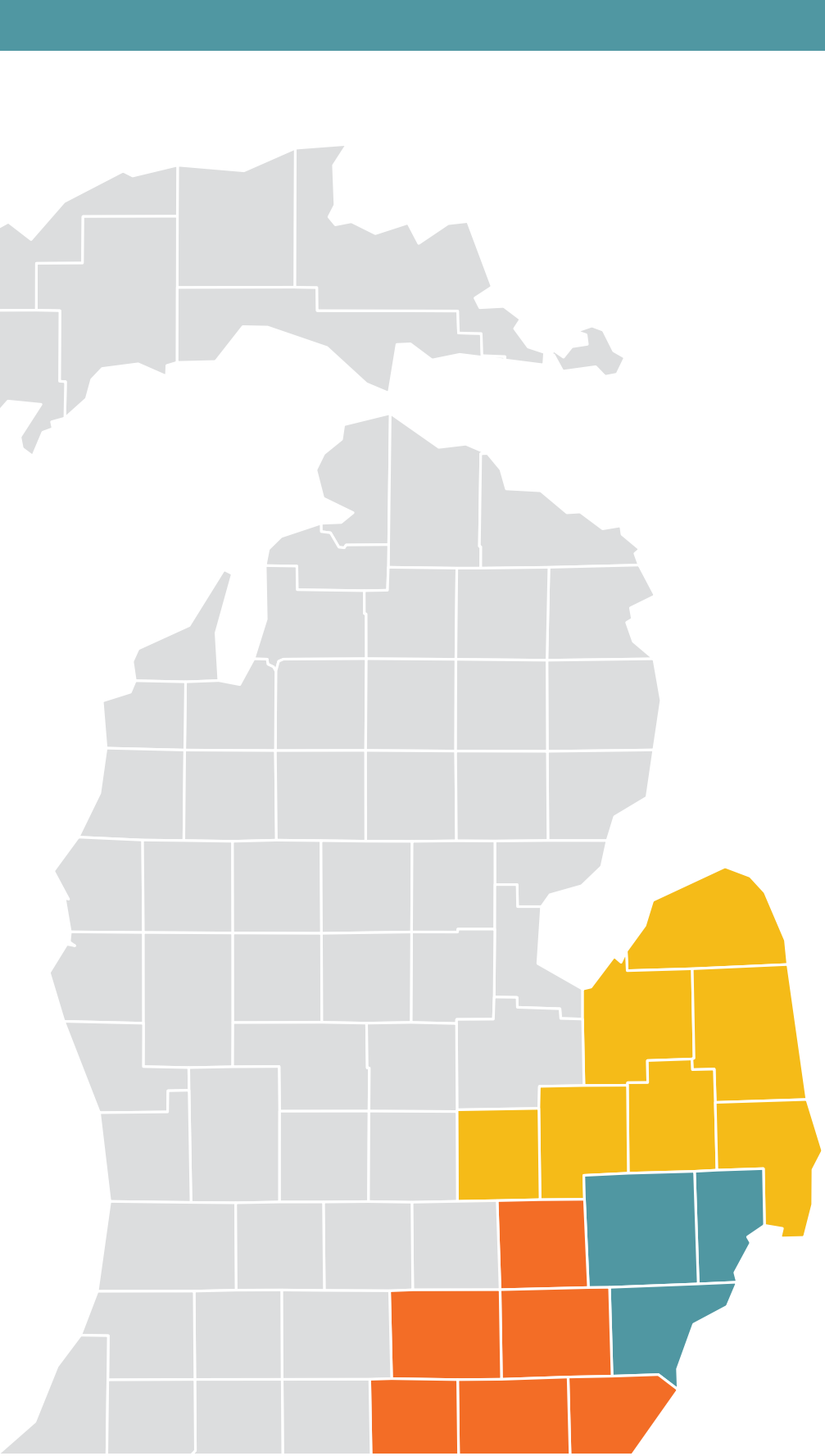
Research. WIN gathers, analyzes, and distributes real-time labor supply-and-demand intelligence on workforce needs and characteristics specific to the southeast Michigan region.

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, health care, 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 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 Board

WIN’s board is comprised of six Michigan Works! agencies and nine 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. Thank you to the following board members for their participation during the 2020 fiscal year.



Detroit Employment Solutions Corporation(DESC)
Michelle Rafferty
Chief Operating Officer



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



GST Michigan Works! Agency
Jody Kerbyson
Chief Executive Officer



Jackson College
Tina Matz
Director of Workforce Training



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



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



Michigan Works! Southeast
Bill Sleight
Executive Director



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



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



Oakland Community College
Joseph L. Petrosky
Associate Vice Chancellor for Academic Affairs



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



Schoolcraft College
Amy Jones
Associate Dean of Occupational Programs



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
Dr. James Robinson
Provost, Workforce Development

Advance Michigan Catalyst

Advance Michigan Catalyst is a \$6 million US Department of Labor (US DOL) America's Promise grant which aims to provide robotics and automated related training in the region from 2017 - 2020. In addition to classroom training, services include individual assessments, case management, supportive services, and employment placement.

Michigan Works! Association (MWA) partners have enrolled 736 individuals in the program, which 696 were from the target population of un- and -underemployed individuals, 498 completed the training and earned a credential, and 342 received unsubsidized employment.

WIN is regarded as a grantee with a several best practices developed under this project, and many of our staff and partners have participated on national webinars. This project is led by the WIN Director of Data and Workforce Projects Melissa Sheldon.

Based on the employer demand for the program, WIN submitted an application against the recent USDOL Employment and Training Administration (ETA) H-1B One Workforce federal opportunity announcement which would commit WIN Board partners to deliver four more years of robotics and automation training in the region, as well as the first coordinated regional deployment of education and training in cybersecurity and transportation occupations.



2020 PERFORMANCE MEASURE OUTCOMES* (FOR INDIVIDUALS)

736

ENROLLED
IN TRAINING

498

COMPLETED TRAINING
AND EARNED A CREDENTIAL

342

EMPLOYED AFTER
COMPLETING TRAINING

**Cumulative through December 2020*

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.



In partnership with LIFT, WIN is working to provide flexible training pathways in high demand advanced manufacturing careers to those who have experienced job loss or are looking to gain some new skills in the post-pandemic economy.

Operation Next is now available at no cost to both individuals seeking new skills for themselves as well as employers seeking new skills for their workers. This support is provided by LIFT with a grant from the National Institute of Standards and Technology [NIST]. WIN will achieve 125 training outcomes in one of four training tracks: Welding, CNC, Robotics and Industrial Technology Maintenance.

Operation Next features an accelerated, hybrid curriculum that combines virtual learning online through simulations and multimedia with hands-on, performance-based learning on real-world manufacturing equipment.

Operation Next participants take a self-assessment, earning credit for what they already know. They choose one of the four majors, and then complete training at their own pace.

Advance Michigan Center for Apprenticeship Innovation

In 2020, the **Advance Michigan Center for Apprenticeship Innovation** (AMCAI) team applied for a six-month extension on the \$4 million US Department of Labor (US DOL) American Apprenticeship Innovation (AAI) grant to provide more time for two community college partners to work towards their target performance outcomes.

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 AAI grant supported apprenticeship activity in 37 Michigan counties from 2015-2020. With the Southeast Michigan Community Alliance (SEMCA) as the lead fiscal agent, the AMCAI partnership is comprised of five subrecipients—Henry Ford College, Lansing Community College, Mid Michigan College, Oakland Community College, and Schoolcraft College—along with many local and regional corporate, educational, and workforce and economic development partners. The AMCAI team experts include: Michele Economou Ureste, Janene Erne, Imad Mourad, Deborah Bayer, Jim Babin, John Sullivan and Valerie Fulton-Robinson.



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 are in process of being signed with the WIN eight community college and six Michigan Works! agency partners which will pave the way for another four years of apprenticeship in Michigan. The grant includes \$720,000 of training reimbursement funds for employers offering apprenticeship. The coronavirus pandemic has impeded progress with the launch of this program.

An online repository for occupational skills needs, which supports the development of an apprenticeship Work Process Schedule, was developed this year. An expansion of the www.rapidskillsgenerator.org to add time-based occupation frameworks, which can be modified to create competency-based and hybrid apprenticeship programs, are underway.

FINAL AMCAI OUTCOMES

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

684

REGISTERED APPRENTICES
(Goal 600)

2,281

PARTICIPANTS SERVED
(Goal 852)

464

NEW EMPLOYERS
(Goal 226)

307

PRE-APPRENTICESHIP

Health Career Alliance for Southeast Michigan

WIN is co-convening the **Health Career Alliance for Southeast Michigan** with the State of Michigan Department of Labor and Economic Opportunity. The employer-led collaborative is focused on WIN's 16-county region. This initiative uses the U.S. Chamber of Commerce Talent Pipeline Management methodology to identify common skills needs and apply supply chain management principles to talent.

The WIN workforce agencies and community colleges are working with nearly a dozen healthcare employers and many other partners to create a talent pipeline for common talent needs. The collaborative conducted an intensive scan of the labor force and high-need occupations across employer collaborative members. Program teams were then formed to focus on the following occupations: Medical Assistants, Sterile Processing Technicians, and Certified Nursing Assistants. Strategies undertaken by the HCA to resolve talent shortages in these occupations will include designing and registering apprenticeship programs, holding virtual job fairs and career awareness fairs, implementing new recruitment strategies, and identifying additional funding opportunities to support this workforce. This project is being led by Sarah Gregory, the WIN Director of Talent Development.

In November 2020, the State of Michigan Department of Labor and Economic Opportunity, Workforce Development (LEO-WD), as the lead applicant, worked collaboratively with WIN and other partners to apply and were awarded a \$2.5 million grant from the US DOL H-1B Rural Healthcare Grant Program to establish a Michigan Health Careers Partnership for Rural Communities (MI-HCPRC) and continue to support employer led collaboratives to address 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 for rural communities throughout Michigan.



WORKFORCE INTELLIGENCE NETWORK STAFF

RANA AL-IGOE *Director of Work-Based Initiatives*

DANIELLE BACHMAN *Grants Compliance Manager*

DEBORAH BAYER *Regional Apprenticeship Administrator*

VANESSA BELL *Project Assistant*

JANENE ERNE *Regional Apprenticeship Administrator*

SARAH SEBALY GREGORY *Director of Talent Development*

TIM JOHNSTON *Director of Communications*

KINSEY MANTAY *Regional Apprenticeship Administrator*

IMAD MOURAD *Business Partnerships Associate*

MELISSA SHELTON *Director of Data and Workforce Projects*

JOHN SULLIVAN *Project Manager for Strategic Pathways*

DEJA TORRENCE *Research Assistant*

KARLEY THURSTON *Senior Research Analyst*

MICHELE ECONOMOU URESTE *Executive Director*

MICHELLE WEIN *Director of Research and Regional Initiatives*

Michigan Alliance for Greater Mobility Advancement

The State of Michigan award a Michigan Industry Cluster Initiative (MICA 2.0) grant to support the **Michigan Alliance for Greater Mobility Advancement (MAGMA)** Governing Board and Advisory Council work which is building momentum consistent with the mobility movement. This regional initiative is led by Michelle Wein and Imad Mourad.

Virtual Advisory Council Meetings were held in May, August and December, in compliance with COVID-19 safety standards. The first meeting, in May, focused on the crisis' implications for the mobility industry. Speakers included Tom Kelly from Automation Alley. In addition, an education and training panel was convened to discuss making the transition to remote learning. Speakers on the panel included Darrell Kleinke, Professor of Mechanical Engineering and Director of Professional Engineering Programs, University of Detroit Mercy; Elizabeth Melville, Director of Learning, SAE International; and Jeremy Worm, Director, Michigan Tech Mobile Lab and the Associate Director of the Advanced Power Systems Research Center (APSRC), Michigan Technological University. David Pistrui Clinical Professor of Engineering and Director of Graduate Recruiting, University of Detroit Mercy moderated the panel.

The second meeting, in August, included speakers Tim Weisenberger and Stacey Stevens from SAE International who spoke about ISO Cybersecurity standards. Karley Thurston from WIN and Sarah Crane from UM EGI spoke about respective CAV reports and an education and training panel was convened to discuss the reports. Speakers on the panel included Carly Bohrer, Vice President Human Resources, Electronics and ADAS Division, ZF Group; Christine Rogers, Sr Global Human Resources Manager, Electronics and ADAS Division, ZF Group; Robert Bayer, Test Engineering & Laboratory Services Manager, BorgWarner; Benigno (Ben) Cruz, Director of the Center for Advanced Automotive Technology (CAAT), Macomb Community College and Dr. Patricia Walker Chatman, Dean School of Business, Entrepreneurship, and Professional Development, Henry Ford College.

The final Advisory Council meeting for the year in December was on the topic of apprenticeship with the following speaker lineup: the WIN Director of Research and Regional Initiatives Michelle Wein on the WIN Apprenticeship Return on Investment (ROI) Calculator, the WIN AMCAI Regional



Apprenticeship Administrator Janene Erne on Registered Apprenticeship (RA); Dina Igoe, the Director of Communications and Outreach from the National Institute of Metal Working Skills (NIMS) on Industry Recognized Apprenticeship (IRAP); Lori Spicer, SEMCA, Talent Development Coordinator on funding sources; a panel discussion with Kavita Phadke, Bosch, Director, COE Organization Associate Development; Sophie Stepke, ZF, Training Manager; Victoria Vargas – BorgWarner, Manager, Human Resources; a FAME Training Model with speakers Bill Rayl, Jackson Area Manufacturers Association (JAMA), President; and Apprenti: IT Registered Apprenticeship with speakers Valerie Fulton-Robinson, Apprenti, Michigan Director; John Sullivan, WIN/Apprenti, Michigan Program Manager.

In addition, on June 2, MAGMA participated in a call with US Department of Labor Assistant Secretary John Pallasch to discuss the impact of COVID-19 on the mobility industry. Christine Quinn, Regional Administrator DOLETA Region 5 Chicago made the connection. Several other members from USDOL and LEO-WDA also joined the call. Topics discussed included:

- How the return to work has been
- Capacity – are they 100% back?
- Have employees refused to come back?
- If so – how will they handle onboarding additional (temporary) workers?
- Smaller companies experiencing higher costs with less staffing abilities?
- Use of the system – have they?
- How can USDOL help?

Moving into 2021, MAGMA will continue to focus on bringing quality technical and education information surrounding the mobility industry to its members. MAGMA is also dedicated to submitting a Going Pro Talent Fund consortium application for its members to obtain training dollars to upskill incumbent employees.



GOVERNING BOARD MEMBERS

- BorgWarner
- Economic Growth Institute – University of Michigan
- Stellantis
- Ford Motor Company
- General Motors
- GKN Automotive
- Macomb Community College
- Michigan Technological University
- Nissan
- Robert Bosch, LLC
- SAE International
- SEMCA
- State of Michigan – Workforce Development
- Toyota
- University of Detroit Mercy
- Wayne State University
- ZF
- Downriver Technical Consortium

Data and Research

The WIN data and research team in 2020 released several studies designed to provide various stakeholders with local intel related to emerging technology in cybersecurity and connected automated vehicles, a series of labor market articles during the coronavirus pandemic shutdown, and more. Melissa Sheldon, Michelle Wein, Sarah Gregory and Deja Torrence consistently produce high-quality results that directly support the foundation of the WIN mission. Highlights from the team accomplishments in 2020 are as follows:

Custom Data Requests: In 2020, the team completed nearly over 150 data requests by responding to questions and providing valuable analysis for our partners.

Labor Market Reports: These 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.



Cybersecurity Emerging Technology Skills Gap Analysis 2020: Understanding the complexity of the talent supply for cybersecurity and other considerations for upcoming technologies will aid continued economic growth in the region. Tracking emerging technologies and their impact on the workforce is key to preparing secondary, post-secondary, and other educational markets for changing workforce demands from employers.



Connected Automated Vehicle Emerging Technology Skills Gap Analysis 2020: As major automotive manufacturers and technology companies around the world design and test new automated vehicle technology, current employees are learning new skills and future workers will be asked to apply a specific skillset to CAV projects as the product cycle for this disruptive technology continues to mature. In order to better understand future workforce demands in the CAV space, WIN partnered with the Ralph C. Wilson, Jr. Foundation to analyze job postings for a broad set of occupations involved in the design, manufacture, and infrastructure development necessary to catalyze the CAV product cycle.

WIN would like to extend special thanks to the 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!, and many more for supporting these 2020 studies.

Registered IT Apprenticeship

The Ralph C. Wilson Jr. Foundation awarded a \$1.5 million grant to develop a high-tech workforce in the Southeast Michigan region using the US DOL recognized **Apprenti** model.

During 2020, two new personnel hires were added to the oversight and management of this program which has already resulted in soft commitment of 57 apprentice hires next year primarily from Great Lake Water Authority, AF Group, DTE, City of Detroit, Henry Ford Healthcare Systems, General Motors, OneMagnify, NEXT Education, and Blue Cross Blue Shield Michigan. Valerie Fulton-Robinson was hired as a Business Development Manager with C-Suite executive level experience; and, Deborah Bayer, Regional Apprenticeship Administrator, was hired to oversee regional apprenticeship initiatives and comes to WIN following a career in postsecondary education by serving as the Vice President of Instruction at Alpena Community College (ACC). Prior to ACC, she spent over 12 years at Oakland Community College which included serving as the lead administrator for the development of the Michigan Advanced Technician Training (MAT2) program.

This project is also supported by John Sullivan and Imad Mourad who have been working on the Apprenti project since the Washington Technology Industry Association (WTIA) Apprenti program was brought to Michigan. This program also has executive support and oversight by the Ralph C. Wilson Jr. Foundation Senior Program Officer Susan Dundon and the WTIA Chief Executive Officer Andrea Anderson.



CREATED FOR INDUSTRY BY INDUSTRY

Apprenti can help you:

- » Attract and retain tech talent
- » Qualify and pre-screen candidates
- » Fund up to \$15,000 in tuition for each apprentice
- » Register and track apprentices
- » Create flexible IT curriculum and OJT mentoring plans

PARTIAL LISTING OF 2020 WIN PARTNERS

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



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