



FOR IMMEDIATE RELEASE  
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### **Workforce Intelligence Network (WIN) Study Sheds Light on Career Readiness Gap in Southeast Michigan**

DETROIT, Mich. – The Workforce Intelligence Network (WIN) today released a report focused on the challenges of career readiness and awareness in southeast Michigan, including potential opportunities and ramifications for the region’s residents, employers and economy.

While the region continues to show clear signs of recovery, employers are still facing major challenges including a lack of career ready applicants and extensive pending workforce retirements. Regarding the latter, 58,000 baby boomers per year will reach retirement over the next 15 years, including in key fields as: information technology, health care, and engineering and design.

The WIN study reports that overcoming these barriers to continued economic growth will require a greater alignment between what is being taught in schools and what qualifications are required by employers. Also key: greater education of students and their parents, including as far back as middle school, as to the job opportunities of the future.

With proper alignment and education, says WIN’s findings:

- Michigan could retain at least 75,000 of the 250,000 young people projected to leave the state by 2023 by focusing on career awareness activities
- Retaining these workers could increase Michigan worker income by \$4 billion during that time period
- Collected income taxes could increase by \$160 million
- Sales tax revenues could jump by more than \$200 million.

“Failing to act could prove devastating to the Michigan economy,” said Lisa Katz, WIN, executive director. “The career readiness revolution has begun and we are at the forefront of providing long-term sustainability for our economy and workforce.”

## **ABOUT WORKFORCE INTELLIGENCE NETWORK OF SOUTHEAST MICHIGAN**

*The Workforce Intelligence Network of Southeast Michigan (WIN) is a collaborative effort between eight community colleges and seven Michigan Works! Agencies, in partnership with numerous other organizations, to create a comprehensive and cohesive workforce development system in Southeast Michigan that provides employers with the talent they need for success. WIN covers a 9-county area, including Genesee, Livingston, Macomb, Monroe, Oakland, Shiawassee, St. Clair, Washtenaw and Wayne. WIN was founded with the support of the New Economy Initiative for Southeast Michigan and publicly launched in November 2011.*

*WIN partners:*

### **Colleges**

Macomb Community College  
Monroe County Community College  
Mott Community College  
Oakland Community College  
Schoolcraft College  
St. Clair County Community College  
Washtenaw Community College  
Wayne County Community College District

### **Michigan Works! Agencies**

Detroit Employment Solutions Corp.  
Genesee/Shiawassee Michigan Works! Agency  
Livingston County Michigan Works!  
Macomb/St. Clair Michigan Works!  
Oakland County Michigan Works!  
Southeast Michigan Community Alliance  
Washtenaw County Michigan Works!

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