



MICHIGAN VEHICLE TECHNOLOGY
TRANSITION IMPACT PROJECT

LANSING EV & CLEAN ENERGY TALENT PIPELINE

FINAL REPORT



June 2026

Presented by the Workforce Intelligence Network (WIN)



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EXECUTIVE SUMMARY

MiVTP: Lansing EV & Clean Energy Talent Pipeline

The Lansing Area Mobility Stakeholders: EV & Clean Energy Mobility Skills Mapping Initiative was launched to better understand the workforce needs, talent challenges, and opportunities associated with the region's evolving mobility and energy economy. As Michigan continues to advance investments in electric vehicles (EVs), clean energy technologies, advanced manufacturing, and supporting infrastructure, ensuring a skilled and sustainable workforce has become a critical priority for employers, educators, workforce development organizations, and community stakeholders.

The initiative sought to develop a comprehensive and current understanding of employers and organizations operating within the EV and clean energy mobility ecosystem across the Lansing region. Through employer engagement, stakeholder outreach, labor market analysis, and workforce discussions, the project identified workforce priorities, critical occupations, emerging skill requirements, and opportunities for collaboration among industry, education, and workforce partners.

The assessment focused on four interconnected industry segments that drive the regional mobility ecosystem: advanced manufacturing and supply chain; energy and infrastructure systems; engineering, digital, and mobility technologies; and workforce, education, and public systems. Stakeholder engagement efforts highlighted both immediate and long-term workforce challenges, including talent attraction and retention, increasing demand for technical and specialized skills, workforce awareness gaps, and the need for stronger alignment between employer needs and education and training programs.

A key outcome of the initiative was the identification of opportunities to strengthen ongoing employer engagement and create mechanisms for employers to collectively identify workforce priorities, validate skills and competency requirements, and inform regional workforce development strategies. Stakeholders emphasized the importance of increasing awareness of EV and clean energy mobility careers, expanding work-based learning opportunities, and developing stronger connections between employers, educators, workforce agencies, and community organizations.

Based on these findings, the report recommends establishing an employer-led collaborative focused on energy and mobility workforce development, engaging employers to validate workforce competencies and emerging skill needs, expanding outreach and career awareness activities, strengthening partnerships among employers and education providers, increasing work-based learning opportunities, and developing a coordinated regional workforce strategy. These recommendations are intended to address identified workforce gaps, support talent pipeline development, and position the Lansing region to capitalize on future growth opportunities within the EV, clean energy, and mobility sectors.

By fostering sustained collaboration among employers, workforce organizations, educational institutions, and public-sector partners, the Lansing region can build a resilient talent ecosystem capable of supporting innovation, economic growth, and workforce success across Michigan's rapidly evolving mobility and energy industries.

Michigan Vehicle Technology Transition Impact Project

PHASE 1: Sector Scope & Employer Landscape



PHASE 1: SECTOR SCOPE & EMPLOYER LANDSCAPE

INTRODUCTION

In coordination with the University of Michigan Economic Growth Institute (EGI) and Lansing-area stakeholders, WIN conducted an employer landscape identification for the EV and clean energy mobility sector in March of 2026. Using the agreed-upon framework and multiple authoritative sources, verified employer data was compiled for the Lansing region, including Clinton, Ingham, and Eaton County ecosystems. The sources included partners of the WIN convened Michigan Alliance for Greater Mobility Advancement, Capital Area Michigan Works!, Capital Area Manufacturing Council, City of Lansing, Lansing Board of Water and Light, Lansing Community College, Lansing Economic Area Partnerships, Michigan State University, and public data sets. This process results in identifying **21 prospective employers and seven (7) providers in the designated region**, as well as the current stakeholder partners. **(Appendix A: Final Employer & Stakeholder List)**

The criteria for employer engagement included the need to have 1) business operations in one of the three counties identified, and 2) business/product alignment to the EV and clean energy ecosystem, which may be a tier 1, 2, or 3 supplier. The EV and clean energy mobility sector in the region includes rapidly emerging, technology-driven economic clusters in:

- Electric vehicle (EV) manufacturing and supply chain
- Battery production and energy storage technologies
- Clean energy infrastructure (charging, grid modernization)
- Advanced mobility systems (automation, digital systems, engineering)

The tri-county region is not just an automotive legacy location; it is actively transitioning into a clean mobility hub that includes strategic planning efforts to help communities adapt to the electrification impact on jobs, supply chains, and infrastructure. The region is part of Michigan's broader leadership in EV and clean energy investment, supported by significant federal and state funding.

This type of anchor investment attracts suppliers and service firms, generating long-term indirect job growth. However, while the area continues to invest and expand the EV and clean energy mobility sectors and emerging technologies, the region faces workforce supply and skills gaps.



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PHASE 2: Employer Engagement Strategy & Outreach



PHASE 2: EMPLOYER ENGAGEMENT STRATEGY & OUTREACH

A targeted employer engagement strategy was developed to clearly communicate the project's value proposition and encourage meaningful employer participation. Initial outreach efforts prioritized identifying key employer contacts, confirming interest, and coordinating opportunities for engagement through convenings, interviews, and other structured interactions.

Outreach began with existing stakeholder networks, leveraging partner relationships to validate employer contacts and confirm active operations within the defined region. This effort was supplemented by additional research, resulting in the identification of a broader pool of potential Original Equipment Manufacturers (OEMs) and supplier organizations.

To support engagement efforts, an Employer Champion invitation flyer (**Appendix B: Employer Engagement Tools (Flyer Invitation, Survey instruments, etc.)**) was developed, reviewed by stakeholders, and distributed via email. The invitation outlined the return on investment of the initiative, emphasized the value of employer input, and included a call to action to participate in a planned hybrid convening. The meeting was scheduled to take place at a neutral, accessible location: the Capital Area Michigan Works! office in Lansing. Based on stakeholder feedback, including input from CAMC Executive Director Cindy Kangas, the event design was strengthened by incorporating a data and labor market insights presentation to increase relevance and value for participating employers.

However, due to a lack of pre-registration in the days leading up to the event, the planned convening was suspended and slated for reassessment. It was later identified that a separate employer-focused event was scheduled in the region during the same timeframe, which may have contributed to limited participation. Subsequent discussions with regional leadership, including the CAMC Executive Director, provided additional insight into ongoing challenges affecting employer engagement. These included limited employer capacity to participate, competing priorities, and general engagement fatigue. In response, the strategy was adjusted to better align with employer availability and preferences by emphasizing in-person engagement through attendance at existing industry events and direct one-on-one outreach. As part of this revised approach, the project team participated in several regional events to establish connections and promote the initiative. These included:

- Remaking Michigan 2026: The Next Era of Manufacturing (May 7, 2026, Jackson), where project representatives hosted a table and engaged directly with employers and regional partners.
- Michigan Energy Workforce Development (MEWD) event (June 18), where the project representatives connected with energy sector stakeholders and shared information about the initiative during networking breaks.
- Additional events and networking opportunities to expand employer outreach and visibility such as Michigan Alliance for Greater Mobility Advancement Advisory Council Meetings

Key insights from Phase Two engagement efforts include:

- Employers are experiencing “survey fatigue” due to frequent outreach requests.
- Many organizations have limited capacity to participate in external initiatives.
- A clearly articulated and immediate value proposition is critical to securing employer engagement.

Despite multiple outreach methods - including direct calls, email communications, QR codes, paper surveys, and a focus group format - collecting comprehensive, face-to-face employer input proved challenging. Nonetheless, a focused effort with core employer stakeholders, including representatives from the City of Lansing and Lansing Board of Water & Light, resulted in successful survey completion, closing the survey following the MEWD event on June 19. While the completion rate was minimal with nine responses, the results provided valuable qualitative insights.

REGIONAL EDUCATION, TRAINING, AND CAREER TECHNICAL EDUCATION (CTE) PARTNERS

As part of the Lansing Area Mobility Stakeholders: EV & Clean Energy Mobility Skills Mapping Initiative, a dedicated stakeholder engagement session was convened with regional education, workforce development, and training providers. The purpose of this meeting was to gather input on current education and training capacity, identify existing and emerging programs aligned with EV, clean energy, and mobility occupations, and better understand opportunities to strengthen talent development pathways throughout the region.

Participants represented a diverse cross-section of organizations involved in workforce preparation, career and technical education (CTE), postsecondary education, workforce development, economic development, and industry engagement. Discussions focused on employer workforce needs, skills gaps, curriculum alignment, work-based learning opportunities, and strategies for improving connections between students, job seekers, educators, and employers within the mobility and energy ecosystem.

The organizations listed in **(Appendix C: Regional Education/Provider Training and CTE Programs)** represent key regional partners that contribute to talent development across the project's core industry segments, including advanced manufacturing and supply chain, energy and infrastructure systems, engineering and digital technologies, and workforce and education systems. Their participation provided valuable insights into current training offerings, regional workforce challenges, and opportunities for future collaboration.

Organizations represented during the education and training provider stakeholder session included:

- Capital Area Michigan Works!
- Michigan State University
- Michigan Manufacturers Association (MMA)
- Capital Area Manufacturing Council (CAMC)
- Lansing Economic Area Partnership (LEAP)
- Lansing Community College (LCC)
- Michigan Energy Workforce Development Consortium (MEWDC)
- Michigan AFL-CIO Workforce Development Institute (MWDI)
- MiSTEM Network Region 7
- Eaton Regional Education Service Agency (RESA)
- Ingham Intermediate School District (ISD)
- Wilson Talent Center
- Clinton County Regional Educational Service Agency (CCRESA)
- Lansing School District
- Lansing Economic Development Corporation (Lansing EDC)

The engagement and insights provided by these organizations informed the findings and recommendations presented throughout this report and will continue to serve as an important foundation for future workforce development and talent pipeline initiatives in the Lansing region.

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PHASE 3: Gathering Employer Input on Workforce Needs



PHASE 3: GATHER EMPLOYER INPUT ON WORKFORCE NEEDS

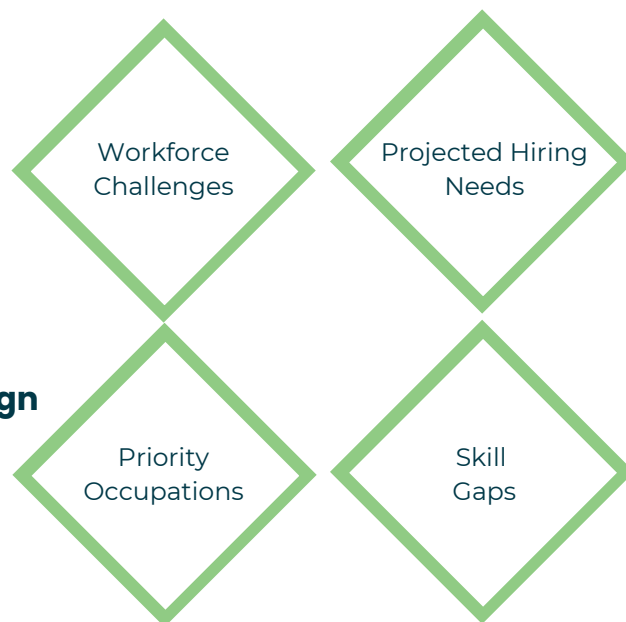
Introduction

Phase 3 of the Lansing MiVTTP workplan is designed to capture employer-identified workforce challenges, projected hiring needs, priority occupations, and skill gaps through direct engagement activities including surveys, interviews, and convenings. This requirement is explicitly defined within the project scope, which calls for an employer engagement strategy, documented outreach activities, and summary materials reflecting employer input and resulting recommendations.

Employer Outreach Approach & Data Collection Design

To operationalize Phase 3, WIN developed an employer workforce needs survey instrument tailored to EV, clean energy, and advanced mobility technologies in the Lansing region (Clinton, Eaton, and Ingham counties). The survey is structured to capture near term (2–3 year) hiring priorities, roles that are most difficult to fill, and the specific reasons those roles are the most difficult to fill (e.g., too few qualified applicants, technical skill gaps, and onboarding time), and the technical and foundational skills employers report as the hardest to find. The instrument also includes prompts on credential gaps and asks employers to assess whether the regional workforce is aligned or misaligned with current needs, and inputs intended to support Phase 4 analysis and Phase 5 recommendations.

The WIN outreach collateral emphasized a low burden engagement model while clearly communicating the employer value proposition: participating employers can influence training and curriculum alignment, reduce time to hire through better alignment of education with demand, and help shape a practical workforce strategy that strengthens the Lansing EV and clean energy mobility ecosystem. The outreach materials explicitly frame the challenge that employer demand is outpacing the available workforce and position employer voice as central to closing skill gaps and strengthening pipelines.

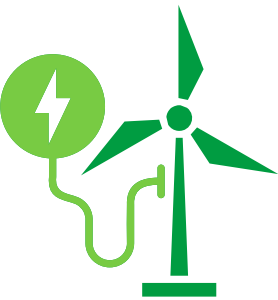




To support targeted engagement, WIN compiled and maintained a Lansing area employer and stakeholder contact list spanning the anticipated EV and clean energy mobility ecosystem, including public entities, utilities, major mobility manufacturers and suppliers, workforce and education partners, and labor/industry associations. This list includes organizations such as the City of Lansing, Lansing Board of Water & Light, Consumers Energy, General Motors, IBEW Local 665, National Electrical Contractors Association, and others relevant to both clean energy infrastructure and mobility manufacturing.



Addressing limited direct employer response with employer-validated public evidence. Despite a structured outreach plan and a survey instrument designed for rapid completion, direct employer survey and interview participation may be limited in ways that constrain the ability to quantify employer-reported challenges and skill gaps through first-party data alone. In that context, Phase 3 reporting can be strengthened through a transparent triangulation approach that incorporates employer-validated public information—such as employer press releases, employer job postings, and employer training pathway documentation—alongside employer-informed role frameworks (**Appendix D: Building a Responsive Lansing EV & Clean Energy Talent Pipeline Booklet**).



Employer-authored communications from the clean energy utility sector provide clear evidence of skilled workforce demand and pipeline development needs that are directly relevant to Lansing's electrification and grid-connected mobility future. For example, Consumers Energy Grows Workforce for Reliability Roadmap describes workforce expansion activities, including hiring and promoting more

than 100 employees in Journey Worker Electric Lines roles and maintaining 289 active electric lines apprentices, positioning these as high-demand roles supported by structured training pathways. This type of employer statement provides defensible evidence of projected hiring needs and workforce pipeline pressure in energy and grid infrastructure occupations that support clean energy mobility and charging ecosystem build-out.

In the Lansing region specifically, employer job postings provide direct signals of priority occupations and the competency expectations associated with those roles. The Lansing Board of Water & Light job portal lists positions such as Lineworker and Cable Splicer, which involve distribution infrastructure installation and maintenance work, specialized equipment operation, and safety and credential requirements consistent with high-reliability utility operations. These postings indicate employer demand for utility workforce roles that are essential to electrification, grid modernization, and the broader enabling infrastructure for EV and clean energy mobility systems.

- Similarly, Lansing mobility manufacturing demand for skilled trades is reflected through employer postings and employer training pathway documentation. The General Motors hiring Electrical Journeyperson - Lansing Grand River Assembly posting identifies industrial electrician needs in a manufacturing context and describes responsibilities that include repair and preventative maintenance of electrical equipment and troubleshooting. In parallel, the GM Apprenticeship Program describes a structured registered apprenticeship model combining classroom instruction and extensive on-the-job training, reinforcing that these occupations require specialized preparation and can be difficult to staff without sustained training pipelines. Together, these employer artifacts provide defensible evidence of priority occupations and skill requirements in the Lansing manufacturing ecosystem that remain relevant as vehicle technology and production systems evolve.

Ensuring Alignment with Employer-Informed EV & Clean Energy Mobility Role Frameworks

To ensure that the occupations and skill areas emphasized through public employer evidence align with recognized EV and clean energy mobility workforce domains, WIN referenced the employer-informed MxD EV Hiring Guide. The Hiring Guide provides a structured taxonomy of roles supporting EV transformation and describes broad stakeholder engagement used to define and validate role categories and capabilities. This framework supports Phase 3 by offering an employer-informed lens for confirming that high-priority local roles such as engineering, automation, maintenance and repair, and grid/infrastructure roles fitting within the EV and clean energy mobility transition landscape.

“EV and clean energy are an increasing focus of the resources and equipment that we use.”

-Derek Horn, DJ’s Landscape Management

Finally, regional benchmarking can be used to contextualize projected demand patterns in the Lansing area. The State of the Lansing Region 2025 report provides a data-driven snapshot of regional economic conditions and identifies occupational groupings projected to grow in the Lansing region, including installation, maintenance, and repair occupations. While not EV exclusive, this locally commissioned benchmarking report strengthens the argument that the occupational families central to MiVTTTP—maintenance, repair, and technical roles—remain important components of the region’s workforce outlook.

In summary, Phase 3 employer input collection for Lansing MiVTTTP is supported through (1) documented outreach efforts and a structured survey instrument designed to capture employer-reported hiring needs and skill gaps, and (2) a transparent triangulation method that incorporates employer-validated public evidence from Lansing area and Michigan employers operating in clean energy infrastructure and mobility manufacturing. This approach preserves the intent of employer-driven strategy development while ensuring that Phase 3 findings remain defensible and grounded in employer-defined workforce demand signals, job requirements, and training pathway structures relevant to EV and clean energy mobility.

“With the EV and charging, and solar space, these are opportunities to learn the new tech instead of challenges.”

*-Jennifer Binkley-Power,
Lansing Board of Water and Light*

EMPLOYER SURVEY FEEDBACK

Although employer participation was limited, survey responses from employers representing manufacturing, utilities, local government, electrical contracting, clean energy, and supplier organizations provided valuable insight into workforce challenges facing Lansing's evolving EV, clean energy, and advanced mobility ecosystem. Employers consistently identified skilled trades, maintenance technicians, electricians, automation technicians, and engineering-related occupations as critical workforce needs over the next two to three years. Most respondents expected employment demand to remain stable or increase, reinforcing labor market evidence indicating continued demand for technical talent across regional industries.

Employers reported that the greatest hiring challenge is not simply attracting applicants, but finding qualified candidates with the necessary technical competencies and workplace readiness skills. The most commonly cited barriers included too few qualified applicants, competition from other employers, technical skill deficiencies, and limited work experience among candidates. Several employers reported that critical positions require more than 90 days to fill, while others identified roles that remain difficult to fill altogether.

Technical skill shortages were concentrated in electrical systems, troubleshooting and diagnostics, automation and controls, mechanical systems, robotics, and communication skills. Employers also identified gaps in industry credentials and occupational preparation, including journeyman-level training, electrical certifications, PLC knowledge, engineering credentials, and occupation-specific certifications. These findings suggest that regional workforce efforts should emphasize both foundational technical competencies and industry-recognized credential attainment.

Employers further indicated that career awareness activities, incumbent worker upskilling, work-based learning opportunities, and stronger partnerships with education and training providers would be the most effective strategies for addressing workforce shortages. Several respondents expressed interest in participating in a future employer-led collaborative, suggesting potential support for a regional structure through which employers can continue to validate workforce needs and inform talent development strategies.

Key Survey Findings:

- Skilled trades and maintenance occupations were the most frequently identified workforce priorities.
- Too few qualified applicants was the most commonly reported hiring challenge.
- Electrical systems, troubleshooting, and mechanical skills were among the hardest competencies to find.
- Many employers require more than 90 days to fill critical technical positions.
- Career awareness, upskilling, and work-based learning were identified as the most valuable workforce strategies.
- Eight of nine respondents indicated interest or potential interest in participating in a future employer-led collaborative.

Figure 1. Projected Future Employer Needs (WIN Survey, 2026)



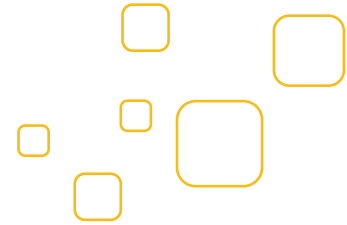
Employer survey responses reinforced the labor market findings presented in this section. Employers consistently identified skilled trades, maintenance technicians, engineering occupations, electrical roles, and automation-related positions as critical workforce priorities. These employer perspectives closely align with regional labor market demand data, strengthening confidence that the occupations highlighted below represent both current and emerging workforce needs across Lansing's EV and clean energy ecosystem.

Michigan Vehicle Technology Transition Impact Project

PHASE 4: Analyze & Synthesize Findings



PHASE 4: ANALYZE & SYNTHESIZE FINDINGS



Priority Occupations in Lansing's EV and Clean Energy Mobility Ecosystem

Analysis of labor market demand indicates that Lansing's EV and Clean Energy Mobility ecosystem relies heavily on skilled trades, engineering, and supervisory occupations. Maintenance and Repair Workers, General represent the largest occupation, with 1,468 projected jobs and 175 annual openings, highlighting the ongoing need for workers who can support manufacturing operations, energy infrastructure, and equipment maintenance. Other high-demand occupations include Inspectors, Testers, Sorters, Samplers, and Weighers, Industrial Engineers, Civil Engineers, and First-Line Supervisors of Mechanics, Installers, and Repairers, reflecting employer demand for quality assurance, process improvement, and technical oversight.

Figure 2.1. High-Demand Occupations in Lansing's EV and Clean Energy Mobility Ecosystem (2025)

SOC	Occupation	Category	Unique Postings	2025 Jobs	Avg. Annual Openings	Median Hourly Earnings
49-9071	Maintenance and Repair Workers, General	Clean Energy	697	1468	175	\$ 23.14
47-2111	Electricians	EV	132	711	105	\$ 37.11
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	EV	338	522	86	\$ 21.46
49-3023	Automotive Service Technicians and Mechanics	EV	347	514	65	\$ 23.29
17-2112	Industrial Engineers	EV	536	489	50	\$ 47.57
51-1011	First-Line Supervisors of Production and Operating Workers	EV	118	464	60	\$ 31.59
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	Clean Energy	219	433	51	\$ 36.55
17-2141	Mechanical Engineers	Clean Energy	88	430	39	\$ 47.04
17-2051	Civil Engineers	Clean Energy	234	408	37	\$ 44.77
19-2041	Environmental Scientists and Specialists, Including Health	Clean Energy	101	292	37	\$ 39.77
11-9021	Construction Managers	EV	314	286	44	\$ 50.87
13-1081	Logisticians	EV	336	273	48	\$ 34.07
11-9041	Architectural and Engineering Managers	EV	312	203	21	\$ 62.00
17-2071	Electrical Engineers	Clean Energy	176	201	24	\$ 39.60
51-9199	Production Workers, All Other	Clean Energy	243	166	32	\$ 18.55
11-3013	Facilities Managers	EV	169	166	23	\$ 48.58
19-2031	Chemists	Clean Energy	65	102	18	\$ 29.19
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	Clean Energy	71	95	13	\$ 33.75
49-3021	Automotive Body and Related Repairers	EV	56	89	15	\$ 22.38
47-4011	Construction and Building Inspectors	Clean Energy	124	85	13	\$ 37.56
17-2199	Engineers, All Other	Clean Energy	28	78	8	\$ 46.42
43-5021	Couriers and Messengers	EV	64	74	14	\$ 18.18
49-9098	Helpers--Installation, Maintenance, and Repair Workers	Clean Energy	158	59	10	\$ 18.03
19-5012	Occupational Health and Safety Technicians	EV	121	47	10	\$ 23.14
17-3023	Electrical and Electronic Engineering Technologists and Technicians	EV	29	33	5	\$ 30.77
51-9123	Painting, Coating, and Decorating Workers	EV	27	33	10	\$ 18.04
51-8013	Power Plant Operators	Clean Energy	21	10	3	Insf. Data
47-2231	Solar Photovoltaic Installers	Clean Energy	15	<10	2	Insf. Data
49-9069	Precision Instrument and Equipment Repairers, All Other	EV	61	<10	2	Insf. Data
53-7072	Pump Operators, Except Wellhead Pumpers	EV	17	<10	0	Insf. Data

The data also demonstrates strong demand for leadership and technical expertise. Construction Managers and Architectural and Engineering Managers command some of the highest wages in the region, while Industrial Engineers generated the greatest number of unique job postings among EV-related occupations. Collectively, these findings suggest that workforce development efforts should prioritize talent pipelines in skilled trades, engineering, and frontline leadership roles to support the region's continued growth in EV manufacturing, clean energy infrastructure, and advanced mobility technologies.

Workforce Implications

These findings suggest that Lansing's EV and Clean Energy workforce strategy should prioritize three talent pipelines:

1. **Skilled Trades and Maintenance Occupations** – including maintenance and repair workers, automotive repair technicians, electricians, and related occupations that support manufacturing and energy infrastructure.
2. **Engineering and Technical Talent** – particularly industrial, civil, and electrical engineering occupations that enable innovation, automation, and system optimization.
3. **Frontline Leadership and Project Management Roles** – including supervisors, construction managers, and engineering managers responsible for overseeing increasingly complex clean energy and mobility projects.

The concentration of demand in these occupations indicates that workforce development efforts should focus not only on technical training but also on career pathways that support advancement from entry-level production and maintenance positions into supervisory, engineering, and management roles.

EV AND MOBILITY SECTOR

Top Posted EV Occupations in Lansing

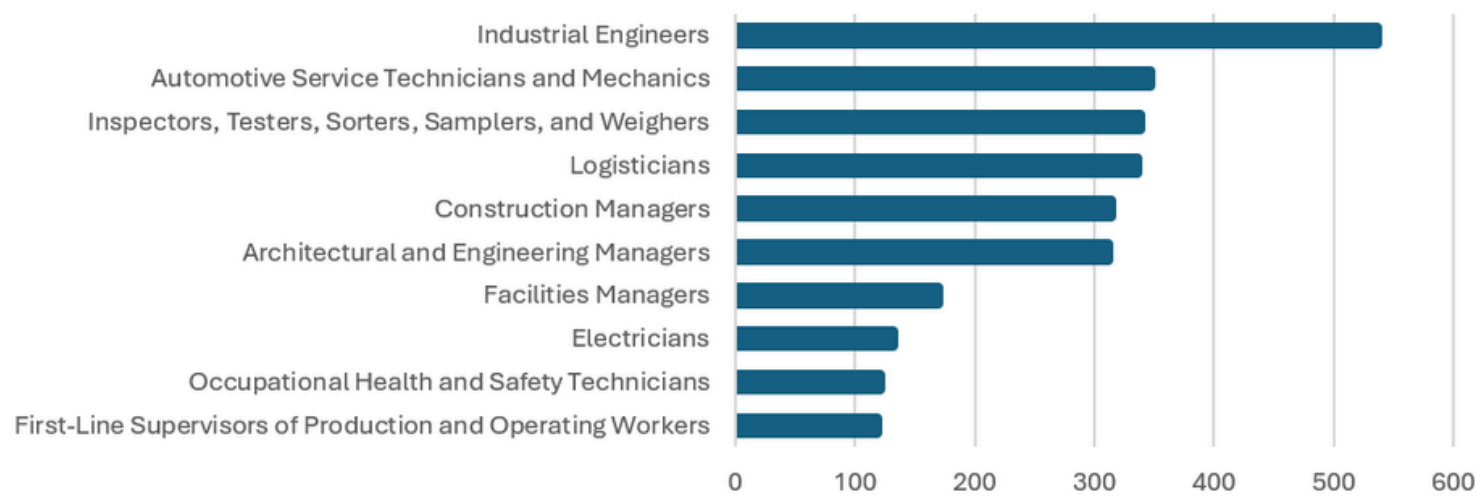
Analysis of EV-related job postings reveals that Industrial Engineers are the most sought-after occupation in Lansing, reflecting growing demand for expertise in process improvement, automation, and advanced manufacturing. Strong demand for Automotive Service Technicians and Mechanics, Inspectors and Testers, and Logisticians further highlights the importance of quality assurance, maintenance, and supply chain functions within the region's EV ecosystem.

Employer demand also extends to leadership and infrastructure roles, including Construction Managers, Architectural and Engineering Managers, and Facilities Managers, which support facility expansion and operational performance. Collectively, these postings indicate that Lansing's EV sector requires a combination of engineering talent, skilled trades workers, technical specialists, and supervisory personnel to support continued industry growth and technological advancement.

Strong demand for Automotive Service Technicians and Mechanics, Inspectors and Testers, and Logisticians further highlights the importance of quality assurance, maintenance, and supply chain functions within the region's EV ecosystem.

EV AND MOBILITY SECTOR

Figure 2.2. Top Posted Occupations in Lansing’s EV Sector (2025)



Median Posting Duration for High-Demand EV Occupations

Median posting duration provides insight into how quickly employers are able to fill open positions and can serve as an indicator of hiring difficulty within the EV workforce. Among the top EV occupations, Occupational Health and Safety Technicians (32 days), Facilities Managers (31 days), and Electricians (29 days) recorded the longest posting durations, suggesting that employers may face challenges finding qualified candidates for these roles. These occupations often require specialized technical knowledge, industry certifications, or prior experience, which can limit the available talent pool. In contrast, Industrial Engineers (19 days), Logisticians (20 days), and Inspectors, Testers, Sorters, Samplers, and Weighers (22 days) were filled more quickly, indicating a relatively stronger supply of available talent or more efficient recruitment processes.

Figure 2.3. Median Posting Duration by EV Occupations

Occupation (SOC)	Posting Duration
Industrial Engineers	19 days
Automotive Service Technicians and Mechanics	26 days
Inspectors, Testers, Sorters, Samplers, and Weighers	22 days
Logisticians	20 days
Construction Managers	25 days
Architectural and Engineering Managers	23 days
Facilities Managers	31 days
Electricians	29 days
Occupational Health and Safety Technicians	32 days
First-Line Supervisors of Production and Operating Workers	25 days

The findings suggest that workforce development efforts should pay particular attention to occupations with longer posting durations, as they may represent emerging talent shortages within the Lansing EV sector. Demand for skilled trades, facilities management, and workplace safety professionals is likely to increase as manufacturers continue investing in advanced production facilities and infrastructure. Strengthening training pathways, industry-recognized credentials, and employer partnerships in these occupational areas may help reduce hiring challenges and support the region's ability to meet future workforce needs in the EV and mobility industry.

SPECIALIZED SKILL GAPS IN THE EV SECTOR

Employer demand for specialized skills in the Lansing EV sector exceeds the available workforce supply across several key competency areas. Project Management represents the largest gap, appearing in 18 percent of job postings compared to only 9 percent of workforce profiles. Similar disparities are evident for Continuous Improvement Process, Auditing, Construction, and Automation, where employer demand significantly outpaces the prevalence of these skills among available workers. These findings indicate that employers are seeking professionals who can manage complex projects, improve operational performance, maintain quality standards, and support advanced manufacturing processes.

Figure 2.4. Specialized Skill Gap in Lansing’s EV Sector: Employer Demand vs. Workforce Supply (2025)

Skills	Postings	% of Total Postings	% of Total Profiles
Project Management	538	18%	9%
Continuous Improvement Process	377	13%	6%
Auditing	361	12%	3%
Construction	305	10%	3%
Automation	268	9%	2%
Process Improvement	244	8%	5%
Workflow Management	239	8%	2%
Supply Chain	236	8%	3%

Many of the largest gaps are concentrated in skills associated with operational excellence and technology-driven production environments. For example, Automation appears in 9 percent of job postings but only 2 percent of workforce profiles, while Workflow Management and Supply Chain skills also show notable shortages. As EV manufacturing continues to adopt advanced technologies and increasingly sophisticated production systems, demand for these competencies is expected to grow. Expanding opportunities for upskilling, industry-recognized training, and employer-education partnerships may help address these workforce gaps and strengthen the region's talent pipeline.

Projected Growth of Specialized Skills

Current hiring demand and projected growth trends indicate that employers are increasingly seeking workers with skills that support project execution, operational efficiency, and technology adoption. Project Management ranks as the most requested specialized skill, appearing in 538 job postings, and is projected to grow by 20 percent. Strong projected growth is also evident for Automation (17 percent), Auditing (15.2 percent), and Continuous Improvement Process (15 percent), reflecting the growing importance of process optimization, quality assurance, and advanced manufacturing practices within the EV industry.

“The big issue now is knowing how much to invest in the EV side, not knowing what the future holds for the market.”
-Andy Kilpatrick , City of Lansing

IN-DEMAND SKILLS GROWTH IN THE EV SECTOR

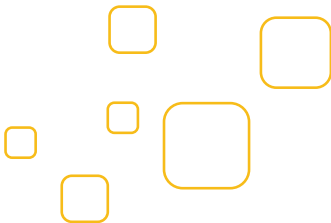
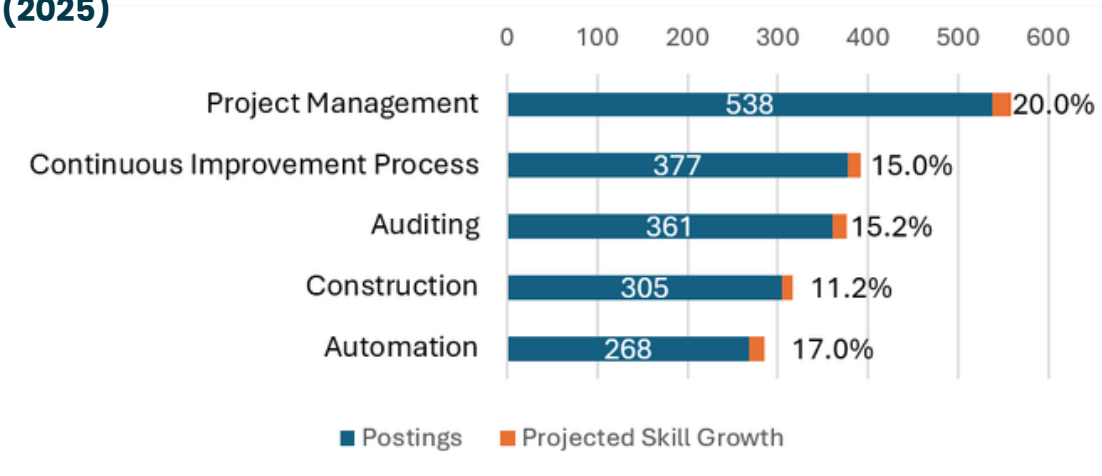


Figure 2.5. Projected Growth of high-Demand Specialized Skills in the EV Sector (2025)



The prominence of these skills suggests that Lansing's EV workforce will require a combination of technical expertise and operational leadership capabilities. As manufacturers continue investing in automation technologies and production efficiency improvements, demand for workers who can manage projects, oversee continuous improvement initiatives, and implement quality control processes is expected to increase. These trends highlight opportunities for workforce and education partners to strengthen training programs focused on project management, automation technologies, lean manufacturing, and process improvement to better align talent development with future industry needs.

Top Common Skills in the EV and Mobility Sector

Employer demand extends beyond technical competencies to include a broad range of foundational and transferable skills that support workplace performance across the EV and mobility sector. Communication emerged as the most frequently requested skill, appearing in 47.0 percent of job postings, followed by Management, Operations, and Leadership. These findings indicate that employers value workers who can effectively collaborate across teams, coordinate projects, and contribute to efficient business operations. The strong presence of these skills across job postings suggests that success in the EV and mobility industry increasingly requires a combination of technical expertise and strong interpersonal capabilities.

Several skills also demonstrate notable projected growth, particularly Troubleshooting (15.7 percent), Coordinating (12.8 percent), Problem Solving (11.1 percent), and Planning (10.3 percent). The growing importance of these competencies reflects the increasing complexity of advanced manufacturing, automation, and mobility technologies, where workers must be able to identify issues, adapt to changing conditions, and support continuous improvement efforts. Additionally, the substantial gap between the share of postings and workforce profiles for skills such as communication, planning, coordinating, and detail orientation suggests opportunities for workforce development partners to strengthen employability and professional skills training alongside technical instruction.

DEMAND: JOB POSTINGS VERSUS PROFILES

Figure 2.6. Top Common Workforce Skills in Lansing’s EV and Mobility Sector (2025)

Skills	Postings	% of Total Postings	Profiles	% of Total Profiles	Projected Skill Growth	Skill Growth
Communication	1,411	47%	263	8%	8.5%	Stable
Management	939	32%	363	11%	5.7%	Stable
Operations	935	31%	271	8%	8.8%	Stable
Leadership	908	31%	357	11%	9.5%	Growing
Problem Solving	715	24%	173	5%	11.1%	Growing
Customer Service	689	23%	515	16%	5.0%	Stable
Planning	534	18%	111	3%	10.3%	Growing
Troubleshooting	445	15%	150	5%	15.7%	Growing
Detail Oriented	444	15%	30	1%	8.2%	Stable
Coordinating	404	14%	61	2%	12.8%	Growing

Top Qualifications and Credentials

The qualifications most frequently requested by employers in Lansing's EV and mobility sector reflect a strong emphasis on safety, technical expertise, and workforce readiness. A Valid Driver's License was the most commonly requested qualification, appearing in 406 job postings, underscoring the importance of transportation-related responsibilities across many occupations. Industry-recognized credentials such as Automotive Service Excellence (ASE) Certification, Project Management Professional (PMP) Certification, and Commercial Driver's License (CDL) also appeared prominently, highlighting the value employers place on verified technical skills and professional competencies.

Safety and quality-related credentials were also well represented among employer requirements. Certifications such as the 30-Hour OSHA General Industry Card, Certified Safety Professional, CPR Certification, and Certified Industrial Hygienist demonstrate the importance of maintaining safe work environments within manufacturing, construction, and infrastructure settings. Additionally, credentials such as the Professional Engineer (PE) License, Journeyman Electrician, ASQ Certified, and Six Sigma Green Belt indicate ongoing demand for advanced technical expertise and continuous improvement capabilities. Collectively, these findings suggest that industry-recognized credentials remain an important pathway for workers seeking employment and advancement within Lansing's evolving EV and mobility ecosystem.

Figure 2.6. Most Requested Qualifications in Lansing’s EV and Mobility (2025)

Qualification	Postings with Qualification
Valid Driver's License	406
Automotive Service Excellence (ASE) Certification	67
Project Management Professional Certification	61
30-Hour OSHA General Industry Card	47
Commercial Driver's License (CDL)	35
Cardiopulmonary Resuscitation (CPR) Certification	28
Certified Safety Professional	28
Security Clearance	28
Professional Engineer (PE) License	25
Journeyman Electrician	22

Qualification	Postings with Qualification
10-Hour OSHA General Industry Card	21
American Society For Quality (ASQ) Certified	21
Certified Quality Engineer	19
LEED Accredited Professional (AP)	18
Secret Clearance	18
Six Sigma Green Belt	17
HVAC Certification	14
Certified Industrial Hygienist (CIH)	14
CompTIA Security+	13
Institute Of Internal Auditors (IIA)	13

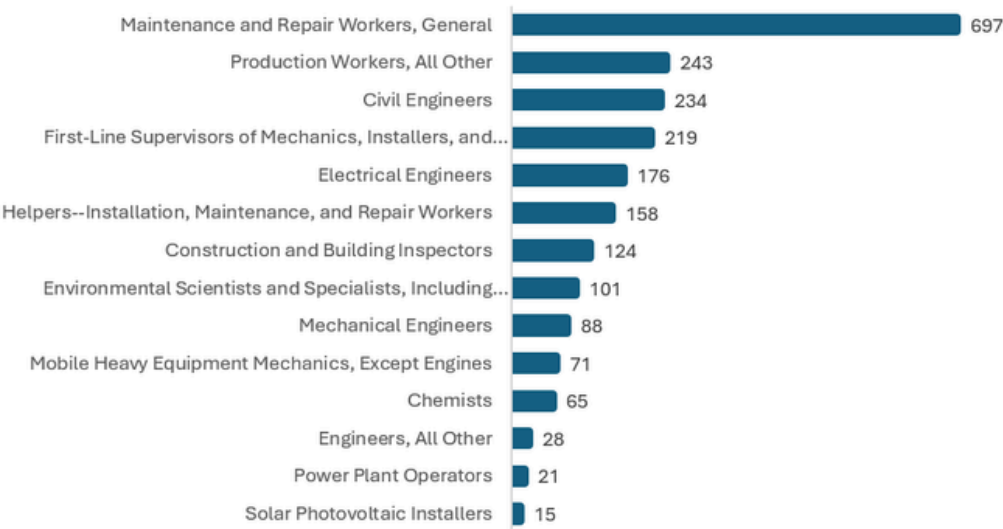
CLEAN ENERGY SECTOR

Top Posted Clean-Energy Occupations in Lansing

Job posting activity within Lansing's clean energy sector highlights strong demand for skilled trades, maintenance personnel, engineering professionals, and frontline supervisors. Maintenance and Repair Workers, General accounted for the largest share of clean energy job postings in Lansing, with 697 postings, significantly exceeding all other occupations. Production Workers (243 postings), Civil Engineers (234 postings), and First-Line Supervisors of Mechanics, Installers, and Repairers (219 postings) also recorded substantial hiring activity, reflecting employer demand for workers who can support operations, infrastructure projects, and workforce oversight.

Engineering and technical occupations remain an important component of the sector's workforce needs. Electrical Engineers, Construction and Building Inspectors, Environmental Scientists, and Mechanical Engineers all generated notable posting activity, while Power Plant Operators and Solar Photovoltaic Installers represent occupations directly tied to energy production and renewable energy technologies. These findings underscore the broad range of talent needed to support Lansing's growing clean energy economy.

Figure 2.7. Top Posted Occupations in Lansing’s Clean Energy Sector (2025)



Median Posting Duration for High-Demand Clean Energy Occupations

Median posting duration provides insight into the relative ease or difficulty employers face when recruiting workers for clean energy-related occupations. Among the occupations analyzed, Environmental Scientists and Specialists, Including Health had the longest median posting duration at 36 days, followed by Construction and Building Inspectors (31 days) and several occupations with a median duration of 30 days, including Civil Engineers, Production Workers, and Maintenance and Repair Workers, General. Longer posting durations may indicate a limited supply of qualified candidates, specialized skill requirements, or increased competition among employers seeking talent in these fields.

In contrast, occupations such as Chemists (19 days), Mechanical Engineers (22 days), Electrical Engineers (23 days), and Solar Photovoltaic Installers (23 days) were filled more quickly, suggesting a relatively stronger supply of available talent or more efficient hiring processes. While posting duration alone does not fully capture hiring challenges, the results indicate that employers may experience greater recruitment difficulty for environmental, inspection, maintenance, and engineering-related occupations that support infrastructure development, regulatory compliance, and operational reliability within the clean energy sector. These findings highlight the importance of maintaining strong talent pipelines in both technical and skilled trades occupations as demand for clean energy projects continues to expand.

CLEAN ENERGY SECTOR

Figure 2.8. Median Posting Duration by Clean Energy Occupations

Occupation (SOC)	Median Posting Duration
Solar Photovoltaic Installers	23 days
Power Plant Operators	29 days
Engineers, All Other	27 days
Chemists	19 days
Mobile Heavy Equipment Mechanics, Except Engines	26 days
Mechanical Engineers	22 days
Environmental Scientists and Specialists, Including Health	36 days
Construction and Building Inspectors	31 days
Helpers--Installation, Maintenance, and Repair Workers	27 days
Electrical Engineers	23 days
First-Line Supervisors of Mechanics, Installers, and Repairers	25 days
Civil Engineers	30 days
Production Workers, All Other	30 days
Maintenance and Repair Workers, General	30 days

Specialized Skill Gaps in the Clean Energy Sector

Workforce supply falls short of employer demand across several specialized skills critical to Lansing's clean energy sector. Plumbing, Project Management, and HVAC emerged as the most frequently requested skills, each appearing in approximately 13.0 percent of job postings. However, these skills are represented in a much smaller share of workforce profiles, particularly Plumbing (1.0 percent) and HVAC (2.0 percent), suggesting a significant shortage of workers with these competencies. Similar gaps are evident for Construction, Preventive Maintenance, and Machinery, all of which are foundational to maintaining and expanding energy infrastructure and facility operations.

Several of the largest gaps are concentrated in skilled trades and maintenance-related competencies. Skills such as Electrical Systems, Good Driving Record, Lifting Ability, and Hand Tools appear regularly in job postings but are rarely reflected in workforce profiles. These findings indicate that employers are seeking workers who possess both technical trade skills and the practical capabilities needed to perform field-based and maintenance-intensive work. As clean energy investments continue to support infrastructure modernization, building systems, and renewable energy projects, strengthening training pathways in the skilled trades and maintenance occupations will be essential to addressing workforce shortages and supporting long-term industry growth.



CLEAN ENERGY SECTOR

Figure 2.9. Specialized Skill Gap in Lansing’s Clean Energy Sector: Employer Demand vs. Workforce Supply (2025)

Skills	Postings	% of Total Postings	% of Total Profiles
Plumbing	297	13%	1%
Project Management	294	13%	7%
HVAC	286	13%	2%
Construction	273	12%	3%
Preventive Maintenance	229	10%	1%
Machinery	220	10%	1%
Electrical Systems	196	9%	1%
Good Driving Record	192	9%	0%
Lifting Ability	184	8%	0%
Hand Tools	181	8%	0%

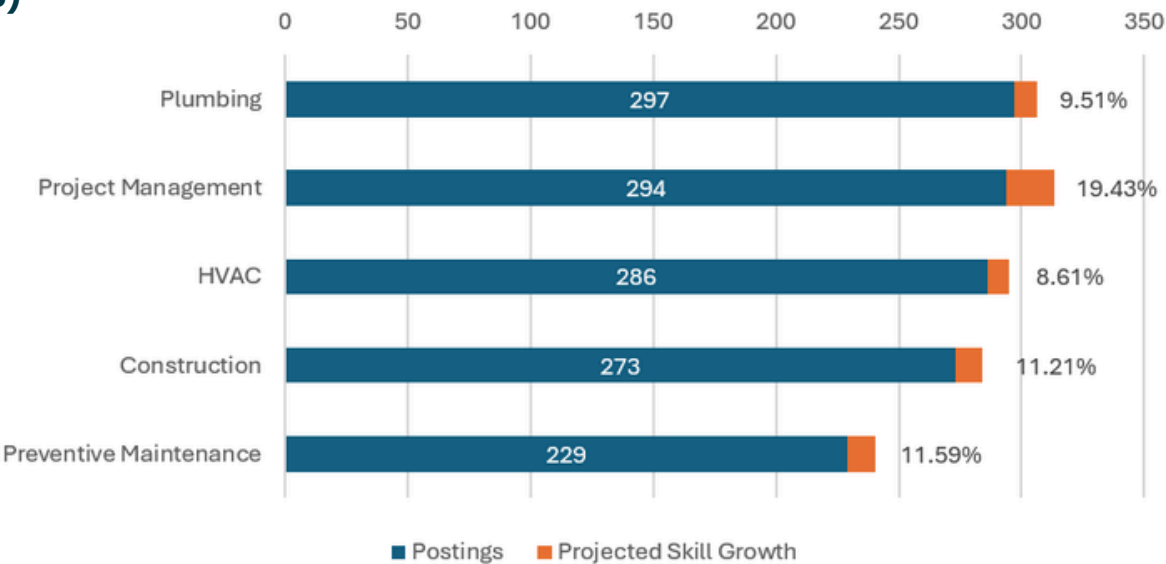
Projected Growth of Specialized Skills

Current hiring trends and projected growth estimates suggest that Lansing's clean energy sector will continue to require workers with expertise in both skilled trades and project-based operations. Plumbing, Project Management, and HVAC generated the highest number of postings, with each skill appearing in nearly 300 job advertisements. Among these competencies, Project Management is projected to experience the strongest growth at 19.4 percent, significantly outpacing

the other skills shown. This trend reflects increasing demand for workers who can coordinate complex infrastructure projects, manage resources, and oversee clean energy initiatives across multiple stakeholders.

Growth is also expected for Preventive Maintenance (11.6 percent), Construction (11.2 percent), Plumbing (9.5 percent), and HVAC (8.6 percent), highlighting the continued importance of maintaining and expanding energy-related infrastructure. These skills are closely tied to building systems, facility operations, energy efficiency improvements, and infrastructure modernization efforts occurring throughout the clean energy sector. The combination of strong current demand and projected future growth suggests that workforce development strategies should continue to prioritize skilled trades training, project management competencies, and maintenance-related career pathways to support the region's long-term clean energy workforce needs.

Figure 2.10. Projected Growth of High-Demand Specialized Skills in the Clean Energy Sector (2025)



CLEAN ENERGY SECTOR

Top Common Skills in the Clean Energy Sector

Foundational workplace skills remain a critical component of workforce demand within Lansing's clean energy sector. Communication was the most frequently requested skill, appearing in 36 percent of job postings, followed by Troubleshooting (23%), Management (23%), and Operations (21%). The prominence of these skills demonstrates that employers are seeking workers who can effectively communicate, solve operational challenges, and contribute to efficient workplace performance. As clean energy projects become increasingly complex, employers continue to value workers who possess both technical expertise and strong foundational workplace competencies

Figure 2.II. Top Common Workforce Skills in Lansing’s Clean Energy Sector (2025)

Skills	Postings	% of Total Postings	Profiles	% of Total Profiles	Projected Skill Growth	Skill Growth
Communication	805	36%	160	6%	8.5%	Stable
Troubleshooting	514	23%	120	4%	15.7%	Growing
Management	513	23%	224	8%	5.7%	Stable
Operations	478	21%	186	6%	8.8%	Stable
Problem Solving	462	21%	102	4%	11.1%	Growing
Leadership	420	19%	206	7%	9.5%	Growing
Customer Service	404	18%	299	10%	5.0%	Stable
Detail Oriented	314	14%	25	1%	8.2%	Stable
Planning	286	13%	67	2%	10.3%	Growing
Writing	247	11%	47	2%	9.7%	Growing

A comparison of job postings and workforce profiles reveals notable gaps between employer demand and available talent. Communication appears in 36 percent of postings but only 6 percent of workforce profiles, while Troubleshooting is present in 23 percent of postings compared to just 4 percent of profiles. Similar disparities exist for Problem Solving, Planning, Writing, and Detail Orientation, suggesting that employers may struggle to find candidates with the combination of technical and transferable skills needed to succeed in clean energy occupations. These gaps indicate an opportunity for workforce development and education providers to place greater emphasis on employability skills alongside occupation-specific training.

Projected growth trends further reinforce the importance of these competencies. Troubleshooting is expected to experience the strongest growth at 15.7 percent, followed by Problem Solving (11.1%), Planning (10.3%), and Writing (9.7%). The continued growth of these skills reflects the increasing need for workers who can diagnose issues, adapt to changing technologies, coordinate activities, and communicate effectively across teams. As the clean energy sector expands and adopts more advanced technologies, demand for these foundational skills is expected to remain an important complement to technical expertise and industry-specific knowledge.

Top Qualifications and Credentials

Credential requirements within Lansing's clean energy sector highlight the importance of workforce readiness, technical expertise, and regulatory compliance. A Valid Driver's License was the most frequently requested qualification, appearing in 505 job postings, far exceeding any other credential. This requirement reflects the field-based nature of many clean energy occupations, which often involve travel between job sites, facilities, and infrastructure projects. Other commonly requested credentials include the Professional Engineer (PE) License (109 postings) and Commercial Driver's License (CDL) (60 postings), demonstrating employer demand for workers with specialized technical knowledge and professional licensure.

CLEAN ENERGY SECTOR

Several industry-specific certifications also appear prominently among employer requirements. Credentials such as the EPA 608 Technician Certification, HVAC Certification, and Engineer in Training (EIT) designation indicate demand for workers supporting building systems, energy efficiency initiatives, and infrastructure development. In addition, certifications related to safety and workplace compliance, including Certified Safety Professional, OSHA General Industry Cards, and CPR Certification, reflect the importance of maintaining safe work environments across construction, maintenance, and utility operations.

Figure 2.12. Most Requested Qualifications in Lansing's Clean Energy Sector (2025)

Qualification	Postings with Qualification
Valid Driver's License	505
Professional Engineer (PE) License	109
Commercial Driver's License (CDL)	60
EPA 608 Technician Certification	33
HVAC Certification	24
Automotive Service Excellence (ASE) Certification	22
Engineer in Training	18
Security Clearance	18
CDL Class B License	14
Tanker Endorsement	13
Project Management Professional Certification	13
Pesticide Applicator License	12
Chauffeur License	11
Certified Safety Professional	11
CompTIA A+	11
30-Hour OSHA General Industry Card	10
Cardiopulmonary Resuscitation (CPR) Certification	10
CompTIA Network+	10
Aerial Lift Certification	8
10-Hour OSHA General Industry Card	7

The range of credentials requested by employers suggests that clean energy occupations increasingly require verified technical competencies in addition to formal education and work experience. Certifications related to engineering, transportation, environmental compliance, safety, and project management help workers demonstrate industry-recognized expertise and may improve employment opportunities within the sector. As clean energy investments continue to expand across the Lansing region, access to credentialing pathways and certification-based training programs will remain important for meeting employer workforce needs and supporting career advancement.

Michigan Vehicle Technology Transition Impact Project

PHASE 5: Final Recommendations



INTRODUCTION

The findings from this assessment indicate growing opportunities within the energy sector, along with a need for coordinated workforce development efforts to address current and future talent demands. Employers, educators, workforce development organizations, and community partners all play a critical role in building a sustainable talent pipeline. The following recommendations are intended to strengthen regional collaboration, improve employer engagement, enhance career awareness, and align workforce development strategies with industry needs.

FINAL RECOMMENDATIONS

- Establish an Employer-Led Collaborative (ELC) focused on energy workforce development. An employer-led collaborative (ELC) is highly recommended to support workforce development efforts specific to the energy sector. Collaboration with an existing ELC, such as the Capital Area Manufacturing Council (CAMC), may provide an opportunity to leverage established employer networks and industry expertise. If an existing ELC is not available, consideration should be given to forming a dedicated energy-sector employer committee to help guide education outreach, recruitment activities, and training investments.
- Engage employers in validating workforce needs and competencies. Identify a neutral convener to engage local employers in verifying current and emerging skills requirements, competency expectations, and workforce challenges. This effort can help inform and strengthen regional workforce initiatives, including programs such as Capital Area Michigan Works! and other education and training partners.
- Expand outreach and career awareness activities to strengthen the talent pipeline. Increase participation in industry and community events that connect job seekers with energy career opportunities. Organizations should explore engagement opportunities with groups such as Black Tech Saturday in Detroit and other regional workforce, STEM, and community-based events to raise awareness of energy-sector careers and connect with diverse talent pools.
- Strengthen partnerships between industry, education, and workforce development stakeholders. Continue building relationships among employers, K-12 districts, career and technical education (CTE) programs, community colleges, universities, and workforce organizations to align training programs with industry demand and create clear career pathways into energy occupations.
- Promote work-based learning opportunities. Encourage employers to expand internships, job shadowing, pre-apprenticeships, registered apprenticeships programs, and other work-based learning opportunities that provide hands-on experience and help develop a sustainable pipeline of qualified workers for energy-related occupations.
- Develop a coordinated regional workforce strategy. Establish regular communication among key stakeholders to share labor market information, identify workforce gaps, coordinate outreach efforts, and align investments that support both current and future energy workforce needs across the region.



CONCLUSION

Implementing these recommendations will help position the region to better meet evolving workforce needs within the energy sector while supporting long-term economic growth. By fostering stronger partnerships, increasing employer involvement, expanding career awareness efforts, and investing in work-based learning opportunities, stakeholders can create more accessible pathways into energy careers and develop a skilled workforce prepared to support the industry's future. Continued collaboration among employers, education providers, workforce development organizations, and community partners will be essential to sustaining momentum and achieving successful workforce outcomes.

APPENDICES

Appendix A: Final Employer & Stakeholder List

Appendix B: Employer Engagement Tools (Flyer Invitation, Survey instruments, etc.)

Appendix C: Regional Education/Provider Training and CTE Programs

Appendix D: Building a Responsive Lansing EV & Clean Energy Talent Pipeline Booklet

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D. Cover image and images on pages 4 and 9. Copyright © Kevin Fowler, Lansing Community College. Used with permission.

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F. Data Analysis by Dr. Dayoung An, Kevin Cranick & Tanya Danial. Program management by Alysha Albrecht, Laurie Huber, Deborah Bayer, and Michele Economou Ureste

Prepared by: The Workforce Intelligence Network (WIN)

In Partnership With: Economic Growth Institute (EGI), University of Michigan & Michigan Clean Cities

APPENDIX A: FINAL EMPLOYER & STAKEHOLDER LIST

Contact	Organization	Lisa Seigel	Clinton County RESA	Aaron Nowland	IBEW Local 665	Amanda Johnson	The Shyft Group
Carrie Rosingana	Capital Area Michigan Works!	Scott Koenigsknecht	Clinton County RESA	Cheryl Sanford	MUST Construction Careers	David Douglas	Lansing Board of Water & Light
Erin McKenzie	Capital Area Michigan Works!	Jennifer Smith	Clinton County RESA	MUST Construction Careers Contact	MUST Construction Careers	Lisa Bozung	Consolidated Electrical Contractors
Cindy Kangas	Capital Area Manufacturing Council	Jennifer Strickland	Clinton County RESA	Andrew Mosser	NECA	Sally Menne	Industrial Metal Products Corporation (IMPCO)
Bob Tresize	LEAP	Dr. Sean Williams	Eaton RESA	Marshea Brown	CATA	Derek Horn	DJs Landscape Management
Keith Lambert	LEAP	Vlad Lebedintsev	Eaton RESA	Melissa Schutt	Clinton Area Transit System	Waverly LaLonde	Linn Products Inc.
Emma Bostwick	LEAP	Christien Rupp	Eaton Rapids Public Schools	Greg Hoffman	Tri-County Regional Planning Commission	Kaylee Guild	MAGNA
Richard Enty	LEAP	Jeff Parks	Waverly Community Schools	Elise Feldpausch	MDOT	Carey Oberlin	Cameron Tool Company
Marvin Argersinger	Lansing Community College	Jason Mellema	Ingham ISD	John Jordan	Gestamp	-	Clean Harbors
Kelsey Lorichon	Lansing Community College	Jamie Engel	Ingham ISD	Jaimie Ancel	Dakota Integrated Systems	-	Michigan Environmental Council
Rod Holmes	Lansing Community College	Nicole Millsap	Lansing School District	Latora Walker	Bridgewater Interiors	-	UWUA
Tim Fryer	Lansing Community College	Kere' Milow	Lansing School District	Shauna Wood	Dowding Industries	-	Eaton County Transportation Authority
John Adams	Lansing Community College	Marcee Theisen	Eaton RESA	Veronica Cassani	General Motors	-	Neapco Driveline
Steven McNiel	Lansing Community College	Benjamin Bever	Benjamin Bever	Michael Rimer	Amazon	-	Alma Products
Shon'ta Dwyer	Lansing Community College	Jessi Kittel	University of Michigan	Amber Whitcomb	UPS/FedEx	-	Ryder Logistics
Lee Gardner	Lansing Community College	Lori Thomas	City of Lansing	Dominique Jones	Meijer Distribution		
Pat DeLuca	Lansing Community College	Andrew Kilpatrick	City of Lansing	Nicole Noll-Williams	Capital Region International Airport		
James Wilson	Lansing Community College	Jennifer Binkley	Lansing Board of Water & Light	Matt Dahline	Crosswinds Aviation		
Christopher HooSang	DTE Energy	Tim Debastos	LG Energy Solution	Andrea Dahline	Crosswinds Aviation		
Caitlin Tetrick	Consumers Energy	Amber Fogarty	Consumers Energy				
Chong-Anna Canfora	Michigan Workforce Development Institute						

APPENDIX B: EMPLOYER ENGAGEMENT TOOLS

LANSING AREA EV & CLEAN ENERGY MOBILITY WORKFORCE SURVEY



An Employer-Driven Initiative Strengthening the Ecosystem

The Lansing electric vehicle (EV) and clean energy mobility sector is growing rapidly as employer demand is outpacing the available workforce. This initiative puts employer voice at the center of a regional workforce strategy designed to close skill gaps, strengthen pipelines, and support long-term competitiveness.

MISSION

To develop a **responsive, data-driven workforce strategy** that equips employers in the Lansing region with the skilled talent needed to compete in the evolving EV and clean energy mobility economy. By **aligning employer insights** with labor market data, and training opportunities, this effort ensures a **job-ready talent pipeline** that supports both business growth and regional economic vitality.

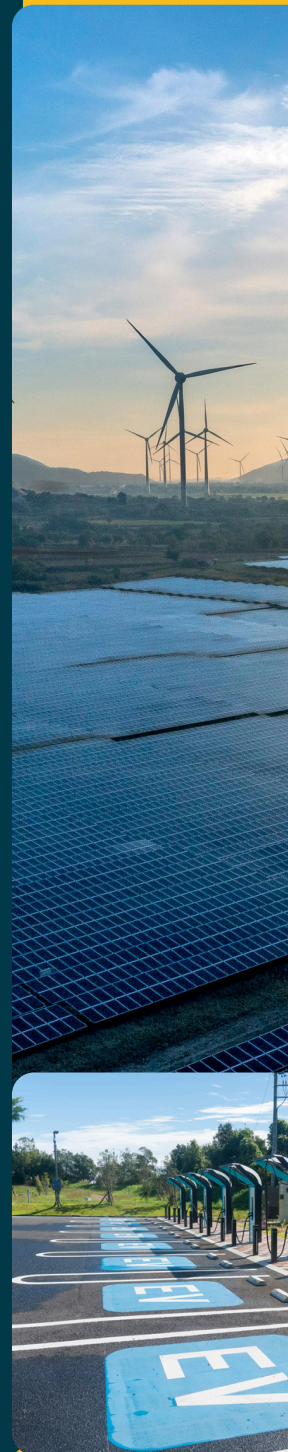
WHAT WE ARE DOING

The Workforce Intelligence Network (WIN) is conducting a survey to understand current and future workforce needs related to electric vehicle (EV), clean energy, and advanced mobility technologies in the Lansing region (Clinton, Eaton & Ingham). **Human resources professionals, workforce leaders, employers, and regional partners are invited to participate in a collaborative effort to validate key data and hiring demand insights shaping the future of mobility and workforce development in the Lansing region.** This convening is focused on gathering direct employer input on current workforce needs, hiring challenges, and emerging talent demands.

Insights collected through this process will inform the development of a regional recommendation report outlining actionable strategies for workforce development, training investments, and employer-driven solutions. **This report will be shared with participating employers and stakeholders, ensuring that those who contribute have access to the findings and can help guide next steps.** Responses will be used in aggregate to inform regional workforce strategies. Individual responses will not be attributed to your organization.

By participating, employers play a critical role in shaping a more responsive, data-informed workforce system. The information gathered will support ongoing collaboration and help align regional efforts to better meet industry needs across the Lansing area.

TAKE THE SURVEY | [WININTELLIGENCE.ORG/LANSING](https://winintelligence.org/lansing)



EMPLOYER VALUE & RETURN ON INVESTMENT

Through this initiative, WIN is working alongside regional partners to identify employers, map the local mobility ecosystem, and gather real-time insights on hiring demand, skill gaps, and workforce challenges. These insights are critical to ensuring that workforce strategies, training investments, and education programs are aligned with the actual needs of employers in the Lansing region.

Participation in this effort provides a direct return on investment for employers by ensuring your voice helps shape the systems designed to support your workforce needs. Employers who engage gain access to data-driven insights, influence the design of training and education programs, and help build a talent pipeline aligned to their current and future hiring demands.

For employers, this translates to:

- Reduced recruitment and training costs through better-aligned talent pipelines
- Access to grant-funded training and workforce solutions
- Opportunities to upskill current employees and retain talent
- A stronger voice in shaping regional workforce strategies and investments

Ultimately, your participation helps ensure that workforce development efforts are not only responsive but employer-driven, efficient, and impactful.

A STORY OF IMPACT

The value of this work is best illustrated through employer partnerships across the region. For example, employers participating in WIN-supported apprenticeship programs have been able to upskill current employees, reduce turnover, and build sustainable career pathways within their organizations. One employer shared that apprenticeship programs created new opportunities to recruit and develop talent internally while remaining competitive in a tight labor market demonstrating how workforce collaboration directly supports business growth and stability.

These outcomes are made possible because employers are not just participants, they are co-designers of solutions.

BUILDING LANSING AREA EV &
CLEAN ENERGY MOBILITY WORK-
FORCE



TAKE THE SURVEY | WININTELLIGENCE.ORG/LANSING



This activity is in support of the Michigan Vehicle Technology Transition Impact Project (MiVTTP), a partnership between the Economic Growth Institute and Michigan Clean Cities, and is based upon work supported by the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) Vehicle Technologies Office (VTO) under the Award Number DE-EE0010618.

APPENDIX C: REGIONAL EDUCATION/PROVIDER TRAINING AND CTE PROGRAMS IN THE LANSING REGION

Occupation Group	Occupation	Program Name	Training Provider	Credential Type	Skill Area	Relevance Rationale	Web Link
Engineering Occupations	Electrical / Mechanical Engineers	Engineering of Electrified Vehicular Systems	University of Michigan–Dearborn	Graduate Certificate	Battery systems, hybrid drives, energy storage	Explicit training in EV technologies including battery systems, vehicle electronics, and hybrid drives aligned to EV system design occupations	View Program
Skilled Trades & Technical Occupations	Electricians	Electrical Apprenticeship Program	Lansing Community College	Registered Apprenticeship	Electrical systems, energy infrastructure	Structured apprenticeship meeting Department of Labor standards with applied training in electrical systems supporting EV infrastructure and grid systems	View Program
Skilled Trades & Technical Occupations	Electricians	IBEW Electrical Apprenticeship (Inside Wireman)	IBEW Michigan / NECA	Registered Apprenticeship	Industrial, commercial electrical systems	Earn-while-you-learn apprenticeship combining classroom and on-the-job training aligned to electrical workforce needs for EV infrastructure	View Program
Skilled Trades & Technical Occupations	Electricians	Electrical Apprenticeship Program	IBEW Local 665 / LEJATC	Registered Apprenticeship	Electrical construction, power systems	Hands-on apprenticeship leading to journeyman licensure; supports installation and maintenance of electrified systems and infrastructure	View Program
Production & Operations Occupations	Automotive Technicians	Automotive Technologies/ EV, Specialist	Lansing Community College	AAS, CA	Electric vehicles, Automotive, systems specialist	-	View Program
Energy / Infrastructure Occupations	Automotive Service Technicians (EV transition)	ASE Certification Program	National Institute for Automotive Service Excellence (ASE)	Industry Certification	Vehicle electrical systems, diagnostics	Industry-recognized certification validating electrical and diagnostic skills required for EV and hybrid vehicle maintenance	View Program
Engineering / Physics, Computer Science	-	-	Lansing Community College	AS	-	Transferable programming no details on certifications, employer alignment	View Program
Skilled Trades & Tech	Airframe Maintenance / Basic Aviation, Powerplant Maintenance Tech, HFAC	-	Lansing Community College	CA, AAS	Powerplant maintenance, Aviation and airframe Maintenance	HVAC / Energy Auditor program, Management	View Program
Energy / Electrical Tech,	Energy Specialist, Wiring, Machine Controls, Utility, Line worker	-	Lansing Community College	CC, AAS, CA	Electrical Tech, Energy industry training,	Electrical & Inside Wireman Apprenticeship,	View Program

APPENDIX C: REGIONAL EDUCATION/PROVIDER TRAINING AND CTE PROGRAMS OUTSIDE THE LANSING REGION

Occupation Group	Occupation	Program Name	Training Provider	Credential Type	Skill Area	Relevance Rational	Web Link
Engineering	Electrical / Mechanical Engineers	Electric-Drive Vehicle Engineering (MS / Graduate Certificate)	Wayne State University	Master's / Graduate Certificate	EV powertrains, electrification systems	Direct EV engineering program focused on electric-drive systems and vehicle electrification; supports advanced mobility engineering roles	View Program
Engineering	Electrical / Mechanical Engineers	Master of Engineering – Electric Vehicles	Kettering University	Master's Degree	EV systems, applied mobility engineering	Dedicated EV engineering degree aligned with advanced vehicle electrification and applied mobility system design	View Program
Engineering	Electrical / Mechanical Engineers	Hybrid Electric Drive Vehicle Engineering Certificate	Michigan Technological University	Graduate Certificate	Electric/hybrid propulsion systems	Focus on design and operation of hybrid and electric drive systems supporting EV propulsion and electrification technologies	View Program
Production & Operations	Production Workers / EV Technicians	EV & Mobility Certificate Programs	Wayne County Community College District	Stackable Certificates	EV systems, motors, sensors, controls	Curriculum aligned to EV manufacturing and mobility systems including batteries, controls, and maintenance functions	View Program
Production & Operations	Production Workers / Advanced Manufacturing Technicians	Electric Vehicle (EV) Technician Training	Oakland Community College	Short-term certificate + industry certifications (OSHA, SACA)	EV systems, automation (PLC), manufacturing systems	Direct EV technician training with strong hands-on component and industry credentials aligned to EV production and manufacturing roles	View Program

RESEARCH. ENGAGEMENT. SOLUTIONS.

WIN

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MICHIGAN
VEHICLE
TECHNOLOGY
TRANSITION
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BUILDING A RESPONSIVE LANSING EV & CLEAN ENERGY TALENT PIPELINE

MICHIGAN VEHICLE TECHNOLOGY TRANSITION IMPACT PROJECT (MI-VTTP)



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EXECUTIVE SUMMARY

Building a responsive Lansing EV and clean energy talent pipeline requires a coordinated, employer-driven approach grounded in validated labor market data, clearly defined career pathways, and shared implementation across education, workforce, and industry partners. This effort prioritizes alignment between real-time employer demand and the region's workforce development system to ensure that talent strategies are both actionable and sustainable.

Lansing's EV and clean energy mobility sectors have the potential for significant impact in the area. Regional findings demonstrate a dual demand structure: high-volume, infrastructure-focused roles in clean energy (e.g., maintenance, electrical, and field-based occupations) alongside higher-wage, technology-driven roles in EV and advanced mobility requiring engineering, automation, and digital competencies. Across both segments, employers consistently emphasize the importance of foundational competencies such as communication, problem solving, and teamwork, reinforcing the need for integrated training models that combine technical and employability skills.

To address these dynamics, the Lansing initiative applies a triangulated, employer-informed methodology that combines direct engagement (surveys, interviews, and convenings) with Lightcast job posting analytics and validated workforce data. This approach ensures that findings remain grounded in employer voice while supported by quantitative labor market evidence, even where direct participation is limited. The resulting framework enables stakeholders to identify priority occupations, clarify skill gaps, and align education and training systems with evolving industry demand. Through shared implementation—spanning curriculum design, credential alignment, and employer-education partnerships—this work establishes a scalable, data-driven model for strengthening Lansing's EV and clean energy talent pipeline while supporting long-term regional competitiveness.

WHY LANSING NEEDS A COORDINATED EV & CLEAN ENERGY TALENT STRATEGY

The Lansing region's transition toward electric vehicle (EV) and clean energy mobility technologies is accelerating, creating new opportunities for economic growth. However, this transformation is placing increasing pressure on the regional workforce system, as employer demand for skilled talent continues to outpace available supply.

Employers across sectors—including advanced manufacturing, energy infrastructure, and emerging mobility technologies—are facing persistent hiring challenges that affect both day-to-day operations and long-term planning. These challenges are not isolated but reflect broader structural misalignment between workforce supply and employer demand.

Key Dynamics Driving the Need for Coordination

- Sustained demand for skilled trades, technicians, and engineering roles
- Difficulty filling critical roles due to limited qualified candidates
- Increasing need for hybrid technical and foundational skill sets
- Fragmented training and education pathways

Without a coordinated approach, these challenges will continue to compound, limiting the region's ability to compete and grow. A shared, employer-led strategy offers an opportunity to align workforce development efforts with real-time demand while building a stronger, more sustainable talent pipeline.



KEY FINDINGS FROM MIVTTP

Employer engagement activities conducted through MiVTTP—including surveys, interviews, and stakeholder convenings—provide a clear and consistent picture of workforce demand and challenges across the Lansing EV and clean energy ecosystem.

Employers describe a workforce environment characterized by both high demand and increasing complexity, requiring talent that combines technical expertise with strong foundational competencies.

What Employers Are Telling Us

Demand is strong and evolving

- Continued need for high-volume technical roles (e.g., maintenance, skilled trades)
- Growing demand for engineering, automation, and digital capabilities

Skill gaps are multi-faceted

- Technical: electrical systems, automation, diagnostics
- Foundational: communication, teamwork, problem-solving

Workforce demand is diversified

- Clean energy → infrastructure and field-based roles
- EV/advanced mobility → engineering and technology-driven roles

These findings reinforce that workforce challenges are not simply about quantity, but about alignment across skills, credentials, and career pathways.

VALIDATION OF SECONDARY DATA

Employer outreach and survey/convenings	Lightcast demand and occupation analysis
Employer-informed role frameworks (e.g. MxD EV Hiring Guide) and related validation references	Triangulation into defensible findings and mismatch categories

VALIDATION OF SECONDARY DATA

The workforce insights presented in this report are grounded in a rigorous, multi-source validation approach designed to ensure that conclusions are both employer-informed and analytically defensible. Given the evolving nature of the EV and clean energy mobility sector—and the practical limitations of direct employer response volume—no single data source is sufficient on its own.

To address this, the MiVTP framework applies a triangulation methodology that integrates primary employer input with real-time labor market data and employer-validated external signals. This approach ensures that findings reflect actual hiring behavior, not just stated intent, and strengthens confidence in the resulting workforce strategy.

Three-Part Validation Framework

1. Direct Employer Input (Primary Data)

Structured employer engagement activities capture firsthand insight into workforce demand, hiring challenges, and skill needs.

- Employer survey instrument designed to capture:
 - Priority roles and projected hiring demand
 - Difficult-to-fill occupations and hiring timelines
 - Skill gaps (technical and foundational)
 - Credential and training needs
- Targeted outreach across:
 - OEMs and suppliers
 - Utilities and infrastructure firms
 - Advanced manufacturing and mobility technology employers
- Convenings and interviews used to:
 - Validate survey responses
 - Provide qualitative context
 - Identify emerging trends and pain points

What this contributes:

- Real-world hiring challenges
- Employer-defined priorities
- Context behind workforce gaps

2. Labor Market Validation (Lightcast Job Postings Data)

Employer input is systematically validated against real-time job posting analytics to confirm demand, scale, and skill requirements.

- Analysis of job postings provides:
 - Verified demand for occupations (based on actual postings)
 - Associated skills, certifications, and qualifications
 - Wage benchmarks and compensation trends
- Data confirms a bifurcated demand structure:
 - Clean energy roles concentrated in infrastructure and field-based occupations
 - EV and advanced mobility roles requiring engineering, digital, and systems-level skills

What this contributes:

- Objective validation of employer demand
- Quantitative scale of hiring activity
- Consistent skill signals across employers

VALIDATION OF SECONDARY DATA

3. Employer-Validated Signals and Frameworks (Secondary Evidence)

To strengthen and contextualize findings, additional employer-informed sources are incorporated.

- Employer job postings (public-facing data reflecting real hiring behavior)
- Industry role frameworks (e.g., EV role taxonomies and priority roles)
- Training pathway documentation and credential requirements
- Regional stakeholder references and benchmark materials

This layer ensures that:

- Occupation definitions align with industry standards
- Skill expectations reflect broader labor market trends
- Findings are consistent beyond the Lansing-specific dataset

What this contributes:

- External validation of role definitions and skills
- Broader industry alignment
- Increased credibility for emerging occupations

Why Triangulation Matters

Each data source has strengths and limitations:

- Employer surveys provide depth, but may have limited participation
- Job postings provide scale, but lack context
- External frameworks provide structure, but are not locally specific

Triangulation combines these strengths to overcome individual limitations.

Resulting Evidence Base

This integrated methodology produces findings that are:

- **Employer-informed** → grounded in real hiring challenges
- **Data-validated** → supported by labor market evidence
- **Regionally relevant** → tailored to the Lansing ecosystem
- **Actionable** → directly tied to workforce strategy development

Implication for the Next Section

This validated evidence base enables the identification of specific workforce mismatches, moving beyond general shortages to define:

- Where workforce supply is insufficient
- Where skills do not align with demand
- Where credentials and experience gaps exist



FEATURED OCCUPATIONS FOR MIVTTP

The Global Epicenter of Mobility (GEM), led by the Detroit Regional Partnership (DRP) and supported by a U.S. Economic Development Administration Build Back Better Regional Challenge grant, aims to position Southeast Michigan as a global hub for advanced mobility innovation through coordinated strategies in technology development, business attraction, site readiness, and talent transformation.

In 2024, the Future Mobility Technology Study (FMTS) conducted by S&P Global Mobility identified seven high-growth technology areas—propulsion batteries, electric motors, hydrogen fuel cell systems, power electronics, assembly automation, thermal systems, and software-defined vehicles—informing the 2025 GEM Technology Talent Study led by SEMCA, DRP, and GEM to assess workforce implications, including labor supply, occupational demand, and skill needs. This work identified 32 target occupations critical to advanced mobility, grouped into Production; Repair and Maintenance; and Scientists and Engineers, and selected through labor market analysis, technology mapping, employer demand signals, and industry validation. The GEM Mobility Career Profiles, developed by the Workforce Intelligence Network (WIN), translate these findings into standardized, occupation-level resources that explain career prioritization and support regional competitiveness.

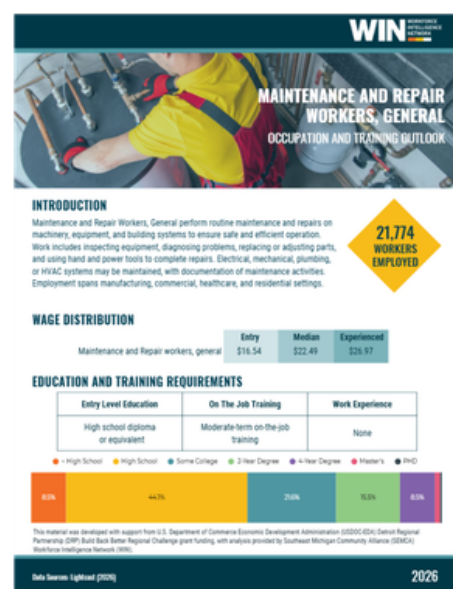
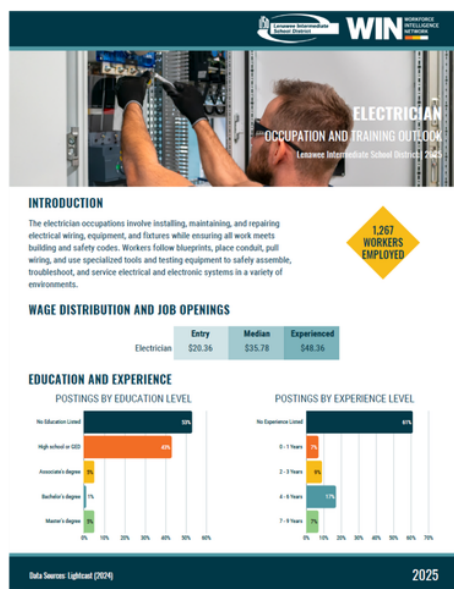
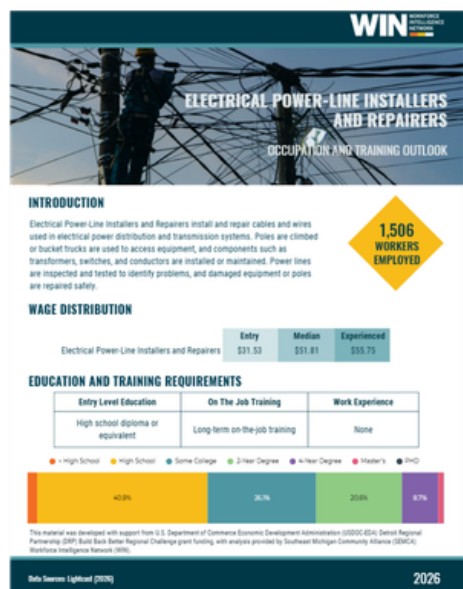
- WIN developed 32 high-demand career profiles as part of the Global Epicenter of Mobility (GEM). The collection translates mobility talent study findings into standardized occupation-level resources. The GEM profiles were developed from a process that included labor market analysis, mapping to priority mobility technologies, employer skill demand assessment, and validation through industry interviews.
- Note that the GEM collection identifies 32 target occupations across production, repair/maintenance, and scientists/engineers.

Infrastructure & Skilled Trades Roles

Why these matter

- Directly tied to infrastructure buildout and maintenance (plants, grid, charging)
- Align with employer demand for hands-on technical talent
- Frequently cited as hard-to-fill roles

These roles are explicitly tied to EV plants, charging infrastructure, and electrical systems maintenance in both EV and clean energy environments

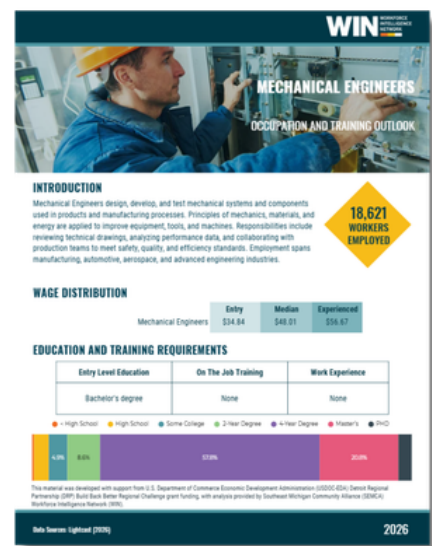
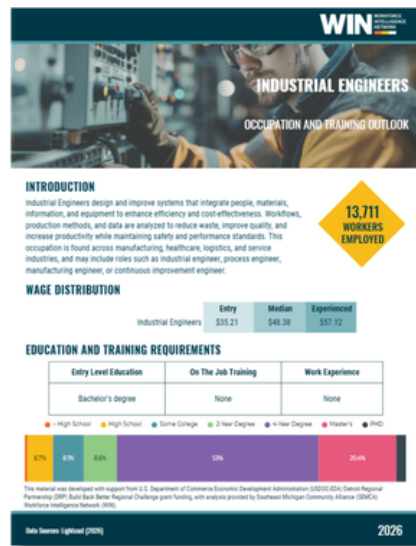


FEATURED OCCUPATIONS FOR MIVTTP

Engineering & Advanced Technical Roles

- Represent higher-wage, high-skill demand
- Directly tied to:
 - EV systems
 - battery design
 - manufacturing optimization
- Reinforce AI, automation, and systems integration trends

These roles are foundational for EV propulsion systems, manufacturing efficiency, and advanced mobility technologies.

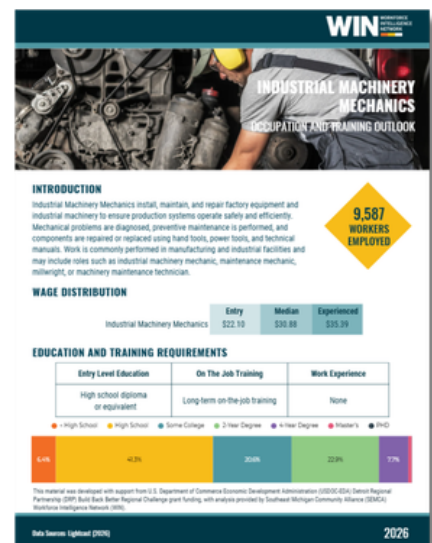


Manufacturing Roles

Why these matter

- Represent high-volume hiring demand in EV and battery production
- Serve as entry and advancement points into mobility careers

These occupations are central to production, maintenance, and equipment uptime in EV manufacturing environments.



AI AND AUTOMATION AS CROSS-CUTTING CAPABILITIES

Across both EV and clean energy occupations, employers are increasingly seeking workers who can operate within digitally enabled and automated environments.

This represents a fundamental shift in skill requirements, where traditional roles are being reshaped rather than replaced. AI-related demand is spreading across many industries, including manufacturing, and that AI-related skills are increasingly common rather than isolated to tech jobs.

Emerging Cross-Cutting Skills

- Automation and controls systems
- Data analysis and digital tools
- AI-enabled processes and diagnostics
- Smart manufacturing technologies

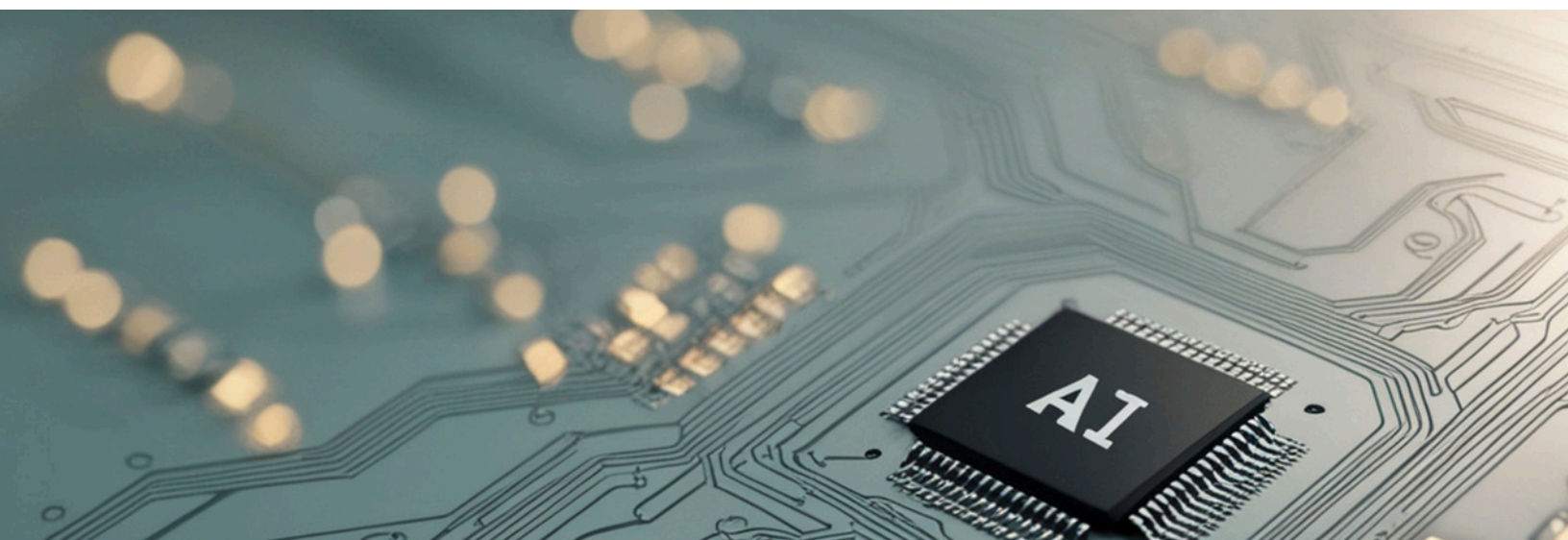
Implications for Workforce Development

- Technical training must integrate digital competencies
- Curriculum must evolve alongside technology adoption
- Workers must be prepared for continuous skill adaptation

This trend reinforces the need for flexible, future-ready training pathways.

Relevant Findings from the WIN 2026 Artificial Intelligence Impact Report:

- The AI study demonstrates how AI-related demand is spreading across many industries, including manufacturing.
- The report's findings also identified a potential skills gap, with AI competencies appearing in about 34% of relevant postings but in far fewer worker profiles.
- The study distinguishes between:
 - Specialized technical AI skills such as automation, machine learning, robotics, and Python.
 - Foundational human skills such as communication, troubleshooting, critical thinking, and ethical reasoning.
- Report findings suggest that AI literacy should be treated as a foundational learning outcome rather than a niche elective.



WHAT THE TALENT PIPELINE SHOULD LOOK LIKE

Lansing's EV and clean energy transition requires a shared talent strategy shaped by employers, informed by data, and connected to education and workforce partners. Talent pipeline development requires a long-term, system-wide perspective that connects education, workforce development, and employer demand. Rather than isolated programs, the Lansing region must build a continuous, aligned pipeline from early education through employment and advancement.

Pipeline Stages

- Early childhood / elementary: exposure to EV and Clean Energy careers.
- Middle school: introduce the 17 Michigan career clusters, connect academics to clusters, begin exploration, and start an Educational Development Plan.
- High school: deeper career cluster/pathway exploration, assessments, career preparation, and annual EDP review.
- Postsecondary: personalized planning, career advising, resume-building, and recognition of prior learning/credentials.
- Work-based learning: Apprenticeships, internships, and on-the-job training
- Incumbent worker upskilling: Continuous skill development and advancement

Key Insight: Pipeline strength is determined by how well these stages connect—not by the strength of any single component.

Why this section matters:

The Michigan Career Development Model (MCDM) Targets outline a developmental sequence. This framework illustrates why the MiVTTP/ELC strategy should not be limited to immediate hiring; it should deliberately connect awareness → exploration → preparation → training → placement.

A comprehensive program of study may begin as early as elementary and middle school with student exposure to the sixteen National Career Clusters (17 Michigan Clusters) through technology-based programs for career exploration, guest speakers, show and tell events, tours of workplaces, etc. By the time a student enters high school they are provided information on programs offered through their Regional CTE Center including dual enrollment/early college post-secondary partnerships

Michigan Career Development Targets

☒ Legislatively Required ☒ Recommended



Early Childhood - Career Awareness ☒

Target 1: Career Zones

Introduce students and families to the six Michigan career zones.

Target 2: Career Awareness

Connect learning to Michigan career zones through career awareness activities.

Target 3: Family Engagement

Engage students and families in classroom and out-of-school activities to support career awareness.

Elementary - Career Awareness ☒

Target 1: Career Zones

Familiarize students and families with the six Michigan career zones and provide opportunities for career discovery.

Target 2: Academic Connections

Connect academic content to Michigan career zones and embed across curriculum.

Target 3: Career Awareness

Engage students in career awareness activities.

Target 4: Family Engagement

Provide family engagement opportunities including out-of-school activities to support career awareness.

Middle School - Career Exploration ☒

Target 1: Career Clusters

Introduce the 17 Michigan career clusters to students and families.

Target 2: Academic Connections

Connect academic content in all classes to the Michigan career clusters and embed across curriculum.

Target 3: Career Exploration

Acquire career, postsecondary, and employment knowledge.

Target 4: Family Engagement

Provide family engagement opportunities to support career exploration.

Target 5: Career Interests

Use inventories to generate self-awareness and identify personal motivations related to work, income, and lifestyle.

Target 6: Career Planning

Initiate an Educational Development Plan (EDP) and provide orientation to the purpose of the Talent Portfolio; review and revise each year.

WHY AN EMPLOYER-LED COLLABORATIVE WORKS

Addressing workforce mismatch at scale requires coordinated action across multiple stakeholders. An employer-led collaborative model provides the structure needed to align efforts and drive implementation. This approach builds on established models such as the U.S. Chamber of Commerce Talent Pipeline Management (TPM), emphasizing employer leadership and shared accountability. This is the same framework used in previous WIN-supported ELC's. The U.S. Chamber TPM methodology incorporates six strategies: 1) organize employer collaborative, 2) demand planning, 3) communicate competency and credential requirements, 4) analyze talent flows, 5) implement shared performance measures/align incentives, and 6) continuous improvement.

Core Elements of the Model

- Employers define demand, roles, and skill requirements
- Data informs decision-making and prioritization
- Education and workforce partners align to employer-defined needs
- Stakeholders collaborate on implementation strategies

What This Enables

- Faster response to changing workforce needs
- Reduced fragmentation across systems
- Shared ownership of outcomes
- Scalable, sustainable workforce solutions

Call to Action: What Participation Looks Like

The success of this initiative depends on active participation from employers, education providers, and workforce partners across the Lansing region. This is not a one-time effort, but an ongoing, collaborative process to align talent development with industry demand.

For Employers

- Define priority roles and skill needs
- Participate in convenings and working groups
- Provide work-based learning opportunities

For Education and Training Providers

- Align curriculum with employer demand
- Expand credential-based and flexible training options
- Partner on pathway development

For Workforce and Community Partners

- Connect individuals to career pathways
- Support outreach and access
- Strengthen entry points into the talent pipeline

Shared Goal

Build a responsive, data-driven, employer-led talent pipeline that:

- Meets immediate hiring needs
- Supports long-term workforce development
- Strengthens regional competitiveness

Employers do not need to solve the labor challenge alone. The ELC gives employers a structured way to define common pain points, validate occupations and skills, align providers, and shape practical pipeline solutions.

SEMCA Workforce Intelligence Network (WIN) for Southeast Michigan is a nonprofit organization committed to workforce and economic development in Southeast Michigan. EIN #: 38-2675191



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The logo for Advance Michigan features a stylized white figure with arms raised, positioned to the left of the text "ADVANCE MICHIGAN" in bold, white, uppercase letters. Below this, the text "CENTER FOR APPRENTICESHIP INNOVATION" is written in a smaller, white, uppercase font.

ADVANCE MICHIGAN
CENTER FOR APPRENTICESHIP INNOVATION

The logo for MI Apprenticeship features a stylized white figure with arms raised, positioned to the left of the text "MI APPRENTICESHIP" in bold, white, uppercase letters.

MI APPRENTICESHIP

The logo for the Health Careers Alliance (HCA) features the letters "HCA" in large, bold, white capital letters. To the right of "HCA" are three small white icons: a graduation cap, a handshake, and a medical cross. Below the icons, the text "HEALTH CAREERS ALLIANCE" is written in white, uppercase letters, and "FOR SOUTHEAST MICHIGAN" is written in a smaller, white, uppercase font.

HCA   
HEALTH CAREERS ALLIANCE
FOR SOUTHEAST MICHIGAN

The logo for the Michigan Alliance for Greater Mobility Advancement (MAGMA) features a stylized white figure with arms raised, positioned to the right of the text "MAGMA" in bold, white, uppercase letters. Below this, the text "Michigan Alliance for Greater Mobility Advancement" is written in a smaller, white, uppercase font.

MAGMA
Michigan Alliance for Greater Mobility Advancement