WIN WORKFORCE INTELLIGENCE NETWORK

research. engagement. solutions.

Workforce Intelligence Network – 2019 ANNUAL REPORT

Detroit Employment Solutions Corporation — A Michigan Works! Agency
GST Michigan Works!
Henry Ford College — FUTUREDRIVEN
Jackson College
Macomb Community College — Discover. Connect. Advance.
Michigan Works! Macomb/St. Clair
Michigan Works! Southeast
Monroe County Community College — enriching lives
Mott Community College
Oakland Community College
Oakland County Michigan Works!
SEMCA Michigan Works!
Schoolcraft College
St. Clair County Community College
Washtenaw Community College
Wayne County Community College District

WIN'S REGIONAL ROLE

REGIONAL ROLE

$36 MILLION
FROM GRANT WRITING SUPPORT

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

3,000%
RETURN ON INVESTMENT

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

$154 MILLION
IN TOTAL FUNDING FOR THE REGION

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

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

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

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

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

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

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

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MESSAGE FROM THE EXECUTIVE DIRECTOR

EXECUTIVE DIRECTOR

In 2019 the Advance Michigan Center for Apprenticeship Innovation (AMCAI) exceeded the American Apprenticeship Initiative (AAI) multi-year $4 million grant targets and outcomes nearly one year early and achieved honorary recognition of this achievement with the Top 15 AAI grantees in the nation. The growth of the AMCAI intermediary program in 2019 has provided logistical support to approximately two dozen employers as they develop and implement apprenticeship programs. AMCAI staff serve as a liaison between employers and the US Department of Labor to ensure apprenticeship programs are properly registered and meet all federal guidelines. With Oakland Community College as the lead fiscal agent, a US DOL Apprenticeship: Closing the Skills Gap $4 million WIN regional grant application was submitted in late September 2019 and awarded, which supports four more years of apprenticeship expansion in Michigan through the existing WIN team of experts, resources and tools beginning on March 1, 2020. AMCAI has served over 2,200 participants, and the Closing the Skills Gap has a target of serving 3,200 participants.

Several new grants were obtained to expand workforce solutions and apprenticeship into traditional and non-traditional industry sectors. The transportation industry is faced with emerging technology, aging infrastructure, and aging workers. As a subrecipient and partner with the Center for Automotive Research a Michigan Department of Transportation grant was awarded for October 1, 2019 through June 15, 2021 to: 1)Conduct research on transformative technologies and associated implementation strategies; 2)Identify the skills gap within MDOT's current construction and operation workforce; and 3)Develop training and recruitment strategies for the current and future workforce.

In the fourth quarter of 2019, the State of Michigan awarded a Michigan Industry Cluster Initiative (MICA 2.0) grant and began co-convening the Health Careers Alliance for Southeast Michigan with the State of Michigan Department of Labor and Economic Opportunity. The employer-led Health Careers Alliance for Southeast Michigan is focused on Hillsdale, Livingston, Lenawee, Macomb, Monroe, Oakland, Jackson, Washtenaw and Wayne counties. This initiative uses the U.S. Chamber of Commerce Talent Pipeline Management methodology to identify common skills needs and apply supply chain management principles to talent. The William Davidson Foundation and the State of Michigan, through a MICA 2.0 grant, supported the work of the Michigan Alliance for Greater Mobility Advancement (MAGMA) Governing Board and Advisory Council which is building momentum consistent with the mobility movement.

The Ralph C. Wilson Jr. Foundation approved a revised two-year $1.5 million budget to develop a high-tech workforce in the Southeast Michigan region using the US DOL approved Apprenti model. The revision includes support for a Business Development Manager to expand apprenticeship into the non-traditional information technology industry sector.

Advance Michigan Catalyst is a $6 million federal America's Promise grant which aims to provide robotics training in the region from 2017 through 2020. Michigan Works! Association (MWA) partners have served over 300 participants in 2019 alone, bringing the total number of participants served to over 650. In addition to classroom training, services include individual assessments, case management, supportive services, and employment placement. Of the almost 400 individuals that have completed training, just over 300 have obtained employment.

In 2019, WIN concluded two grants from the Department of Defense Office of Economic Adjustment after completing efforts to provide immediate and sustained assistance to firms and workers in southeast Michigan affected by reduced DOD procurement, with both awards totaling nearly $9 million. From 2015-2019, WIN worked alongside Macomb/St. Clair Workforce Development Board, the Michigan Economic Development Corporation's Michigan Defense Center, Merit Network, and numerous partners and contractors to support resiliency and capacity in connected and autonomous vehicles, lightweight materials, and information technology.

The WIN data and research team released several studies designed to provide various stakeholders with local intel related to employee turnover, a network map to support job seekers with multiple barriers to work, an entrepreneurial ecosystem, in-demand career profiles, and fulfilled over 150 data requests.

The Workforce Intelligence Network appreciates the collaborative support on regional workforce initiatives from the education, Michigan Works!, foundation, non-profit and business community.

Sincerely,

Michele Economou Ureste

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

ABOUT WIN

ABOUT WIN

DATA. ENGAGEMENT. SOLUTIONS

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

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

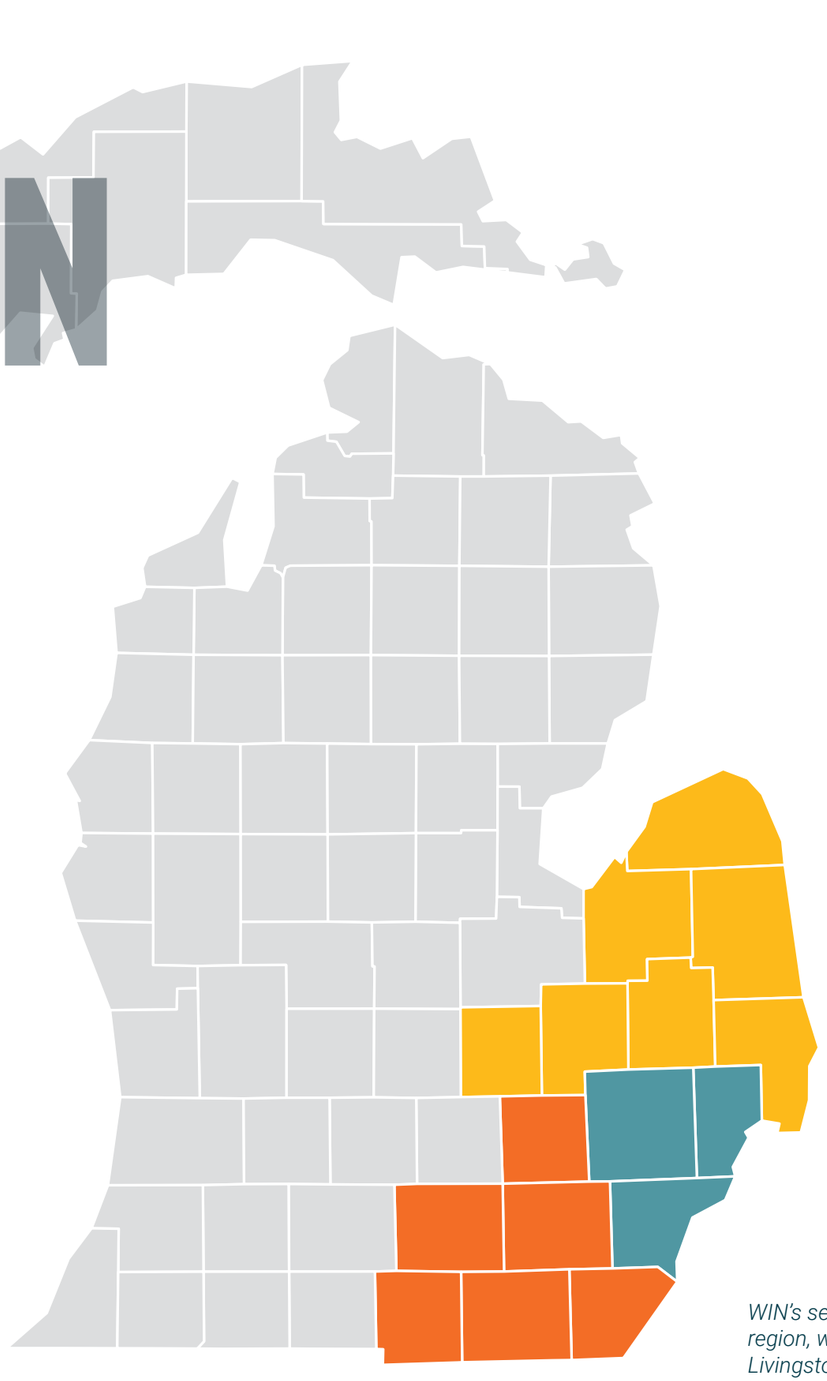
Research. WIN gathers, analyzes, and distributes real-time labor supply-and-demand intelligence on workforce needs and characteristics specific to the southeast Michigan region.

Engagement. WIN convenes, facilitates, engages, and serves as a connection point for business, industry and other stakeholders regarding workforce development.

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

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

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



WIN WORKFORCE INTELLIGENCE NETWORK

GST MICHIGAN WORKS! — GENESEE SHIAWASSEE THUMB

MOTT COMMUNITY COLLEGE

MICHIGAN WORKS! MACOMB/ST. CLAIR

OAKLAND COMMUNITY COLLEGE

Macomb Community College — Education • Enrichment • Economic Development

Schoolcraft College

HENRY FORD COLLEGE

Wayne County Community College District

SEMCA MICHIGAN WORKS!

Detroit Employment Solutions Corporation — A Michigan Works! Agency

St. Clair County Community College

Oakland County MICHIGAN WORKS!

MONROE COUNTY COMMUNITY COLLEGE

Washtenaw Community College

Jackson College

MICHIGAN WORKS! SOUTHEAST

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

WIN BOARD

WIN BOARD

WIN's board is comprised of six Michigan Works! agencies and ten community colleges in southeast Michigan. WIN works closely with its 16 board member organizations as a collective partnership to pursue its mission and serve the 16-county region represented by the partnership. In addition to relying on each organization to have an active and essential role in WIN-managed initiatives, WIN also regularly convenes representatives from each organization – the WIN board – for monthly meetings, grant opportunities, training events, and countless other opportunities for partnering. Thank you to the following board members for their participation during the 2019 fiscal year.

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

GST Michigan Works! Agency
Jody Kerbyson
Chief Executive Officer

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

Jackson College
Tina Matz
Director of Workforce Training

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

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

Michigan Works! Southeast
Bill Sleight
Executive Director

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

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

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

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

Schoolcraft College
Amy Jones
Associate Dean of Occupational Programs

SEMCA Michigan Works!
Gregory Pitoniak
Chief Executive Officer

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

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

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

ADVANCE MICHIGAN CATALYST

CATALYST

THE Advance Michigan Catalyst initiative is a $6 million, four-year America's Promise grant from the U.S. Department of Labor's Employment and Training Division that was awarded to WIN and its partners to train southeast Michigan workers in advanced manufacturing with a focus on robotics and automation. Underemployed, unemployed, and incumbent workers are served as part of the Catalyst initiative. Cumulatively through 2019, 650 workers have been served in southeast Michigan through the Advance Michigan Catalyst initiative.

WIN manages the Advance Michigan Catalyst initiative by aligning talent with employer and regional economic development needs in collaboration with the education and workforce organizations that encompass the WIN partnership, as well as 10 major employer and industry partners. Funds are allocated to Michigan Works! Agency partners, who provide participant assessment, training, wrap around and supportive services, industrial readiness, job placement, and other workforce development services as needed. Preference for the training provider is given to the community college partners who helped develop the career pathways and worked on the grant development.

Advance Michigan Catalyst partners have established a seamless process to attract, train, and retain workers in southeast Michigan to fill in-demand advanced manufacturing positions for employers of all sizes. Employers are heavily engaged in many ways throughout the process by openly communicating their talent needs and gaps, informing training curriculum, and participating in hiring events with graduates. Advance Michigan Catalyst partners have been nationally recognized for participant tracking, employer partnerships and engagement, enrollment to employment processes for workers, and overall grant performance.

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

2019 PERFORMANCE MEASURE OUTCOMES*
(FOR INDIVIDUALS)

638
ENROLLED IN TRAINING

388
COMPLETED TRAINING AND EARNED A CREDENTIAL

303
EMPLOYED AFTER COMPLETING TRAINING

**Cumulative through December 2019.*

WORKFORCE INTELLIGENCE NETWORK STAFF

TINA ADAM *Implementation Coordinator – MIBF*
RANA AL-IGOE *Director of Work-Based Initiatives*
KRISTI AYERS *Business Partnerships Coordinator – MIBF*
COLLEEN AZIMI *Program Assistant – MIBF*
DANIELLE BACHMAN *Grants Compliance Manager*
AMANDA BAUERSCHMIDT *Business Partnerships Coordinator – MIBF*
VANESSA BELL *Project Assistant*
CARRIE BONOFIGLIO *Business Partnerships Manager – MIBF*
SCOTT CORSI *Senior Research Analyst*
JORDAN CULL *Business Partnerships Coordinator – MIBF*
MIRIAM CUEVAS ENCISO *Program Assistant – MIBF*
TRICIA CZACHOWSKI *Senior Project Manager*
JANENE ERNE *Regional Apprenticeship Administrator*
KARISTA GALLICK *Business Partnerships Associate*
LISA GORDON *Program Manager – MIBF*
SARAH SEBALY GREGORY *Director of Talent Development*
TIM JOHNSTON *Director of Communications*
JOSH KONING *Implementation Coordinator – MIBF*
TREVOR LEATZOW *Program Administrator – MIBF*
KINSEY MANTAY *Regional Apprenticeship Administrator*
MEGAN MCCOY *Business Partnerships Coordinator – MIBF*
IMAD MOURAD *Business Partnerships Associate*
LAURA NOFFKE *Implementation Coordinator – MIBF*
DAVID PALMER *Senior Director for Strategies & Partnerships*
MELISSA SHELDON *Director of Data and Workforce Projects*
JOHN SULLIVAN *Project Manager for Strategic Pathways*
DEJA TORRENCE *Research Assistant*
KARLEY THURSTON *Senior Research Analyst*
MICHELE ECONOMOU URESTE *Executive Director*
MICHELLE WEIN *Director of Research and Regional Initiatives*

ADVANCE MICHIGAN CENTER FOR APPRENTICESHIP INNOVATION

MIAPPRENTICESHIP

SINCE 2015, WIN has developed the **Advance Michigan Center for Apprenticeship Innovation (AMCAI)** which is aimed at increasing the number of apprentices in Southeast Michigan and strengthening the region's apprenticeship ecosystem. The AMCAI project is funded by the US Department of Labor (DOL) through its American Apprenticeship Initiative (AAI) grant program. Performance outcomes for this grant project include 600 new registered apprenticeships throughout the region along with a series of deliverables promoting regional expertise and innovation in apprenticeship. In 2019, WIN continued its work to expand apprenticeship and launched new initiatives encouraging innovative approaches to apprenticeship.

The AMCAI network continued to grow apprenticeship in 2019 through the dedicated work of the AMCAI Apprenticeship Coordinators situated within partner colleges and workforce agencies. Apprenticeship Coordinators work with employers to identify apprenticeship opportunities, develop new apprenticeship programs, and register those programs with the DOL Office of Apprenticeship (OA). WIN continues to work with its Apprenticeship Coordinators to strengthen regional apprenticeship expertise and increase efficiency for the regional growth of apprenticeship.

Demand for the Intermediary Apprenticeship Program grew to over two dozen employers in 2019. WIN assists employers with the development and management of registered apprenticeship. Intermediary Standards programs are developed in partnership with AMCAI college and workforce development partners, who have worked with WIN to build a referral system for employers that they believe will benefit from WIN's services.

In 2019 the AMCAI project exceeded all numerical target outcomes required by DOL nearly a year early as a result of efforts to make the process easier for employers to register apprentices and manage standards, such as the Intermediary Standards program and Registered Apprenticeship in a Day (RAPiD) workshops.

WIN's goal to create a valuable tool for industry professionals across the nation to access and develop time-based and competency-based apprenticeship frameworks of current and in-demand occupational skills began with the launch of RapidSkills in 2019. RapidSkills, led by WIN's Regional Apprenticeship Project Manager Kinsey Mantay, is an online open-source repository of apprenticeship program framework samples, and an interactive online platform for employers, colleges, and workforce development professionals to create and customize apprenticeship programs. The RapidSkills project was conceived to: 1)address the need for consistent competency-based apprenticeship frameworks; 2)streamline the apprenticeship program development process, which can be highly manual and time-consuming; and 3)scale time-based and competency-based apprenticeships in accordance with national trends in apprenticeship and education.

CUMULATIVE AMCAI OUTCOMES (END OF 2019)

632
REGISTERED APPRENTICES
(Goal 600)

2,186
PARTICIPANTS SERVED
(Goal 853)

409
NEW EMPLOYERS
(Goal 226)

ADVANCE MICHIGAN DEFENSE COLLABORATIVE

COLLABORATION

THE purpose of the **Advance Michigan Defense Collaborative** (AMDC) was to provide immediate and sustained assistance to firms and workers in a 13-county region in southeast Michigan affected by reduced Department of Defense procurement. The coalition coordinated assistance to organizations that promote research, industrial development, and talent development relevant to the defense industry. The AMDC supported resiliency and capacity in autonomous transportation and connected mobility, lightweight materials manufacturing sector, and information technology with a focus on increasing security of automated transportation systems and products.

In 2019, WIN and the AMDC finalized Phase I and Phase II of its Industry Resilience grants from the Department of Defense Office of Economic Adjustment (DOD OEA). The phase I grant for community planning assistance and economic diversification operated from August 1, 2015 to January 31, 2019 and had a total federal award of $5,969,339, non-federal matches totaling $784,000 and total project costs of $6,753,339. Phase II began August 1, 2017 and concluded September 30, 2019, with a total federal award of $2,008,692, non-federal matches totaling $225,000 and total project costs of $2,233,692.

DOD OEA GRANT PHASE ONE ACCOMPLISHMENTS

- Several research reports: Cybersecurity Skills Gap Analysis, Connected and Automated Vehicles Skills Gap Analysis, and Connected and Automated Vehicle Social Network Analysis
- Oversight of the Michigan Automated System Collaborative, two connected products demonstration projects, and a Regional Connected and Automated Transit System plan
- Expansion of the Michigan Defense Center's Bid Targeting System, a software system that allows the Michigan Defense Center to support employers interested in defense contract work
- Defense industry supply chain mapping efforts

DOD OEA GRANT PHASE TWO ACCOMPLISHMENTS

- Continuation of MAGMA and Opportunity Detroit Tech, with additional efforts to draw in defense businesses to expand the conversation of talent shortages and solutions
- Grants were awarded to Macomb County Planning and Economic Development, Lansing Economic Area Partnership, the Michigan Aerospace Manufacturers Association, and Detroit Aerotropolis for the Michigan Defense Center's Protect & Grow industry cluster work
- Defense Industry Career Transition Center, led by Macomb/St. Clair Workforce Development Board, to support workers interested in getting into or leaving the defense industry

The success of both grants relied on partnerships between WIN and Macomb/St. Clair Workforce Development Board, Macomb County Planning and Economic Development, Merit Network, and the Michigan Economic Development Corporation's Michigan Defense Center.

MICHIGAN HEALTHCARE COLLABORATIVE

In the final quarter of 2019, WIN began co-convening the **Health Careers Alliance for Southeast Michigan** with the State of Michigan Department of Labor and Economic Opportunity. The Southeast Michigan employer-led healthcare collaborative's focus is on Prosperity Regions 9 (Livingston, Lenawee, Monroe, Hillsdale, Jackson and Washtenaw counties) and 10 (Oakland, Macomb, and Wayne counties).

The State of Michigan encourages sector strategies to develop demand-driven, employer-led collaboratives. These collaboratives, which can be statewide, regional or local, identify galvanizing issues that collectively impact employers, employees and job seekers. Employers then create customized, targeted solutions that leverage the power of collective problem solving to meet employers' workforce needs faster and more effectively than individual employers can alone.

HCA HEALTH CAREERS ALLIANCE FOR SOUTHEAST MICHIGAN

The Health Careers Alliance collaborative is utilizing elements of the Talent Pipeline Management process, a proven model designed to organize employers to identify strategies to address common talent needs. By working together, employers can meet workforce needs more effectively and efficiently. A primary goal is to create a model of engagement for the workforce development agencies, education and training providers, and employers to all work together on specific talent needs. This model can then be replicated in other industries to create a more efficient talent system.

ALLIANCE FOR GREATER MOBILITY ADVANCEMENT

MAGMA

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

As an industry-led consortium, MAGMA's industry board members include General Motors, Ford Motor Company, Fiat-Chrysler Automobiles, Nissan, Toyota, Robert Bosch, BorgWarner, Rousch, GKN Automotive, and in 2019, ZF Lemforder Corporation joined the board. In the final quarter of 2019 the board identified short course training programs as a key industry need for further developing individuals and teams, equipping them with multi-disciplinary skills necessary for developing next generation connected vehicles and related technologies.

Through a proven partnership approach, MAGMA provides a neutral platform for industry to collectively assess their talent skill gaps across all vehicle systems, technologies, and processes. Those needs are then addressed through MAGMA-approved education and training programs, which are vetted through an industry-led review process. MAGMA has access to a variety of industry trend reports and experts to provide guidance in support of innovation.

MAGMA convenes quarterly Advisory Council meetings that bring together many organizations and industry stakeholders. In 2019, Advisory Council meetings featured speakers from the Michigan Department of Transportation (MDOT), the Partnership for Transportation, Innovation and Opportunity (PTIO) and various employer and educational entities. These meetings allow attendees to network with other mobility leaders across the region, treceive information about the labor market and new developments in the automotive sector, and inform activities of the MAGMA Governing Board.

In 2019, the William Davidson Foundation and the State of Michigan provided grant support for the MAGMA Governing Board and Advisory Council work, which is building momentum consistent with the mobility movement.

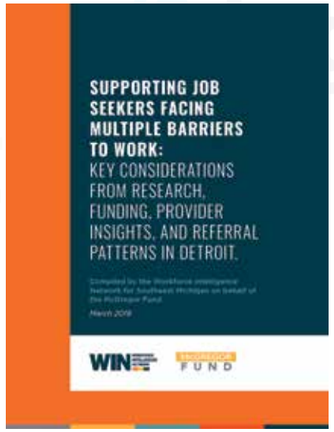
GOVERNING BOARD MEMBERS

BorgWarner
Economic Growth Institute – University of Michigan
Fiat Chrysler Automobiles
Ford Motor Company
General Motors
GKN Automotive
Macomb Community College
Michigan Technological University
Nissan
Robert Bosch, LLC
Roush
SAE International
SEMCA
State of Michigan – Workforce Development
Toyota
University of Detroit Mercy
Wayne State University
ZF

DATA AND RESEARCH

RESEARCH

The WIN **data and research** team in 2019 released several studies designed to provide various stakeholders with local intel related to employee turnover, a network map to support job seekers with multiple barriers to work, an entrepreneurial ecosystem, in-demand career profiles, and more. Melissa Sheldon, Michelle Wein, Karley Thurston, and Deja Torrence consistently produce high-quality results that directly support the foundation of WIN's mission.

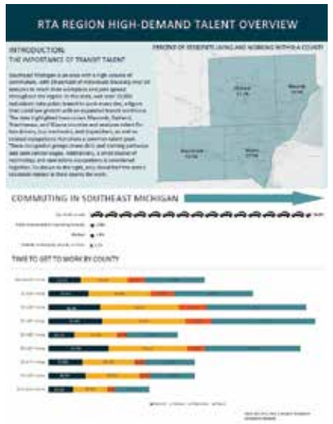


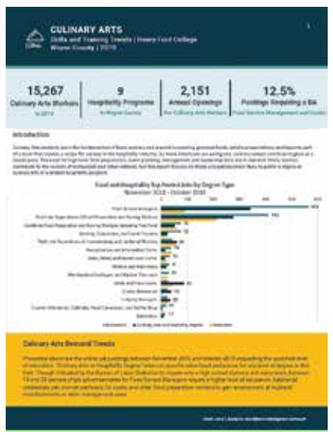
Supporting Job Seekers Facing Multiple Barriers to Work. On behalf of the McGregor Fund, a report was developed which illustrates the workforce assets in the City of Detroit. The conclusions presented in this report emerged as overarching themes throughout WIN's research, supported by a combination of statistically significant evidence in literature, clear patterns within funding data, consistent survey responses, and a workforce network analysis. Each of the key themes speaks to a demand for greater connection and integration that is centered around job seekers, whether between the workforce, education, social service systems, or within the Detroit workforce service network itself and also affirms the focus and findings of Detroit Employment Solutions Corporation's (DESC) workforce system redesign efforts. WIN research and outcomes are consistent with DESC's increased emphasis on poverty reduction and encouraging financial stability for Detroiters.

Community of Opportunity, A Scan of Entrepreneurship Support Assets in Southeast Michigan. With funding from the William Davidson Foundation, WIN conducted the social network analysis portion of this New Economy Initiative (NEI) report that was released in June 2019. According to NEI, the report identifies more than 225 resources available to southeast Michigan residents interested in starting or growing businesses and provides new insights about how those resources function as a regional network.

Employee Turnover Study. In early 2019, six Michigan Works! Agencies (MWAs) contracted with WIN's data and research team to examine employee turnover in the 16-county southeast Michigan region that constitutes their service area. This work is intended to provide a comprehensive understanding of the root causes of employee turnover and the potential gaps that exist in the development of career pathways for those with barriers to employment. Information gathered from a region-wide employer survey, convenings of local employers, and national best practice research is included in this report. The results of the employer survey represent a unique data source for our region, as this information is not currently tracked or reported by federal, state, or local entities. The information about the challenges and opportunities within our region is intended to assist MWAs in better serving employers and workers. In particular, the key findings identified in this report will help to inform the resources aimed at reducing employee turnover.

WIN Labor Market Reports. Q1, Q2, and Q3 2019 labor market reports were released and the online report archive was simplified for users.





WIN Career Profiles. The team created data snapshots of specific occupations that provide information about wages, employment projections, and recent job postings. The career snapshots are intended to be used in workforce planning, career counseling, and program development.

Custom Data Requests. In 2019, the team completed nearly 160 data requests, answering questions and providing valuable analysis to over 35 partners.

Other notable projects completed in 2019 by the data and research team include a Youth Poverty and Employment brief for Neutral Zone, completion of the first phase of work on the Emerging Technology study for the Ralph C. Wilson, Jr. Foundation, an employer survey focused on hard to fill jobs for Michigan Works! Southeast, delivery of program-related Occupation Snapshots for both Lenawee and Macomb Intermediate School Districts, a Talent Profile report for the Enterprise Group, two separate Culinary Arts and Hospitality Management reports for Henry Ford College, and a detailed report on Bus Driver and Mechanic study on demand, compensation, and competing industries for the Regional Transit Authority.

WIN would like to extend special thanks to the McGregor Fund, the William Davidson Foundation, the Ralph C. Wilson, Jr. Foundation, Detroit Employment Solutions, GST Michigan Works!, Macomb/St. Clair Michigan Works!, Oakland County Michigan Works!, Michigan Works! Southeast, SEMCA Michigan Works!, and many more for providing the financial contributions and support for these 2019 studies.

WORK-BASED LEARNING FOR STUDENTS

MI BRIGHT FUTURE

IN 2013, WIN collaborated with K-12 education partners and industry to launch the **MI Bright Future** system. As Michigan transforms its economy to meet 21st century needs, it has become more important than ever to remove barriers between the state's educational system and professional industries. MI Bright Future is a web-based system which addresses talent needs through a free and easy-to-use online system connecting employers directly with their future workforce of students. In 2019, MI Bright Future reached approximately 150,000 students in 200 school districts and connected them to 750 companies posting 5,328 career exploration activities and volunteering 1,317 industry Career Coaches.

This work would not have been possible without the support of the State of Michigan, and all of our important partners including local Michigan Works! Agencies, community-driven talent consortiums, community colleges, and school districts in Eaton, Ingham, Jackson, Kent, Lenawee, Livingston, Macomb, Monroe, Muskegon, Oakland, Saginaw, St. Clair, and Wayne counties.

Due to funding changes, in October 2019 WIN transitioned the MI Bright Future program maintenance to the local communities utilizing the program. School districts and the software provider for MI Bright Future are working together to provide administrative updates and access to students and counselors, while the Michigan Works! Agencies are performing business outreach and recruitment. These activities will allow for the connections between students and employers in the system to continue. WIN looks forward to the continued success of the MI Bright Future program.

REGISTERED IT APPRENTICESHIP

APPRENTI

THE mission of **Apprenti** is to address the workforce shortage in the tech industry via registered apprenticeship and identify diverse talent to meet industry needs. Apprenti is a program of the Washington Technology Industry Association and is operating nationally with funding from the US Department of Labor.

To address our tech workforce challenge in southeast Michigan, the Workforce Intelligence Network for Southeast Michigan has partnered with Apprenti to bring a nationally recognized, US DOL approved, registered IT apprenticeship program into our region.

APPRENTi™
SOUTHEAST MICHIGAN

At a national level, as of 2019, Apprenti has close to 800 apprentices that are either currently in or have completed the program in 13 states with expansions forthcoming in NJ, NY, IL, and DE. Specifically focused on diversifying the current talent pool in tech, apprentices with Apprenti have a wide variety of backgrounds and levels of education. Currently, 57% of apprentices are people of color, 23% are women, and 61% are veterans, which are all above the national average. In addition, 56% of the candidates have a four-year degree. Coupled with an 80% retention rate, Apprenti is proving to be a viable talent solution for industries struggling to meet demand.

Here in Michigan 2019 brought the graduation of the state's first two Apprenti apprentices. Studying software development and systems administration, the two apprentices were retained by the employer and have been selected to act as mentors for an upcoming cohort. There were three other apprentices that began their training in software development and cybersecurity in 2019 as well.

Michigan has cohorts slated to begin in 2020 with the launch of two new in-demand occupations: Salesforce Developer and Adobe Campaign Developer.

CREATED FOR INDUSTRY BY INDUSTRY

Apprenti can help you:

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

PARTIAL LISTING OF 2019 WIN PARTNERS

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

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