

---

**Workforce Innovation and Opportunity (WIOA)  
Planning Region 6**

**Four-Year Regional Plan  
July 1, 2020 through June 30, 2024**

---



## Table of Contents

Executive Summary.....	4
Part I: Regional Planning Process.....	8
Part II: Labor Market Data.....	10
Core Partner Involvement.....	10
Employment Needs.....	11
Existing In-Demand Occupations .....	11
Emerging In-Demand Occupations .....	14
In-Demand Middle Skills Occupations .....	18
Healthcare Practitioner and Technical Occupations.....	22
Information Technology Occupations.....	23
Construction and Extraction Occupations .....	24
Installation, Maintenance, and Repair Occupations.....	24
Business and Financial Occupations .....	25
Management and Supervisory Occupations.....	26
Education and Training Alignment with Industries and Occupations.....	27
Workforce Analysis .....	28
Workforce Development Activities.....	32
Regional Strengths and Weaknesses .....	33
Important Industry Sectors in WIOA Planning Region 6.....	40
Geographic Factors .....	42
Demographic Characteristics .....	43
Part III: Regional Service Strategies .....	53
Part IV: Sector Initiatives for In-Demand Industry Sectors and Occupations.....	76
Part V: Administrative Cost Arrangements.....	84
Part VI: Coordination of Transportation and Other Supportive Services.....	87
Regional Transportation Services .....	87
Regional Supportive Services Strategies.....	88



Part VII: Coordination of Workforce Development and Economic Development Services ..... 90

Part VIII: Local Levels of Performance ..... 95

Appendix I: Public Comments and Responses ..... 96

Attachment A: Approval Request Form ..... 97

## **Executive Summary**

### **Part I: Regional Planning Process**

GST Michigan Works! (GSTMW!) has a history of regional planning and regional collaboration. Since 2011 GSTMW! has partnered with MWAs from WIOA Planning Regions 9 and 10, to identify and act on opportunities to coordinate how programs and services are provided throughout the three WIOA regions. In 2021, WIOA Planning Region 7 joined the Workforce Intelligence Network collaborative and these efforts have resulted in improved communication, collaboration, and consistency of service delivery throughout the greater region, and the successful implementation of many regional workforce development grants and initiatives. The planning process undertaken to produce the 2020-2024 WIOA Planning Region 6 plan included the following phases: 1) data collection and analysis, 2) development of regional strategies, and 3) public comment and final approval. The leadership of GSTMW! is confident that this process has resulted in the most effective regional plan.

GST Michigan Works, like many other organizations, spent much of 2020, working from home due to the COVID pandemic. GSTMW! quickly geared up to offer its services on a virtual platform, working with both job seekers and employers to meet their talent needs. GSTMW! staff returned to the office in early 2021 but continues to offer both in-person and virtual services to meet the needs of our customers.

### **Part II: Labor Market and Economic Conditions**

WIOA Planning Region 6 is a relatively large geographic area, representing about 4,400 square miles of land area. The most recent Census estimate puts the region's population at 685,273 individuals, 6.8 percent of the state's population. WIOA Planning Region 6 is also home to 5.8 percent of the state's business establishments and 4.5 percent of the state's employed population. The region is of similar population density to the state, averaging 182 individuals per square mile, compared to the state average of 175 individuals per square mile.

WIOA Planning Region 6's geographic make-up is unique in Michigan. It is home to not only one of Michigan's legacy automotive cities, but also wealthy suburbs, vacation towns, and poverty-stricken rural areas. The vast differences in income and other economic, demographic, and geographic factors represent exceptional challenges in the region.

Many job opportunities available in close geographic range for residents may be out of reach for other reasons. This is because the fastest growing jobs and the bulk of the hiring in the region are for occupations that require post-secondary training and often a bachelor's degree.

A close look at the WIOA Planning Region 6 existing and emerging high-demand, high-wage occupations reveals that these positions are concentrated in a handful of categories including: Healthcare Practitioners and Technical, Information Technology, Construction and Extraction, Installation, Maintenance, and Repair, Businesses and Financial, and Management occupations. Many of the top 50 existing in-demand, high-wage occupations in WIOA Planning Region 6 require some form of education or training beyond a High School Diploma or equivalent. Figure 4 shows the number of programs available in WIOA Planning Region 6 for each of the top 15 existing in-demand occupations.

Skill gap issues in WIOA Planning Region 6 range from the lack of talent to fill jobs related to new technology to combating the 90-day hiring cycle at many manufacturing firms. The top priorities facing the MWAs in WIOA Planning Region 6 include education and skills limitations in need of upskilling, an aging workforce, and wage discrepancies arising from increased use of private placement agencies.

### **Part III: Regional Service Strategies**

In WIOA Planning Region 6, GSTMW! has successfully worked together with its partners and with other MWAs and their partners to develop and implement many regional service strategies, and in several instances, have developed cooperative service delivery agreements to efficiently manage these regional projects. Moving forward, GSTMW! will continue to build on this success by expanding on regional service strategies that work, developing new strategies that address regional training and employment needs, and exploring cooperative service delivery agreements where they make sense. Special emphasis will be given to improving services to special populations, including veterans, youth, and the long-term unemployed, and developing even stronger partnerships with Title II and Title IV core partners.

### **Part IV: Sector Initiatives for In-Demand Industry Sectors and Occupations**

GSTMW! and the MWAs in WIOA Planning Regions 9 and 10 have a long history of implementing regional industry sector initiatives and Region 7 has now joined in these collaborative efforts. Currently, GSTMW! is actively involved with several regional sector initiatives with these MWAs including The Apprenticeship: Closing the Skills Gap grant, H1-B One Workforce Building an Industry Infinity Supply Chain (OWII) grant, the Michigan Alliance for Greater Mobility Advancement (MAGMA,) Michigan Electric Vehicle Academy (EVA), and Michigan Rural Enhanced

Access to Careers in Healthcare (MiREACH) including the Health Careers Alliance Employer-Led Collaborative. In addition, GSTMW! is working with Region 6 partners on a variety of industry sector initiatives including the Greater Flint Health Coalition and a Rural Healthcare Collaborative. All of these current sector initiatives match current in-demand industry sectors and occupations within the region, as determined by data collected by the Workforce Intelligence Network.

#### **Part V: Administrative Cost Arrangements**

Over the last decade, WIOA Planning Region 6 partners have developed many administrative cost-sharing arrangements. Two cost-sharing arrangements that have been particularly successful are activities driven by the Southeast Michigan Works Agencies Council (SEMWAC) and the Workforce Intelligence Network for Southeast Michigan (WIN). SEMWAC is comprised of the seven MWAs in WIOA Planning Regions 6, 7, 9 and 10. Regional activities include regional strategic planning and convening the Business Services Network (BSN). WIN is a partnership of seven MWAs and ten Community Colleges in the 19-county geography that aligns with WIOA Planning Regions 6, 7, 9 and 10. WIN activities include providing real-time labor market information and convening regional industry sector initiatives. It is the intention of GSTMW!, as well as the MWAs in WIOA Planning Regions 7, 9 and 10, to continue to support SEMWAC and WIN activities.

#### **Part VI: Coordination of Transportation and Other Supportive Services**

Transportation continues to be one of the greatest barriers for job seekers in southeast Michigan. GSTMW! has been collaborating with many transportation organizations throughout the region to address this critical issue. Unfortunately, given the current state of transportation services in much of the region and the lack of funding for transportation-related supportive services, GSTMW! and their partners in WIOA Planning Region 6 are limited in their capacity to address the immediate concerns of job seekers needing transportation beyond providing limited transportation-related subsidies to qualified participants.

#### **Part VII: Coordination of Workforce Development and Economic Development Services**

GSTMW! collaborates with several different economic development organizations on workforce development-related economic development activities and initiatives. GSTMW! often collaborates with these organizations by helping them develop business recruitment and retention strategies, and by providing businesses with labor market information and access to MWA business services, training grants, and talent. In return, these partnerships help ensure that GSTMW! is business-driven, and that the workforce system aligns with business needs.

### **Part VIII: Local Levels of Performance**

GSTMW!, along with its Workforce Development Board and the Chief Elected Officials will individually and independently negotiate and reach agreement with the Governor and the Michigan Department of Labor and Economic Opportunity – Workforce Development on its respective local levels of performance for the performance accountability measures described in Section 116(c) of the WIOA.

#### **Plan Format**

The WIOA Planning Region 6 four-year plan is formatted to follow guidance provided by the Michigan Department of Labor and Economic Opportunity – Workforce Development. The guidance requirements appear in italics ahead of each of the applicable sections.

#### **Public Comments and Responses**

The WIOA Planning Region 6 plan was posted on July 1, 2022 for public comment.

## **Part I: Regional Planning Process**

*Provide a description of the planning process undertaken to produce the regional plan, including a description of how all local areas were afforded the opportunity to participate in the regional planning process.*

The Workforce Innovation Opportunity Act (WIOA) Planning Region 6 is comprised of Genesee, Huron, Lapeer, Sanilac, Shiawassee, and Tuscola counties, and is administered by GST Michigan Works! the only Workforce Development Board (WBD) known as Michigan Works Agency (MWA) in the region.

GST Michigan Works! (GSTMW!) has a history of regional planning and regional collaboration. Since 2011 GSTMW! has partnered with MWAs from WIOA Planning Regions 9 and 10, to identify and take action on opportunities to coordinate how programs and services are provided throughout the three WIOA regions. In 2021, WIOA Planning Region 7 joined these efforts which has resulted in improved communication, collaboration, and consistency of service delivery throughout the greater region, and the successful implementation of many regional workforce development grants and initiatives.

The Workforce Innovation and Opportunity Act (WIOA) presents an extraordinary opportunity to build on these successes and continue to improve job and career options for the WIOA Planning Region 6's workers and jobseekers through an integrated, job-driven public workforce system that links diverse talent to businesses. The focus of our regional planning efforts has been, and will continue to be, the development of strong, vibrant regional economies where businesses thrive and where people want to live and work.

To develop a truly regional plan that represents the greater region, leadership from the MWA in WIOA Planning Region 6, along with leadership from the MWAs in WIOA Planning Regions 7, 9 and 10, are coordinating the development of their respective WIOA regional plans. This will help ensure that WIOA-mandated operations, and programs and services will continue to operate efficiently, meeting the needs of all customers no matter where they live and work or operate a business.

To ensure that all MWAs participated in this multi-regional planning process and that there is consistency between the WIOA regional plans, the MWAs from Regions 6, 9 and 10 developed a common planning approach in 2016. This included an administrative cost arrangement to

procure and work with external providers to help develop all three regional plans. GSTMW! has formally engaged the Workforce Intelligence Network for Southeast Michigan (WIN) to collect and analyze data, engage MWA staff and core partners via survey, and draft the data and narrative sections of the 2020-2024 WIOA Planning Region 6 plan. The planning process undertaken to produce the WIOA Planning Region 6 plan included:

#### Phase 1 – Data Collection and Analysis

- Collection and analysis of regional labor market information and economic trend data in collaboration with the Michigan Bureau of Labor Market Information and Strategic Initiatives.
- Collection of information from MWA leadership and core partners on regional strategies, and the strengths and weaknesses of workforce development activities via survey.
- A joint review of the data conducted by MWA leadership and critical administrative and program staff of labor market information and strengths and weaknesses in the current system.

#### Phase 2 – Development of Regional Strategies

- Responses collected from MWA administrative and program leadership to identified regional service strategies, industry sector initiatives, transportation and supportive services, and economic development partnerships throughout the region.
- Meetings with the MWA Chief Elected Officials (CEOs) and Workforce Development Boards to get input and support for this regional plan.

#### Phase 3 – Public Comment and Final Approval

- Solicitation of public comment as required.
- Final review and approval by GSTMW! CEO and WDB.

The leadership of GSTMW! is confident that this process has resulted in a regional plan that will continue to meet the needs of business and workers, ensure that American Job Centers provide excellent customer service, and build a workforce system that supports strong regional economies and plays an active role in community, economic prosperity, and workforce development.

## **Part II: Labor Market Data and Economic Conditions**

*Provide a thorough analysis of regional labor market data and economic conditions. This shall include an analysis of existing and emerging in-demand industry sectors and occupations, and the employment needs of employers in those existing and emerging in-demand industry sectors and occupations. All core partners (WIOA Titles I-IV) should be involved in both providing and analyzing the data.*

### **Core Partner Involvement**

To ensure an accurate analysis of regional labor market data economic conditions, the MWAs in WIOA Planning Region 6 engaged core partners during all phases of the process. MWA leadership identified the following core partners representing WIOA Titles I – IV programs:

- Title I: Job Corps, YouthBuild and Migrant Seasonal Farmworkers
- Title II: Local and intermediate school districts and literacy programs
- Title III: MWA-contracted service providers
- Title IV: MI Rehabilitation Services and MI Bureau of Services for Blind Persons

Core partners were asked to identify available data to help understand the nature and special needs of populations served and to provide input on the strengths and weaknesses of workforce development activities and the region's capacity to provide their respective populations with workforce services. The survey questions and responses can be found in the Part II: Workforce Development Activities section.

When the draft regional plan was made available for public comment, core partners were notified and encouraged to make comments on their organizations' behalf. During the initial public comment phase, no formal comments were made. Core partners who have representatives on WDBs also had an opportunity to review and give input on the regional plan.

## Employment Needs

*The knowledge and skills necessary to meet the employment needs of the employers in the region, including employment needs in in-demand industry sectors and occupations.*

### Existing In-Demand Occupations

The occupations listed below not only displayed high real-time demand through the calendar year 2020 but are also projected to continue to grow in the short term (through 2022) and offer a wage above the statewide median of \$18.60 per hour.

**Figure 1: Region 6’s Top 50 Existing/Currently In-Demand Occupations**

SOC	Description	2020 Postings	2020 Jobs	2021 Jobs	2020 - 2022 Change	2020 - 2022 % Change	Annual Openings	Median Hourly Earnings	Typical Entry Level Education
25-1099	Postsecondary Teachers	143	593	994	467	79%	317	\$34.42	Doctoral or professional degree
17-2112	Industrial Engineers	2	543	589	64	12%	67	\$43.03	Bachelor's degree
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	16	492	528	60	12%	67	\$39.25	Bachelor's degree
11-9033	Education Administrators, Postsecondary	0	156	186	28	18%	31	\$43.78	Master's degree
29-1171	Nurse Practitioners	40	289	307	28	10%	30	\$49.47	Master's degree
29-1021	Dentists, General	144	203	227	21	10%	18	\$93.10	Doctoral or professional degree
51-8013	Power Plant Operators	57	33	39	7	22%	7	\$43.30	High school diploma or equivalent
53-2011	Airline Pilots, Copilots, and Flight Engineers	0	30	33	5	18%	7	\$91.67	Bachelor's degree
41-4011	Sales Representatives, Wholesale and Manufacturing,	192	109	122	17	15%	20	\$36.29	Bachelor's degree

	Technical and Scientific Products								
47-2152	Plumbers, Pipefitters, and Steamfitters	2	912	973	85	9%	138	\$34.00	High school diploma or equivalent
11-3051	Industrial Production Managers	33	343	367	31	9%	40	\$49.70	Bachelor's degree
17-2141	Mechanical Engineers	0	680	726	59	9%	70	\$37.92	Bachelor's degree
11-1021	General and Operations Managers	309	2,644	2,755	136	5%	290	\$41.22	Bachelor's degree
53-2031	Flight Attendants	41,229	24	35	15	60%	11	\$28.48	High school diploma or equivalent
51-1011	First-Line Supervisors of Production and Operating Workers	1	1,068	1,145	93	9%	155	\$28.53	High school diploma or equivalent
11-2022	Sales Managers	36	315	329	17	6%	36	\$55.95	Bachelor's degree
29-1131	Veterinarians	1	137	148	13	10%	12	\$38.25	Doctoral or professional degree
29-1123	Physical Therapists	10	255	267	15	6%	19	\$42.49	Doctoral or professional degree
51-9011	Chemical Equipment Operators and Tenders	1,170	78	95	25	32%	23	\$25.19	High school diploma or equivalent
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	7	409	523	146	36%	115	\$22.27	High school diploma or equivalent
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	0	562	595	38	7%	71	\$33.07	High school diploma or equivalent
29-1292	Dental Hygienists	5	422	478	47	11%	56	\$28.41	Associate degree
53-6051	Transportation Inspectors		43	48	5	11%	8	\$36.45	High school diploma or equivalent
11-9111	Medical and Health Services Managers	24	541	553	21	4%	52	\$42.73	Bachelor's degree
19-1042	Medical Scientists, Except Epidemiologists	12	45	51	7	17%	7	\$36.41	Doctoral or professional degree
49-9044	Millwrights	8	159	165	11	7%	19	\$40.61	High school diploma or equivalent
29-1071	Physician Assistants	8	251	262	14	5%	21	\$54.18	Master's degree

47-2211	Sheet Metal Workers	2	145	155	14	10%	21	\$29.04	High school diploma or equivalent
51-4111	Tool and Die Makers	18	456	483	21	5%	61	\$34.15	Postsecondary nondegree award
29-1041	Optometrists	158	72	77	6	8%	6	\$56.36	Doctoral or professional degree
17-2051	Civil Engineers	1	180	198	14	8%	23	\$33.61	Bachelor's degree
17-2072	Electronics Engineers, Except Computer	4	50	57	10	19%	8	\$39.20	Bachelor's degree
11-2021	Marketing Managers	146	133	140	10	8%	17	\$43.34	Bachelor's degree
13-1198	Project Management Specialists and Business Operations Specialists, All Other	139	1,001	1,035	45	5%	96	\$31.50	Bachelor's degree
47-2111	Electricians	12	1,103	1,177	77	7%	157	\$30.12	High school diploma or equivalent
17-3026	Industrial Engineering Technologists and Technicians	9	90	97	9	10%	13	\$27.46	Associate degree
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	11	738	787	68	9%	106	\$22.43	Postsecondary nondegree award
13-1161	Market Research Analysts and Marketing Specialists	108	476	499	40	8%	67	\$26.20	Bachelor's degree
49-9041	Industrial Machinery Mechanics	99	716	747	53	7%	89	\$24.32	High school diploma or equivalent
11-9041	Architectural and Engineering Managers	594	150	157	9	6%	15	\$57.67	Bachelor's degree
23-1011	Lawyers	0	511	527	17	3%	34	\$43.82	Doctoral or professional degree
19-5011	Occupational Health and Safety Specialists	13	49	53	5	10%	6	\$31.83	Bachelor's degree
21-1013	Marriage and Family Therapists	56	59	64	7	12%	9	\$28.62	Master's degree
13-2098	Financial and Investment Analysts, Financial Risk Specialists, and	38	241	250	13	6%	25	\$32.28	Bachelor's degree

	Financial Specialists, All Other								
31-2021	Physical Therapist Assistants	64	119	126	10	9%	20	\$26.35	Associate degree
13-1081	Logisticians	37	179	185	13	7%	22	\$31.42	Bachelor's degree
51-2098	Miscellaneous Assemblers and Fabricators	8	4,943	5,252	391	8%	745	\$20.46	High school diploma or equivalent
13-1111	Management Analysts	13	472	486	18	4%	53	\$38.23	Bachelor's degree
51-4081	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	0	368	405	49	13%	64	\$18.78	High school diploma or equivalent
17-2071	Electrical Engineers	8	125	130	6	4%	11	\$44.04	Bachelor's degree

*\*Requires less than a bachelor's degree*

**Source:** Bureau of Labor Statistics, Economic Modeling Specialists, Intl (Emsi)

These are occupations that display a high level of real-time job postings online. Many are projected to grow in the short-term (through 2022), and all offer a median wage above the state median of \$18.60 per hour.

Due to the pandemic, we saw an increase in jobs with a high school diploma or equivalent, but most of the jobs require a Bachelor's or Master's degree. All of the top 50 existing/in-demand occupations typically require a high school diploma in Region 6. The hourly pay for these occupations ranges between \$18.78 for Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic to \$93.10 for a Dentist.

Emerging In-Demand Occupations

Figure 2 presents occupations that are projected to have solid job expansion over the longer term (until 2030); factors such as constant and positive projected growth, both numeric and percentage, high annual job openings and requirements of at least a high school diploma, and median wage were also considered (Figure 2).

**Figure 2:** Region 6's Top 50 Emerging/Future In-Demand Occupations

SOC	Description	2020 Jobs	2030 Jobs	2020 - 2030 Change	2020 - 2030 % Change	Annual Openings	Median Hourly Earnings	Typical Entry Level Education
-----	-------------	-----------	-----------	--------------------	----------------------	-----------------	------------------------	-------------------------------

25-1099	Postsecondary Teachers	593	1,362	769	130%	189	\$34.42	Doctoral or professional degree
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	492	677	184	37%	61	\$39.25	Bachelor's degree
17-2112	Industrial Engineers	543	696	153	28%	55	\$43.03	Bachelor's degree
29-1171	Nurse Practitioners	289	381	92	32%	27	\$49.47	Master's degree
47-2152	Plumbers, Pipefitters, and Steamfitters	912	1,081	169	19%	120	\$34.00	High school diploma or equivalent
17-2141	Mechanical Engineers	680	797	117	17%	56	\$37.92	Bachelor's degree
Nov-11	Medical and Health Services Managers	541	620	79	15%	52	\$42.73	Bachelor's degree
11-1021	General and Operations Managers	2,644	2,906	262	10%	257	\$41.22	Bachelor's degree
Nov-51	Industrial Production Managers	343	395	52	15%	31	\$49.70	Bachelor's degree
13-1161	Market Research Analysts and Marketing Specialists	476	609	133	28%	66	\$26.20	Bachelor's degree
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	409	707	298	73%	84	\$22.27	High school diploma or equivalent
51-1011	First-Line Supervisors of Production and Operating Workers	1,068	1,232	164	15%	132	\$28.53	High school diploma or equivalent
29-1071	Physician Assistants	251	292	41	16%	19	\$54.18	Master's degree
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	109	144	35	32%	16	\$36.29	Bachelor's degree
49-9041	Industrial Machinery Mechanics	716	883	167	23%	85	\$24.32	High school diploma or equivalent
13-1081	Logisticians	179	226	47	26%	22	\$31.42	Bachelor's degree
49-9044	Millwrights	159	190	31	20%	18	\$40.61	High school diploma or equivalent
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	562	639	77	14%	62	\$33.07	High school diploma or equivalent

Nov-21	Marketing Managers	133	160	28	21%	15	\$43.34	Bachelor's degree
13-1198	Project Management Specialists and Business Operations Specialists, All Other	1,001	1,116	114	11%	89	\$31.50	Bachelor's degree
13-1111	Management Analysts	472	529	57	12%	51	\$38.23	Bachelor's degree
29-1123	Physical Therapists	255	297	42	16%	16	\$42.49	Doctoral or professional degree
Nov-22	Sales Managers	315	348	32	10%	31	\$55.95	Bachelor's degree
53-2011	Airline Pilots, Copilots, and Flight Engineers	30	44	15	50%	6	\$91.67	Bachelor's degree
Nov-31	Financial Managers	542	586	44	8%	45	\$48.28	Bachelor's degree
51-9011	Chemical Equipment Operators and Tenders	78	129	51	65%	17	\$25.19	High school diploma or equivalent
53-2031	Flight Attendants	24	67	43	175%	10	\$28.48	High school diploma or equivalent
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	738	869	131	18%	91	\$22.43	Postsecondary nondegree award
47-2111	Electricians	1,103	1,201	98	9%	131	\$30.12	High school diploma or equivalent
Nov-21	Construction Managers	715	823	108	15%	66	\$24.75	Bachelor's degree
17-2072	Electronics Engineers, Except Computer	50	72	22	44%	6	\$39.20	Bachelor's degree
31-2021	Physical Therapist Assistants	119	151	32	27%	19	\$26.35	Associate degree
53-3052	Bus Drivers, Transit and Intercity	340	448	109	32%	57	\$19.16	High school diploma or equivalent
51-4081	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	368	490	122	33%	57	\$18.78	High school diploma or equivalent

Nov-98	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	1,070	1,216	146	14%	97	\$22.67	Bachelor's degree
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,886	2,075	189	10%	214	\$24.36	High school diploma or equivalent
13-2098	Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other	241	273	32	13%	23	\$32.28	Bachelor's degree
Nov-33	Education Administrators, Postsecondary	156	174	18	12%	16	\$43.78	Master's degree
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	405	470	65	16%	53	\$23.88	High school diploma or equivalent
37-3013	Tree Trimmers and Pruners	528	612	83	16%	83	\$21.95	High school diploma or equivalent
51-2098	Miscellaneous Assemblers and Fabricators	4,943	5,528	585	12%	639	\$20.46	High school diploma or equivalent
27-3091	Interpreters and Translators	119	170	51	43%	19	\$21.30	Bachelor's degree
53-3032	Heavy and Tractor-Trailer Truck Drivers	2,791	3,115	324	12%	359	\$20.28	Postsecondary nondegree award
Nov-41	Architectural and Engineering Managers	150	166	16	11%	13	\$57.67	Bachelor's degree
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors	327	369	42	13%	37	\$25.58	Bachelor's degree
23-1011	Lawyers	511	534	24	5%	28	\$43.82	Doctoral or professional degree
17-1011	Architects, Except Landscape and Naval	80	99	18	23%	8	\$33.17	Bachelor's degree

29-1131	Veterinarians	137	160	23	17%	7	\$38.25	Doctoral or professional degree
13-1071	Human Resources Specialists	750	824	74	10%	82	\$24.30	Bachelor's degree
43-5061	Production, Planning, and Expediting Clerks	344	384	40	12%	42	\$25.47	High school diploma or equivalent

*\*Requires less than a bachelor's degree*

**Source:** Economic Modeling Specialists, Intl (Emsi)

A majority of the emerging occupations in WIOA Planning Region 6 require advanced levels of education such as a Doctoral degree or Bachelor’s degree, which was opposite the current top occupations due to the pandemic. The hourly pay range is between \$19 for Bus Drivers (transit and intercity) and Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic to \$92 for Airline Pilots, Copilots, and Flight Engineers (Figure 2).

In-Demand Middle Skills Occupations

Figure 3 represents occupations that showed high real-time demand through the calendar year 2020, provide a “livable” wage above the state median wage of \$18.60, and require training or education beyond high school but less than a Bachelor’s. While most of the top current in-demand occupations generally require a bachelor’s degree or an advanced degree, many WIOA Planning Region 6 MWA customers seek shorter term education or long-term to moderate on-the-job-training to find work. Figure 3 provides a snapshot of the middle skills occupations available in WIOA Planning Region 6.

**Figure 3: Region 6’s Top 50 Currently In-Demand Middle Skills Occupations**

SOC	Description	2020 Jobs	2030 Jobs	2020 - 2030 Change	2020 - 2030 % Change	Annual Openings	Median Hourly Earnings	Typical Entry Level Education	Typical On -The- Job Training
47-2152	Plumbers, Pipefitters, and Steamfitters	912	1,081	169	19%	120	\$34.00	High school diploma or equivalent	Apprenticeship
51-1011	First-Line Supervisors of Production and Operating Workers	1,068	1,232	164	15%	132	\$28.53	High school diploma or equivalent	None
49-9041	Industrial Machinery Mechanics	716	883	167	23%	85	\$24.32	High school diploma or equivalent	Long-term on-the-job training

49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	409	707	298	73%	84	\$22.27	High school diploma or equivalent	Long-term on-the-job training
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	562	639	77	14%	62	\$33.07	High school diploma or equivalent	None
49-9044	Millwrights	159	190	31	20%	18	\$40.61	High school diploma or equivalent	Apprenticeship
47-2111	Electricians	1,103	1,201	98	9%	131	\$30.12	High school diploma or equivalent	Apprenticeship
31-2021	Physical Therapist Assistants	119	151	32	27%	19	\$26.35	Associate degree	None
51-9011	Chemical Equipment Operators and Tenders	78	129	51	65%	17	\$25.19	High school diploma or equivalent	Moderate-term on-the-job training
53-2031	Flight Attendants	24	67	43	175%	10	\$28.48	High school diploma or equivalent	Moderate-term on-the-job training
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	738	869	131	18%	91	\$22.43	Postsecondary nondegree award	Long-term on-the-job training
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,886	2,075	189	10%	214	\$24.36	High school diploma or equivalent	Moderate-term on-the-job training
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	405	470	65	16%	53	\$23.88	High school diploma or equivalent	None
37-3013	Tree Trimmers and Pruners	528	612	83	16%	83	\$21.95	High school diploma or equivalent	Short-term on-the-job training
51-2098	Miscellaneous Assemblers and Fabricators	4,943	5,528	585	12%	639	\$20.46	High school diploma or equivalent	Moderate-term on-the-job training
53-3032	Heavy and Tractor-Trailer Truck Drivers	2,791	3,115	324	12%	359	\$20.28	Postsecondary nondegree award	Short-term on-the-job training
53-3052	Bus Drivers, Transit and Intercity	340	448	109	32%	57	\$19.16	High school diploma or equivalent	Moderate-term on-the-job training
47-2211	Sheet Metal Workers	145	167	22	15%	17	\$29.04	High school diploma or equivalent	Apprenticeship

43-5061	Production, Planning, and Expediting Clerks	344	384	40	12%	42	\$25.47	High school diploma or equivalent	Moderate-term on-the-job training
51-4081	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	368	490	122	33%	57	\$18.78	High school diploma or equivalent	Moderate-term on-the-job training
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	805	860	55	7%	101	\$24.18	High school diploma or equivalent	Moderate-term on-the-job training
17-3023	Electrical and Electronic Engineering Technologists and Technicians	72	87	16	22%	9	\$29.51	Associate degree	None
17-3026	Industrial Engineering Technologists and Technicians	90	108	17	19%	11	\$27.46	Associate degree	None
47-2073	Operating Engineers and Other Construction Equipment Operators	442	475	33	7%	52	\$26.73	High school diploma or equivalent	Moderate-term on-the-job training
41-9021	Real Estate Brokers	133	150	17	12%	14	\$31.19	High school diploma or equivalent	None
29-1126	Respiratory Therapists	267	291	25	9%	16	\$29.38	Associate degree	None
51-2031	Engine and Other Machine Assemblers	114	136	22	19%	17	\$22.54	High school diploma or equivalent	Moderate-term on-the-job training
41-9022	Real Estate Sales Agents	399	444	45	11%	41	\$23.77	High school diploma or equivalent	Moderate-term on-the-job training
35-1011	Chefs and Head Cooks	92	109	17	18%	15	\$24.59	High school diploma or equivalent	None
51-8013	Power Plant Operators	33	42	9	27%	5	\$43.30	High school diploma or equivalent	Long-term on-the-job training
33-1099	Miscellaneous First-Line Supervisors, Protective Service Workers	119	140	20	17%	15	\$24.19	High school diploma or equivalent	None

53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	562	620	58	10%	69	\$21.47	High school diploma or equivalent	None
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks	35	66	31	89%	9	\$21.67	High school diploma or equivalent	Short-term on-the-job training
Nov-51	Food Service Managers	344	373	30	9%	43	\$23.89	High school diploma or equivalent	None
31-2011	Occupational Therapy Assistants	71	84	13	18%	11	\$25.44	Associate degree	None
53-6051	Transportation Inspectors	43	51	8	19%	6	\$36.45	High school diploma or equivalent	Moderate-term on-the-job training
41-3021	Insurance Sales Agents	820	846	26	3%	82	\$24.24	High school diploma or equivalent	Moderate-term on-the-job training
49-3021	Automotive Body and Related Repairers	375	440	65	17%	46	\$18.93	High school diploma or equivalent	Long-term on-the-job training
17-3098	Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other	48	58	11	23%	6	\$27.44	Associate degree	None
49-3011	Aircraft Mechanics and Service Technicians	162	186	25	15%	17	\$21.01	Postsecondary nondegree award	None
51-4041	Machinists	829	904	75	9%	100	\$18.75	High school diploma or equivalent	Long-term on-the-job training
29-1292	Dental Hygienists	422	433	11	3%	33	\$28.41	Associate degree	None
51-9162	Computer Numerically Controlled Tool Programmers	71	84	13	18%	10	\$23.88	Postsecondary nondegree award	Moderate-term on-the-job training
49-3043	Rail Car Repairers	16	24	8	49%	4	\$25.93	High school diploma or equivalent	Long-term on-the-job training
13-2082	Tax Preparers	62	78	17	27%	10	\$20.01	High school diploma or equivalent	Moderate-term on-the-job training
47-2221	Structural Iron and Steel Workers	59	65	7	11%	7	\$29.40	High school diploma or equivalent	Apprenticeship

29-2032	Diagnostic Medical Sonographers	127	135	8	6%	10	\$30.80	Associate degree	None
49-2021	Radio, Cellular, and Tower Equipment Installers and Repairers	17	22	5	31%	3	\$26.42	Associate degree	Moderate-term on-the-job training
17-3027	Mechanical Engineering Technologists and Technicians	52	60	8	15%	6	\$26.08	Associate degree	None
25-3021	Self-Enrichment Teachers	518	551	33	6%	65	\$18.79	High school diploma or equivalent	None

**Source:** Economic Modeling Specialists, Intl (Emsi)

The criteria used was a combination of projected growth, both numeric and percentage, that indicated constant and positive growth through calendar year 2020, sizable annual openings, and an hourly wage above the statewide median of \$18.60.

The next section presents an analysis of the knowledge, skills, and abilities needed in these occupations. The tools and technologies as well as the required certification are presented where available.

Healthcare Practitioner and Technical Occupations

*Knowledge, Skills, and Abilities*

- Knowledge of the information and techniques needed to diagnose and treat human injuries and diseases are important in all critical health care occupations. This includes knowledge of symptoms, treatment alternatives, drug properties and interactions, and preventive health care measures.

**Knowledge**

Medicine and Dentistry  
 Biology  
 Customer and Personal Service  
 English Language  
 Psychology

**Skills**

Active Listening  
 Reading Comprehension  
 Speaking  
 Critical Thinking  
 Monitoring

**Abilities**

Problem Sensitivity  
 Oral Comprehension  
 Oral Expression  
 Deductive Reasoning  
 Inductive Reasoning

*Tools and Technologies, and Certifications*

- Tools and technologies related to healthcare occupations include several that ensure quality in the delivery of health services as well as increasing efficiencies in delivery of care, such as electronic medical records and time management.

- There are several certifications in healthcare occupations, and many careers involve licensure. Beyond occupational-specific requirements, important certifications are concentrated in specific areas of patient care.

**Tools and Technologies**

Quality Assurance  
 Patient Electronic Medical Records  
 Microsoft Office  
 Time Management  
 Quality Control

**Certifications**

Basic Life Support  
 Certification in Cardiopulmonary Resuscitation  
 Advanced Cardiac Life Support  
 Pediatric Advanced Life Support  
 Nurse Administration

Information Technology Occupations

*Knowledge, Skills, and Abilities*

- These positions require an important mix of technical, business, and problem-solving skills. Information technology jobs require knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming. Design and systems analysis skills are also vital.
- Abilities for these occupations are typically related to computer usage and programming. For example, job seekers should have the ability for mathematical reasoning, number facility, and deductive reasoning.

**Knowledge**

Computer and Electronics  
 Customer and Personal Service  
 Mathematics  
 English Language  
 Design

**Skills**

Active Learning  
 Reading Comprehension  
 Complex Problem-Solving  
 Critical Thinking  
 Troubleshooting

**Abilities**

Mathematical Reasoning  
 Number Facility  
 Oral Comprehension  
 Problem Sensitivity  
 Deductive Reasoning

*Tools and Technologies, and Certifications*

- Computer occupations have multiple technologies associated with them. Depending on the occupation, individuals employed in these occupations will need to know everything from traditional software packages to advanced computer programming languages, such as Structured Query Language (SQL), Java, and Linux.
- Similarly, there are numerous certifications associated with computer occupations. Often, certifications are specific to some software package or technology, like the Cisco Network Associate certification. In other instances, certifications are more general, like Project

Management Professional. These and other certifications for Information Technology occupations are listed below.

**Tools and Technologies**

Structured Query Language (SQL)  
 Project Management  
 Software development  
 Oracle Java  
 Other programming languages

**Certifications**

Web Services  
 Top Secret Sensitive Compartmented Information  
 Project Management Professional (PMP)  
 Certified Information Systems  
 Cisco Network Associate (CCNA)

Construction and Extraction Occupations

*Knowledge, Skills, and Abilities*

- Construction and Extrication occupations require workers to perform tasks involving physical labor at construction sites. Many workers operate hand and power tools of all types: from air hammers to measuring equipment.

**Knowledge**

Mechanical  
 Building and Construction  
 Design  
 Mathematics  
 English Language

**Skills**

Critical Thinking  
 Active Listening  
 Judgement and Decision-making  
 Time Management  
 Speaking

**Abilities**

Arm-Hand Steadiness  
 Near Vision  
 Problem Sensitivity  
 Multi-Limb Coordination  
 Oral Comprehension

*Tools and Technologies*

**Tools and Technologies**

Levels  
 Power saws/grinders  
 CAD software  
 Wrenches/Hammers/Screwdrivers  
 Personnel Lift

Installation, Maintenance, and Repair Occupations

*Knowledge, Skills, and Abilities*

- Occupations found in this category will require workers to possess skills such as repairing, critical thinking, and troubleshooting. These workers must also be able to maintain

cooperative relationships with customers while also possessing knowledge about specialized sectors like telecommunications, safety, and security.

<b>Knowledge</b>	<b>Skills</b>	<b>Abilities</b>
Mechanical	Repairing	Near Vision
Telecommunications	Critical Thinking	Manual/Finger Dexterity
Customer and Personal Service	Operation Monitoring	Problem Sensitivity
Safety and Security	Troubleshooting	Arm-Hand Steadiness
English Language	Equipment Maintenance	Deductive Reasoning

*Tools and Technologies*

**Tools and Technologies**

- Levels
- Blow Torch
- Specialty Wrenches/Screwdrivers
- Drill press or radial drill
- CAM software

Business and Financial Occupations

*Knowledge, Skills, and Abilities*

- Occupations found in this category will require workers to possess skills in communication, critical thinking, and time management. These workers must also be able to establish and maintain cooperative working relationships with others and have knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

<b>Knowledge</b>	<b>Skills</b>	<b>Abilities</b>
Mathematics	Speaking	Oral Comprehension
Economics and Accounting	Active Listening	Written Comprehension
Customer and Personal Service	Critical Thinking	Problem Sensitivity
English Language	Judgment and Decision-Making	Deductive Reasoning
Personal and Human Resources	Reading Comprehension	Information Ordering

*Tools and Technologies, and Certifications*

- Most of the occupations in this category will need to use office productivity software like Microsoft Office for documents, spreadsheets, publications, and database administration.

- In addition to productivity software, many tools and technologies for business and financial occupations involve risk management and even technical proficiencies like Generally Accepted Accounting Principles.
- Many certifications in this area are occupation specific, such as Certified Public Accountant (CPA) and Series 7, which allow an individual to practice their trade in conformity with state and federal licensure requirements.

**Tools and Technologies**

**Certifications**

Microsoft Office	Certified Public Accountant (CPA)
Business development	Financial Industry Regulatory Authority (FIRA)
Risk Management	Certified Internal Auditor (CIA)
Project management	General Securities Representative Exam (Series 7)
Generally Accepted Accounting Principles	Chartered Financial Analyst (CFA)

Management and Supervisory Occupations

*Knowledge, Skills, and Abilities*

Occupations found in this category will require workers to possess skills such as speaking, active listening, and critical thinking. Workers must also have knowledge of administration and management and of personnel and human resources. These workers ought to have the ability to express and comprehend oral and written communication.

<b>Knowledge</b>	<b>Skills</b>	<b>Abilities</b>
Administration and Management	Speaking	Oral Expression
Customer and Personal Service	Active Listening	Oral Comprehension
English Language	Critical Thinking	Written Comprehension
Personnel and Human Resources	Reading Comprehension	Problem Sensitivity
Mathematics	Coordination	Written Expression

*Tools and Technologies*

**Tools and Technologies**

- Spreadsheet software
- Personal computers
- Electronic mail software
- Word processing software
- Notebook computers

## Education and Training Alignment with Industries and Occupations

*Information regarding the employment needs of employers, including how education and training align with targeted industries and occupations.*

A close look at the WIOA Planning Region 6 existing and emerging high-demand, high-wage occupations reveals that these positions are concentrated in a handful of categories including Dentists, Power Plant Operators, Industrial Production Managers, Mechanical Engineers, Software Developers and Software Quality Assurance Analysts occupations. Over half of the top 15 existing in-demand, high-wage occupations in WIOA Planning Region 6 require some form of education or training beyond a High School Diploma or equivalent. Figure 4 shows the number of programs available in WIOA Planning Region 6 for each of the top 15 existing in-demand occupations.

The education and training availability were found via the Michigan Training Connect portal on the Pure Michigan Talent Connect website. If no programs were available, it is noted in the table below.

**Note:** The data in Figure 4 does not necessarily encompass all the education and training opportunities for each occupation in WIOA Planning Region 6. Rather, it provides a snapshot based on the data available within the Michigan Training Connect portal.

**Figure 4: Education Opportunities for the Top 15 Existing In-Demand Occupations in WIOA Planning Region 6**

SOC	Description	Postings 2020	2020 Jobs	2021 Jobs	2020-2022 % Change	Annual Openings	Median Hourly Earnings	Typical Entry Level Education	Programs Available
25-1099	Postsecondary Teachers	143	593	994	467	79%	34.42	Doctoral or professional degree	No program
17-2112	Industrial Engineers	2	543	589	64	12%	43.03	Bachelor's degree	1 Certificate 1 Associate
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	16	492	528	60	12%	39.25	Bachelor's degree	No program
11-9033	Education Administrators, Postsecondary	0	156	186	28	18%	43.78	Master's degree	No program
29-1171	Nurse Practitioners	40	289	307	28	10%	49.47	Master's degree	No program

29-1021	Dentists, General	144	203	227	21	10%	93.10	Doctoral or professional degree	No program
51-8013	Power Plant Operators	57	33	39	7	22%	43.30	High school diploma or equivalent	No program
53-2011	Airline Pilots, Copilots, and Flight Engineers	0	30	33	5	18%	91.67	Bachelor's degree	No program
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	192	109	122	17	15%	36.29	Bachelor's degree	No program
47-2152	Plumbers, Pipefitters, and Steamfitters	2	912	973	85	9%	34.00	High school diploma or equivalent	1 Certificate
11-3051	Industrial Production Managers	33	343	367	31	9%	49.70	Bachelor's degree	No program
17-2141	Mechanical Engineers	0	680	726	59	9%	37.92	Bachelor's degree	No program
11-1021	General and Operations Managers	309	2,644	2,755	136	5%	41.22	Bachelor's degree	No program
53-2031	Flight Attendants	41,229	24	35	15	60%	28.48	High school diploma or equivalent	No program
51-1011	First-Line Supervisors of Production and Operating Workers	1	1,068	1,145	93	9%	28.53	High school diploma or equivalent	No program

**Source:** Pure Michigan Talent Connect (PMTTC)  
(Data accessed in PMTC June 2022)

**Workforce Analysis**

*An analysis of the current workforce in the region, including employment/ unemployment data, labor market trends, and the educational and skill levels of the workforce, including individuals with barriers to employment.*

WIOA Planning Region 6 does not have uniform educational attainment across its diverse counties. The City of Flint and Tuscola County have the lowest levels, with 12.3 percent and 13.5 percent of residents holding a bachelor’s degree or higher, respectively. Compared to the state average of 30.0 percent, these levels are very low. All the region’s counties have a lower rate of college degrees than the state average. The highest educational attainment in the region is in Genesee County, where 21.5 percent of the adult residents have a bachelor’s degree or higher, still 8.5 percent below the state average. This represents a major opportunity to improve worker preparation for increasingly high-skilled in-demand jobs.

**Figure 5a: Educational Attainment**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Population 25 years and over	62,504	280,031	23,026	62,759
High school graduate or higher, number of persons, age 25 years+, 2016-2020	53,340	254,564	20,792	57,261
High school graduate or higher, percent of persons, age 25 years+, 2016-2020	85.3%	90.9%	90.3%	91.2%
Bachelor's degree or higher, number of persons, age 25 years+, 2016-2020	7,685	60,164	3,683	11,489
Bachelor's degree or higher, percent of persons, age 25 years+, 2016-2020	12.3%	21.5%	16.0%	18.3%

**Figure 5b: Educational Attainment**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Population 25 years and over	29,357	48,163	37,994	6,853,674
High school graduate or higher, number of persons, age 25 years+, 2016-2020	26,282	44,549	34,234	6,257,361
High school graduate or higher, percent of persons, age 25 years+, 2016-2020	89.5%	92.5%	90.1%	91.3%
Bachelor's degree or higher, number of persons, age 25 years+, 2014-2018	4,348	8,558	5,116	2,055,131
Bachelor's degree or higher, percent of persons, age 25 years+, 2014-2018	14.8%	17.7%	13.5%	30.0%

**Source:** 2016-2020 ACS Five-Year Estimates (5a & 5b)

Labor force participation rate estimates show that Shiawassee County is closest to the state average rate, with 59.3% percent compared to Michigan’s 61.4 percent. The City of Flint, however, is 8.3 percent below the state average. Figure 6 displays these values. These rates have been consistently declining, with fewer individuals of working age participating in the labor force over time. This is not a phenomenon unique to Michigan; much of the United State is seeing the same drop in labor force participation. However, the issue is exacerbated in Michigan due to an aging workforce, slow population growth, and increasing employer demand for workers.

**Figure 6: Labor Force Participation**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Total Population 16 years +	74,963	325,910	25,817	72,190
In civilian labor force, count of population age 16 years+, 2018-2022	39,839	187,851	14,397	42,579
In civilian labor force, percent of population age 16 years+, 2018-2022	53.1%	57.6%	55.8%	59%

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Total Population 16 years +	33,527	55,822	43,276	8,070,619
In civilian labor force, count of population age 16 years+, 2018-2022	19,097	33,125	24,207	4,956,499
In civilian labor force, percent of population age 16 years+, 2018-2022	57.0%	59.3%	55.9%	61.4%

Source: 2016-2020 ACS Five-Year Estimates

The unemployment rates for young adults are significantly higher than the overall unemployment rate in WIOA Planning Region 6. The rate for the Black/African American population is significantly higher than the regional average, while the Asian community is experiencing the lowest unemployment rate, at about one-third the regional average.

Figure 7: Civilian Labor Force by Demographic Group – 2016-2020 -WIOA Planning Region 6

Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
<b>Total Population 16+</b>	321,256	297,159	24,097	8.1%
<b>Sex</b>				
Male 16+	167,192	153,805	13,387	8.7%
16-19	7,373	5,558	1,815	32.7%
20-24	16,780	14,109	2,671	18.9%
25-54	104,404	97,345	7,059	7.3%
55-64	29,839	28,307	1,532	5.4%
65 Plus	8,796	8,486	310	3.7%
Female 16+	154,064	143,354	10,710	7.5%
16-19	7,686	6,283	1,403	22.3%
20-24	15,753	13,923	1,830	13.1%
25-54	96,283	90,319	5,964	6.6%
55-64	27,529	26,227	1,302	5.0%
65 Plus	6,813	6,602	211	3.2%
<b>Race</b>				
White	271,649	255,779	15,870	6.2%
Black / African American	35,835	29,167	6,669	22.9%
Native American	919	897	23	2.5%
Asian	2,421	2,323	97	4.2%
Native Hawaiian / Pacific Islander	98	75	23	30.6%
Some Other Race	2,258	2,000	258	12.9%
Two or More Races	8,382	7,261	1,121	15.4%
<b>Ethnicity</b>				
11,522	10,384	1,138	11.0%	11,522

Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
<b>Total Population 16+</b>	321,256	297,159	24,097	8.1%
<b>Sex</b>				
Male 16+	167,192	153,805	13,387	8.7%
16-19	7,373	5,558	1,815	32.7%

20-24	16,780	14,109	2,671	18.9%
25-54	104,404	97,345	7,059	7.3%
55-64	29,839	28,307	1,532	5.4%
65 Plus	8,796	8,486	310	3.7%
Female 16+	154,064	143,354	10,710	7.5%
16-19	7,686	6,283	1,403	22.3%
20-24	15,753	13,923	1,830	13.1%
25-54	96,283	90,319	5,964	6.6%
55-64	27,529	26,227	1,302	5.0%
65 Plus	6,813	6,602	211	3.2%
<b>Race</b>				
White	271,649	255,779	15,870	6.2%
Black / African American	35,835	29,167	6,669	22.9%
Native American	919	897	23	2.5%
Asian	2,421	2,323	97	4.2%
Native Hawaiian / Pacific Islander	98	75	23	30.6%
Some Other Race	2,258	2,000	258	12.9%
Two or More Races	8,382	7,261	1,121	15.4%
<b>Ethnicity</b>				
11,522	10,384	1,138	11.0%	11,522

Source: 2016-2020 ACS Five-Year Estimates

Figure 8: Labor Force Trends - 2015 - 2021 -WIOA Planning Region 6

Geography	2015	2017	2019	2021	2015 – 2021 Numeric Change	2015 - 2021 Percent Change
WIOA Planning Region 6	313,534	313,769	315,265	302,764	(10,770)	(3.4%)
Genesee	180,129	180,578	181,385	174,492	(5,637)	(3.1%)
Huron	16,444	15,609	15,433	14,854	(1,590)	(9.7%)
Lapeer	39,587	40,963	41,504	40,133	546	1.4%
Sanilac	19,601	19,307	19,574	18,923	(678)	(3.5%)
Shiawassee	33,167	33,376	33,464	31,704	(1,463)	(4.4%)
Tuscola	24,605	23,936	23,905	22,658	(1,948)	(7.9%)
Michigan	4,760,000	4,911,000	4,969,000	4,776,000	16,000	.3%

DTMB, Bureau of Labor Market Information and Strategic Initiatives, Local Area Unemployment Statistics (LAUS)

Figure 9: Employment Trends - 2015 - 2021 -WIOA Planning Region 6

Geography	2015	2017	2019	2021	2015 – 2021 Numeric Change	2015 - 2021 Percent Change
WIOA Planning Region 6	313,534	313,769	315,265	302,764	(10,770)	(3.4%)
Genesee	180,129	180,578	181,385	174,492	(5,637)	(3.1%)
Huron	16,444	15,609	15,433	14,854	(1,590)	(9.7%)
Lapeer	39,587	40,963	41,504	40,133	546	1.4%

Sanilac	19,601	19,307	19,574	18,923	(678)	(3.5%)
Shiawassee	33,167	33,376	33,464	31,704	(1,463)	(4.4%)
Tuscola	24,606	23,936	23,905	22,658	(1,948)	(7.9%)
Michigan	4,760,000	4,911,000	4,969,000	4,776,000	16,000	2.6%

**Source:** DTMB, Bureau of Labor Market Information and Strategic Initiatives, Local Area Unemployment Statistics (LAUS)

**Figure 10: Unemployment Rates (Percent) – 2015-2021 -WIOA Planning Region 6**

Geography	2015	2017	2019	2021	2015 - 2021 Rate Change
WIOA Planning Region 6	6.4%	5.5%	4.9%	6.7%	.3%
Genesee	6.3%	5.7%	4.9%	7.6%	1.3%
Huron	5.5%	5.1%	4.3%	5.4%	(.1%)
Lapeer	7.1%	5.5%	5.5%	6.1%	(1.0%)
Sanilac	6.6%	5.8%	5.6%	6.1%	(.5%)
Shiawassee	5.7%	5.1%	4.2%	5.7%	0%
Tuscola	6.8%	6.2%	5.0%	6.3%	(.5%)
Michigan	5.4%	4.6%	4.1%	5.9%	.5%

**Source:** DTMB, Bureau of Labor Market Information and Strategic Initiatives, Local Area Unemployment Statistics (LAUS)

**Workforce Development Activities**

*An analysis of workforce development activities in the region, including available education and training opportunities. This analysis must include the strengths and weaknesses of workforce development activities in the region and the region’s capacity to provide the workforce development activities necessary to address the education and skill needs of the workforce, including individuals with barriers to employment, and the employment needs of employers in the region.*

Even though the economy in WIOA Planning Region 6 has improved significantly since the end of Great Recession, there are still many critical workforce issues within the WIOA Planning Region 6 that still need to be addressed. Additional workforce issues may present themselves as a result of the current COVID-19 crisis. Based on an analysis of the data, the following workforce issues and solutions continue to be top priorities.

- *Aging workers leaving the workforce and taking skilled knowledge with them:* GSTMW!, MWAs in WIOA Planning Regions 7, 9 and 10, and their partners are working together on grants to encourage more apprenticeship programs with employers. This will help younger workers learn from more experienced workers and will ensure that companies do not lose important knowledge.
- *Educational attainment not matching employer needs:* GSTMW! is encouraging workers and job seekers to pursue career pathways that lead to industry recognized, portable, stackable credentials so that these individuals are able to fill in-demand jobs and increase their earnings.
- *Job seekers and entry-level workers lack the employability skills necessary for successful employment:* GSTMW! is collaborating with non-profits and other local partners to train job seekers in employability skills making it more likely that they gain and retain employment.
- *Workers need to be upskilled for new technologies:* GSTMW! the other MWAs in WIOA Planning Regions 9 and 10, and their partners are continuing to engage employers and make available workforce programs and funding provided by the state and federal government that will help them upskill their current workers, increasing retention of workers and increasing wages.

### Regional Strengths and Weaknesses

What follows is a summary of the strengths and weaknesses of workforce development activities in WIOA Planning Region 6 and the region's capacity to provide needed workforce development activities:

**Question 1: Identify regional strengths and weaknesses of WIOA Title I program activities (Adult, Dislocated Worker and Youth formula programs, Job Corp, YouthBuild) and the regional capacity of these program activities to address educational and skill needs of the workforce, including individuals with barriers to employment, and the employment needs of employers.**

#### Strengths: WIOA Title I Program Activities

- Strong focus on developing individualized services that address the barriers of each job seeker, regardless of the type of barrier or skill level, considering the employer needs for each area.
- Collaboration between each service center and each department within the region and with various training institutions that are represented in the area

- Training for staff is consistently provided to foster better performance in all areas.
- GST Michigan Works has a wide variety of programs that can help customers at any level: including Resume assistance or a workshop to brush up skills to obtain a job, educational/literary services to complete a High School Diploma or GED, to short term training leading to a credential or assistance in finishing an Associate or Bachelor's degree program.
- Personalized career path advice and tailored tuition and supportive services
- Collaboration between GSTMW! and stakeholders such as MRS, BSBP, Michigan School for Deaf, Genesee ISD and the Flint Genesee Job Corps.
- The Michigan Career Quest was a phenomenal success as GST partnered strategically with all the critical entities driven by result oriented planning.
- The Workforce Development board is comprised of member from all sectors of the workforce including the core WIOA partners.
- Clean Slate, MICA 2.0 and 3.0 and BRES funding are helping to eliminate some barriers to employment.
- Diversity of grants to support/complement our core WIOA programs: JMG, Industry Infinity, Young Professionals, Rural Healthcare Collaborative.
- WIOA programs provide a wide array of services that can be provided to ensure a participant is successful.
- Flexibility in delivery of services throughout the Pandemic to keep participants in training and start new ones as well.
- Shift to more online trainings to make programs more available in rural areas.
- GSTMW and Flint Genesee Job Corps (FGJC) share a strong partnership in which referrals are shared on an on-going basis. New students entering the program are introduced to GSTMW to tour the facility, register, and learn about its services. Once completing the program, student graduates take advantage of employability skills training, apprentice training, and/or employment opportunities. Numerous students have joined the Job for Michigan Graduates (JMG) program in which currently a previous Job Corps student (now enrolled at University of Michigan) serves as its Youth President. Job Corps offers residential living, three meals a day, childcare, health care, childcare, social development, and drivers' education which eliminates those barriers as they receive educational and various vocational skill trades which at completion, employment is expected. GST Michigan Works assist and shares those goals to ensure student can become self-sufficient, productive citizens. GSTMI has offered WBL opportunities during their tenure, as well as volunteer activities which they are able to add to their resumes and utilize during interviews. In partnership, GST MI Works has also opened its doors to allow outreach staff from Flint Genesee Job Corps to share materials and information at its main office as well as outlining offices in the Shiawassee and the Thumb area. Due to COVID

most communications have been virtual and or written form, however, services for those served have been streamline on an ongoing basis.

- GST MI Works is located on the bus-line and near organizations which assist in housing and transportation issues, while offering services to assist with other barrier removal.

#### Weaknesses: WIOA Title I Program Activities

- WIOA performance measures sometimes conflict with meeting the needs of participants and employers in the area.
- More job specific training is needed to help bridge the local skills gap.
- Further recognition of Michigan Works! as a necessary partner in the economic development process is needed.
- GST Thumb region is a rural area and the lack of a physical presence in educational entities is certainly a weakness. Customers must travel quite a distance to obtain training.
- Many try the online format but that is not always a good learning tool for all.
- Transportation and lack of mass transportation is also a problem in the rural areas.
- GST also serves Genesee County, and they have a number of pockets in the city of Flint that live below the poverty line.
- Wages in our region seem to be on the lower side and customers often work 2 or 3 jobs to make ends meet.
- GST diligently works on improving communication to improve and identify gaps of service. Prior to COVID-19 strategic planning was underway to better service students with disabilities through collaborative efforts with MRS.
- MRS is working to improve communication with Tuscola, and Sanilac counties with staff working collaboratively with employers in those areas which include farms.
- Housing and transportation are the two major barriers faced by our customers. Childcare is another notable barrier in the region.
- Recruiting and finding Out of School Youth is a real challenge. Youth barriers/low-income guidelines make the program very restrictive to serving youth.
- WIOA language and definitions can be confusing.
- WIOA Youth programs are set up to serve “at risk youth” however high-performance measurements don’t align with serving those most in need and is a struggle to achieve.

**Question 2: Identify regional strengths and weaknesses of WIOA Title II program activities (Adult Education and Literacy programs), administered by DOL, and the regional capacity of these program activities to address educational and skill needs of the workforce, including individuals with barriers to employment, and the employment needs of employers.**

### Strengths: WIOA Title II Program Activities

- The collaboration among Adult Education providers.
- The majority of providers and GST Michigan Works! use the same pre and posttest.
- Common goals are determined by all the providers.
- Adult education providers are reaching out more to GST Michigan Works! regarding available programming opportunities.
- Many groups participate in meetings, including adult education providers, GSTMW! and community colleges. This results in the development of lasting partnerships and collaboration.
- Program design is strong. Adult education programming follows many models providing support and services to a broad range of participants. In addition, distance learning, small group instruction and open enrollment are provided at multiple sites.
- Adult education programs serve the needs of employers, by ensuring that someone who holds a high school diploma or its equivalent, possesses the digital literacy, critical thinking skills, basic math and literacy skills needed in the workforce.
- Partnerships for Adult Education and Literacy are growing and improving in the area.
- GST Michigan has a strong connection with the Adult Ed and Literacy providers in our region. An adult education provider is a voting member of the Workforce Development Board.
- Family Literacy operates in 6 of 7 Service Centers in the region and is dedicated to improving reading and math levels.
- Adult Education providers during COVID, developed robust strategies for participants on-line study which will continue into the future.

### Weaknesses: WIOA Title II Program Activities

- The lack of adult education programming capacity is a prevalent issue.
- Required metrics do not align with reality.
- The central cities and many rural areas in the region have underperforming K-12 systems, resulting in extensive remedial needs for many young adults.
- There is not enough funding to support the need for adult education services, creating geographic gaps in services.
- There is a large population requiring adult education services and current outreach efforts are not sufficient to reach many potential students.
- Many K-12 schools in the region are not producing graduates with the right skills needed to sustain employment.
- Availability of Educational entities, lack of HS Diplomas and GED's, lack of established apprenticeships. Occupations that seem to be in demand in our region are offering lower wages and therefore are not appealing to individuals to seek out training in those area.

Example: Machine occupations, lathes, mills and start at \$12.00 an hour. Employers need to offer better pay to provide better incentives for people to go into those occupations.

- There are far too many individuals in need of services than there is capacity and funding.
- The socio-economic platform in Genesee County especially in Flint have created multiple barriers that need systems changes and funding allocation.
- Shortages of workers with required credentials create challenges in recruiting and retaining adult education staff.

**Question 3: Identify regional strengths and weaknesses of WIOA Title III program activities (Wagner Peyser Act employment services) and the regional capacity of these program activities to address educational and skill needs of the workforce, including individuals with barriers to employment, and the employment needs of employers in the region.**

Strengths: WIOA Title III Program Activities

- Systems have been developed through the region that create a seamless flow of services between Wagner Peyser and WIOA programs. The facilities and program structures are set up for easy access and support. The sharing of area, and employment resources is a strength for this area.
- The Michigan model of fully integrated American Job Centers is a strength.
- Locally provided workforce services, wrap-around services, and braided funding, help MWAs serve job seekers as best as possible given constraints.
- During the COVID-19 crisis, GSTMW! staff volunteered to assist UIA and assisted the State of Michigan for over a year.
- GSTMW! has a robust schedule of workshops for individuals to participate in.
- Both a Career Coach and Business Solutions Professional are located in the Employment Services area to further assist job seekers.
- A Resource Navigator/BRN Success Coach is in the Flint AJC to assist individuals.
- Employment Services curriculum and program resources are often shared across MWAs in all three regions.
- Examples of shared resources include business services techniques, labor market Information and joint staff training.
- As WIOA Title II is implemented, Adult Ed partners are getting more actively engaged in developing regional solutions.
- We have Workplace Excellence Series Workshops that customers can take advantage of. Along with Resume and Interviewing classes. Basic Computer literacy classes and available resources are a part of each Service Center along with Jobs of the day.
- Veteran, Migrant Services, Clean Slate and Healthy Michigan programs are also available for those special populations.

- GST provides a plethora of programming to address short term training, workshops and industry specific training.
- Services are being offered virtually.
- Registering for Work, RESEA, Fidelity Bonding, Trade Act programs all are available through Employment Services and share program resources that can continue to WIOA.
- Robust Job Boards, job openings and job fairs are available for Wagner Peyser/Employment Services and WIOA participants.

#### Weaknesses: WIOA Title III Program Activities

- It is difficult to serve all special populations with current levels of funding and resources.
- Meeting the diverse needs of all customers is difficult even with information sharing and resource sharing.
- MWA staff does not have the capacity to be experts in serving all types of special populations.
- The MWAs have some expertise but must collaborate more with other organizations to better serve special populations.
- Many of the hardest-to-serve do not have skills needed to meet employer demand.
- Providing individualized services can be difficult at this level.
- Internet connection can be unreliable in some areas of Region 6.
- Services are being offered virtually.
- Due to our role of Registering for Work, customers assume we are the Unemployment office casting a negative image of our agency if they have had issues.
- The OSMIS system requires duplicate data entry into both Wagner Peyser and WIOA when funds are braided.

**Question 4: Identify regional strengths and weaknesses of WIOA Title IV program activities (Michigan Rehabilitation Services (MRS) and Bureau of Services for Blind Persons) and the regional capacity of these program activities to address educational and skill needs of the workforce, including individuals with barriers to employment, and the employment needs of employers.**

#### Strengths: WIOA Title IV Program Activities

- Partnerships and braided funding are a consistent success, especially with MRS.
- Having MRS in our Flint and Caro Service Centers makes for great access to those services and allows us to share mutual customers.
- Bureau of Services for the Blind Person has an active role in our region and regularly attends GSTMW! board meetings.

- BSBP staff re-engaged in face-face service July of 2021, after working virtually due to the pandemic.
- GST and MRS works are consistently working to develop new programming, leverage resources and innovate to meet the demands of businesses while leveraging the opportunity for our mutual customer.
- GST and MRS incorporate the innovative and creative ideas of staff to leverage skills, increase staff training opportunities and share data.
- Continued efforts are being made to connect MRS further with Michigan Work offices in Huron and Lapeer counties.
- Vocational Rehabilitation is a required partner on the Workforce Development Board.

Weaknesses: WIOA Title IV Program Activities

- Collaboration with MRS is more difficult in areas where they are not located at the One Stop.
- Information sharing and data sharing is still an area that can be improved.
- MRS staff continue to work hybrid, which may create difficulty in the referral process.
- Internet connection can be unreliable in some areas of Region 6, making virtual services difficult.

**Question 5: Identify any possible strategies or activities the regions could explore or engage in to build on these strengths or address weaknesses.**

The MWAs in WIOA Planning Regions 6, 7, 9, and 10 collectively identified the following:

1. MWAs and core partners will continue to work towards common metrics across the system to ensure successful strategic partnerships.
2. MWAs and core partners will continue to think regionally and develop better strategies about how to allocate resources to address the most critical needs of both job seekers and businesses.
3. MWAs will continue to explore and develop more regional strategies with core partners.

## Important Industry Sectors in WIOA Planning Region 6

*An analysis of what sectors/industries are considered mature but still important to the regional economy, current and in-demand, and which are considered emerging in the regional economy.*

Figure 11 highlights the top 20 most in-demand industry sectors in WIOA Planning Region 6. In-demand is defined those industries with the highest number of job postings, high numeric growth between now and 2022, and a relatively high annual salary (over \$38,700). All the top ten industries have a salary above this level. This average salary aligns with that used in the regional in-demand and emerging industries in the Michigan's WIOA Unified State Plan. Many workers earn above or below this amount in every industry since there are a variety of occupations in every industry with varying salaries depending on tenure and other factors. While the industry average is an important wage factor to consider, the salaries paid to workers in each occupation are a more relevant metric for workforce development. See Figures 1 and 2 for more detail on occupations. Also shown are the 2022 employment levels for these industries in the region.

**Figure 11: WIOA Planning Region 6's Top 20 In-Demand Industries**

NAICS	Description	Job Postings, 2021	2020 Jobs	2022 Jobs	2020 - 2022 % Change	Average Earnings Per Job
51	Manufacturing	149	24,008	26,185	9%	\$73,915
42	Wholesale Trade	2,381	7,442	8,455	14%	\$77,155
56	Administrative and Support and Waste Management and Remediation Services	9,464	13,892	15,105	9%	\$42,382
54	Professional, Scientific, and Technical Services	2,149	7,256	7,638	5%	\$63,515
21	Mining, Quarrying, and Oil and Gas Extraction	11	201	211	5%	\$85,000
23	Construction	1,108	12,823	13,476	5%	\$59,279
99	Unclassified Industry	N/A	430	538	25%	\$47,220
62	Health Care and Social Assistance	21,716	31,789	32,000	1%	\$69,759
72	Accommodation and Food Services	6,032	16,526	17,513	6%	\$21,704
52	Finance and Insurance	1,938	6,342	6,310	(1%)	\$87,488
71	Arts, Entertainment, and Recreation	201	2,320	2,501	8%	\$26,748
81	Other Services (except Public Administration)	1,377	11,420	11,984	5%	\$31,613
53	Real Estate and Rental and Leasing	1,200	2,464	2,566	4%	\$50,621
22	Utilities	370	763	608	(20%)	\$190,981
11	Agriculture, Forestry, Fishing, and Hunting	83	4,098	4,155	1%	\$44,748
44	Retail Trade	14,646	27,278	27,433	1%	\$41,588
51	Information	1,611	1,898	1,848	(3%)	\$67,129
55	Management of Companies and Enterprises	436	1,281	705	(45%)	\$112,224
90	Government	N/A	30,737	29,378	(4%)	\$70,717
48	Transportation and Warehousing	4,259	85,846	5,269	(10%)	\$64,544
61	Educational Services	2,996	3,320	3,191	(4%)	\$41,507

**Source:** Economic Modeling Specialists, Intl (Emsi)

Figure 12 highlights the top emerging industries in WIOA Planning Region 6. Emerging industries are those with growing promise for workers, as defined by their rate of growth, considered across

total and percentage projected employment change, openings, and median earnings. Almost all the emerging industries also offer an average annual salary over \$38,700 (\$18.60 hourly).

**Figure 12: WIOA Planning Region 6 Top Emerging Industries**

NAICS	Description	2020 Jobs	2030 Jobs	2020 - 2030 % Change	Average Earnings Per Job
42	Wholesale Trade	7,442	9,699	30%	\$77,155
31	Manufacturing	24,008	27,505	15%	\$73,915
51	Information	1,898	2,320	22%	\$67,129
56	Administrative and Support and Waste Management and Remediation Services	13,892	15,996	15%	\$42,382
21	Mining, Quarrying, and Oil and Gas Extraction	201	227	13%	\$85,000
99	Unclassified Industry	430	731	70%	\$47,220
54	Professional, Scientific, and Technical Services	7,256	7,800	8%	\$63,515
23	Construction	12,823	13,623	6%	\$59,279
72	Accommodation and Food Services	16,526	18,583	12%	\$21,704
81	Other Services (except Public Administration)	11,420	12,745	12%	\$31,613
53	Real Estate and Rental and Leasing	2,464	2,739	11%	\$ 50,621
62	Health Care and Social Assistance	31,789	32,019	1%	\$69,759
71	Arts, Entertainment, and Recreation	2,320	2,638	14%	\$26,748
52	Finance and Insurance	6,342	5,949	-6%	\$87,488
22	Utilities	763	456	-40%	\$190,981
48	Transportation and Warehousing	5,846	5,625	-4%	\$64,544
11	Agriculture, Forestry, Fishing and Hunting	4,098	4,328	6%	\$ 44,748
55	Management of Companies and Enterprises	1,281	402	-69%	\$112,224
90	Government	30,737	27,438	-11%	\$70,717
44	Retail Trade	27,278	24,739	-9%	\$41,588
61	Educational Services	3,320	2,631	-21%	\$41,507
		212,134	218,194	3%	\$57,533

**Source:** Economic Modeling Specialists, Intl (Emsi)

## Geographic Factors

*A discussion of geographic factors (inherent geographic advantages or disadvantages) that may impact the regional economy and the distribution of employers, population, and service providers within the region.*

The WIOA Planning Region 6 landscape is very diverse, including thousands of acres of productive farmland, hundreds of miles of shoreline, major international transportation routes, revitalized metro areas, and several vital smaller cities. Despite the region's geographic diversity, its residents and businesses share many of the same opportunities, assets, and challenges that can be more effectively acted upon by a coordinated effort.

WIOA Planning Region 6 is a relatively large geographic area, representing about 4,400 square miles. The most recent Census estimate puts the region's population at 685,273 individuals, 6.9 percent of the state's population. WIOA Planning Region 6 is also home to 5.9 percent of the state's business establishments and 4.7 percent of the state's employed population. The region is of similar population density to the state, averaging 182 individuals per square mile, compared to the state average of 178 individuals per square mile.

Most workers in the region commute. 56.8 percent of workers travel more than 10 miles to their jobs each direction, and 29.9 percent of those travel more than 25 miles each direction, according to data from Census OnTheMap.

Also of note are the housing ownership and vacancy rates in WIOA Planning Region 6's communities. Census data shows that in 2020 over 22.7 percent of housing units in the City of Flint are vacant, though estimates from city sources note that the rate must be much higher. Huron County has the highest vacancy rate of all counties in WIOA planning Region 6, with 34.6 percent, more than double the state average. The lowest vacancy rate in WIOA Planning Region 6 is in Lapeer County, with only 7.5 percent of homes vacant. The disparity between the smaller thumb area counties, the City of Flint, and other parts of the region cannot be overemphasized.

Parts of the region are heavily concentrated and well connected by highways, but not all. Much of the thumb area is not well connected by roads. Population density in the region ranges from 39.6 individuals per square mile in Huron County to 668.5 individuals per square mile in Genessee County. For workers without regular access to a vehicle, traveling to employment may be difficult as the region lacks a comprehensive transit system yet covers over 4,000 square miles of land. Most available jobs for individuals with lower-than-average education are located far from where

individuals live. According to OnTheMap data, 56.8 percent of residents in WIOA Planning Region 6 commute outside of the region for their primary job and 13.2 percent commute more than 50 miles each direction for work.

### Demographic Characteristics

*The demographic characteristics of the current workforce and how the region’s demographics are changing in terms of population, labor supply, and occupational demand.*

WIOA Planning Region 6’s geographic make-up is unique in Michigan. It is home to not only one of Michigan’s legacy automotive cities, one of the poorest areas in the state, but also contains wealthy suburbs, vacation towns, and poverty-stricken rural areas. The vast differences in income and other economic factors, racial demographics, and land area pose exceptional challenges to the region.

Many job opportunities available in close geographic range for residents may be out of reach due to other factors. This is because the fastest growing jobs, particularly major future occupations, and the bulk of the hiring in the region are for occupations that require post-secondary training, often a bachelor’s degree.

The region is not ethnically diverse compared to the rest of the state. The City of Flint has a high concentration of African American residents, as does Genesee County as a whole, but these are anomalies in the region. On average, the remainder of WIOA Planning Region 6 has a significantly higher concentration of white residents than the state.

**Figure 13a: Population Demographics**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Total Population	95,999	406,770	31,105	87,975
White	36,910	300,429	29,885	83,169
White Percent of Total	38.4%	73.9%	96.1%	94.5%
Black or African American	51,874	80,729	115	1,022
Black or African American Percent of Total	54.0%	19.8%	0.4%	1.2%
American Indian and Alaska Native	241	1,311	53	212
American Indian and Alaska Native Percent of Total	0.3%	0.3%	0.2%	0.2%
Asian	502	3,964	177	425
Asian Percent of Total	0.5%	1.0%	0.6%	0.5%
Native Hawaiian and Other Pacific Islander	14	117	0	14
Native Hawaiian and Other Pacific Islander, Percent of Total	0.0%	0.0%	0.0%	0.0%
Two or more races	5,720	16,827	644	2,334
Two or more races, Percent of Total	6.0%	4.1%	2.1%	2.7%
Hispanic or Latino, of any race*	4,401	14,566	789	4,247
Hispanic or Latino Percent of Total*	4.6%	3.6%	2.5%	4.8%

**Figure 13b: Population Demographics**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Total Population	41,179	68,176	52,683	9,973,907
White	39,620	65,363	50,342	7,735,902
White Percent of Total	96.2%	95.9%	95.6%	77.6%
Black or African American	217	515	536	1,360,149
Black or African American Percent of Total	0.5%	0.8%	1.0%	13.6%
American Indian and Alaska Native	81	155	157	50,035
American Indian and Alaska Native Percent of Total	0.2%	0.2%	0.3%	0.5%
Asian	114	178	231	316,844
Asian Percent of Total	0.3%	0.3%	0.4%	3.2%
Native Hawaiian and Other Pacific Islander	4	23	3	3,117
Native Hawaiian and Other Pacific Islander, Percent of Total	0.0%	0.0%	0.0%	0.0%
Two or more races	880	1,660	1,256	376,280
Two or more races, Percent of Total	2.1%	2.4%	2.4%	3.8%
Hispanic or Latino, of any race*	1,584	2,001	1,779	521,203
Hispanic or Latino Percent of Total*	3.8%	2.9%	3.3%	5.2%

Source: 2016-2020 ACS Five-Year Estimates

WIOA Planning Region 6 is also home to 8.6 percent of the state’s veteran population, with the majority residing in Genesee County.

**Figure 14a: Veteran Population**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Veterans, 2016-2020	4,261	23,206	1,932	5,391
Share of Veterans in the State	0.8%	4.4%	0.4%	1.0%

**Figure 14b: Veteran Population**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Veterans, 2016-2020	2,873	4,358	3,477	532,394
Share of Veterans in the State	0.5%	0.8%	0.7%	100.0%

Source: 2016-2020 ACS Five-Year Estimates

The age distribution in WIOA Planning Region 6 generally reflects state’s demographic distribution, except for the City of Flint and Huron County. The City of Flint has a higher population of young people and children, referring to those under 5 and under 18, while Huron County has a significantly higher population of older individuals, referring to those over 65.

**Figure 15a: Age Distribution**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Total Population	95,999	406,770	31,105	87,975
Persons under 5 years	7,035	23,961	1,513	4,296
Persons under 5 years, Percent	7.3%	5.9%	4.9%	4.9%
Persons under 18 years	23,482	91,812	5,959	18,174
Persons under 18 years, Percent	24.5%	22.6%	19.2%	20.7%
Persons 65 years and over	13,022	70,935	7,883	15,906
Persons 65 years and over, Percent	13.6%	17.4%	25.3%	18.1%

*\*Data for the City of Flint only collected during the decennial census and not available for all time periods*

**Figure 15b: Age Distribution**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Total Population	41,179	68,176	52,683	9,973,907
Persons under 5 years	2,132	3,576	2,675	568,326
Persons under 5 years, Percent	5.2%	5.2%	5.1%	5.7%
Persons under 18 years	8,814	14,397	10,784	2,161,763
Persons under 18 years, Percent	21.4%	21.1%	20.5%	21.7%
Persons 65 years and over	8,857	12,456	10,735	1,712,841
Persons 65 years and over, Percent	21.5%	18.3%	20.4%	17.2%

**Source:** 2016-2020 ACS Five-Year Estimates

WIOA Planning Region 6 is home to few individuals that were born outside the U.S. and few who do not speak English as the primary language at home, according to Census data. Interestingly, the number of households that speak a language other than English at home is 1.5-3x higher than the occurrence of foreign-born people. Sanilac and Lapeer counties also show disproportionately higher percentages of Limited-English speaking households in comparison to the rest of Region 6 (Figure 17a).

**Figure 16a: Foreign-born Population**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Foreign-born persons, 2016-2020	1,814	11,138	450	2,202
Foreign-born persons, percent, 2016-2020	1.9%	2.7%	1.4%	2.5%
Language other than English spoken at home, number of persons, age 5 years+, 2016-2020	3,238	14,754	1,120	3,645
Language other than English spoken at home, percent of persons age 5 years+, 2016-2020	3.6%	3.9%	3.8%	4.4%

**Figure 16b: Foreign-born Population**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Foreign-born persons, 2016-2020	761	636	403	686,647
Foreign-born persons, percent, 2016-2020	1.8%	0.9%	0.8%	6.9%
Language other than English spoken at home, number of persons, age 5 years+, 2016-2020	1,896	1,125	1,043	915,744
Language other than English spoken at home, percent of persons age 5 years+, 2016-2020	4.9%	1.7%	2.1%	9.7%

Source: 2016-2020 ACS Five-Year Estimates

**Figure 17a: Limited English-Speaking Households**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Limited English-speaking households, 2016-2020	237	679	53	223
Limited English-speaking households, percent of total, 2016-2020	0.6%	0.4%	0.4%	0.7%

**Figure 17b: Limited English-Speaking Households**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Limited English-speaking households, 2016-2020	147	35	8	65,837
Limited English-speaking households, percent of total, 2016-2020	0.8%	0.1%	0.0%	1.7%

Source: 2016-2020 ACS Five-Year Estimates

Referencing Figures 18a and 18b, people under the age of 65 with a disability make up over 10% of the Region 6 population, apart from Huron and Lapeer counties, which come in just under the state average of 8.5%. The city of Flint, however, is more than double that.

**Figure 18a: Disabled Population (Under 65)**

Demographic Group	Flint City	Genesee County	Huron County	Lapeer County
Persons with a disability, under age 65 years, 2016-2020	16,428	45,801	2,569	7,147
With a disability, under age 65 years, percent of total, 2016-2020	17.3%	11.3%	8.4%	8.3%

**Figure 18b: Disabled Population (Under 65)**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Persons with a disability, under age 65 years, 2016-2020	4,151	6,849	5,966	834,348
With a disability, under age 65 years, percent of total, 2016-2020	10.2%	10.1%	11.5%	8.5%

Source: 2016-2020 ACS Five-Year Estimates

Figure 19 indicates that more than 8.2 percent of the state’s disabled population resides in WIOA Planning Region 6. This region has a greater share of the state’s disabled population than would be expected based on the population.

**Figure 19:** Individuals with Disabilities in Michigan by County - 2016 – 2020

Geography	2016 – 2020 Estimate	2016 – 2020 Share of State*
Genesee County	71,472	5.1%
Huron County	4,865	0.3%
Lapeer County	12,332	0.9%
Sanilac County	7,505	0.5%
Shiawassee County	10,733	0.7%
Tuscola County	10,033	0.7%
State of Michigan	1,400,782	100.0%

**Source:** 2016-2020 ACS Five-Year Estimates

Figure 20 shows over half of the current disabled population in WIOA Planning Region 6 is of working age. While a slightly higher share of those who are disabled are female, the difference in shares for men and women is not significant. More White individuals are disabled in the region than the share of the White population in the region.

**Figure 20:** Individuals with Disabilities by Demographic Group – 2016-2020  
WIOA Planning Region 6

Demographic Group	Individuals	Percent Distribution
<b>Total Population</b>	143,369	100.0%
<b>Sex</b>		
Male	71,130	49.6%
Female	72,139	50.4%
<b>Age</b>		
Under 17	11,989	8.4%
18-64	76,880	53.5%
65 +	54,700	38.2%
<b>Race</b>		
White	119,652	83.5%
Black / African American	17,053	11.9%
Native American	537	0.4%
Asian	436	0.3%
Hawaiian / Pacific Islander	26	0.0%
Some Other Race	671	0.5%
Two or More Races	4,994	3.5%
<b>Ethnicity</b>		
Hispanic	4,207	2.9%

**Source:** 2016-2020 ACS Five-Year Estimates

Income distribution in WIOA Planning Region 6 differs widely from the state and within the region itself. All communities in the region have significantly to slightly lower median household incomes than the state average. The City of Flint’s median household income is just over half the state average.

**Figure 21a: Households in Each Income Bracket**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Total Households	17,920	27,762	21,719	3,980,408
Households with Income of \$0-\$9,999	1,004	1,444	1,195	254,746
Households with Income of \$0 - \$9,999, Percent	5.6%	5.2%	5.5%	6.4%
Households with Income of \$10,000 - \$14,999	896	1,083	1,216	163,197
Households with Income of \$10,000 - \$14,999, Percent	5.0%	3.9%	5.6%	4.1%
Households with Income of \$15,000 - \$24,999	1,953	2,748	2,107	366,198
Households with Income of \$15,000 - \$24,999, Percent	10.9%	9.9%	9.7%	9.2%
Households with Income of \$25,000 - \$34,999	2,007	2,776	2,498	382,119
Households with Income of \$25,000 - \$34,999, Percent	11.2%	10.0%	11.5%	9.6%
Households with Income of \$35,000 - \$49,999	3,118	4,248	3,432	529,394
Households with Income of \$35,000 - \$49,999, Percent	17.4%	15.3%	15.8%	13.3%
Households with Income of \$50,000 - \$74,999	3,602	5,580	4,648	724,434
Households with Income of \$50,000 - \$74,999, Percent	20.1%	20.1%	21.4%	18.2%
Households with Income of \$75,000 - \$99,999	2,455	4,025	2,802	513,473
Households with Income of \$75,000 - \$99,999, Percent	13.7%	14.5%	12.9%	12.9%
Households with Income of \$100,000 - \$149,999	1,953	3,831	2,628	581,140
Households with Income of \$100,000 - \$149,999, Percent	10.9%	13.8%	12.1%	14.6%
Households with Income of \$150,000 - \$199,999	591	1,416	738	234,844
Households with Income of \$150,000 - \$199,999, Percent	3.3%	5.1%	3.4%	5.9%
Households with Income of \$200,000+	340	639	434	226,883
Households with Income of \$200,000+, Percent	1.9%	2.3%	2.0%	5.7%
Average Household Income	\$63,965	\$71,442	\$64,207	\$80,803
Median Household Income	\$49,852	\$56,436	\$51,891	\$59,234
Per Capita Income	\$27,350	\$29,544	\$26,905	\$32,854

	Flint City	Genesee County	Huron County	Lapeer County
Total Households	40,807	170,581	13,908	34,041
Households with Income of \$0-\$9,999	7,427	14,158	834	1,702
Households with Income of \$0 - \$9,999, Percent	18.2%	8.3%	6.0%	5.0%
Households with Income of \$10,000 - \$14,999	3,673	8,700	695	987
Households with Income of \$10,000 - \$14,999, Percent	9.0%	5.1%	5.0%	2.9%
Households with Income of \$15,000 - \$24,999	5,999	17,911	1,711	2,587
Households with Income of \$15,000 - \$24,999, Percent	14.7%	10.5%	12.3%	7.6%
Households with Income of \$25,000 - \$34,999	5,999	19,105	1,516	2,825
Households with Income of \$25,000 - \$34,999, Percent	14.7%	11.2%	10.9%	8.3%
Households with Income of \$35,000 - \$49,999	6,243	25,075	2,267	4,596
Households with Income of \$35,000 - \$49,999, Percent	15.3%	14.7%	16.3%	13.5%
Households with Income of \$50,000 - \$74,999	6,366	32,752	3,018	7,183
Households with Income of \$50,000 - \$74,999, Percent	15.6%	19.2%	21.7%	21.1%
Households with Income of \$75,000 - \$99,999	2,530	18,593	1,558	5,208
Households with Income of \$75,000 - \$99,999, Percent	6.2%	10.9%	11.2%	15.3%
Households with Income of \$100,000 - \$149,999	1,836	20,299	1,516	5,549
Households with Income of \$100,000 - \$149,999, Percent	4.5%	11.9%	10.9%	16.3%
Households with Income of \$150,000 - \$199,999	408	8,017	362	2,077
Households with Income of \$150,000 - \$199,999, Percent	1.0%	4.7%	2.6%	6.1%
Households with Income of \$200,000+	326	6,141	403	1,328
Households with Income of \$200,000+, Percent	0.8%	3.6%	2.9%	3.9%
Average Household Income	\$40,775	\$69,011	\$62,988	\$81,658
Median Household Income	\$30,383	\$50,269	\$49,541	\$65,197
Per Capita Income	\$17,638	\$28,696	\$28,598	\$31,927

**Figure 21b: Households in Each Income Bracket**

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Total Households	17,920	27,762	21,719	3,980,408
Households with Income of \$0-\$9,999	1,004	1,444	1,195	254,746
Households with Income of \$0 - \$9,999, Percent	5.6%	5.2%	5.5%	6.4%
Households with Income of \$10,000 - \$14,999	896	1,083	1,216	163,197
Households with Income of \$10,000 - \$14,999, Percent	5.0%	3.9%	5.6%	4.1%
Households with Income of \$15,000 - \$24,999	1,953	2,748	2,107	366,198

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Households with Income of \$15,000 - \$24,999, Percent	10.9%	9.9%	9.7%	9.2%
Households with Income of \$25,000 - \$34,999	2,007	2,776	2,498	382,119
Households with Income of \$25,000 - \$34,999, Percent	11.2%	10.0%	11.5%	9.6%
Households with Income of \$35,000 - \$49,999	3,118	4,248	3,432	529,394
Households with Income of \$35,000 - \$49,999, Percent	17.4%	15.3%	15.8%	13.3%
Households with Income of \$50,000 - \$74,999	3,602	5,580	4,648	724,434
Households with Income of \$50,000 - \$74,999, Percent	20.1%	20.1%	21.4%	18.2%
Households with Income of \$75,000 - \$99,999	2,455	4,025	2,802	513,473
Households with Income of \$75,000 - \$99,999, Percent	13.7%	14.5%	12.9%	12.9%
Households with Income of \$100,000 - \$149,999	1,953	3,831	2,628	581,140
Households with Income of \$100,000 - \$149,999, Percent	10.9%	13.8%	12.1%	14.6%
Households with Income of \$150,000 - \$199,999	591	1,416	738	234,844
Households with Income of \$150,000 - \$199,999, Percent	3.3%	5.1%	3.4%	5.9%
Households with Income of \$200,000+	340	639	434	226,883
Households with Income of \$200,000+, Percent	1.9%	2.3%	2.0%	5.7%
Average Household Income	\$63,965	\$71,442	\$64,207	\$80,803
Median Household Income	\$49,852	\$56,436	\$51,891	\$59,234
Per Capita Income	\$27,350	\$29,544	\$26,905	\$32,854

Source: 2016-2020 ACS Five-Year Estimates

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Total Households	17,920	27,762	21,719	3,980,408
Households with Income of \$0-\$9,999	1,004	1,444	1,195	254,746
Households with Income of \$0 - \$9,999, Percent	5.6%	5.2%	5.5%	6.4%
Households with Income of \$10,000 - \$14,999	896	1,083	1,216	163,197
Households with Income of \$10,000 - \$14,999, Percent	5.0%	3.9%	5.6%	4.1%
Households with Income of \$15,000 - \$24,999	1,953	2,748	2,107	366,198
Households with Income of \$15,000 - \$24,999, Percent	10.9%	9.9%	9.7%	9.2%
Households with Income of \$25,000 - \$34,999	2,007	2,776	2,498	382,119
Households with Income of \$25,000 - \$34,999, Percent	11.2%	10.0%	11.5%	9.6%
Households with Income of \$35,000 - \$49,999	3,118	4,248	3,432	529,394

Demographic Group	Sanilac County	Shiawassee County	Tuscola County	State of Michigan
Households with Income of \$35,000 - \$49,999, Percent	17.4%	15.3%	15.8%	13.3%
Households with Income of \$50,000 - \$74,999	3,602	5,580	4,648	724,434
Households with Income of \$50,000 - \$74,999, Percent	20.1%	20.1%	21.4%	18.2%
Households with Income of \$75,000 - \$99,999	2,455	4,025	2,802	513,473
Households with Income of \$75,000 - \$99,999, Percent	13.7%	14.5%	12.9%	12.9%
Households with Income of \$100,000 - \$149,999	1,953	3,831	2,628	581,140
Households with Income of \$100,000 - \$149,999, Percent	10.9%	13.8%	12.1%	14.6%
Households with Income of \$150,000 - \$199,999	591	1,416	738	234,844
Households with Income of \$150,000 - \$199,999, Percent	3.3%	5.1%	3.4%	5.9%
Households with Income of \$200,000+	340	639	434	226,883
Households with Income of \$200,000+, Percent	1.9%	2.3%	2.0%	5.7%
Average Household Income	\$63,965	\$71,442	\$64,207	\$80,803
Median Household Income	\$49,852	\$56,436	\$51,891	\$59,234
Per Capita Income	\$27,350	\$29,544	\$26,905	\$32,854

Income disparities are a problem in WIOA Planning Region 6 with many residents living in poverty. In 2017, 8.9 percent of the state’s public assistance registrants lived in the region. Compared to the region’s overall share of the state population, this is a significant number and share of those living on public assistance. The numbers are dropping, primarily due to changes in policy such as lifetime benefit limits in the State of Michigan. Despite this, WIOA Planning Region 6’s workforce system is more heavily utilized by the public assistance population, creating a strain on resources. The following figures highlight the number of individuals that are registered to receive assistance from the state, assuming work requirements are met.

**Figure 22: Public Assistance Registrants in Michigan by County—2019 – 2021**

Geography	2019	2021	2019 - 2021 Percent Change	2019 Share of the State
Genesee County	19,634	23,732	20.9%	6.5%
Huron County	693	891	28.6%	0.2%
Lapeer County	1,898	2,254	18.8%	0.6%
Sanilac County	1,114	1,447	29.9%	0.4%
Shiawassee County	1,785	2,040	14.3%	0.6%

Tuscola County	1,693	2,228	31.6%	0.6%
State of Michigan	300,638	385,878	28.4%	-

*Note: The sum of the areas does not add to the statewide total.*

**Source:** Michigan Department of Health and Human Services

Figure 23 indicates that females registered for public assistance at a higher rate than males in Region 6 during 2021. The age group with the most registrants is 22-44 at 63.8%, and the White community makes up 62.1% of public assistance registrants.

**Figure 23:** Public Assistance Registrants – December 2021 - WIOA Planning Region 6

Demographic Group	Assistance Program Registrants	Percent of Total
<b>Total</b>	38,622	100.0%
<b>Sex</b>		
Male	17,564	45.5%
Female	21,056	54.5%
<b>Age</b>		
14-15	226	0.6%
16-19	2,833	7.3%
20-21	1,669	4.3%
22-44	24,646	63.8%
45-54	6,679	17.3%
55-64	2,569	6.7%
65+	0	0.0%
<b>Race</b>		
White	23,972	62.1%
Black / African American	10,621	27.5%
Native American	305	0.8%
Other	536	1.4%
<b>Ethnicity</b>		
Hispanic	1,532	3.9%

**Source:** Michigan Department of Health and Human Services

Please Note: some recipient data unknown

### **Part III: Regional Service Strategies**

*Provide a description of regional service strategies that have been or will be established as a result of coordinated regional analysis and delivery of services, including the use of cooperative service delivery agreements, when appropriate. Regions may consider:*

- *Existing service delivery strategies that will be expanded, streamlined, or eliminated.*
- *New service strategies necessary to address regional education and training needs.*
- *Strategies to address geographic advantages.*
- *Approaches to improve services to individuals with disabilities, veterans, youth, or other hard to serve populations.*
- *Strategies to connect the unemployed with work-based learning opportunities.*
- *Strategies to integrate existing regional planning efforts among core partners.*

GSTMW! and the MWAs from WIOA Planning Regions 7, 9 and 10 often work together with each other and with partners to address regional education and training needs, develop approaches to improve services for hard-to-serve populations, and connect the unemployed with work-based learning opportunities. What follows are several examples regional collaboration:

**Going PRO Talent Fund:** MWAs in WIOA Planning Regions 6, 7, 9, and 10 have been and will continue to work together to optimize implementation of the State of Michigan’s Going PRO Talent Fund (GPTF), which provides competitive awards for employer responsive training that enhances talent, productivity, and employment retention. These MWAs work together to identify and provide opportunities to employers who have locations in more than one service area by designating one MWA to serve as the administrative agent for the grant.

Employers in WIOA Planning Region 6 have received over \$6,500,000.00 in GPTF grants since the talent fund’s inception in 2014. In PY 2019, 36 employers in our counties invested training in 625 individuals, including 436 existing workers and 189 new hires with funding from GPTF totaling \$803,329. This investment continues to strengthen the workforce in WIOA Planning Region 6 and make an important impact on the lives of workers and the businesses they help build. The PY 2020 GPTF awards were recaptured by the SOM for COVID relief efforts. In PY 2021, 37 employers in our MWA invested training in 1,639 individuals, including 1,203 existing workers and 417 new hires with funding from GPTF totaling \$1,789,446.00.

So far in the PY2022 application cycle, 32 employers across WIOA Planning Region 6 have submitted requests totaling \$1,162,075.00, which includes training planned for 893 individuals and 73 individual apprenticeships.

GSTMW! is committed to providing the most in-depth information about the GPTF to employers. With a competitive awards system, correct information provided early, leads to better planning, better timing, better decision making and more accurate and complete grant applications. GSTMW! is committed to helping employers obtain the necessary resources for training that will lead to increased employee productivity and increased competitiveness of the businesses in WIOA Planning Region 6, and the state. GSTMW!, in partnership with economic development and chamber partners, provides a series of GPTF employer information sessions across the region, as well as via Go-To-Meeting online to review the applications process, type of training, grant requirements, funding parameters, and deadlines for submission. The online training is also recorded and offered on the GSTMW! website for the duration of the application period. GSTMW! Business Services Representatives schedule the required GPTF fact-finding meetings directly from the information sessions to ensure timely follow through.

**Figure 24: GST Michigan Works Going PRO Talent Fund Awards (PY 2019)**



**Figure 25: GST Michigan Works Going PRO Talent Fund Awards (PY 2021)**



**Businesses located in Genesee, Huron, Lapeer, Sanilac, Shiawassee and Tuscola counties expect to train 975 Current Employees - 468 New Hires - 283 Apprentices!**

Business Name	City	Award	Business Name	City	Award
d/s Services, Inc.	Cass City	\$10,872.00	Rassini Brakes LLC	Flint	\$37,563.00
Vetcon, Inc.	Burton	\$15,000.00	Curbco Inc	Flint	\$4,575.00
Keystone Design, Inc.	Clio	\$13,493.00	Wellspring Lutheran Services - SLC & Fr	Flint/Fksth	\$310,950.00
ValTec, LLC	Imlay City	\$30,501.00	LLINK TECHNOLOGIES LLC	Brown City	\$37,423.00
KAPPEN TREE SERVICE LLC	Cass City	\$105,000.00	Gemini Precision Machining, Inc.	Bad Axe	\$4,000.00
Magna Electronics Technology, Inc.	Holly	\$95,425.00	Halligan Electric Inc	Flint	\$54,417.00
Tower International	Elkton	\$27,000.00	Midwest Rubber Company	Deckerville	\$17,920.00
ADVANCED AUTO TRENDS INC	Plar Snover	\$37,792.00	TRILOGY HOME HEALTH VENTURE	Brighton	\$155,550.00
Rolls Mechanical	Fenton	\$99,920.00	Lutheran Home Care Personal	Frankenmuth	\$82,500.00
Dornico Med-Device	Fenton	\$39,735.00	Lapeer Plating & Plastics, Inc.	Lapeer	\$26,759.00
Midwest Bus Corporation	Owosso	\$18,460.00	VIBRACOUSTIC North America	Sandusky	\$81,600.00
Century Tool & Gage LLC	Fenton	\$48,000.00	ATIGROUP	Flushing	\$10,500.00
NILES INDUSTRIAL COATINGS LLC	Fenton	\$28,386.00	MacArthur Corporation, Grand Blanc	Grand Blanc	\$10,665.00
HURON INC	Lexington	\$103,890.00	Industrial Propane Service, Inc.	Byron	\$7,200.00
GOYETTE MECHANICAL CO., INC.	Flint	\$118,165.00	Wolverine Fire Protection Co.	Mount Morris	\$19,741.00
Food Bank of Eastern Michigan	Flint	\$25,500.00	Walbro Engine Management	Cass City	\$30,482.00
Communities First, Inc.	Flint	\$7,773.00	BELL TECH Communications, LLC	Swartz Creek	\$5,000.00
Flint/Saginaw/Port Huron Odyssey	Flint	\$40,050.00	LM PRODUCTS INC	Lapeer	\$7,500.00
WT Stevens Construction, Inc.	Flint	\$20,139.00			

**A total of \$39M in Going PRO Talent Fund Grants were awarded to train 30,000 workers at more than 850 Michigan Businesses!**

**FOR MORE INFORMATION CONTACT: CINDY THORNTHWAITE AT 810-233-5974 EXT. 352**  
Supported by the State of Michigan. GSTMW materials and programs paid for with State and Federal funds. Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. 1-800-235-8876 TTY: 711. A proud partner of the American Job Center Network.

MiCareerQuest: MiCareerQuest is an innovative, hands-on career exploration experience for high school students, teachers and counselors to learn about today's hottest jobs from working professionals. GSTMW! held its first event in October of 2019 at the Dort Event Center in Flint. Over 2,300 students, 147 chaperones, 200+ exhibitors and 115 volunteers attended the event. Due to the COVID Pandemic GSTMW! was unable to offer MiCareer Quest in 2020 and 2021. GSTMW! is looking forward to offering this event again in the Spring of 2023.

*National Emergency Grants:* GSTMW! jointly implemented several National Emergency Grants (NEGs), including the Jobs Driven and Strategic Planning NEGs, with Macomb St. Clair Michigan Works!, which is in WIOA Planning Region 10. If possible, GSTMW! will continue to partner with other MWAs on future NEG grant opportunities. In addition, GSTMW! had a NEG grant awarded for WIA Dislocated Worker National Rescue – Flint Disaster Relief.

*MI Bridges Community Partners:* In partnership with the Michigan Department of Health and Human Services (MDHHS), GSTMW! is spreading the word about the revised MI Bridges website, connecting with clients and assisting applicants. This also connects with the statewide 2-1-1 referral and information system, facilitating connection of Michigan residents with needed services. GSTMW! is engaged as a navigation partner, referral partner, and access partner.

*Reconnections:* GSTMW! serves as a key partner with the justice involved citizens program for the region operated through Catholic Charities of Shiawassee and Genesee Counties. Currently, the program is active in Genesee, Shiawassee, and Tuscola Counties. Catholic Charities works to find housing, while GSTMW! staff works to equip justice involved citizens with the tools they need to be successfully employed and earning a living wage. A key component is attending workshops such as resume building, interview skills, computer basics, and workplace excellence. The participants also meet with a Career Coach with expertise and passion for working with justice involved citizens. Participants receive a Certificate of Completion after completion of the series. Reconnections then assists with job placement and additional counseling classes.

*Futures for Frontliners and Reconnect:* GSTMW! has teamed up with local community colleges to provide WIOA services to those eligible for the Futures for Frontliners and Reconnect students. Futures for Frontliners are individuals who worked at the height of the pandemic and were required to apply for funds by Dec 31, 2020. Reconnect eligible students are 26 years old who have not completed an Associate Degree program. Both programs provided In District tuition for students to complete a schooling opportunity within 4 years. GSTMW! is partnering with students to assist with additional Out of District tuition costs, books and supportive services to ensure successful completion of their educational endeavor.

*Jobs Corps:* GSTMW! supports the Flint-Genessee Job Corps Center program's mission to teach eligible young people the skills they need to become employable and independent and place them in meaningful jobs or further education. A partnership with GSTMW! introduces new Job Corps participants to our American Job Center services within their first month at the center. Students are given resources for their exploration of the variety of career choices at the Flint-Genessee Job Corps. Additional services may include dual enrollment in WIOA out-of-school youth program, Jobs for Michigan's Graduates, paid work experiences, and assistance with

preparing for exit from Job Corps, including help with resume preparation, interview training, connection with business services, and help in job searching through Michigan Talent Connect.

*Jobs for Michigan's Graduates (JMG):* The Jobs for Michigan's Graduates program is a state affiliate of the national Jobs for America's Graduates (JAG) program. The JAG program is a proven model that assists youth at risk of dropping out of high school and those who have already separated from the traditional school system in completing their secondary school degree and preparing them for further education, military and/or employment. The JAG model teaches career-readiness and general life skills through curriculum, hands-on activities and mentorship. The JMG program aligns with WIOA's 14 program elements, incorporating aspects of leadership development, supportive services, adult mentoring, financial literacy, entrepreneurial skills, career exploration and activities that prepare for transition into post-secondary education. GSTMW! operates both in-school and out-of-school JMG programs across multiple counties. GSTMW! has 6 JMG sites (3 out of school and 3 in school), which annually serves between 350-400 participants in 4 counties (Genesee, Lapeer, Tuscola and Sanilac.)

*Summer Youth Initiatives:* GSTMW! offers multiple opportunities for youth participants to gain work readiness soft skills, explore career opportunities and pathways, and gain valuable work experience to prepare them for the next steps on their career pathways. GSTMW! allocates a minimum of 20% of WIOA youth funding to providing work experience opportunities. WIOA youth funds are targeted at young people who are both in and out-of-school, to assist them in their career and education development. Types of services funded include training and youth development programs for young people who have left school, as well as, after-school services and employment supports for youth still in school. All youth with disabilities, ages 16-24 who are not attending school, are eligible for out-of-school services. Youth with disabilities up to age 21 are eligible for in-school services if they are low income. In addition, GSTMW! has defined "requires additional assistance" for in-school and out-of-school youth eligibility criteria.

While youth work experience opportunities can take place year-round, GSTMW! offers multiple specialized summer work experience programs including Chafee SYEP and the Young Professionals Grant.

1. GSTMW!'s Chafee SYEP program provides work readiness training and work experiences to foster care youth ages 14-21 that are Chafee eligible. The work-readiness component includes soft skills, job readiness and life skills for a minimum of two-weeks.
2. The Summer Young Professionals grant will be used to expand youth work experiences offered by GSTMW! This grant will allow greater opportunities for work experiences in Genesee, Huron, Lapeer, Sanilac and Tuscola Counties. The Young Professionals grant will provide WIOA eligible youth ages 18-24 with work readiness training, career exploration

and paid work experiences. This grant will use the framework and course competencies from GSTMW's existing JMG, and Chafee programs. In Genesee county, the program will focus on youth with limited or no work history and includes a fast-track, two-week work-readiness training followed by a paid work experience. In Lapeer, Huron, Tuscola and Sanilac counties, the program will focus on providing paid internships to low-income college students and those exiting high school or CTE programs.

*Community Resource Navigator:* A Community Resource Navigator is located in the Flint AJC. Critical functions of the navigator include researching, maintaining and sharing community resource information with participants and staff. The navigator maintains an information resource area with flyers from numerous community agencies meeting needs in the areas of legal, food, transportation, housing, adult education and others. In addition, free notary services are available enabling clients to complete a key step in applying for utility and other emergency services. The navigator also serves as the Healthy Michigan Plan (HMP) navigator and an Employment Services Specialist. The navigator is Genesee Human Oppression Strike Team (G.H.O.S.T) certified, collaborating with the Genesee County Sheriff's office to combat human trafficking. This individual makes soft referrals to various community agencies.

*G\*STARS/AGS PRIME:* Beginning July 1, 2017, GST Michigan Works! implemented usage of the G\*STARS system to monitor and track traffic flow and recording services received throughout the agency's seven American Job Centers. The system allows for client self-selection and better ease of access for self and basic services. The system has also helped with staff efficiency and reporting. GSTMW! has expanded its use of the G\*STARS system to include its Business Services and BRN functions as well as tracking placements across the agency. These functions will not only allow better accuracy when reporting for the state dashboard report but will provide keen insight to leadership on the day-to-day activities and outcomes of the organization.

In the summer of 2023, we will be transitioning from G\*STARS to AGS's new PRIME system. All information from the G\*STARS system will be migrated over to the AGS PRIME system to allow a seamless transition. The PRIME system is more user friendly and will allow for better ease of services and reporting.

*WIN Turnover Study:* In February 2019, the six MWAs comprising WIOA Planning Regions 6, 9 and 10, contracted with WIN to examine employee turnover in the region. This work aimed to provide the MWAs with 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 nationwide best practice research is included in the report.

Key findings included:

- The occupations experiencing the highest rates of turnover are low-training, low-wage positions medical aides, general laborers, and food preparation and serving workers.
- Employers estimate median turnover costs of \$4,500 per worker.
- The most common reason cited for employee turnover is a desire for higher pay or benefits, followed by transportation, childcare, and other personal conflicts.
- Competition for a shrinking talent pool is driving retention strategy changes for many employers.

*The I-69 Thumb Region Economic Development Partnership:* This partnership has been funded by the Michigan Economic Development Corporation (MEDC): 1) to convene area employers, workforce development agencies, education, and government partners to discuss successes and challenges in workforce supply, and 2) to seed fund regional projects to improve workforce supply. Local EDOs, MEDC, SBDC, GSTMW!, MMTC and other core partners meet virtually every other Wednesday.

The I-69 Thumb Region encompasses seven counties in eastern Michigan, the region has a wide range of agricultural richness, manufacturing know-how and transportation resources. The I-69 Thumb Region is a place where businesses and individuals can grow and prosper. Connected by international and interstate connections, the region boasts resources like no other. From agriculture to manufacturing to technology, *you can make it here.*

- Over 395,000 workers with close to 360,000 jobs, and average earnings of \$38,754.
- Four major expressways – I-69, I-75, US 23 and I-94.
- Multiple rail providers, including CSX and Canadian National.
- Bishop International Airport with multiple passenger and freight carriers; Blue Water Bridge, connecting Port Huron to Sarnia, Ontario, Canada.
- Major crops including soybeans, corn, sugar beets, hay and wheat; poultry and dairy production amongst highest in state.

Adult Education Initiatives

*Career and Educational Advisory Council (CEAC):* The CEAC brings education and business together by establishing a formal entity and mechanism to build and maintain a collaborative partnership with local school districts, employers, post-secondary institutions, advocates, and training centers to identify significant talent needs in a community and collectively develop and implement training strategies to effectively meet employers' talent needs. GSTMW's CEAC is comprised of representatives of educational institutions, employers, and labor organizations

from all six counties. The CEAC serves in an advisory capacity to GSTMW!'s Workforce Development Board regarding educational issues including Adult Education, Perkins, and 61b Early College funding.

*Adult Education Advisory Committee:* Annually, in WIOA Planning Region 6, the Adult Education Advisory Committee develops the regional goals for Adult Education providers. GSTMW! staff sit on the advisory committee. Enrollment, performance, credential attainment, and expansion of program services were identified as the 2020-2021 goals. These goals were carried over for 2021-2022 by the Region 6 providers.

In WIOA Planning Region 6, Adult Education providers have been working closely together to coordinate activities between Title I and Title II programs. During program year 2018-19, Region 6 enrolled 1,242 individuals into adult education programs. 71% of individuals were served. The following barriers adversely impacted student success, low income, disabilities, childcare, transportation and incarceration. Reported outcomes for the region included 53% obtained a GED or High School diploma and 54% entered employment. The COVID pandemic adversely impacted the region's Adult Education metrics. In PY 2019-2020 there were 1,032 enrollments with a 77.03% retention rate. The GED/HSC rate was 39.66% and Entered Employment rate was 54.39%. Student success barriers included impact from the COVID pandemic, remote learning challenges, low income, disabilities, childcare, transportation issues and incarceration. For 2020-2021 enrollments were 1,000 with the retention at 80.20%. The GED/HSC rate was 43.18% and Entered Employment rate was 44.36%. The student success barriers remained the same.

#### Southeast Michigan Works Agency Council (SEMWAC)

The Southeast Michigan Works Agencies Council (SEMWAC) is a regional initiative that brings together leadership and staff from all seven MWAs in WIOA Planning Regions 6, 7, 9, and 10. The directors from these MWAs meet every other month to discuss policy, to coordinate staff development activities, and to plan, implement, and monitor regional initiatives. Collaboratively, SEMWAC has procured a workforce development consultant to plan and facilitate meetings and utilizes WIN staff to help implement many regional initiatives. SEMWAC has been in existence in one form or another for over 20 years, having leveraged millions of dollars for the greater southeast Michigan region.

The primary goals of SEMWAC are to secure regional funding, implement regional workforce development initiatives; build stronger partnerships; and improve communication, collaboration, and consistency of service delivery throughout the greater region. Currently, the MWAs that comprise SEMWAC are working together on the regional implementation of the Department of Labor's America's Promise and American Apprenticeship Initiative grants, as well as supporting MICareer Quest Southeast and the efforts of the Business Services Coordinating Committee. The

MWAs that comprise SEMWAC also worked together to develop WIOA Regional Plans and Mid Cycle Modifications in all three regions that represent the true levels of cooperation and coordination throughout the greater region.

SEMWAC also convenes and supports the SEMWAC Managers Workgroup, Business Service Coordinating Committee, and Business Services Network. What follows are descriptions of these groups and some of the activities in which they are engaged.

**SEMWAC Business Services Workgroup:** The SEMWAC Business Services Coordinating Committee includes Business Services managers and select staff from all seven MWAs in SEMWAC. This group has developed and helped implement strategies and guidelines for engaging employers, recruiting new talent, improving access to job-ready talent, and sharing job leads. In 2019, the committee held events on Improving Business Services Skills and Promoting Employee Retention. The group also coordinated a joint Rapid Response collaboration meeting with the Workforce Development Agency, the Michigan Works Association and the Unemployment Insurance Agency's rapid response coordinators. The purpose of this meeting was to make sure the MWA Rapid Response staff was working effectively with State agencies and each other on regional rapid response activities related to an increase in auto layoffs.

### **Workforce Intelligence Network for Southeast Michigan (WIN)**

The Workforce Intelligence Network for Southeast Michigan (WIN) is a partnership of community colleges and Michigan Works! Agencies (MWAs) operating in WIOA Planning Regions 6, 7, 9, and 10. SEMCA serves as the WIN fiduciary and employer of record and provides administrative services in support of WIN and its initiatives. WIN was established in 2011 to create a comprehensive and cohesive talent development system in the region to ensure workers are prepared for success. Accordingly, WIN serves three primary roles: (1) Gathering, analyzing, and distributing real-time labor supply and demand intelligence on workforce characteristics specific to the southeast Michigan region; (2) Convening, facilitating, and engaging employers, and serving as the connection point for business, industry and other stakeholders as it relates to workforce development; and (3) Developing strategies and funding proposals for the delivery of regional workforce development programs through its partners.

Several WIN initiatives have resulted in cooperative service agreements with seven Michigan Works! agencies, including SEMCA, the ten community colleges that comprise WIN, and other partners in WIOA Planning Regions 6, 7, 9, and 10.

**WIN Labor Market Research and Data Services:** WIN has an agreement with Michigan Works! agencies and community colleges throughout greater southeast Michigan to provide real-time data and other labor market information on a regular basis. Regional reports are produced on a

quarterly basis and data support is provided for various project and grant-based initiatives. The Michigan Works! agencies use this information when working with job seekers and employers to provide local, real-time labor market information to promote data-driven decision making when it comes to employment, training, recruitment, and employment. Similarly, community colleges use this information to inform curriculum development and ensure enhanced marketability for students and graduates upon entering the local workforce. Understanding what skills, certifications, degrees, and occupation needs are required by employers allows the Michigan Works! agencies and community colleges the opportunity to proactively address various industry trends and address the local skill gaps. The data is also utilized by economic development partners to inform businesses about the quality of southeast Michigan's talent pool, including what their qualifications and skills sets are, and how to access training for existing employees. Moving forward, WIN and its partners will continue to explore additional opportunities to utilize this valuable information to attract and retain employers and provide them with a reliable source of qualified employees.

**WIN Data and Research Learning Network Meetings:** WIN learning network meetings are designed to provide quality data resources and tutorials to community college and Michigan Works! agency representatives throughout greater southeast Michigan. These professional development opportunities allow for Michigan Works! agencies and community colleges to share best practices related to the attraction, development, and retention of talent throughout WIOA Planning Regions 6, 7, 9, and 10. Previous topics include apprenticeships in Michigan, how to use

**Figure 26: WIN 2022 Matrix of Initiatives**

	<b>Closing the Skills Gap</b>	<b>Health Careers Alliance</b>	<b>Michigan Alliance Greater Mobility Advancement</b>	<b>One Workforce Industry Infinity</b>	<b>Michigan Learning &amp; Education Advancement Program (Southeast Michigan)</b>	<b>Michigan Rural Enhanced Access to Careers in Healthcare</b>	<b>EV Academy (formerly MIREV)</b>	<b>Good Jobs Challenge (Pending)</b>
	<b>MiApprenticeship</b>	<b>HCA</b>	<b>MAGMA</b>	<b>OWII</b>	<b>MILEAP</b>	<b>MIREACH</b>	<b>EV Academy</b>	<b>GJC</b>
<b>Grantee/Fiscal Agent</b>	Oakland Community College	WIN Dues	Corporate Dues / One Workforce Industry Infinity & MIREV	SEMCA	SEMCA	State of Michigan	SEMCA	State of Michigan
<b>Period of Performance</b>	2020-2024	Ongoing WIN Priority	Ongoing since 2009	2021-2025	2021-2023	2021-2025	2022-2027	2022-2027
<b>Grant Award</b>	\$4 million	-	Dues	\$10 million	\$2 million	\$2.5 million	\$5 million	\$25 million
<b>WIN Partners</b>	All WIN Partners, excluding Jackson College, Capital Area Michigan Works! & Lansing Community College	All WIN Partners	-	All WIN Partners	DESC, SEMCA, Macomb-St.Clair Michigan Works!, Michigan Works! Southeast, Monroe County Community College & Jackson College	GST Michigan Works!, SEMCA & Michigan Works! Southeast	All WIN Partners	All WIN Partners, excluding, DESC, GST Michigan Works!
<b>Training Reimbursement Funding</b>	\$720,000	-	-	\$4.6 million	Estimate: \$1.4 million	-	-	\$13 million
<b>Case Management / Wraparound Support Funding</b>	-	-	-	\$1 million	Estimate: \$278,000 and WIOA Funding	\$100,000	Misc. Amounts Per Partner	\$3.3 million
<b>Performance Outcome Targets</b>	3,200 Participants Served/ 720 Registered Apprentices	0	0	875 Participants Served	556 Participant Outcomes	100 Participants Served / Obtaining a Certification	673 Participants Obtaining a Certification	2,000 Participant Outcomes
<b>Participants Tracking System &amp; Responsibilities</b>	AGS Prime through SEMCA	-	SEMCA	AGS Prime through SEMCA	Michigan Works! agencies enter data in the One Stop Management Information System (OSMIS)	Michigan Works! agencies enter data in the One Stop Management Information System (OSMIS)	Michigan Works! agencies enter data in the One Stop Management Information System (OSMIS)	TBD
<b>Industry Sectors</b>	Advanced Manufacturing	Healthcare	Advanced Manufacturing	Advanced Manufacturing, Information Technology, Transportation, Logistic and Distribution	All Sectors	Healthcare	Advanced Manufacturing (EV/Mobility)	EV/Mobility, Information Technology, Broadband

data to assist local job seekers and employers, how to apply the findings from WIN labor market reports, hands-on data tutorials for various workforce-related scenarios, and more.

**WIN Regional Training Programs:** WIN provides project management for numerous regional workforce training initiatives. A WIN Regional Workforce Program Matrix is provided in the table below, which is followed by additional program information.

### **Employer-Led Collaboratives and State of Michigan Initiatives**

**Michigan Alliance for Greater Mobility Advancement (MAGMA):** is a consortium that includes five original equipment manufacturers (OEMs), five tier one manufacturing suppliers, educational institutions, workforce organizations, and state government to address automotive industry 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. All WIN partners are permitted to attend MAGMA Advisory Council meetings which are held on a quarterly basis with subject matter experts speaking on key topics affecting the region.

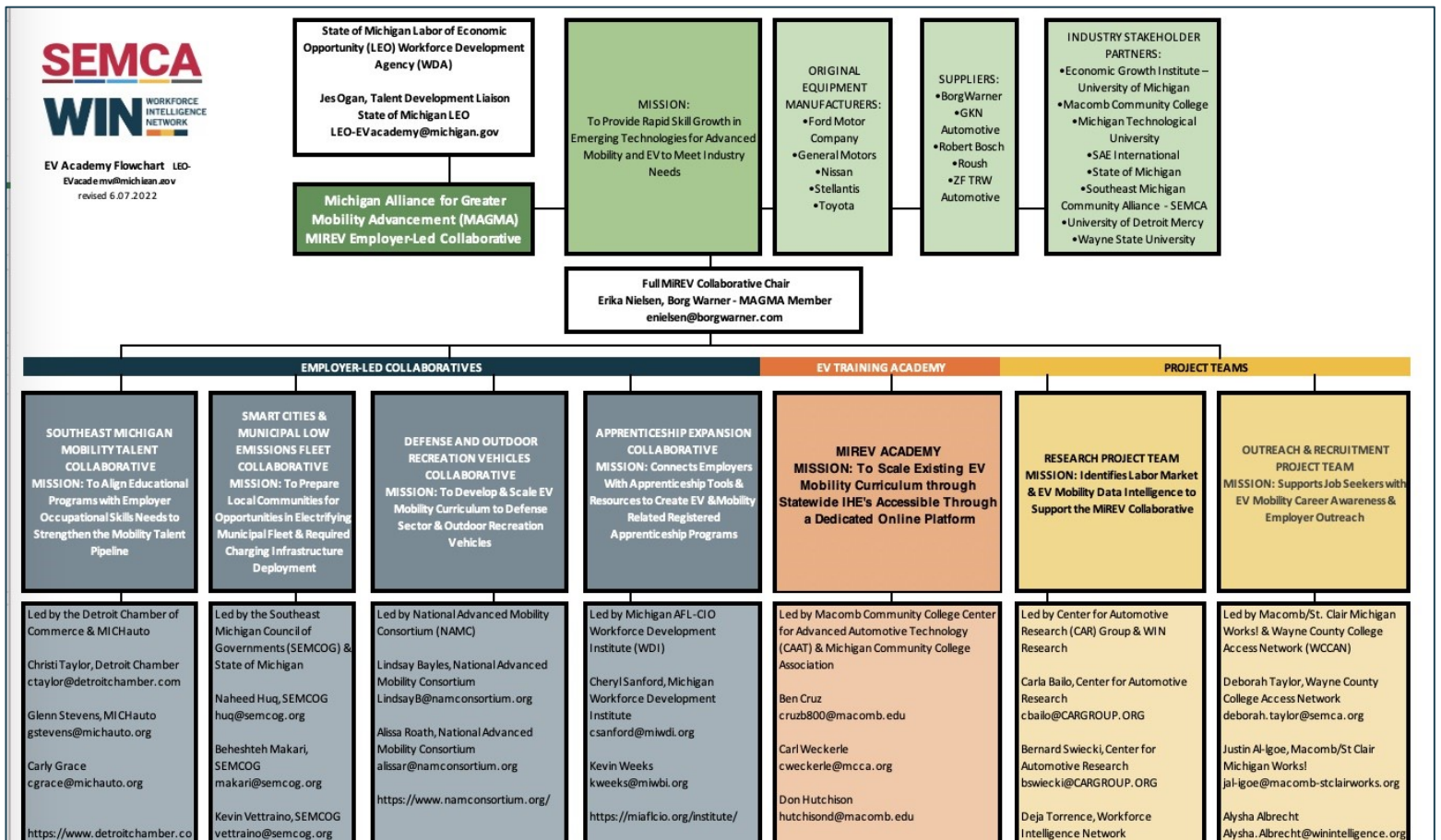
In the first quarter of 2021, SEMCA WIN received the \$10 million U.S. Department of Labor H1-B One Workforce *Building an Industry Infinity Supply Chain* five-year workforce training grant and MAGMA was a large foundation of the grant application which focuses on advanced manufacturing, cybersecurity, and transportation. Some MAGMA members are actively engaged in the Industry Infinity Transportation Collaborative and Industry Infinity Curriculum Development Committee to develop certification training programs for high demand transportation occupations and to regionally scale cybersecurity frontline worker certification training to enable connected automated vehicles.

In 2019, the MAGMA Governing Board identified and developed 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. The development of these short courses provides a strong foundation for MAGMA to lead the 2022-2027 employer-led Michigan Revolution for Electrification of Vehicles (MIREV) collaborative funded by the State of Michigan Labor and Economic Opportunity, Workforce Development (LEO-WD).

**Electric Vehicle Jobs Academy (formerly known as the Michigan Revolution for Electrification of Vehicles):** In Q4 2021, MAGMA Governing Board unanimously supported taking a lead role with the MIREV state grant application. WIN proposed a comprehensive EV Academy strategy involving over 100 key stakeholder and employer partners involved in six collaboratives, two

project teams and an EV Academy for scaling electrified vehicle and mobility-related postsecondary certification training programs on the Michigan Community College Associate (MCCA) Educational Programs in Collaboration (EPiC) shared online learning platform. All WIN Michigan Works! agency and community college partners have an active role in the EV Academy. Michigan Works! agencies participate in the EV Academy Outreach and Recruitment Project Team, the full EV Academy employer-led collaborative meetings, and any of the additional working collaboratives of interest.

Figure 27: EV Academy Flowchart



The **Health Careers Alliance for Southeast Michigan (HCA)** is an employer-led collaborative which is co-facilitated by the State of Michigan Labor and Economic Opportunity, Workforce Development (LEO-WD) and focused on the WIN southeast Michigan and capital area 19-county region. In 2021, there was an expansion in the HCA employer-led collaborative member composition to over a dozen healthcare systems and 20 stakeholder partners. In Q3 2021, HCA healthcare employers projected over 21,910 new hires over the next three years.

The goal of the HCA is to support and facilitate healthcare employers in developing a comprehensive approach to workforce planning by using the U.S. Chamber of Commerce Talent Pipeline Management model. Objectives include: 1) Creating a replicable process and methodology for analyzing the healthcare workforce; 2) Analyzing talent flows; 3) Defining and implementing shared performance measures; and 4) Creating a value proposition and delivering certification and training programs.

Medical Assistant, Sterile Processing Technician, and Certified Nursing Assistant project teams were inactive in 2021 due to the continuation of the coronavirus pandemic. Strategies will be undertaken by the HCA to resolve talent shortages in these occupations by designing and registering apprenticeship programs, holding virtual job fairs and career awareness fairs, implementing new recruitment strategies, and identifying additional training funding opportunities to support the healthcare labor force. All WIN community college and Michigan Works! agency partners actively participate in the Health Careers Alliance for Southeast Michigan.

#### **Michigan Rural Enhanced Access to Careers in Healthcare (MIREACH): February 1, 2021 – January 31, 2025**

The State of Michigan Department of Labor and Economic Opportunity, Workforce Development (LEO-WD), as the lead applicant, worked collaboratively with WIN and other partners to apply for a \$2.5 million U.S. Department of Labor H-1B Rural Healthcare Grant Program to establish Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH). WIN has a subrecipient agreement with the State of Michigan for the MIREACH grant which was awarded in Q1 2021 to support an employer-led collaborative focused on the healthcare workforce shortages in rural communities across the state. Over the next four years, the grant will support the addition of more than 430 new healthcare workers and incumbent workers advanced into new positions in rural communities throughout Michigan.

The purpose of the U.S. Department of Labor H-1B Rural Healthcare grant program is to alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations (including behavioral and mental healthcare) serving rural populations.

In 2021, MIREACH was elevated to a State Council and the Michigan Center for Rural Health (MCRH) was dedicated as a resource to support the MIREACH employer-led collaborative to verify rural healthcare locations for participant training delivered through this grant. MCRH plays a key role in rural health care by assisting in the creation and implementation of partnerships among organizations, health departments, hospitals, government and academia.

The MiREACH Project Council provides input and recommendations to help the State of Michigan achieve its performance outcomes related to the MiREACH project funded by the U.S.

Department of Labor H-1B Rural Healthcare Grant Program. In-demand H-1B healthcare occupations include Medical Assistants; Certified Nursing Assistants; Registered Nurses; Licensed Practical Nurses; Medical Equipment Preparers (Sterile Processing Technicians); Surgical Technologists; Home Health Aides and Direct Care Aides; Psychiatric Aides and Technicians; Substance Abuse and Behavioral Disorder Counselors; Rehabilitation Counselors; and Social Workers.

MIREACH is aimed at serving veterans, military spouses, transitioning service members, and underrepresented populations including women, people of color, ex-offenders, individuals with disabilities, incumbent workers and other populations which are required to be 17 years of age or older and not currently enrolled in secondary school within a local educational agency.

MIREACH program activities include:

- **Convening:** Engaging healthcare providers and employers in the adoption and deployment of employment and training services to address specific healthcare needs in rural areas
- **Career Pathway Development:** Establishing new or expanding existing career pathways in the healthcare sector that focus on the skills, competencies, and credentials needed for middle to high-skilled direct patient healthcare occupations
- **Developing Training options:** to prepare individuals to successfully move into middle- to high-skilled employment in healthcare occupations which include work-based learning options.

WIN partners include the Southeast Michigan Community Alliance (SEMCA), GST Michigan Works! and Michigan Works! Southeast.

#### **Michigan Learning and Education Advancement Program (MiLEAP): July 2021 – June 2023**

In Q3 2021, the SEMCA Workforce Intelligence Network was awarded the Michigan Learning and Education Advancement Program (MiLEAP) grant by the state of Michigan Labor and Economic Opportunity, Workforce Development (LEO-WD) to support short-term training programs of one-day to two-years which leads to an Industry recognized credential and employment.

The **Autonomous Career Navigation System (ACNS)** partners include Macomb-St. Clair, Detroit Employment Solutions Corporation (DESC), Monroe Community College, SEMCA, Michigan Works! Southeast, and Jackson College. The ACNS partners recognize that the skills gap and need for upskilling the workforce has grown since the coronavirus pandemic. The ACNS mission is to create an Autonomous Career Navigation System from secondary to postsecondary to

employment by engaging with employers and participants to deliver certification programs for entry-level occupations for career mobility in any industry sector.

The ACNS project design involves community college, workforce agency and non-profit partners working collaboratively to upskill the unemployed, underemployed, Asset Limited Income Constrained Employed (ALICE) population, COVID-19 essential workers, adults on public assistance, and adults in need of a high school diploma or equivalency for career mobility and delivery of training certification programs for targeted occupations in any industry sector.

Michigan Works! agencies (MWA) will control the flow of funds and training delivery to community colleges, working together to achieve performance outcome objectives. ACNS partners will serve a total of 556 unemployed and underserved participants in the two-year period of performance. DESC has the largest number of participant training outcomes to obtain and includes the DESC *Detroit at Work* program which offers certification programs for: Dental Assistant Apprenticeship, Cybersecurity Operations, Networking Engineer, Cybersecurity Specialist, Desktop Support Network Administrator, Project Management Professional with CBAP, Lean or ITIL, Technology Professional 2, CDL-A, MIG Welding, Carpentry & Building Construction, Electrical Wiring Residential, Heating and Cooling, Renewable Energy, Industrial Manufacturing Pathway Training, Welding, CNC Operator Technician, Welding, Controls Technician, Industrial Maintenance Technician, Robot Programmer, Robot Technician, IT Support, Bridges to Career Opportunities (Construction), Contextualized Construction Skilled Trades, CDL-A, HVAC, and Diesel Mechanic. Most of these certification training programs are 7.5 to 16 weeks.

### **U.S. Department of Labor Workforce Training Initiatives**

On December 31, 2021, the **Advance Michigan Catalyst/America's Promise** grant was completed, and the WIN workforce collaborative was recognized as one of the top performers in the nation due to achieving or exceeding all performance outcomes. WIN helped the local MWA and community college partners secure the \$6 million U.S. Department of Labor (US DOL) America's Promise grant to train 900 individuals with a focus on the unemployed, unemployed and at-risk population groups.

Macomb/St. Clair Michigan Works! (MSCMW!) received \$1,292,001 in Catalyst funds to train 247 unemployed or underemployed workers over a four-year period. MSCMW! partnered with the MTEC Center at Macomb Community College (MCC) to provide this training. The grant concluded with MSCMW! Serving a total of 246 participants. MCC designed five training pathways for this grant, which include Controls Technician, Electrical Maintenance Specialist, Mechanical Maintenance, Robot Programmer, and Robot Technician. The cohorts run 40 hours a week, and the instructional material covers foundational skills, workplace skills, manufacturing essential

skills, and program-specific vocational skills. MSCMW! placed a Career Planner at MCC to work specifically with participants enrolled in the grant. The Career Planner is located at the training site to stay connected with students.

Oakland County Michigan Works! utilized \$910,000 of this grant to train 232 individuals. In partnership with Oakland Community College (OCC), Oakland County Michigan Works! launches PLC and Robotics Technician cohorts and provides ongoing case management and placement assistant for graduates. Oakland County Michigan Works! has recently modified its training to include blueprint reading, more hands-on opportunities, and a Power Path screening to identify challenges in attention and stress management, with strategies to address challenges. It has also incorporated employability skills into training.

GST Michigan Works! was awarded \$456,423 to train 61 underemployed and unemployed individuals and 29 incumbent workers. At the conclusion of the grant, GST Michigan Works! trained a total of 69 individuals. Throughout the grant period, GST Michigan Works! has successfully partnered with training institutions such as Mott Community College workforce development to recruit potential grant participants.

Detroit Employment Solutions Corporation (DESC) was awarded \$1,124,000 to train 156 unemployed and underemployed individuals and 53 incumbent workers. The grant ending number of participants served was 139. In partnership with Macomb Community College (MCC), DESC has developed a strategy to recruit and enroll participants, as well as a placement strategy with local manufacturers. Their partnership offers four courses to participants: Controls Technician, Robot Programmer Evening, Robot Programmer Day, and Maintenance Technician. DESC has also partnered with Ross IES to support a full-time staff member to support program activities and serve as a liaison between Career Centers and training providers.

SEMCA was awarded \$820,000 to train 132 underemployed and unemployed individuals and 19 incumbent workers. At the conclusion of the grant, SEMCA served 207 individuals. SEMCA has partnered with Schoolcraft College to offer CNC Operating Training and with Henry Ford College to offer a Process Boot Camp Training for BASF during Q1 2020. It's partnership with the training institutions and assisting with curriculums has resulted in SEMCA exceeding its training goal. SEMCA also continues to recruit and advertise via social media outlets: Website, Facebook, Twitter, SEMCA TVs, and flyers at each of their American Job Centers.

Michigan Works! Southeast (MWSE) was awarded \$440,000 to train 54 underemployed and unemployed individuals and 18 incumbent workers. At the end of this grant, MWSE served a total of 63 participants. MWSE has partnered with Jackson College, Mott Community College, and Southern Michigan Center for Science and Industry to deliver relevant training. The table below provides data on eight key performance outcome measures.

**U.S. Department of Labor America's Promise Catalyst Grant  
1/1/2017 – 12/31/2021  
Final Outcomes**

<b>Target Population Served</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>OAKLAND</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	131	63	247	54	200	150	845
Outcomes to Date	126	52	246	55	232	176	887
<b>Incumbent Workers</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>OAKLAND</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	10	17	0	8	0	25	60
Outcomes to Date	13	17	0	8	0	31	69
<b>Enrolled in Education</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>Oakland</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	141	80	247	62	200	175	905
Outcomes to Date	116	64	245	63	232	197	917
<b>Completed Education</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>Oakland</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	110	60	186	46	155	132	689
Outcomes to Date	95	45	205	43	188	160	736 (826 in WIPS)
<b>Completed Education with Credential</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>Oakland</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	102	58	187	45	155	110	657
Outcomes to Date	99	44	220	43	188	159	753 (788 creds in WIPS)
<b>Obtained Employment</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>Oakland</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	45	37	151	25	85	50	393
Outcomes to Date	28	18	189	11	84	114	444 (455 in WIPS)
<b>Incumbent Retained/Advanced</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>Oakland</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	4	5	0	5	0	5	19
Outcomes to Date	0	0	0	0	0	18	18
<b>Total Population Served</b>	<b>DESC</b>	<b>GST</b>	<b>Macomb</b>	<b>MWSE</b>	<b>Oakland</b>	<b>SEMCA</b>	<b>GRANT GOAL</b>
Grant Goal	141	80	247	62	200	175	905
Outcomes to Date	139	69	246	63	232	207	959

**U.S. Department of Labor H1-B One Workforce, Building an Industry Infinity Supply Chain:** Since data continues to show that robotics and automation is among the fastest growing classifications of job growth in the region and a top workforce priority for regional automotive companies, WIN

partners obtained the \$10 million Industry Infinity grant for four more years of helping students obtain the high-demand, high skills and confidence needed to be the region's next robotics technicians. The grant also commits to regional delivery of cybersecurity frontline worker training to enable connected automated vehicles in the southeast Michigan region and to deliver certification training programs for high-demand occupations in the transportation sector. Industry Infinity provides \$4.6 million in training funds and over \$1 million in wraparound services that flow through the Michigan Works! agency partners which braid and leverage WIOA funds with these additional training funds from the US DOL. The Industry Infinity grant also includes a regional Curriculum Development Committee, led by Henry Ford College, and Transportation Collaborative led by the Michigan Department of Transportation to develop and achieve curriculum development outcomes in the key Industry 4.0 pillars of manufacturing, cybersecurity, and transportation.

**Advance Michigan Center for Apprenticeship Innovation/ U.S. Department of Labor Apprenticeship: Closing the Skills Gap grant:** In February 2020, with assistance from WIN, Oakland Community College (OCC) was awarded a \$4 million four-year federal grant, known locally as MI-APPRENTICESHIP, to train 720 apprentices in advanced manufacturing careers across the state of Michigan and to provide the Advance Michigan Center for Apprenticeship Innovation (AMCAI) apprenticeship hub tools, resources, and experts to the region. Six Michigan Works! Agencies (Detroit Employment Solutions Corporation, GST Michigan Works!, Macomb/St. Clair Workforce Development Board, Michigan Works! Southeast, Southeast Michigan Community Alliance, and Oakland County Michigan Works!) were awarded a total of \$600,000 to support apprenticeship coordination activities, such as employer outreach, participant tracking, and case management. Additionally, seven community colleges (Henry Ford College, Macomb Community College, Monroe County Community College, Mott Community College, Schoolcraft College, Washtenaw Community College, and Wayne County Community College District) were awarded a total of \$700,000 to support apprenticeship coordination activities, including employer outreach, participant tracking, and case management. WIN was awarded \$1.6 million for project management and grant coordination and each community college and MWA partner will have access to training funds to help employers offset the cost of Related Technical Training for apprentices.

In 2021, the Advance Michigan Center for Apprenticeship Innovation (AMCAI) completed all activities for the **U.S. Department of Labor (US DOL) American Apprenticeship Initiative (AAI)** grant. The WIN collaborative of community college and Michigan Works! agency partners earned recognition as one of the top performing apprenticeship grantees in the nation by the National Governors Association Center for Best Practices by exceeding all target outcomes.

The Closing the Skills Gap MI-APPRENTICESHIP partners leverage the AMCAI apprenticeship hub which includes the [miapprenticeship.org](http://miapprenticeship.org) website with apprenticeship resources and links including the [rapidskillsgenerator.org](http://rapidskillsgenerator.org) website and real-time repository of over 540 occupational frameworks for developing Appendix A Work Process Schedules, the Return-on-Investment Calculator (ROI) which shows wage data and helps employers understand the financial benefits of hiring apprentices, the Apprenticeship Resource Tracking (ART) software to enable intermediary standards support for apprenticeship employers, and Equal Employment Opportunity (EEO)/Affirmative Action Plan (AAP) policy templates for intermediaries and sponsors to comply with 29 CFR Part 30 guidelines.

#### Pre-Apprenticeship Programs, Apprenticeship Initiatives, and Resources

##### How GSTMW! Apprenticeship Programs Can Help Meet Your Needs For Skilled Workers!

Employers with registered apprenticeship programs can broaden their pool of talent and fill critical vacancies. At no cost to your organization, our apprenticeship team will work with the business to:

- Understand the registered apprenticeship training model
- Identify existing models for your occupations of interest
- Connect you with appropriate resources to assist with your program
- Draw up your Standards, Training & Education outline based upon your input
- Submit your registration paperwork to the USDOL for full recognition in the National Registered Apprenticeship System
- Handle all the administrative tasks for the length of your program
- Assist you with program updates as your workforce needs evolve
- Promote your program and assist with recruitment

#### Starting A New Registered Apprenticeship Program

Apprenticeship programs enable businesses to build the talent it needs in-house. Apprenticeships are a high-quality career pathway driven by growing and emerging industries. An apprenticeship is also a win-win approach for business and job seekers.

#### Benefits for employers:

- Attract workforce talent by offering a nationally recognized credential after completion of an apprenticeship.
- Build a motivated, highly skilled workforce through customized training and workplace experience.
- Get help customizing an apprenticeship program to precisely fit the organization's needs.
- Create high levels of commitment and satisfaction among apprenticeship participants that can result in greater employee retention.

GSTMW! assists employers with setting up apprenticeship programs that meet their specific needs.

### Working With Your Existing Apprenticeship Program

GST Michigan Works! is here to assist businesses by promoting current Registered Apprenticeship Programs through job seeker recruitment, and additional information about available funding.

Some examples of funding that may be available for employers include, but are not limited to:

- On-the-Job Training (OJT) Funding provided to an employer with a USDOL Registered Apprenticeship for the costs associated with training an apprentice on the job.
- Reimbursement is a percentage of the apprentice wages.
- Funding is limited in duration.
- Various State Grants aimed at creating Registered Apprenticeship Programs.
- Classroom training for your apprentices.

*Apprenticeship Success Coordinators:* MWAs across the southeast Michigan have expanded their Registered Apprenticeship (RA) support activities with state funding for Apprenticeship Success Coordinators (ASC). ASCs develop and implement comprehensive strategies to support RA expansion; engage industry and workforce intermediaries, employers, and other partners to expand and market RA to new sectors and underserved populations; enhance capacity to conduct outreach and work with employers to start new programs; and expand and diversify participation in RA through innovations, incentives, and system reforms. Michigan ranks fourth in the country for the total number of new registered apprenticeships and has nearly 21,000 registered apprentices in more than 1,000 apprenticeship programs. GSTMW! became an Apprenticeship Sponsor and started providing intermediary services to regional employers in December 2021. Currently, we hold standards for four employers and have five apprentices. We have programs in the following occupations: Electrician, Tool & Die Maker, Mechatronics Technician, and *Nursing Assistant*.

*Apprentice Readiness Training:* In June 2021, GST Michigan Works! was awarded \$121,150 by a generous grant from the National Institute of Environmental Health Sciences (NIEHS) and coordinated by the Center for Construction Research and Training (CPWR) to provide training to a total of 20 eligible program participants in Genesee County. The program is locally administered by the Bricklayers & Allied Craftworkers Local 2 MI in partnership with GST MI Works and the MI Building and Construction Trades Council. The primary objective of Michigan Apprentice Readiness is to provide comprehensive apprentice readiness and environmental training. All program elements, including recruitment, student tracking of participants, life skills training, basic construction skills, environmental/construction safety training, apprentice readiness, and mentoring/career guidance is provided to participants.

### Other Cooperative Service Agreements

There are many formal and informal cooperative service delivery agreements between MWAs, and between MWAs and their partners in WIOA Planning Region 6 and across WIOA Planning Regions 6, 7, 9, and 10. They include agreements between MWAs for implementation of regional grants and initiatives; agreements between community colleges and MWAs for providing training and in some cases, employment services; agreements between nonprofit organizations and MWAs for providing employment and program delivery services; and agreements between government entities and MWAs to provide administrative services. Other types of cooperative service delivery agreements include:

- MWAs serving participants from other MWAs when they walk in, or when they are referred by an MWA to take advantage of a special program or funding opportunity.
- MWA business services staff sharing job orders across MWAs, and working together on regional job fairs, employer forums, educational opportunities, and other special programs.
- MWAs and their partners developing and implementing sustainability plans that continue to serve customers after a regional grant expires.

### Services to Individuals with Disabilities, Veterans, Youth, or other Hard-to-Serve Populations

WIOA Planning Region 6 has given special emphasis to regional collaboration around meeting the needs of special populations. This has become particularly important as job seekers from these groups continue to struggle to find sustainable employment. GSTMW! will continue to explore opportunities for developing regional service strategies in the following areas:

1. *Serving People with Disabilities*: GSTMW! will continue to work with Michigan Rehabilitation Services (MRS), the Michigan Bureau of Services for Blind Persons (BSBP), and other Title IV partners to expand services to people with disabilities. This includes making sure people with disabilities are identified early in the intake process, ensuring that people with disabilities are referred appropriately to receive the support services they need, making sure that employers are informed about the value of people with disabilities as employees, and connecting people with disabilities with employers and career opportunities.
2. *Migrant Seasonal Workers (MSW)*: GSTMW! will ensure that MSWs will be provided with access to the same employment services, benefits, protections, counseling, testing and job and training referral services received by the universal population. An MSW Specialist is currently stationed in our Lapeer County AJC office and will travel to our other offices on an as needed basis. GSTMW! will provide job seekers who are interested in learning more about the kinds of services available to them, with an opportunity to meet one-on-

one with an MSW staff person. The Employment Services staff will make a referral to the MSW staff person to ensure these services are met.

3. *Out-of-School Youth:* GSTMW! will continue to work with local partners to design and implement targeted strategies to reach this population, remove barriers, address needs, and help find employment.
4. *Veterans:* WIOA Planning Region 6 serves a large population of Veterans. GSTMW! will continue to work with local partners to design and implement targeted strategies to reach this population, remove barriers, address needs, and help find employment.
5. *Individuals Experiencing Poverty:* WIOA Planning Region 6 serves a large population of individuals experiencing poverty and receives one of the largest PATH allocations from the state. GSTMW! will continue to work with local partners to design and implement targeted strategies to reach this population, remove barriers, address needs, and help find employment.
6. *Individuals with Basic Skills Deficiencies:* GSTMW! will continue to build strong partnerships with Adult Education and other Title II partners, and to proactively address basic skills deficiencies, including literacy and limited English language skills.
7. *Individuals with Limited Work Experience:* GSTMW! will continue to expand work-based learning opportunities and earn-and-learn opportunities such as apprenticeships, paid internships, and other paid work experience opportunities.
8. *Justice Involved Citizens:* GSTMW! will continue to expand work-based learning opportunities and earn-and-learn opportunities such as apprenticeships, paid internships, and other paid work experience opportunities.

## **Part IV: Sector Initiatives for In-Demand Industry Sectors and Occupations**

*Provide a description of plans for the development and implementation of, or the expansion of, sector initiatives for in-demand industry sectors or occupations for the region. Regions should consider:*

- *Current in-demand industry sectors and occupations within the region.*
- *The status of regional collaboration in support of the sector initiatives.*
- *Current sector-based partnerships within the region.*
- *Which sectors are regional priorities, based upon data-driven analysis.*
- *The extent of business involvement in current initiatives.*
- *Other public-private partnerships in the region that could support sector strategies.*

GSTMW! along with MWAs in WIOA Planning Regions 9 and 10, and now Region 7, have been actively convening and participating in regional industry sector initiatives for over 15 years. These include multiple sector initiatives in Health Care, Technology, Advanced Manufacturing, Defense, and Hospitality. Currently, GSTMW! is engaged in several industry sector initiatives being convened by the Workforce Intelligence Network (WIN). These initiatives include the Michigan Alliance for Greater Mobility Advancement (MAGMA) and Apprenti. These initiatives match current in-demand industry sectors and occupations within the region, as determined by data collected by the WIN and described in Part II of this plan.

These sector initiatives often engage employers from throughout WIOA Planning Region 6, and in many cases WIOA Planning Regions 7, 9 and 10 as well. These MWAs along with WIN are very active in providing important labor market information, talent and employer recruitment, employment services, funding for training, wrap-around services, placement services, and administrative support. GSTMW! and the other MWAs also leverage millions of dollars of funds from other federal and private sources, and in many cases, provide extensive in-kind staff support.

There are other public-private partnerships in the region that support sector strategies that are being led by county economic development agencies and community partners. Some of these include the Greater Flint Health Coalition. In addition, community colleges and other educational institutions and training organizations utilize Employer Advisory Councils to identify and address training needs of in-demand occupations. GSTMW! partners with these schools helping recruit and fund training as resources allow.

What follows are descriptions of current regional industry sector initiatives, the extent of partner and business involvement, and a summary of other public-private efforts that support sector strategies and plans for exploring future sector initiatives.

*GST Michigan Works! Sector Strategy:* The GST Michigan Works! Sector Strategy is an inclusive, systems approach to talent attraction, development and retention. Designed to draw on the strength of our local employer champions as leaders in the workforce system, this strategy will set a progressive pace for the agency, improving overall responsiveness in an evolving business landscape.

GST Michigan Works! Sector Strategy focuses on eight (8) primary industries: Advanced Manufacturing, Health Care, Construction, Agriculture, Transportation Aviation and Logistics, Information Technology, Energy, Education, Business and Public Service sectors. The agency utilizes a combination of methodologies to provide a customized talent and business service experience.

GST Michigan Works! Sector Strategy Goals:

- Meet the talent needs of Michigan businesses, improving their ability to compete within the marketplace.
- Obtain clear signaling from industry leaders concerning existing, new and emerging occupations.
- Provide better support for career seekers in improving their range of employment-related skills, improving their ability to compete for high quality employment opportunities.
- Advance training opportunities through business lead signaling to providers and working tactically to support progressive implementation and achieve improved training outcomes.
- Develop an employer-driven culture focused on crafting workforce solutions tailored to specific industries within our region.
- Create long lasting change in the labor market system to benefit of both workers and employers.

GSTMW! is embracing the U.S. Chamber of Commerce Talent Pipeline Management (TPM) approach that helps in-demand industry employers work together to develop talent pipelines for specific occupations. TPM which uses supply chain principles to call on business and public policy leaders to transform education and workforce systems to be employer-led and demand-driven. GST Michigan Works! has prioritized training staff to become certified TPM Practitioners alongside state and local leaders, business associations, employers, and economic development agencies to drive partnerships with their education and training providers based on need. Once these employers identify which occupations are highest in demand, they “back map” how job seekers receive the training and services they need, partner with specific educational and workforce development providers to develop curricula and credentials that meet employer demand, then streamline the process to expedite moving people into employment.

*Career and Technical Education (CTE):* GSTMW! collaborates with local and regional educational partners to promote and enhance Career and Technical Education (CTE) Programs. Currently, GSTMW! is working with local and Intermediate School District (ISD) CTE programs to train CTE instructors in the North America's Building Trades Unions Multi-Craft Core Curriculum (MC3). The MC3 provides a gateway to a career in any of the building trades going from high school to joint registered apprenticeship to community to four-year college and beyond. The MC3 was created to provide high quality, apprentice-level content to young people interested in construction to prepare them for careers in this high-demand industry.

*Going PRO Apprentice Readiness:* GSTMW! operates an apprentice readiness training program to serve adults and K-12 students in our six-county regional area. The apprentice readiness training helps build the literacy, math and work-readiness skills employers require for individuals to successfully enter Professional Trades Registered Apprenticeships. The training is designed to ensure potential employees have the skills required for in-demand jobs and employers have the professional talent they need to grow and thrive. GSTMW! also works with our K-12 CTE partners, to train school staff, who in turn prepare graduating seniors for high-wage, high-demand job opportunities in the professional trades.

*Reducing the Skills Gap and Other Apprenticeship Support:* Through ongoing partnerships with construction trade union Training Directors, GSTMW! was provided detailed information on application processes and is now able to have applications available for job seekers in service centers. 'Tutoring services' before and/or after an apprentice begins a US DOL Registered Apprenticeship program are available, as well as referrals for apprentices that are in need of barrier removal assistance are completed by keeping lines of communication open with union Training Directors. To help all apprentices know what services may be available to eliminate some barriers a brochure is being created. GSTMW! also provides support for other needs, including Related Technical Instruction sample outlines and coordination between training providers and employers.

*In-Demand Industry and Occupation Outreach and Communication:* GSTMW! promotes in-demand sector and occupation information using several different methods, including the following:

- Facilitating single-employer and multi-employer regional and local job/career fairs for local employers both on-site and at the location requested by the employer;
- Participating in the e-Team initiative in Genesee County to encourage the development of entrepreneurs;
- Participating in and promoting area business expos;
- Facilitating Manufacturing Forum meetings promoting manufacturing;

- Encouraging and promoting State initiatives including the Going Pro Talent Fund and assisting with possible talent solutions, Going Pro, Apprenticeships, etc.;
- Promoting local community and private college programs at service centers;
- Working directly with local Tech Centers/ISDs to develop, promote and connect courses/programs with employer talent needs including mock interviews;
- Creating and participating in local industry sector focus groups;
- Seeking out and meeting with employers and prospective new businesses to communicate Michigan Works! programs, services and opportunities;
- Engaging employers to promote and/or participate in the MiCareerQuest East event for talent and talent pipeline development; and
- Promoting GSTMW!'s Business Resource Network "The Connection".

Greater Flint Health Coalition (GFHC): GFHC operates the Flint Healthcare Employment Opportunities (FHEO) program. This is designed to assist unemployed and underemployed residents of Flint and Genesee County with obtaining training and employment in the healthcare industry. The FHEO program's partner organizations assist residents with training and education for future healthcare careers by helping participants find sustainable careers while helping meet the needs of local healthcare employers. These training programs include: Certified Nurse Assistant, Medical Assistant, Pharmacy Technician, Health Unit Coordinator, Medical Billing and Coding, Registered Nurse and other high demand health careers. GSTMW! has identified FHEO as the lead healthcare service provider for the WIOA adult, dislocated workers and out-of-school youth services.

The Flint Healthcare Employment Opportunities (FHEO) Program: The FHEO program is a healthcare sector workforce development program available to all residents of Genesee County. The purpose of the FHEO Program is to assist unemployed and underemployed residents with obtaining training and employment in the healthcare industry. The FHEO Program offers healthcare career training and education for adults with little or no prior work experience, dislocated or unemployed workers, and entry-level or mid-level workers looking to secure a sustainable career in the healthcare field.

The primary goals for the FHEO Program are:

1. To address the worker and skills shortage for entry, mid-skill, and high-skill level health care occupations by providing educational financial assistance, participant support services, and career exploration programs;
2. To work with healthcare employers to improve job placement, career advancement and opportunities in health care, and create sustainable careers for adult, dislocated worker, youth, unemployed, and underemployed participants; and
3. To place individuals (adults, dislocated workers, and youth) into entry-level and higher-level healthcare occupations annually. GSTMW! GPTF Industry-led Collaboratives (ILC) have enabled businesses with like training needs to partner, customize training with providers, and credential employee attainments. Shared training costs and businesses-to-business relationship building across industries has proved bottom line beneficial.

*The Great Lakes Advanced Manufacturing Collaboration (GLAMC):* GLAMC has been very impactful in developing a highly skilled workforce within Sanilac County and will soon provide this benefit throughout all of WIOA Planning Region 6. GLAMC began as a program at Croswell / Lexington Community schools to provide industry recognized certifications in robotics, CNC machining and PLC controls. With the assistance of GST Michigan Works and the Advance Michigan Catalyst Grant, GLAMC has provided FANUC certified training in robotics and CNC machining to several Sanilac County companies. GLAMC built upon this early success by fostering a collaboration of five additional school districts and securing a \$3 million Governor's Marshall Plan for Talent grant. Along with Croswell/Lexington the school districts include Elkton/Pigeon/Bayport, Lapeer, Montrose, Hudson, and Madison Heights. Each GLAMC partner school now has \$500,000 available for the purchase of equipment to launch their individual programs. Each of these GLAMC schools are in the process of building and growing their training centers. This has massive potential not only for Talent Pipeline development, but also for economic development as a highly skilled workforce entices business investment.

*Ag-Specific Specialized Training:* Based on the needs of agribusiness throughout the region, the agency will focus on providing customized training through On-The-Job and Incumbent Worker training opportunities, providing agribusinesses with timely access to information about resources such as the Going Pro Training Funds and seek out opportunities to collaborate with agency partners to provide current training options related to emerging State requirements in the area of Michigan Safe Food Assessments and Food Safety Modernization Act compliance.

*Manufacturing Day:* GSTMW! promotes the national Manufacturing Day event by encouraging local manufacturing businesses to develop and list their events on [www.mfgday.com](http://www.mfgday.com), as well as encouraging local education partners to visit [www.mfgday.com](http://www.mfgday.com) to find events to participate in.

*Talent Tours:* GSTMW! offers talent tours introduce participants to available career paths in their region by offering a behind-the-scenes look into in-demand businesses and industries. Tours are on-site at the employer's business providing hands-on experience. These tours highlight an average day on the job. Talent tours help participants understand employer education and training requirement necessary to secure employment. Impacts include relationship building, establishing a talent pipeline, talent retention and the opportunity to see real life application of coursework.

*Talent Tours - Agribusiness:* GSTMW! will promote tours of agribusiness as often as possible during the school year. An opportunity to connect youth to hands-on, real-life exposures to careers in agriculture is imperative. It is a common misconception that agriculture jobs are only manual labor, traditional farming/ranching jobs. Too often youth make career decisions based on outdated and/or inaccurate career information. In truth, career opportunities across the agriculture industry cover a wide variety of opportunities, from robotics to GPS, professional, technical, scientific, renewable bioenergy and beyond. The agriculture industry does not rely heavily on online sources to post jobs or career opportunities, however, when they do, the more technical ag careers are often not classified as related to the agriculture industry.

*Pesticide Safety Day:* GST Michigan Works! has partnered with agricultural employers in the area and provides “Pesticide Safety Day” every year. The sessions include information that is specific to local farmers and employees working in the Ag industry. These training sessions are provided in partnership with Michigan Agriculture Environmental Assurance Program (MAEAP) and Michigan Conservation Districts. The benefit for participants to attend these sessions is to receive Restricted Use Pesticide (RUP) and Certified Crop Adviser (CCA) credits needed towards pesticide certification requirements.

*Annual Regional Business Forums:* After piloting the Quarterly Manufacturing Forum sessions, GSTMW! identified the need to enhance and broaden this opportunity to a full-day forum, offering an occasion for businesses from across the region to engage in an in-depth conversation surrounding talent pipeline development, workforce trends, and linkages to youth – tomorrow’s workforce and retention. These sessions are offered in three strategic locations to maximize attendance and participation across the region in partnership with local economic development and Chamber organizations wherever possible. The content is presented by key partners, recognized leaders, and subject matter experts, and is intentionally designed to evoke meaningful discussions that will lead to positive change and progress around talent and community development in our region.

*MiSTEM Grant:* GST Michigan Works! is collaborating with our regional partner networks and Intermediate School Districts to promote careers in science, technology, engineering, and mathematics (STEM), and to help elevate STEM literacy. Careers in the STEM fields are the fastest-growing careers in the global marketplace, and the most in-demand jobs in Michigan. Investment in our local STEM initiatives is beneficial for our local companies as it enables them to participate in preparing today’s youth to fill the jobs of today and the future. GSTMW! plans to collaborate with partners to leverage assets and resources to help prepare students for present and future jobs.

#### Multi-Regional Industry Sector Initiatives

GSTMW! is involved in several multi-regional industry sector initiatives with MWAs and their partners in WIOA Planning Regions 7, 9 and 10, as part of its cooperative service delivery agreement with the Workforce Intelligence Network (WIN). What follows is a summary of some of the sector initiatives that GSTMW! and its partners are currently involved in.

*Michigan 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, whose goal is to address the automotive industry’s skills and training needs,

particularly around mobility solutions, connected, and automated vehicles (CAV). MAGMA was established in 2009 by the State of Michigan's Workforce Development Agency (WDA), along with automotive manufacturing employers and educational institutions. Since 2013, the Workforce Intelligence Network for Southeast Michigan (WIN) has convened and facilitated MAGMA. MAGMA aims to better assist Michigan's rapidly changing automotive industry as it moves towards CAV, cybersecurity, embedded software systems, and other emerging technologies.

Through a proven partnership approach, MAGMA provides a neutral platform for industry to collectively assess their talent skills gaps across all vehicle systems, technologies, and processes. Those needs are then addressed through MAGMA-approved education and training programs, which have been vetted by industry partners. Through its partnerships with many workforce and economic development agencies, MAGMA has access to a variety of industry trend reports and experts that further assist industry in staying relevant.

As an industry-led consortium, MAGMA is administered by a governing board made up of industry, educators, the workforce development system, and state government. MAGMA industry board members include General Motors, Ford Motor Company, Fiat-Chrysler Automobiles, Toyota, Nissan, Robert Bosch, BorgWarner, Roush, ZF and GKN Automotive. As of 2020, these industry partners helped identify short course training programs as a key industry need, helping to further develop individuals and teams and equip them with multi-disciplinary skills necessary for developing next generation connected vehicles and related technologies.

*Health Careers Alliance for Southeast Michigan:* The Health Careers Alliance for Southeast Michigan (HCA) is an employer-led healthcare collaborative for the entire WIN region. WIN and the State of Michigan Office of Labor and Economic Opportunity began co-convening this council in October 2019. The State of Michigan's long-term goal is to support the healthcare industry cluster with state, regional, and local employer-led collaboratives throughout Michigan. This proven collaborative model is designed to organize employers to identify strategies to address common talent needs. By working together, employers can meet workforce needs more effectively and efficiently. The program model follows the principles of the U.S. Chamber of Commerce Foundation's Talent Pipeline Management (TPM) Process. All MWAs in the region participate in the HCA collaborative. A primary goal of the HCA is to create a unified recruitment process across all MWAs to attract and pre-assess quality candidates for targeted occupations.

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

At a national level, as of 2019, Apprenti has close to 800 apprentices that are either currently in or have completed 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 of 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 cyber security 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.

*Opportunity Detroit Tech*: Opportunity Detroit Tech (ODT) is an initiative that envisions southeast Michigan as a place where an improved information technology ecosystem can be the answer to industry and community economic success. ODT works to identify strategic partnerships with workforce development agencies, community colleges, and IT industry leaders to address the needs of the region's information technology ecosystem.

Through research and feedback gained from employer, educator, and community partners involved with ODT, WIN has partnered with Apprenti, to address common talent issues. The program is designed to fill openings, backfill for promotable talent, and construct a more robust talent development system that is directly responsive to employer partner hiring needs in southeast Michigan.

## **Part V: Administrative Cost Arrangements**

*Provide a description of any administrative cost arrangements that currently exist or that will be established within the region, including the pooling of funds for administrative costs, as appropriate. Regions may consider:*

- *Current or proposed resource leveraging agreements.*
- *Establishing a process to evaluate cost sharing arrangements.*

Over the last decade, GSTMW! along with MWAs in WIOA Planning Regions 7, 9 and 10 have developed a wide variety of administrative cost-sharing arrangements. Two cost-sharing arrangements that have been particularly successful are activities driven by the Southeast Michigan Works Agency Council (SEMWAC) and the Workforce Intelligence Network (WIN). It is the intention of all seven MWAs in these regions to continue to support SEMWAC and WIN activities.

As described in previous sections of this plan, SEMWAC is comprised of seven MWAs from WIOA Planning Regions 6, 7, 9, and 10. Each MWA contributes a designated amount of funds proportionate to their size as determined by their funding allocations. SEMCA acts as the fiscal agent and is responsible for administering SEMWAC activities. A workforce development consultant has been procured by SEMCA using these funds to help plan and facilitate meetings and work on related regional workforce development projects.

Some of the services provided by SEMWAC to the regions include:

- Planning and facilitation of regular meetings with MWA Directors, MWA Administrative Managers, and Business Services Managers.
- Facilitation of annual regional planning that helps determine joint goals and priorities.
- Convening the Business Services Network, which brings business service representatives together from across the SEMWAC service area to network and shares best practices.
- Convening regional staff workgroups that research and develop shared service strategies. Most recently, this included the development of communications, business services, and customer service strategies. The Business Services Coordination Committee is currently developing strategies for identifying and meeting employer needs.
- Providing joint staff development training like Rapid Response, On-the-Job, Equal Employment Opportunity, and Customer Services training for staff from all seven MWAs.

WIN is comprised of seven MWAs and ten community colleges from WIOA Planning Regions 6, 7, 9, and 10. Each MWA and community college contributes an equal share annually to support WIN operations and activities. SEMCA acts as the fiscal agent and is responsible for administering WIN activities. Some of the services provided by WIN to the regions include:

- Providing real-time labor market information on a regular basis to individual MWAs, WIOA Planning Regions, and the 19-county WIN service region.
- Researching and publishing reports on innovation and disruption in the workforce and understanding jobs and talent in southeast Michigan, including skills gap analyses related to connected and automated vehicles and cybersecurity, regional employee turnover studies, and more.
- Researching and writing regional grant proposals and convening grant initiatives. Currently, WIN is convening and/or providing staffing for MAGMA, Apprenti, America's Promise grant (locally branded as Advance Michigan Catalyst), American Apprenticeship Initiative grant (locally branded as Advance Michigan Center for Apprenticeship Innovation), Apprenticeship: Closing the Skills Gap grant, Health Careers Alliance for Southeast Michigan, Opportunity Detroit Tech, and others.
- Convening the Learning Network designed to provide quality data resources and tutorials to community college and MWA representatives throughout greater southeast Michigan.

#### Memorandums of Understanding and Infrastructure Funding Agreements

GSTMW! has developed MOUs and Infrastructure Funding Agreements to comply with provisions of the WIOA, the WIOA Final Regulations, federal guidance, and state policy. As required by 20 CFR 678.700 and 678.760, 34 CFR 361.700 and 361.760, and 34 CFR 463.700 and 463.760, all American Job Center partner programs must contribute to the infrastructure costs and certain additional costs of the one-stop delivery system based on their proportionate use. To ensure compliance, GSTMW! has negotiated infrastructure cost agreements with all American Job Center partners for cost sharing based on relative benefits received by each partner agency.

GSTMW! has also established administrative cost arrangements with other MWAs in WIOA Planning Regions 7, 9, 10, and several other areas, and will continue to look for new cost-sharing opportunities. Other administrative cost arrangements include:

- National Emergency Grant (NEG) Initiatives: GSTMW! served as the fiscal agent for the Region 6 Sector Partnership NEG, and M/SCMW! served as the fiscal agent for the Region 6 Job Driven NEG. This cost sharing practice will continue as needed.
- Joint Procurements: GSTMW! and other MWAs in WIOA Planning Regions 9 and 10 have jointly procured services through their administrative arrangements with SEMWAC and

WIN, including procurement of consultants, facilitators, project managers, media outlets, and public relations firms. They have also been able to jointly negotiate pricing to reduce costs of technologies including Burning Glass job parsing technology and G\*STARS. One challenge that makes joint procurements difficult is that each MWA involved is responsible for documenting procurements and is accountable for monitoring/audits.

- *In-Kind Contribution Arrangements:* GSTMW! makes in-kind contributions to support regional initiatives, primarily by subsidizing staff time for their involvement in the initiatives described in this section and the sector initiative section. This is especially true for fiscal agents who dedicate administrative resources as well.

There are many other cost-sharing agreements and informal arrangements in WIOA Planning Region 6 between GSTMW! and its state and local partners, and between GSTMW! and other MWAs in WIOA Planning Regions 7, 9 and 10. These include:

- Arrangements between GSTMW! and other MWAs in WIOA Planning Regions 7, 9 and 10 to serve participants from each other's counties.
- Agreements with St. Clair County Community College and Delta College to provide training services to GSTMW! participants.
- Agreements with Mott Community College to provide employment services and employment service-related training.
- Agreements between GSTMW! and nonprofit organizations to provide employment and program delivery services.
- Arrangements between GSTMW! with the Michigan Works Association to provide advocacy, education, and professional development services.
- Arrangements between GSTMW! with the Veterans Services Division to house Disabled Veteran Outreach Program staff on site to work with disabled veterans.
- Arrangement between GSTMW! with the Michigan Department of Labor and Economic Opportunity – Workforce Development to house Migrant and Seasonal Farm Workers (MSFW) staff on site to work with MSFW individuals.

Looking forward, GSTMW! will explore cost-sharing agreements for crisis-related items such as personal protective equipment for staff and clients, remote work technologies, and more as needs arise.

## **Part VI: Coordination of Transportation and Other Supportive Services**

*Provide a description of how transportation and other supportive services, as appropriate, currently are coordinated or will be coordinated within the region. Regions may consider:*

- *Whether the provision of transportation or other supportive services could be enhanced, and if so, how.*
- *What organizations currently provide or could provide supportive services.*
- *Establishing a process to promote coordination of supportive services delivery.*

### **Regional Transportation Services**

Transportation continues to be one of the biggest barriers for many job seekers in WIOA Planning Region 6. GSTMW! is collaborating with many organizations throughout the region to address this critical issue. Unfortunately, given the current state of transportation services in the region and the lack of funding for transportation-related supportive services, there has been very little GSTMW! can do to address the immediate concerns of job seekers needing transportation beyond providing limited transportation-related subsidies to qualified participants. However, GSTMW! continues to explore regional transportation initiatives, which should help address this need. The six counties in Region 6 are served by the following public transit systems:

- Genesee County (Flint Mass Transportation Authority- Flint MTA)
- Huron County (Huron Transit Corporation also known as Thumb Area Transit- TAT)
- Lapeer County (Greater Lapeer Transportation Authority- GLTA)
- Sanilac County (Sanilac Transportation-STC)
- Shiawassee County (Shiawassee Area Transportation Agency-SATA)
- Tuscola County (Thumbody Express)

The Regional Prosperity Initiative in Region 6 has included in its strategies a plan to develop the region's infrastructure, including identifying gaps in the infrastructure in the region, preparing a long-term capital improvement plan for infrastructure, and improving access to transportation to areas of the region that are underserved. Also, the Michigan Department of Health and Human Services provides volunteer drivers when extenuating circumstances exist.

The MTA in Flint currently provides limited service to Northern Oakland county and is working with GSTMW!, Oakland County Michigan Works! and other key partners to expand transportation routes to other counties. Other transportation authorities (GLTA, TAT, STC,

Thumbbody, and SATA) in the region provide local bus and curb-to-curb services with limited out of county services available upon request.

### **Regional Supportive Services Strategies**

Throughout WIOA Planning Region 6, there are a wealth of organizations that provide a wide variety of supportive services. GSTMW! works with many of these agencies, many of which provide subsidies to qualified participants and referrals.

As part of the employment services offered within the Flint American Job Center, the Community Resource Navigator serves participants funded through GSTMW! Key functions include researching, maintaining, and sharing community resource information with participants and staff. The navigator maintains an information resource area with flyers from numerous community agencies meeting needs in the areas of legal, food, transportation, housing, adult education, and others. In addition, free notary services are available enabling clients to complete a key step in applying for utility and other emergency services. Justice involved citizens is an area of focus for the navigator. Also, soft referrals to many community agencies are available.

The addition of a Resource Navigator has assisted in the coordination of supportive services, between GSTMW! and its respective participants and network of providers. Moving forward, GSTMW! along with their many partners in the region will explore additional opportunities to coordinate these services. This may include exploring joint procurements and creating regional online directories and advisories of available supportive services in the region.

GSTMW! provides a number of participants with private vehicle mileage in the form of a gas check (weekly or biweekly), and subsidies for vehicle repairs, where applicable. These supportive services are provided to participants, so they have access to transportation to get back and forth to training/employment. The goal of providing private vehicle gas mileage is to ensure the participants have the resources to successfully complete their goals. Mass transit/bus tokens and passes are also purchased for participants when appropriate. These supportive services are in accordance with GSTMW! supportive services policy.

The Connection a “Business Resource Network” is a state program that operated in collaboration with GSTMW! in WIOA Planning Region 6. The BRN is an innovative economic development initiative that promotes employment and social enterprise. The BRN is a statewide initiative. BRN supportive services strategies include success coaches that provide wrap-around services that assist with job retention and removal of barriers to employment (e.g., job coaching, transportation, etc.).

The BRN, which is a private-public consortium whose purpose is improved workforce retention through employee support and training. The BRN facilitates business engagement, cross-sector collaboration among employers, human services and educators, workplace-based employee success coaching (case management), and real-time referrals to community resources. Despite the challenges with COVID, the Connection has demonstrated a better than 90% retention rate for member employers. Since October of 2018 the BRN has provided 10,515 services to 1,963 unique employees. There is currently not an ERN in the region although the City of Flint/United Way was awarded a MICA 2.0 and MICA 3.0 grants, which funds the development and launch of new employer-led collaboratives or the revitalization of existing employer-led collaboratives throughout Michigan. GSTMW has received additional grant money as a result of our partnership with the United Way, in the amount of \$80,000 from the Ally Challenge and General Motors, and the City of Flint from the Kellogg Foundation in the amount of \$100,000. These funds are meant to help offset the cost of coaching, lowering prices for employers, and provides additional wrap around dollars.

GSTMW! along with their many partners in the region will continue to explore opportunities to coordinate these services. GSTMW! will work with staff in the Michigan Department of Labor and Economic Opportunity – Workforce Development on coordination of supportive services and statewide BRNs. Additional funding for the removal of barriers is available through the BRES (Barrier Removal Employment Services) and Clean Slate Program funding.

## **Part VII: Coordination of Workforce Development and Economic Development Services**

*A description of how workforce development services currently are, or could be, coordinated with economic development services and providers within the region, and a description of the strategies that have been or will be established to enhance service delivery as a result of the coordinated regional analysis of such services. Regions may consider:*

- *Current economic development organizations engaged in regional planning.*
- *Education and training providers involved with economic development.*
- *Current businesses involved with economic development organizations.*
- *Targeted businesses from emerging sectors/industries.*

GSTMW! has a close working relationship with all state and local economic development partners. Business Services Managers regularly attend retention visits with local economic development leaders and MEDC representatives. The agency meets with the I-69 Thumb Region leaders bi-weekly, this includes local economic developers, MEDC, SBDC, MMTC and others based on regional projects and initiatives. Additionally, GSTMW! is an active participant in workforce development collaboratives in the City of Flint, and other economic development organizations in the region are aligned with industry sectors and other based economic development agencies housed in county and city governments. GSTMW! assists in developing business recruitment and retention strategies and providing labor market information and access to GSTMW! business services, training grants, and talent. Upon request from the MEDC or EDCs, GSTMW! compiles and provides a Recruiting, Hiring, and Training Proposal piece to attract and/or retain business. In return, these partnerships help ensure that the MWAs in the region are business driven, and that the workforce system aligns with business needs. What follows are several examples of how GSTMW! coordinates workforce development and economic development services.

GSTMW! is committed to coordinating workforce investment activities with the local economic development partners. These activities include, but are not limited to:

- Working directly with local economic development agencies to provide workforce assets for business attraction projects and key initiatives;
- Connecting with SBA and MEDC to provide talent recruitment resources for attracting new businesses;
- Inviting Talent Development Liaison (TDL) partner on joint EDC business retention calls;
- Attending annual and quarterly partner meetings;

- Working to build the talent pipeline to assist with company workforce needs;
- Attending networking/training functions sponsored by MEDC, local economic development and chambers of commerce;
- Working with the local EDCs to assess future workforce needs and partner on strategies to address them; and
- In addition to local economic development, GSTMW! works closely with MSU Extension, Small Business Development Center (SBDC), Small 'Agribusiness' Consultants, Conservation Districts and GVSU's SPROUT Lab, to provide connections to "AG-Entrepreneurs" interested in starting a cottage food business, farming, agriculture inventions, expansion of small farm or farm market vendor businesses through the Agriculture Sector networking and workshop opportunities offered by the agency and its partners. Other offerings for entrepreneurial and microenterprise services are available through MSU Extension, community and private colleges and universities.

The MWA refers individuals and promotes the use of SBDC, which offers expert assistance at no cost to entrepreneurs looking to start or grow a business. The SBDC has a variety of workshops for no or low-cost training sessions that offer the opportunity to learn more about running and growing a business. Workshop offerings include topics such as: Starting a Business, Writing a Business Plan and Marketing Your Business. Additionally, SBDC has personalized, one-on-one business counseling to help small business owners with planning and growth strategies. GSTMW! partners with the SBDC and includes their Small Business Consultants as guest participants to provide information regarding SBDC services and other entrepreneurial resources available throughout the region at our events and in our outreach efforts.

Additionally, due to the online nature of many of the SBDC "Business Start Up" workshops, the MWA has made computers and technology available for those interested in participating in a workshop online. Further development and expansion of small groups accessing SBDC's online entrepreneurial options is a priority for the agency. SBDC utilizes available meeting space in administrative and one-stop AJC for one-on-one consultation sessions when the need arises.

GSTMW! has also worked on a number of grants for our service area in an effective collaboration with other agencies, educational institutions, philanthropic organizations, faith-based organizations, chambers of commerce and others to enable a coordinated approach and reduce duplication of efforts. GSTMW! is an active member of the Southeast Michigan Works Agency Coalition (SEMWAC) and Workforce Intelligence Network (WIN), a collaboration of ten community colleges, seven workforce boards and economic development partners. The aim of the group is to leverage assets to build a comprehensive and cohesive workforce and talent system across the region.

GSTMW! Business Solutions Professionals (BSPs) and Career Coaches are trained to evaluate a customer's needs through 'fact finding' to obtain the information necessary to provide referrals for inventors and entrepreneurs to appropriate State-wide and regional partners, such as Mid-Michigan Innovation Center (MMIC).

The MWA's BSPs collaborate with economic development and chamber partners to jointly promote incumbent worker and the Going Pro Talent Fund (GPTF). BSPs are available to provide Labor Market Information (LMI) and Jobs EQ information while working with the local EDCs and Chambers to help attract businesses to the region with Workforce Development Proposals of available assistance. These services are provided at no cost to the EDC, Chamber and businesses and is aimed at meeting their talent needs. The Business Services Manager helps coordinate and participates in area business retention calls with local EDC, MEDC and MDARD representatives. Strong partnerships are continually forged and maintained with City and Village managers.

GSTMW! Economic Development partners include:

Flint & Genesee Economic Alliance: The Flint & Genesee Economic Alliance team, a division of the Flint & Genesee Group, promotes job creation, investment, and increased revenue in our region. Flint & Genesee Economic Alliance help local businesses reach their greatest potential, assisting with financing and incentives, workforce hiring and training, lean/process improvement, business strategic planning, export and trade, site selection and talent connection services.

Lapeer Economic Development Corporation: The Lapeer Development Corporation (LDC) is a community based economic development organization created to lead and coordinate economic development throughout Lapeer County. LDC provides a link between federal, state, and local governments and businesses interested in locating or expanding in Lapeer County and acts as a liaison between the public and private sectors to obtain the necessary assistance focusing on retaining, expanding, and attracting key business sectors to Lapeer County.

Shiawassee Economic Development Partnership: Our Purpose/Cause/Passion: We exist to help business grow in our community. SEDP strives to attract and grow companies that bring money in from outside the community, creating jobs and local investment. SEDP cultivates a business-friendly environment in Shiawassee County, and provides clients with access to resources, tools, and knowledge to empower decisions that will lead to their success.

Tuscola County Economic Development Corporation: The Tuscola County EDC is dedicated to raising the quality of life in Tuscola County through economic development. Their success is

measured by the number of jobs created and retained, business retention services, business consultations, business loan and grant assistance and more.

Huron County Economic Development: The Huron County Economic Development strives to develop, maintain and enhance the economic base and quality of life in Huron County. This is accomplished by marketing the area, assisting businesses to start up or expand, consulting with local governments and organizations on development issues and acting as a catalyst for projects at the local, state and national levels.

I-69 Thumb Region: The I-69 Thumb Region is rich in assets and opportunities. Covering seven counties in eastern Michigan, the region has a wide range of agricultural richness, manufacturing know-how and transportation resources. If it's grown or created in the region or beyond, the I-69 Thumb Region can transport it via rail, road, air or ship across the country and around the world.

The I-69 Thumb region includes Genesee, Huron, Lapeer, Sanilac, Shiawassee, St. Clair and Tuscola counties. Each county plays a unique role in making the region one of the most resource rich in the state. The region offers a low cost of living and an outstanding quality of life, which features miles of beaches, natural waterways, unique cities and towns, recreation and entertainment.

As one of ten Michigan regions, the I-69 Thumb region boasts a population of over 860,000 residents and a workforce of more than 395,000. Nine percent of the state's population and over eight percent of the state's workforce live and work in the region. A strong partnership between the lead economic development organizations from each of the seven counties provides a number of benefits through collaborative planning and implementation.

The Economic development partners collaborate with workforce, transportation, real estate and finance.

Economic Development Alliance of St. Clair County: The Economic Development Alliance (EDA) of St. Clair County is a regional non-profit economic development agency that has serving the Blue Water Area. St. Clair County is part of Prosperity Region 6, and an important economic P

The I-69 International Trade Corridor: This corridor is a strategic commercial gateway between the Midwestern United States and Ontario, Canada. GSTMW! along with the Economic Development Alliance of St. Clair County, the Lapeer Development Corporation, the Flint Genesee Group, and the Shiawassee Economic Development Partnership are working together to help the corridor become a focus of economic development in the region.

GSTMW! Business Services and partner meetings serve as a means of reinforcing the partnerships and strategies necessary for GSTMW! to provide career seekers with the high-quality career services, education and training they need to get good jobs and stay employed. This real-time connection with GSTMW! Business Services' team provides valuable insight on current hiring demands and the employer perspective. Partners share and discuss initiatives and recent activity in each of the partner's organization as it relates to workforce development.

The partners include (but are not limited to): AARP, Action Management, GSTMW!, Baker College, BSBP, EDSI Solutions, Flint Genesee Group, Greater Flint Health Coalition, MRS, MODC – Vocational Village, Mott Community College, PATH, SVRC Industries, TAA, MADE Institute and Veterans Administration.

GSTMW! Business Services and partner meetings serve as a means of reinforcing the partnerships and strategies necessary for GSTMW! to provide career seekers with the high-quality career services, education and training they need to get good jobs and stay employed. This real-time connection with GSTMW! Business Services' team provides valuable insight on current hiring demands and the employer perspective. Partners share and discuss initiatives and recent activity in each of the partner's organization as it relates to workforce development.

The partners include (but are not limited to): AARP, Action Management, GSTMW!, Baker College, BSBP, EDSI Solutions, Flint Genesee Group, Greater Flint Health Coalition, MRS, MODC – Vocational Village, Mott Community College, PATH, SVRC Industries, TAA, MADE Institute and Veterans Administration.

The I-69 International Trade Corridor: This corridor us a strategic commercial gateway between the Midwestern United States and Ontario, Canada. GSTMW! along with the Economic Development Alliance of St. Clair County, the Lapeer Development Corporation, the Flint and Genesee Chamber of Commerce, and the Shiawassee Economic Development Partnership are working together to help the corridor become a focus of economic development in the region.

Quarterly Manufacturing Forum Sessions: GSTMW! has a history of engaging business customers through strategically designed events that provide meaningful professional development and networking opportunities for our business community. It is especially important that these events are timely, relevant, and a good return-on-investment for customers' time. Topics are determined by current/emerging issues and opportunities happening in the world of business and based on the feedback provided by the business services team that is received in the field. These quarterly, two-hour morning sessions are free to all participants and open to the community. Presenting partners offer their services at no cost.

## **Part VIII: Local Levels of Performance**

*A description of how the region will collectively negotiate and reach agreement with the Governor on local levels of performance for, and report on, the performance accountability measures described in the WIOA Section 116(c), for the local areas or the planning region.*

GSTMW!, along with its Workforce Development Board and the Chief Elected Officials will individually and independently negotiate and reach agreement with the Governor and the Michigan Department of Labor and Economic Opportunity – Workforce Development on its respective local levels of performance for the performance accountability measures described in Section 116(c) of the WIOA.

## **Appendix I: Public Comments and Responses**

<b>Comment/Question</b>	<b>Response to Comment/Question</b>

