FOR IMMEDIATE RELEASE:　　　　**Contact:**　　Lexi Cerilli
　　　　　　　　　　　　　　　　　　　　　　　248.626.0006
　　　　　　　　　　　　　　　　　　　　　　　lcerilli@tannerfriedman.com

WIN Launches Apprenticeship Innovation Hub
To Cultivate A World-Class Michigan Workforce
New website provides vital resources for employers and apprentices

DETROIT (Jan. 22, 2018) – The Workforce Intelligence Network for Southeast Michigan (WIN) today launched MIApprenticeship.org, as part of the Advance Michigan Center for Apprenticeship Innovation (AMCAI) initiative – a $4 million U.S. Department of Labor (DOL) grant aimed at fostering and strengthening the registered apprenticeship ecosystem in southeast Michigan.

As part of the DOL's mandate to create "5 million apprenticeships in 5 years," the new website will support this initiative by acting as a central hub for employers, individuals interested in becoming apprentices, and partners that want to support apprenticeship efforts in Michigan to gain access to the resources they need to be successful when creating, maintaining, or joining registered apprenticeship programs.

As part of the user experience, the website offers access to a range of features including:

- **Return on Investment (ROI) Calculator** – A tool for employers to determine, by occupation, ROI in Michigan for employing apprentices as part of their business model.
- **Process Guide** – An interactive, step-by-step guide for administrators that provides resources to develop, launch, and monitor a registered apprenticeship program.
- **Apprenticeship Hotline** – A central phone line for anyone interested in apprenticeship to ask questions and receive answers in real time, and gain access to a network of support based on their immediate needs.

"We are developing a competitive, Michigan workforce trained for in-demand occupations," said Michele Economou Ureste, Executive Director, WIN. "The apprenticeship website is the first resource of its kind to help streamline the registered apprenticeship process both for employers and those seeking apprenticeship opportunities, while also dispelling myths and stigmas that have hindered our state's economic growth."

Within five years, AMCAI will serve nearly 900 individuals, both new and incumbent workers, including 28 percent from underrepresented populations, in high-demand industries including: health care, IT, logistics, robotics and automation, manufacturing, and many others.

"Employers will recognize the ease and benefits of employing apprentices to support their often crippling need for workers," added Economou Ureste, "while individuals looking to grow and establish new careers will realize another path to success."

To check out this new tool for easing the process of creating and maintaining a registered apprenticeship, visit AMCAI's website at www.MIApprenticeship.org. For more information, call the Apprenticeship Hotline at 734-229-3559.

ABOUT WORKFORCE INTELLIGENCE NETWORK FOR SOUTHEAST MICHIGAN (WIN)
The Workforce Intelligence Network for Southeast Michigan (WIN) is a collaborative effort between 10 community colleges and six 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 16-county area, including Genesee, Hillsdale, Huron, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Sanilac, Shiawassee, St. Clair, Tuscola, Washtenaw and Wayne.

ABOUT AMCAI
Led by the Southeast Michigan Community Alliance (SEMCA) and WIN, AMCAI is comprised of six southeast Michigan community colleges—Henry Ford College (HFC), Oakland Community College (OCC), Schoolcraft College, Mid-Michigan Community College (MMCC), Lansing Community College (LCC), and St. Clair County Community College (SC4)—along with many local and regional corporate and workforce and economic development partners. This partnership of community colleges and other community partners represent AMCAI, which is focused on establishing and expanding apprenticeship programs responsive to the evolving technical needs in the high-demand, new-age automotive and transportation sectors of the advanced manufacturing industry.