

Policy committee update

Career Readiness and Awareness:

Six+ career readiness and awareness policy town hall meetings have been conducted, with Wayne RESA, Macomb and Oakland CTE representatives, MODAC Deans, a group of statewide thought leaders, career services professionals, and Livingston school board representatives. A menu of career readiness and awareness policy options were developed and a survey of WIN board members and other stakeholders was conducted to prioritize action items.

Top action items included:

1. Support a **single-online, state-funded career exploration and navigation resource** with integrated curriculum components for each grade level.
2. Use **data** and other information to educate students, parents, counselors, teachers and other influencers on **top-demand career opportunities** (jobs available, salaries, etc.) and related education/training available to prepare for them.
3. Create career and technical education (CTE) **pathways** into four-year education programs.
4. Identify the **priority of education** and shift the focus from only college readiness to both career and college readiness.
5. Encourage the state to use **real-time data to develop the CTE program rank list** in order to keep the programs that are funded more relevant to current job needs. Recommend that the list be ranked according to local need.

A more detailed description of this policy platform is underway and will be provided to the WIN board for approval soon.

Testimony to the State House of Representative Workforce and Talent Development Committee: Lisa Katz testified before the State Workforce and Talent Development committee on May 7th, covering a general overview of WIN, WIN data and research reports available, key trends in employment and job demand, the state of career and college readiness and awareness with possible solutions (MiBright Future), and the lack of availability of ES 202/UI wage data. A number of representatives were interested in receiving additional information. WIN is working to follow up regarding these requests.

Introductory legislative mailing: A mailing was developed to introduce state and Michigan's federal legislators to the WIN and expose them to the data and research that WIN is capable of producing. This mailing is hand delivered to legislators on April 22.

American Community Survey/Census Policy letter: A threat to funding of the American Community Survey was identified and a letter indicating the effect this change would have on WIN's ability to gather accurate and detailed data was developed and approved by all WIN board members. This letter was sent to appropriations committee members on May 20, 2015.

Mackinac Policy Conference: The MiBright Future initiative was announced at the Mackinac Policy Conference. Lisa also attended the conference in order to strengthen relationships and stay up to date on talent and workforce issues on a state level, as the conference focused heavily on these efforts.

School Aid Budget (SB 134)-virtual career system through Michigan Virtual University: A draft of the School Aid Budget included a line item for an online career planning tool, which could be seen as a competitor to the Mi Bright Future initiative. After further investigation with assistance from the policy committee, this funding was not specifically allocated to the MVU tool. Follow-up discussions are occurring with a state-level committee addressing career readiness tools to learn more. Update: This appears to have passed in the Senate and has been referred to the House Committee on Appropriations.

Next steps:

- Developed more detailed description of the WIN Career and College Readiness Policy Platform. Gain approval from WIN Board to proceed with platform. Reach out to state legislators to educate regarding this platform. Complete a workplan with the assistance of CTE representatives to move forward with this work.
- WIN will continue to engage national and state data policy stakeholders and state legislators on the Workforce and Talent Development Committee to elevate discussions regarding workforce and wage data access challenges. Continue to assist with pursuit of allowing community colleges to receive ES 202 data.
- Establish WIN procedure regarding policy issues similar to the American Community Survey and Census issue.
- WIN is working with Senator Gary Peters office to set up a Roundtable conversation within the next 2-3 months.
- Investigate and stay updated regarding SB 134 and an online career planning tool

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Department of Defense Office of Economic Adjustment Grant Update

Overview: WIN is in the final development of an application for the Department of Defense Office of Economic Adjustment for community planning assistance and economic diversification in response to reductions or cancellations in Department of Defense (DoD) acquisition spending. This grant will cover the Advance Michigan Region and will be submitted through Macomb/St. Clair Workforce Investment Board. Tentative projects include regional asset mapping and economic impact project, cluster strategy engagement pilot, several cyber training initiatives, and an automated vehicles/robotics component. Three iterations of the proposal have been submitted, with DoD OEA staff providing feedback to align the proposal with what they anticipate would be approved by their oversight committee. The final application due in June 2015.

Health Care Cluster Strategy

Objective: To investigate workforce demand and provide needed workforce solutions for the health care industry of Southeast Michigan through regular convening of the seven major health systems.

Value Proposition: WIN convenes HR executives of the seven major health systems, providing a connection to workforce information, input and verification. One work group has completed work for ICD-10 training under this council. A second work group is currently active, addressing a regional health care workforce database.

Partners Involved: Beaumont Health (which now includes Oakwood Health system), Detroit Medical Center, Henry Ford Health System, McLaren Health, St. Johns Hospital, Trinity CHE Health, and University of Michigan Health System

Activity: WIN Health Care Talent Partners meet on a regular basis to discuss health care issues, including possible regional grant initiatives, health IT/medical billing and coding, and the efforts toward the regional health care workforce database. While all WIN board institutions have a representative invited to healthcare talent meetings, not all are active.

Recent Major Milestones:

1. Health care workforce database: With 4 remaining health systems still interested in the initiative, a few health systems indicated that they would be more likely to participate if this was a statewide project instead of regional. WIN has restarted communications with several state agencies to explore this possibility. WIN continues to seek funding to help support this project. A value proposition document has been newly developed and will be used to make the case for a statewide project. This project is being delayed until a statewide effort is made possible or funding for software is identified.
2. Trinity Health met with WIN staff to discuss the possibility of participating in the WIN health care workforce database. They indicated that they are very interested in participating but see more value in a statewide initiative.
1. Provided a letter of support to the Volunteers of America for a Health and Human Services Healthcare Professions Opportunity Grant to connect WIN members to opportunities to assist with this initiative. This participation will include informing WIN members of opportunities to provide input during a planning period that will occur in the first 120 days of the grant, if awarded.

Next Steps:

1. Connect with state officials and other organizations that convene health care organizations across the state to explore possibility of making initiative statewide.
2. Continue to pursue funding for the regional health care workforce database.
3. Convene the Health Care Talent Partners to discuss apprenticeships, the workforce database, nurse compact licensure, and engaging other health employers.
4. If awarded, provide information to WIN members regarding input process.

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Career and Business Services Learning Networks

Project Overview: The Business and Career Services Learning Networks bring together front-line staff of Southeast Michigan community colleges and Michigan Works! agencies who have responsibilities for working with area employers to establish talent needs (business services) and who provide resources to jobseekers to help maximize their ability to acquire a position (Career Services).

Next Steps: An additional 2015 planned meeting list is currently under development but includes events pertaining to the Eureka survey and occupational clusters.

Data Users Learning Network

Overview: Data Users Group Learning Network: Within recent years, the community colleges and Michigan Works! agencies in Southeast Michigan have collaborated to acquire new labor market data and technology. These new tools provide information to better align training with employer demand. To maximize use of these tools, WIN has created a Data User's Group Learning Network to explore and expand the use of real time data among the WIN board institutions. This group meets on a quarterly basis and includes individuals from southeast Michigan community colleges and Michigan Works! Agencies with responsibilities for analyzing labor market data (i.e. institutional researchers and Michigan Works! agency burning glass users).

Update: A data users learning network meeting was held January 29, 2015. Topics included data dashboard testing and input, the new Burning Glass platform, quarterly reports and the 2014 workforce report.

Next Steps: A future meeting is in the planning stages for late June 2015. Future topics include eureka survey results and hiring to postings analysis.

Advance Manufacturing Cluster Update

MAGMA

A facilitated discussion focused on the MAGMA work plan developed originally by the State of Michigan WDA was conducted during the Governing Board meeting on 4/17/15. In May, board members have engaged in two work sessions to focus on updating that plan. Education providers have also been engaged to provide updated courses for board consideration for MAGMA endorsement. Board members feel this is the best path forward to demonstrate value to their organizations and the industry at large.

WIN staff have made several updates to the MAGMA website, and a re-write is pending final editing for the main website page and the about us section of the site.

The next Advisory Council meeting is scheduled for Friday, June 19, from 9am-11am at LIFT in Detroit.

The next Governing Board meeting is scheduled for Friday, July 10, from 9am-11am at Macomb Community College South Campus in Warren.

Advance Michigan

March 2015 saw a leadership change at Advance MI. Mr. Bryce Kelley (Wayne County Edge), was replaced as Chair by Ms. Olga Stella (Detroit Economic Growth Corporation). The new Wayne County Executive did not retain Mr. Kelley for the transition phase from the Ficano administration to the Evans administration.

Funding updates:

1. The Advance Michigan Chair prior to the April 30 submission deadline designated five American Apprenticeship Grant proposals. These proposals will each receive an additional 2 points in the federal review grading process. Application funding requests ranged from \$2 to \$5 million. Advance Michigan partners who submitted proposals were: WIN/St. Clair Michigan Works, Automation Alley, Capital Area Michigan Works, Focus Hope, and Detroit Employment Solutions Corporation. The UAW also submitted a request for designation, but their proposal did not meet Advance Michigan designation criteria and was not endorsed.
2. The \$400,000 EDA grant has been secured with a last-minute realization of Wayne County's \$50,000 pledge for cash matching dollars. Wayne County has transferred these funds in full to SEMCA.

MEDC will honor their pledge of \$50,000 in matching funds, even if the legislature moves forward with plans to eliminate nearly \$200 million from their future operating budget.

3. To date, Advance MI has helped acquire \$14.6 million in funding for Advance MI partners in our region. There are over \$20 million in funding proposals under review by federal agencies, which includes the five Apprenticeship Grants mentioned previously, and the Department of Defense Office of Economic Adjustment proposal being coordinated by WIN staff and Advance MI partners.

Advance MI continues to play a leadership role with the collaboration of national IMCP communities. A “Consensus Agenda” was adopted by the national communities in May 2015. WIN represents the Advance Michigan Board on weekly calls with the national communities, EDA and other federal points of contact.

InnoState

1. EDQ and ETA Reports:

- ✓ First quarter 2015 program performance and financial reports have been submitted to the EDA and DOL ETA, respectively.
- ✓ No reimbursement has been received from the EDA for the 3rd and 4th quarter of 2014. The EDA is holding up reimbursement until issues related to expenses and in-kind match requirements are resolved. InnoState partners have complied with all requests multiple times.
- ✓ The holdup is in part related to backlogs at the EDA which has delayed them from taking timely action on our attempts to resolve these issues. As a result we have not been able to request or receive reimbursement for the MEDC match for the 3rd or 4th quarter 2014 as well.

2. ETA Performance and Activity Update

- ✓ InnoState is well on the way to meeting or exceeding all ETA Performance Requirements.
- ✓ Four community colleges provided incumbent worker training to four cluster companies:
 - UBT completed Supply Chain Management, FMEA and TQM training at OCC.
 - Elite Mold and Engineering completed Sales and Applied Tech training at Macomb CC.
 - Centracore completed Lean Champion Training at St. Clair County Community College
 - Future Tool completed CAD, Internal Audit & Business Development training at Schoolcraft.
- ✓ The final 2 Dislocated Worker cohorts completed CNC training at St. Clair County Community College.
- ✓ To date, 205 participants have been served, including 176 Incumbent workers served in training programs, and 29 Dislocated workers, and through April 16 had been hired
- ✓ Through April, \$226,775 has been paid out of the \$355,478 in obligated cluster member company and dislocated worker training programs.

3. EDA Performance and Activity Update

- ✓ InnoState is well on the way to meeting or exceeding all grant deliverables. Recent activities include:
- ✓ WIN convened six Core Partner meetings that included SEMCA, NCMS, MMTC and the DRC.
- ✓ DRC coordinated a meet up between cluster firms, WIN, SEMCA, NCMS, DRC, MMTC and BANSEM partners OUInc, SPARK and Automation Alley. The event attracted over 20 firms and 50 individuals.
- ✓ DRC and MMTC coordinated supplier matchmaking requests, and invited firms to trade shows and Pure Michigan Business Connect Supplier Summits. DRC and PMBC coordinated 15 distinct requests, and MMTC referred 28 InnoState companies to participate in possible business opportunities.
- ✓ NCMS is adding resources to InnoState’s website at innostate.com. Partners are providing information about their organizations and specific services and resources they provide.

- ✓ NCMS completed the MRL/TRL final tollgate report with support from NCMS's industry partners. It provides an assessment of industry perspective of advanced composites as well as in an advanced automotive application.
- ✓ NCMS is working with Tata Technologies to offer discounted services through the Grid Cell for online software training.
- ✓ NCMS and MMTC are co-developing a service offered through the Grid Cell for InnoState cluster companies. It will include training by MMTC and technology through NCMS and Dassault.
- ✓ MMTC and NCMS continued their efforts to jointly develop a group training program on Lean Product Launch, making use of Advanced Tools via NCMS Grid Cell
- ✓ MMTC worked on five NIST-funded assistance projects, including website enhancement, costing and customer cultivation, growth services, market diversification, and supply chain management.

Youth Strategies

Summary

Recent Major Milestones:

1. Outreach. Focused on stakeholders and K12 Administrative level in the region providing tools and resources to support the "college" conversations with their students and families. Facilitation events included: MAT2 recruitment events including large scale presentations and classroom, high demand occupational resources, post-secondary training, soft skills and resume writing skills. Additional recruitment efforts focused on Detroit Schools CTE programs to reach their students and counseling staff.
2. Collaborations. Participated in numerous high school presentations recruiting for MAT2 program with a focus on offering more career development resources to viable candidates to help them increase their acceptance into the program. Collaborative efforts include planning committee and interviewer of Grow Detroit's Young Talent initiative which is targeted to provide summer youth employment opportunities to 5000 youth in Metro Detroit. Establishment of an ongoing regional resource for students obtaining work based learning experiences as a central coordinator team member over MI Bright Future. Regularly convening St. Clair RESA, Macomb and Oakland ISD, Livingston ESA, Macomb/St. Clair Workforce Development Boards, Macomb Community College, Henry Ford College, Oakland Community College, University of Phoenix, Detroit Regional Chamber and Detroit Public Schools for the implementation and deployment of career focused cclnspire (MI Bright Future) enhancement to Career Cruising Software Platform already designed to focus on employer engagement with K12. Development of a strategy with Detroit School system's CTE directors and counselors around creating a pipeline of students to feed into MAT2 program-also serving to improve their academic ability to qualify for the program.

Next Steps:

This summer will be focused on outreach with non-profits and community based programs working with various populations of students. The development of a recruitment and outreach strategy for the fall school year. Identification of feeder schools, parent and employer engagement around high demand career pathways. Additional projects including, implementation of cclnspire (MI Bright Future) tool, web-based resource of post-secondary programs and summer activities are underway. Student survey will be realigned to integrate with MI Bright Future Project. Newly formulated marketing collateral, newsletters and customized career pathway brochures.

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Mission: to address the long-term workforce needs in Michigan, especially in high-demand occupations, by supporting the development of an informed, educated, skilled and experienced talent pipeline.

Vision: a robust engagement system between employers, schools, young people, and their primary influencers and supporters, with a focus on career-related learning and experiences.

Goals:

1. CAREER AWARENESS: Youth gain more hands-on, practical knowledge and awareness of what it means to work and the types of jobs that may interest them.
2. EDUCATION RELEVANCE: Youth are more likely to participate in secondary and post-secondary learning experiences relevant to their career interests and goals.
3. PERSISTENCE IN EDUCATION: Because they see the relevance of education to their long-term career and economic goals, youth persist in secondary and post-secondary learning improves.
4. EMPLOYABILITY: Young people develop critical work skills that will make them more valuable and productive employees that employers will want to hire.

Updates:

- WIN now holds the regional license for the cclnspire technology, which has been funded until July 1, 2016 by the Detroit Regional Chamber of Commerce Foundation, the Michigan Education Excellence Foundation. Counties with access are St. Clair, Livingston, Oakland, and Macomb—development of individual agreements are currently under review by SEMCA’s legal team.
- Mibrightfuture.org has been launched and is currently accepting employer registrations. Students will begin logging in to the system in the summer (St. Clair) and in the rest of the counties in the fall.
- Employer Advisory Group met for the first time April 21st (see meetings section for a list of attendees.) A follow-up meeting with additional invitees will take place on June 23rd at the DTE Headquarters.
- Submitted Walmart grant proposal for \$61,525
- Meeting set with Rock Ventures for MI Bright Future discussion.
- Sponsorship packages to support MI Bright Future have been reviewed by Tanner Friedman and scoped out for pricing. This will be finalized in the coming weeks and a sponsorship brochure will be developed for sponsorship meetings.
- Administrative training has taken place for 3 of the 4 launching counties. WIN has developed processes for employer registration and background checks. The process for work-based learning activities is under development.
- A second round of individual community planning sessions will be held with each of the launching counties to determine training schedules for additional administrators/educational staff and identify the plan for student roll-out in the fall.
- Oakland educational staff were introduced to the tool and able to ask questions about usage before follow up training sessions to take place throughout the summer.



- The winners of the logo design contest were brought to Pluto Post Production, where the Oceanvue offices are located to do a tour of a graphic design and marketing workspace. These students participated in a brief focus group of the website, tool, and program concept. WIN staff also attended a brunch with students in Macomb Schools and performed a second brief focus group.
- Detroit Public Schools has expressed great interest in the tool. A follow up meeting to discuss deployment in more detail is occurring on June 2nd.
- Met with Genesee County again regarding MI Bright Future; a demonstration of the software has been scheduled for June.
- MI Bright Future was announced at the Mackinac Policy Conference via press release/conference.

Next steps:

1. Employer recruitment (June, July, August focus)
2. Plan and facilitate training sessions as needed
3. Detroit Public Schools deployment planning
4. Continue grant applications for financial support- Rock Ventures on deck.
5. Meetings:
 - a. Workgroup calls- June 17th
 - b. Community Advisory Council- June 18th
 - c. Employer Advisory Group- June 23rd
6. Continued outreach to additional communities who may launch in 2016.

MI Bright Future Meetings/attendees

1. April 14: Genesee County MI Bright Future discussion- Denise Belt (GISD), James Emmerling (GISD), Donna Burmeister (GISD), Joey Henry (Reg 6 career liaison), Tom Crampton (MCC), Rhett Hunyady (Genesee Chamber), Brooke Franklin (WIN/DRC), Lisa Gordon, Lisa Katz, Sarah Sebaly
2. April 21: Employer Advisory Group- Lena Barkley (CVS), Dana Davis (DTE), Larry Franzel (Future Tool), Scott Palmer (MISD), Cynthia Scherphorn (Oakland Schools), Robert Troutman (Detroit Regional Chamber), Brooke Franklin (WIN/Detroit Regional Chamber), Sarah Sebaly, Lisa Gordon, Lisa Katz
3. May 12: Detroit Public Schools- Karen Ridgeway (DPS), Brooke Franklin, Lisa Gordon, Lisa Katz
4. May 20: Employer outreach work group: Niko Dawson (OCC), Monica Leasure (MISD), Bill Sleight (Liv MWA), Lisa Gordon, Sarah Sebaly
5. May 20: Education engagement work group: Jennifer Kluesener (Oakland Schools), Cynthia Scherphorn (Oakland Schools), Monica Leasure (MISD), Bill Sleight (Liv MWA) Sarah Sebaly, Lisa Gordon



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OPPORTUNITY DETROIT™ TECH

- Mission:** To raise awareness of and shape community responses to the Southeast Michigan technology industry's talent, customer and supply-chain, and other growth needs.
- Vision:** An enhanced, tech-based ecosystem that supports industry and community-economic success.
- Goals:**
- (1) Brand and market SE Michigan as a technology and innovation hub that attracts and retains top talent and industry partners.
 - (2) Identify talent needs and encourage solutions to support short- and long-term competitiveness.
 - (3) Provide a network of support for area technology firms.
- Value proposition for firms:** Access to real-time, customized, industry-specific labor market data; identification of early talent-related trends; direct access to regional talent partners, including seven workforce boards and eight community colleges (plus partner universities, economic developers, etc.); connection to strategies already in place to support regional tech firms understanding of the aggregate/collective needs of other peer regional technology firms; ability to provide direction for education, training and other business-support efforts targeted at regional IT firms; connection to sources of top tier talent; participation in a collaborative body that can promote the regional IT industry, supporting strategic attraction of supply chain, customers, and talent.
- Current Status:**
- a. Tech Council meeting scheduled for June 16th, 2015 at Marketing Associates
 - b. Agenda to include discussion regarding leveraging Big Data to fill the talent gaps for employers
 - c. Coordinating Pure Michigan Talent Connect Training session for Tech Council members recruiting staff
- Next Steps:**
- a. Schedule next date/time and location for Pure Michigan Talent Connect training

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