
**Workforce Innovation and Opportunity Act (WIOA)
Regional Plan for WIOA Planning Region 10
for Program Years 2020-2023**

Plan Period: July 1, 2020 through June 30, 2024



**WIOA Planning Region 10
July 1, 2020 – June 30, 2024**

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Executive Summary

Part I: Regional Planning Process

The Workforce Innovation Opportunity Act (WIOA) Planning Region 10 is comprised of four Workforce Development Boards known as Michigan Works Agencies (MWAs). The four MWAs include the Detroit Employment Solutions Corporation, representing the City of Detroit, Macomb/St. Clair Michigan Works!, representing Macomb and St. Clair Counties, Oakland County Michigan Works!, representing Oakland County and the Southeast Michigan Community Alliance representing, Monroe and Wayne Counties, excluding the City of Detroit.

For over 20 years these MWAs, along with MWAs from WIOA Planning Regions 6 and 9, have worked together to coordinate how critical workforce development initiatives, programs, and services are implemented throughout the Greater Detroit Metropolitan Area. 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.

Part II: Labor Market and Economic Conditions

WIOA Planning Region 10 represents about 3,200 square miles of land with a population at 4.19 million, 42 percent of the state's population. The Region is also home to 43.3 percent of the state's business establishments and 44.8 percent of the state's employed population. Yet the geographic composition of Region 10 is unique in Michigan. It is home to not only the largest city (which is also one of the poorest), but it is also home to some of the wealthiest and most populated communities in the state.

Most job opportunities available in close geographic reach for Detroiters and those in the region without reliable transportation are inaccessible. The fastest-growing jobs and the most hiring in the region are in occupations that require post-secondary training and often a bachelor's degree. There is a strong mismatch between the jobs available and the current talent pool's skill and education level.

Occupations with the greatest demand in Region 10 today overwhelmingly require a bachelor's degree. A close look at Region 10's existing and emerging high-demand occupations reveals that these positions are concentrated in a handful of categories including, Healthcare Practitioners and Technical, Information Technology, Architecture and Engineering, Business and Financial, and Management occupations. Moreover, 45 of the top 50 existing in-demand, high-wage occupations in WIOA Planning Region 10 require a bachelor's degree for entry-level openings.

Part III: Regional Service Strategies

The MWAs and core partners in WIOA Planning Region 10 have successfully worked together to develop and implement many regional service strategies, and in several instances, have developed cooperative delivery service agreements with each other to efficiently manage these regional projects. Moving forward, Region 10 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

The MWAs, the Workforce Intelligence Network of Southeast Michigan (WIN), and other partner organizations in WIOA Planning Region 10 have a long history of collaborating on regional industry sector initiatives. MWA led initiatives, such as Manufacturing Day and MiCareerQuest Southeast, expose students to in-demand occupations. WIN led initiatives, like the Advance Michigan Catalyst, Greater Mobility Advancement (MAGMA), the Health Careers Alliance for Southeast Michigan, Apprenti, and Opportunity Detroit Tech (ODT) are industry specific. And partner organizations, such as the Detroit Regional Partnership and local community colleges, are meeting the needs of current in-demand industry sectors and occupations within the region.

Part V: Administrative Cost Arrangements

Over the last decade, WIOA Planning Region 10 partners 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 Agencies Council (SEMWAC) and WIN. SEMWAC regional activities include regional strategic planning and convening the Business Services Network. WIN activities include providing real-time labor market information and convening regional industry sector initiatives. It is the intention of the MWAs in WIOA Planning Region 10, as well as those in WIOA Planning Regions 6 and 9, to continue to support SEMWAC and WIN activities.

MWAs in WIOA Planning Region 10 have also established administrative cost arrangements with each other to effectively manage youth and offender success programs. The MWAs will continue to look for new cost-sharing opportunities.

Part VI: Coordination of Transportation and Other Supportive Services

Transportation continues to be one of the biggest barriers for many job seekers in southeast Michigan. The lack of reliable public transportation and access to affordable car insurance limits access to entry-level and mid-skill jobs. The MWAs in WIOA Planning Region 10 have been collaborating with organizations throughout the region to address this critical issue. While MWAs alone can do little to address the underlying transportation issues, there are promising developments and regional initiatives underway.

Part VII: Coordination of Workforce Development and Economic Development Services

The MWAs in WIOA Planning Region 10 collaborate with many different economic development organizations on a variety of workforce development-related economic development activities and initiatives. Many economic development organizations in the region are aligned with industry sectors while others are broad based economic development agencies housed in county and city governments. MWAs often collaborate 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 the MWAs in the region are business driven and that the workforce system aligns with business needs.

Part VIII: Local Levels of Performance

The four MWAs in WIOA Planning Region 10 have each negotiated and reached agreements with the Governor and the Michigan Department of Labor and Economic Growth (LEO) - Workforce Development (WD) on local levels of performance. Although each MWA negotiated separate agreements, they remained in contact with each other to share the status of negotiations and their outcomes. Moving forward, the MWAs in WIOA Planning Region 10 will continue to work together to negotiate local levels of performance with the Governor and LEO-WD.

Conclusion

The planning process has provided a welcome opportunity to assess how regional workforce development initiatives and administrative arrangements are doing, to describe new initiatives and arrangements that have been launched since the original regional plan was approved, and to identify opportunities to improve regional collaboration. What has become most apparent is that the amount of regional collaboration continues to increase, especially with Title II and Title IV partners. Moving forward, the MWAs in WIOA Planning Region 10, along with the MWAs in WIOA Planning Regions 6 and 9, and their many partners will continue to work together to build a strong regional workforce system that meets the needs of job seekers, employers, and the community-at-large.

COVID-19 Pandemic Impact and Response

The emergence of the COVID-19 pandemic significantly altered the economic outlook in Region 10 and the surrounding communities. Michigan has been hit hard by the pandemic and consistently ranks among the states with the highest number of unemployed workers. According to the U.S. Bureau of Labor Statistics for April 2020, WIOA Planning Region 10's unemployment rate ballooned to 24.5 percent representing approximately 459,689 people unemployed. This rate is up from a low of 4.73 percent, in March 2020, just one month earlier.

As Michigan abruptly shut down under the Governor's Stay Home, Stay Safe executive order, the WIOA Planning Region 10 MWA's shifted operations from primarily in-person to virtual delivery. To ensure no gaps in customer service delivery, MWA's quickly developed innovative service strategies. Examples included rotating in-office staff teams to minimize contact, on-line job readiness and recruitment events for employers that were hiring, Rapid Response meetings via Facebook Live to virtually address mass layoffs, and partnerships with regional organizations to support both business and job seekers. MWA staff spent countless hours answering phone calls to help customers connect to vital resources like food, rental, and utility assistance. In late April, MWA staff was also trained by UIA to assist with the flood of unemployment calls. For weeks ending April 10 through June 19, 2020, the region processed 249,144 calls for UIA assistance.

While it is difficult to make long-term projections on how exactly COVID-19 will affect future job demand, some considerations will influence how the WIOA Planning Region 10 MWA's move forward. They are as follows:

- As occupations move to remote work, MWA's must consider how to provide technical resources and training to individuals that allow them to successfully compete for jobs.
- As MWA's receive real-time data and industry input on high-demand occupations, they must be prepared to adjust service delivery strategies to meet the changing need.
- As colleges and training providers navigate their own response to COVID, it will be difficult for MWA's to predict the availability of training.
- MWA's are likely to receive additional federal/state resources to meet the training needs of individuals in high-demand occupations.
- As fewer customers require UI assistance, MWA's will need to shift their priority back to customers seeking re-employment and training services.

The WIOA Planning Region 10 MWA's are confident that they have a proactive plan and agile infrastructure necessary to collectively address the needs of the region.

Part I: Regional Planning Process

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 10 is comprised of four Workforce Development Boards (WDBs) known as Michigan Works Agencies (MWAs). The four MWAs include the Detroit Employment Solutions Corporation (DESC), representing the City of Detroit, Macomb/St. Clair Michigan Works! (M/SCMW!), representing Macomb and St. Clair Counties, Oakland County Michigan Works! (OCMW!), representing Oakland County and the Southeast Michigan Community Alliance (SEMCA), representing Monroe and Wayne Counties, excluding the City of Detroit.

The WIOA Planning Region 10 planning process began with a review of the *Workforce Innovation and Opportunity Act Four-Year Regional and Local Plans for Program Years 2020 through 2023* Policy Issuance (PI) from the Michigan Department of Labor and Economic Opportunity-Workforce Development (LEO-WD) dated April 3, 2020, and a comparison to the *WIOA Mid-Cycle Modification Regional Plan* submitted in 2018. In anticipation of the official PI, leadership from the four Michigan Works! Agencies in WIOA Planning Region 10, along with WIOA Planning Regions 6 and 9, formally engaged the Workforce Intelligence Network of Southeast Michigan (WIN) to assist with data collection and analysis. WIN was also responsible for drafting the labor market and economic conditions section of each regional plan and for providing required information for individual MWA local plans based on guidance from the State of Michigan. The WIOA Planning Region 10 MWAs then contracted with EdEn Inc (EdEn), to draft the remaining narrative portions of the plan.

WIN then drafted two surveys for distribution to stakeholders and partners: the WIOA MWA Planning Survey and the WIOA Core Partners Survey. The MWA Planning Survey was distributed to appropriate leadership and staff from each MWA to gather information on joint efforts, contract sharing, and collaboration both in-process and planned for the future. The Core Partner Survey was distributed to core MWA partners involved in providing relevant data and analyzing the strengths and weaknesses of workforce development activities for the region. Core partners are defined as partners who are affiliated with Title I – IV core programs. WIN received 23 MWA Planning Survey responses and Core Partner Survey responses. Survey results were combined into one document and shared with EdEn to form the narrative. Please note that all data was collected remotely due to the COVID-19 pandemic and subsequent Stay at Home order.

EdEn used a blended approach to collect the remaining content from the MWAs. Discovery meetings via conference call, written materials provided by the MWAs, web content for partner programs, and survey responses were all used to update and enhance regional service strategies, industry sector initiatives, transportation and supportive services, and economic development partnerships throughout the region. A final document draft was created for distribution to the MWAs for consideration and further feedback.

The MWAs conducted an internal review of the plan with minor modifications and changes. As required, the four MWAs then solicited public comments from their respective local areas and gained feedback and support from their MWA Chief Elected Officials (CEOs) and Workforce Development Boards (WDBs).

The WIOA Planning Region 10 MWAs are confident that this process has resulted in a regional plan that will continue to meet the needs of job seekers, workers, and businesses in the region.

Part II: Labor Market Data and Economic Conditions Analysis

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.

All of the following data and analysis are representative of WIOA Planning Region 10, which consists of the City of Detroit and the counties of Macomb, Monroe, Oakland, St. Clair, and Wayne.

Core Partner Involvement

To ensure an accurate analysis of regional labor market data economic conditions, the MWAs in WIOA Planning Region 10 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 and Seasonal Farm Workers;
- Title II: Local and intermediate school districts and literacy programs;
- Title III: MWA-contracted service providers; and
- Title IV: Michigan Rehabilitation Services and Michigan 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 its local areas' 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 offer input on the regional plan. Several WDB members made comments during the review process, many of which have been incorporated into this 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

Occupations in Figure 1, which include those that require a high school diploma or more, experienced high demand through calendar year 2019, and are expected to grow, in the short-term, over the next two years (through 2021). Additionally, these occupations offer an hourly wage above the statewide median average of \$18.60 per hour, and occupations with lower wages have been filtered out. MWAs in WIOA Planning Region 10 support career pathway opportunities for occupations requiring high levels of education, such as those included in Figure 1. In addition to these high demand jobs, Figure 3 displays high-demand jobs available with shorter-term training.

Figure 1: WIOA Region 10's Top 50 Existing/Currently In-Demand Occupations

| SOC | Job Title | 2019 Jobs | 2021 Jobs | 2019 - 2021 % Change | Annual Openings | Job Postings | Median Hourly Earnings | Typical Entry Level Education |
|--------|--|-----------|-----------|----------------------|-----------------|--------------|------------------------|-------------------------------|
| 113011 | Administrative Services Managers | 3,443 | 3,528 | 2.5% | 331 | 345 | \$44.96 | Bachelor's degree |
| 171011 | Architects, Except Landscape and Naval | 1,306 | 1,384 | 6.0% | 141 | 316 | \$33.65 | Bachelor's degree |
| 119041 | Architectural and Engineering Managers | 6,763 | 6,971 | 3.1% | 595 | 2435 | \$64.68 | Bachelor's degree |
| 172051 | Civil Engineers | 4,527 | 4,971 | 9.8% | 585 | 1919 | \$36.59 | Bachelor's degree |
| 151111 | Computer and Information Research Scientists | 109 | 115 | 5.5% | 12 | 800 | \$49.24 | Master's degree |
| 113021 | Computer and Information Systems Managers | 5,146 | 5,282 | 2.6% | 472 | 2792 | \$63.54 | Bachelor's degree |
| 151199 | Computer Occupations, All Other | 6,234 | 6,344 | 1.8% | 512 | 12717 | \$37.80 | Bachelor's degree |
| 151121 | Computer Systems Analysts | 9,947 | 10,083 | 1.4% | 790 | 7068 | \$39.49 | Bachelor's degree |
| 119021 | Construction Managers | 1,958 | 2,062 | 5.3% | 196 | 2080 | \$47.28 | Bachelor's degree |
| 173023 | Electrical and Electronics Engineering Technicians | 1,682 | 1,743 | 3.6% | 196 | 1382 | \$30.54 | Associate degree |
| 172071 | Electrical Engineers | 5,613 | 5,840 | 4.0% | 488 | 5204 | \$44.50 | Bachelor's degree |
| 172081 | Environmental Engineers | 600 | 639 | 6.5% | 66 | 502 | \$46.21 | Bachelor's degree |
| 132051 | Financial Analysts | 3,706 | 3,812 | 2.9% | 371 | 1915 | \$39.96 | Bachelor's degree |
| 113031 | Financial Managers | 7,458 | 7,798 | 4.6% | 751 | 4916 | \$61.09 | Bachelor's degree |

| SOC | Job Title | 2019 Jobs | 2021 Jobs | 2019 - 2021 % Change | Annual Openings | Job Postings | Median Hourly Earnings | Typical Entry Level Education |
|--------|--|-----------|-----------|----------------------|-----------------|--------------|------------------------|-----------------------------------|
| 111021 | General and Operations Managers | 26,106 | 26,857 | 2.9% | 2,665 | 7712 | \$54.94 | Bachelor's degree |
| 271024 | Graphic Designers | 2,411 | 2,586 | 7.3% | 333 | 1225 | \$22.06 | Bachelor's degree |
| 533032 | Heavy and Tractor-Trailer Truck Drivers | 24,131 | 25,067 | 3.9% | 3,249 | 65124 | \$19.89 | Postsecondary nondegree award |
| 113121 | Human Resources Managers | 1,951 | 1,999 | 2.5% | 192 | 2421 | \$54.10 | Bachelor's degree |
| 172112 | Industrial Engineers | 19,529 | 20,123 | 3.0% | 1,636 | 10800 | \$44.83 | Bachelor's degree |
| 151122 | Information Security Analysts | 966 | 1,031 | 6.7% | 102 | 2775 | \$44.12 | Bachelor's degree |
| 413021 | Insurance Sales Agents | 8,566 | 8,816 | 2.9% | 963 | 6726 | \$26.17 | High school diploma or equivalent |
| 231011 | Lawyers | 9,049 | 9,224 | 1.9% | 538 | 2832 | \$48.10 | Doctoral or professional degree |
| 292061 | Licensed Practical and Licensed Vocational Nurses | 5,799 | 5,991 | 3.3% | 541 | 2505 | \$25.47 | Postsecondary nondegree award |
| 132072 | Loan Officers | 5,065 | 5,288 | 4.4% | 545 | 1816 | \$31.72 | Bachelor's degree |
| 131111 | Management Analysts | 7,766 | 8,018 | 3.2% | 863 | 6048 | \$41.67 | Bachelor's degree |
| 119199 | Managers, All Other | 3,641 | 3,769 | 3.5% | 344 | 4964 | \$49.87 | Bachelor's degree |
| 131161 | Market Research Analysts and Marketing Specialists | 9,992 | 10,514 | 5.2% | 1,295 | 3834 | \$32.97 | Bachelor's degree |
| 112021 | Marketing Managers | 2,450 | 2,549 | 4.0% | 270 | 6366 | \$64.27 | Bachelor's degree |
| 172141 | Mechanical Engineers | 30,118 | 30,742 | 2.1% | 2,372 | 12453 | \$44.87 | Bachelor's degree |
| 119111 | Medical and Health Services Managers | 5,119 | 5,284 | 3.2% | 491 | 4191 | \$46.37 | Bachelor's degree |
| 291171 | Nurse Practitioners | 1,952 | 2,048 | 4.9% | 153 | 791 | \$50.48 | Master's degree |
| 291122 | Occupational Therapists | 1,956 | 2,038 | 4.2% | 153 | 1532 | \$38.60 | Master's degree |
| 152031 | Operations Research Analysts | 1,141 | 1,222 | 7.1% | 116 | 997 | \$43.49 | Bachelor's degree |
| 132052 | Personal Financial Advisors | 2,656 | 2,734 | 2.9% | 243 | 1144 | \$35.20 | Bachelor's degree |
| 291123 | Physical Therapists | 3,884 | 4,059 | 4.5% | 255 | 2511 | \$44.18 | Doctoral or professional degree |
| 291071 | Physician Assistants | 1,756 | 1,841 | 4.8% | 144 | 1309 | \$53.00 | Master's degree |
| 291069 | Physicians and Surgeons, All Other | 8,618 | 8,697 | 0.9% | 298 | 3610 | \$62.27 | Doctoral or professional degree |

| SOC | Job Title | 2019 Jobs | 2021 Jobs | 2019 - 2021 % Change | Annual Openings | Job Postings | Median Hourly Earnings | Typical Entry Level Education |
|--------|---|-----------|-----------|----------------------|-----------------|--------------|------------------------|---------------------------------|
| 291066 | Psychiatrists | 301 | 314 | 4.3% | 15 | 1450 | \$92.38 | Doctoral or professional degree |
| 112031 | Public Relations and Fundraising Managers | 631 | 649 | 2.9% | 63 | 934 | \$56.48 | Bachelor's degree |
| 113061 | Purchasing Managers | 1,107 | 1,136 | 2.6% | 107 | 1097 | \$59.27 | Bachelor's degree |
| 291141 | Registered Nurses | 42,201 | 43,287 | 2.6% | 2,810 | 43103 | \$35.41 | Bachelor's degree |
| 291126 | Respiratory Therapists | 2,071 | 2,165 | 4.5% | 159 | 1036 | \$27.51 | Associate degree |
| 112022 | Sales Managers | 4,674 | 4,773 | 2.1% | 468 | 8225 | \$66.05 | Bachelor's degree |
| 151132 | Software Developers, Applications | 19,901 | 20,669 | 3.9% | 1,792 | 22010 | \$43.84 | Bachelor's degree |
| 151133 | Software Developers, Systems Software | 6,547 | 6,687 | 2.1% | 533 | 5027 | \$44.03 | Bachelor's degree |
| 291127 | Speech-Language Pathologists | 1,564 | 1,661 | 6.2% | 133 | 4964 | \$37.89 | Master's degree |
| 152041 | Statisticians | 284 | 310 | 9.2% | 36 | 209 | \$44.37 | Master's degree |
| 131151 | Training and Development Specialists | 2,961 | 3,063 | 3.4% | 371 | 1772 | \$30.84 | Bachelor's degree |
| 291131 | Veterinarians | 892 | 956 | 7.2% | 67 | 624 | \$39.38 | Doctoral or professional degree |
| 151134 | Web Developers | 1,211 | 1,258 | 3.9% | 117 | 6132 | \$34.45 | Associate degree |

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

- Of the occupations featured in Figure 1 above, those with the greatest current demand and paying wages above the state median in WIOA Planning Region 10, overwhelmingly require a bachelor's degree.
- The hourly pay range is between \$31.72 for Loan Officers to \$92.38 for Psychiatrists (Figure 1).

Emerging In-Demand Occupations

Figure 2 presents occupations that require a high school diploma, or more, and are projected to record solid job expansion over the long-term (through 2029), along with high annual job openings and median wages above the state median of \$18.60 per hour.

Figure 2: WIOA Region 10's Top 50 Emerging/Future In-Demand Occupations

| SOC | Description | 2019 Jobs | 2029 Jobs | 2019 - 2029 % Change | Annual Openings | Median Hourly Earnings | Typical Entry Level Education |
|---------|--|-----------|-----------|----------------------|-----------------|------------------------|-----------------------------------|
| 11-3011 | Administrative Services Managers | 3,443 | 3,695 | 7.3% | 323 | \$44.96 | Bachelor's degree |
| 11-3011 | Administrative Services Managers | 3,443 | 3,695 | 7.3% | 323 | \$44.96 | Bachelor's degree |
| 53-2011 | Airline Pilots, Copilots, and Flight Engineers | 2,992 | 3,249 | 8.6% | 347 | \$103.37 | Bachelor's degree |
| 17-1011 | Architects, Except Landscape and Naval | 1,306 | 1,550 | 18.7% | 135 | \$33.65 | Bachelor's degree |
| 11-9041 | Architectural and Engineering Managers | 6,763 | 7,289 | 7.8% | 565 | \$64.68 | Bachelor's degree |
| 13-1199 | Business Operations Specialists, All Other | 15,210 | 16,042 | 5.5% | 1590 | \$33.52 | Bachelor's degree |
| 47-2031 | Carpenters | 7,566 | 8,239 | 8.9% | 886 | \$26.08 | High school diploma or equivalent |
| 17-2051 | Civil Engineers | 4,527 | 5,880 | 29.9% | 546 | \$36.59 | Bachelor's degree |
| 53-2012 | Commercial Pilots | 578 | 702 | 21.5% | 79 | \$34.46 | High school diploma or equivalent |
| 13-1041 | Compliance Officers | 3,121 | 3,367 | 7.9% | 311 | \$36.64 | Bachelor's degree |
| 11-3021 | Computer and Information Systems Managers | 5,146 | 5,551 | 7.9% | 459 | \$63.54 | Bachelor's degree |
| 47-4011 | Construction and Building Inspectors | 1,270 | 1,481 | 16.6% | 193 | \$27.64 | High school diploma or equivalent |
| 11-9021 | Construction Managers | 1,958 | 2,277 | 16.3% | 186 | \$47.28 | Bachelor's degree |
| 17-2071 | Electrical Engineers | 5,613 | 6,283 | 11.9% | 463 | \$44.50 | Bachelor's degree |
| 17-2081 | Environmental Engineers | 600 | 708 | 18.0% | 61 | \$46.21 | Bachelor's degree |
| 13-2051 | Financial Analysts | 3,706 | 4,004 | 8.0% | 359 | \$39.96 | Bachelor's degree |
| 11-3031 | Financial Managers | 7,458 | 8,606 | 15.4% | 736 | \$61.09 | Bachelor's degree |
| 53-2031 | Flight Attendants | 3,391 | 3,883 | 14.5% | 464 | \$26.33 | High school diploma or equivalent |
| 11-1021 | General and Operations Managers | 26,106 | 28,217 | 8.1% | 2587 | \$54.94 | Bachelor's degree |
| 27-1024 | Graphic Designers | 2,411 | 2,943 | 22.1% | 324 | \$22.06 | Bachelor's degree |
| 11-3121 | Human Resources Managers | 1,951 | 2,073 | 6.3% | 185 | \$54.10 | Bachelor's degree |
| 17-2112 | Industrial Engineers | 19,529 | 21,256 | 8.8% | 1568 | \$44.83 | Bachelor's degree |
| 15-1122 | Information Security Analysts | 966 | 1,212 | 25.5% | 102 | \$44.12 | Bachelor's degree |
| 23-1011 | Lawyers | 9,049 | 9,709 | 7.3% | 523 | \$48.10 | Doctoral or professional degree |

| SOC | Description | 2019 Jobs | 2029 Jobs | 2019 - 2029 % Change | Annual Openings | Median Hourly Earnings | Typical Entry Level Education |
|---------|--|-----------|-----------|----------------------|-----------------|------------------------|-----------------------------------|
| 29-2061 | Licensed Practical and Licensed Vocational Nurses | 5,799 | 6,536 | 12.7% | 542 | \$25.47 | Postsecondary nondegree award |
| 13-2072 | Loan Officers | 5,065 | 5,813 | 14.8% | 535 | \$31.72 | Bachelor's degree |
| 13-1111 | Management Analysts | 7,766 | 8,549 | 10.1% | 849 | \$41.67 | Bachelor's degree |
| 11-9199 | Managers, All Other | 3,641 | 4,027 | 10.6% | 332 | \$49.87 | Bachelor's degree |
| 13-1161 | Market Research Analysts and Marketing Specialists | 9,992 | 11,737 | 17.5% | 1288 | \$32.97 | Bachelor's degree |
| 11-2021 | Marketing Managers | 2,450 | 2,739 | 11.8% | 262 | \$64.27 | Bachelor's degree |
| 17-2141 | Mechanical Engineers | 30,118 | 31,606 | 4.9% | 2277 | \$44.87 | Bachelor's degree |
| 11-9111 | Medical and Health Services Managers | 5,119 | 5,709 | 11.5% | 487 | \$46.37 | Bachelor's degree |
| 29-1171 | Nurse Practitioners | 1,952 | 2,333 | 19.5% | 152 | \$50.48 | Master's degree |
| 29-1122 | Occupational Therapists | 1,956 | 2,239 | 14.5% | 147 | \$38.60 | Master's degree |
| 47-2073 | Operating Engineers and Other Construction Equipment Operators | 2,966 | 3,342 | 12.7% | 403 | \$27.35 | High school diploma or equivalent |
| 15-2031 | Operations Research Analysts | 1,141 | 1,427 | 25.1% | 112 | \$43.49 | Bachelor's degree |
| 13-2052 | Personal Financial Advisors | 2,656 | 2,892 | 8.9% | 236 | \$35.20 | Bachelor's degree |
| 31-2021 | Physical Therapist Assistants | 1,563 | 1,913 | 22.4% | 251 | \$25.15 | Associate degree |
| 29-1123 | Physical Therapists | 3,884 | 4,488 | 15.6% | 238 | \$44.18 | Doctoral or professional degree |
| 29-1071 | Physician Assistants | 1,756 | 2,093 | 19.2% | 143 | \$53.00 | Master's degree |
| 47-2152 | Plumbers, Pipefitters, and Steamfitters | 5,502 | 5,863 | 6.6% | 669 | \$34.30 | High school diploma or equivalent |
| 29-1141 | Registered Nurses | 42,201 | 46,075 | 9.2% | 2737 | \$35.41 | Bachelor's degree |
| 29-1126 | Respiratory Therapists | 2,071 | 2,424 | 17.0% | 155 | \$27.51 | Associate degree |
| 11-2022 | Sales Managers | 4,674 | 4,936 | 5.6% | 457 | \$66.05 | Bachelor's degree |
| 15-1132 | Software Developers, Applications | 19,901 | 22,438 | 12.7% | 1741 | \$43.84 | Bachelor's degree |
| 15-1133 | Software Developers, Systems Software | 6,547 | 6,935 | 5.9% | 516 | \$44.03 | Bachelor's degree |
| 29-1127 | Speech-Language Pathologists | 1,564 | 1,935 | 23.7% | 130 | \$37.89 | Master's degree |
| 15-2041 | Statisticians | 284 | 380 | 33.8% | 35 | \$44.37 | Master's degree |
| 13-1151 | Training and Development Specialists | 2,961 | 3,265 | 10.3% | 366 | \$30.84 | Bachelor's degree |
| 29-1131 | Veterinarians | 892 | 1,097 | 23.0% | 59 | \$39.38 | Doctoral or professional degree |

Source: Economic Modeling Specialists, Intl (EMSI)

- The criteria used were a combination of projected growth, both numeric and percent, that showcased growth to be constant or positive for all occupations, sizable annual openings, and occupations that require above a high school diploma.
- All the top 30 emerging occupations require at least a bachelor's degree.

In-Demand Middle Skills Occupations

Figure 3 represents occupations that show high real-time demand, provide relatively high wages, and require training or education beyond high school but less than a bachelor's degree. Wages are above the state median wage of \$18.60 per hour for each occupation, and most are also above the MWA-defined threshold for economic self-sufficiency in the city of Detroit, defined as about \$24 per hour. While the top current in-demand occupations generally require a bachelor's degree or higher education, many WIOA Planning Region 10 MWA customers seek shorter-term education or training to find work. Figure 3 provides a snapshot of the middle skills occupations available in WIOA Planning Region 10.

Figure 3: WIOA Region 10's Top 50 Currently In-Demand Middle Skills Occupations

| SOC | Job Title | 2019 Jobs | 2029 Jobs | 2019 - 2029 % Change | Annual Openings | Median Hourly Earnings | Typical Entry Level Education | Typical On-The-Job Training |
|---------|---|-----------|-----------|----------------------|-----------------|------------------------|-----------------------------------|-----------------------------------|
| 49-3011 | Aircraft Mechanics and Service Technicians | 1,825 | 1,913 | 4.8% | 164 | \$29.49 | Postsecondary nondegree award | None |
| 17-3011 | Architectural and Civil Drafters | 982 | 1,260 | 28.3% | 145 | \$23.72 | Associate degree | None |
| 47-2021 | Brickmasons and Blockmasons | 971 | 1,068 | 10.0% | 112 | \$26.84 | High school diploma or equivalent | Apprenticeship |
| 49-3031 | Bus and Truck Mechanics and Diesel Engine Specialists | 4,202 | 4,534 | 7.9% | 443 | \$22.61 | High school diploma or equivalent | Long-term on-the-job training |
| 47-2031 | Carpenters | 7,566 | 8,239 | 8.9% | 886 | \$26.08 | High school diploma or equivalent | Apprenticeship |
| 17-3022 | Civil Engineering Technicians | 899 | 1,159 | 28.9% | 127 | \$24.99 | Associate degree | None |
| 53-2012 | Commercial Pilots | 578 | 702 | 21.5% | 79 | \$34.46 | High school diploma or equivalent | Moderate-term on-the-job training |
| 15-1152 | Computer Network Support Specialists | 1,465 | 1,561 | 6.6% | 134 | \$30.36 | Associate degree | None |
| 51-4012 | Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic | 1,001 | 1,114 | 11.3% | 121 | \$25.36 | Postsecondary nondegree award | Moderate-term on-the-job training |
| 15-1151 | Computer User Support Specialists | 9,301 | 9,693 | 4.2% | 822 | \$22.96 | Some college, no degree | None |
| 47-4011 | Construction and Building Inspectors | 1,270 | 1,481 | 16.6% | 193 | \$27.64 | High school diploma or equivalent | Moderate-term on-the-job training |
| 23-2091 | Court Reporters | 184 | 223 | 21.2% | 22 | \$40.54 | Postsecondary nondegree award | Short-term on-the-job training |
| 29-2021 | Dental Hygienists | 4,196 | 4,256 | 1.4% | 302 | \$31.13 | Associate degree | None |

| SOC | Job Title | 2019 Jobs | 2029 Jobs | 2019 - 2029 % Change | Annual Openings | Median Hourly Earnings | Typical Entry Level Education | Typical On-The-Job Training |
|---------|---|-----------|-----------|----------------------|-----------------|------------------------|-----------------------------------|-----------------------------------|
| 29-2032 | Diagnostic Medical Sonographers | 1,218 | 1,339 | 9.9% | 82 | \$31.01 | Associate degree | None |
| 17-3019 | Drafters, All Other | 128 | 158 | 23.4% | 18 | \$27.23 | Associate degree | None |
| 17-3012 | Electrical and Electronics Drafters | 253 | 314 | 24.1% | 36 | \$24.63 | Associate degree | None |
| 17-3023 | Electrical and Electronics Engineering Technicians | 1,682 | 1,839 | 9.3% | 189 | \$30.54 | Associate degree | None |
| 49-9051 | Electrical Power-Line Installers and Repairers | 1,002 | 1,107 | 10.5% | 105 | \$37.45 | High school diploma or equivalent | Long-term on-the-job training |
| 47-4021 | Elevator Installers and Repairers | 973 | 1,045 | 7.4% | 127 | \$41.39 | High school diploma or equivalent | Apprenticeship |
| 17-3029 | Engineering Technicians, Except Drafters, All Other | 1,657 | 1,754 | 5.9% | 177 | \$32.74 | Associate degree | None |
| 53-2031 | Flight Attendants | 3,391 | 3,883 | 14.5% | 464 | \$26.33 | High school diploma or equivalent | Moderate-term on-the-job training |
| 29-9099 | Healthcare Practitioners and Technical Workers, All Other | 152 | 178 | 17.1% | 12 | \$38.35 | Postsecondary nondegree award | None |
| 29-2092 | Hearing Aid Specialists | 287 | 340 | 18.5% | 27 | \$27.37 | High school diploma or equivalent | Moderate-term on-the-job training |
| 49-9021 | Heating, Air Conditioning, and Refrigeration Mechanics and Installers | 4,165 | 4,395 | 5.5% | 444 | \$21.95 | Postsecondary nondegree award | Long-term on-the-job training |
| 53-3032 | Heavy and Tractor-Trailer Truck Drivers | 24,131 | 26,536 | 10.0% | 3,162 | \$19.89 | Postsecondary nondegree award | Short-term on-the-job training |
| 49-9041 | Industrial Machinery Mechanics | 8,929 | 9,366 | 4.9% | 894 | \$25.57 | High school diploma or equivalent | Long-term on-the-job training |
| 49-9099 | Installation, Maintenance, and Repair Workers, All Other | 1,181 | 1,367 | 15.7% | 156 | \$21.47 | High school diploma or equivalent | Moderate-term on-the-job training |
| 43-9041 | Insurance Claims and Policy Processing Clerks | 2,640 | 2,851 | 8.0% | 294 | \$19.45 | High school diploma or equivalent | Moderate-term on-the-job training |
| 41-3021 | Insurance Sales Agents | 8,566 | 9,173 | 7.1% | 931 | \$26.17 | High school diploma or equivalent | Moderate-term on-the-job training |
| 43-4111 | Interviewers, Except Eligibility and Loan | 845 | 1,169 | 38.3% | 160 | \$20.34 | High school diploma or equivalent | Short-term on-the-job training |
| 29-2061 | Licensed Practical and Licensed Vocational Nurses | 5,799 | 6,536 | 12.7% | 542 | \$25.47 | Postsecondary nondegree award | None |
| 43-4131 | Loan Interviewers and Clerks | 2,368 | 2,870 | 21.2% | 316 | \$19.73 | High school diploma or equivalent | Short-term on-the-job training |

| SOC | Job Title | 2019 Jobs | 2029 Jobs | 2019 - 2029 % Change | Annual Openings | Median Hourly Earnings | Typical Entry Level Education | Typical On-The-Job Training |
|---------|--|-----------|-----------|----------------------|-----------------|------------------------|-----------------------------------|-----------------------------------|
| 31-9011 | Massage Therapists | 1,215 | 1,448 | 19.2% | 178 | \$20.25 | Postsecondary nondegree award | None |
| 49-9044 | Millwrights | 1,373 | 1,440 | 4.9% | 130 | \$34.88 | High school diploma or equivalent | Apprenticeship |
| 31-2011 | Occupational Therapy Assistants | 560 | 746 | 33.2% | 89 | \$26.11 | Associate degree | None |
| 43-9199 | Office and Administrative Support Workers, All Other | 699 | 821 | 17.5% | 102 | \$23.05 | High school diploma or equivalent | Short-term on-the-job training |
| 47-2073 | Operating Engineers and Other Construction Equipment Operators | 2,966 | 3,342 | 12.7% | 403 | \$27.35 | High school diploma or equivalent | Moderate-term on-the-job training |
| 23-2011 | Paralegals and Legal Assistants | 3,695 | 4,145 | 12.2% | 461 | \$23.64 | Associate degree | None |
| 47-2071 | Paving, Surfacing, and Tamping Equipment Operators | 503 | 570 | 13.3% | 74 | \$24.88 | High school diploma or equivalent | Moderate-term on-the-job training |
| 31-2021 | Physical Therapist Assistants | 1,563 | 1,913 | 22.4% | 251 | \$25.15 | Associate degree | None |
| 47-2152 | Plumbers, Pipefitters, and Steamfitters | 5,502 | 5,863 | 6.6% | 669 | \$34.30 | High school diploma or equivalent | Apprenticeship |
| 33-3051 | Police and Sheriff's Patrol Officers | 7,313 | 7,392 | 1.1% | 533 | \$29.21 | High school diploma or equivalent | Moderate-term on-the-job training |
| 43-5061 | Production, Planning, and Expediting Clerks | 3,524 | 3,852 | 9.3% | 420 | \$26.14 | High school diploma or equivalent | Moderate-term on-the-job training |
| 29-2034 | Radiologic Technologists | 3,059 | 3,162 | 3.4% | 182 | \$27.74 | Associate degree | None |
| 43-4181 | Reservation and Transportation Ticket Agents and Travel Clerks | 1,181 | 1,315 | 11.3% | 158 | \$21.31 | High school diploma or equivalent | Short-term on-the-job training |
| 29-1126 | Respiratory Therapists | 2,071 | 2,424 | 17.0% | 155 | \$27.51 | Associate degree | None |
| 41-3099 | Sales Representatives, Services, All Other | 14,808 | 15,220 | 2.8% | 1,995 | \$27.76 | High school diploma or equivalent | Moderate-term on-the-job training |
| 47-2231 | Solar Photovoltaic Installers | 52 | 70 | 34.6% | 9 | \$32.45 | High school diploma or equivalent | Moderate-term on-the-job training |
| 15-1134 | Web Developers | 1,211 | 1,358 | 12.1% | 113 | \$34.45 | Associate degree | None |
| 49-9081 | Wind Turbine Service Technicians | 47 | 66 | 40.4% | 8 | \$41.74 | Postsecondary nondegree award | Long-term on-the-job training |

Source: Economic Modeling Specialists, Intl (EMSI)

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

Knowledge, Skills, and Abilities Needed in Industries and Occupations In-Demand

- A close look at the WIOA Planning Region 10 existing and emerging high-demand, high-wage occupations reveals that these positions are concentrated in a handful of categories, including: Healthcare Practitioners and Technicians, Information Technology, Architecture and Engineering, Businesses and Financial, and Management occupations. It is critical to understand what knowledge, skills, and abilities and what tools and technologies and certifications (if available) are expected of successful job candidates in these occupations.
- These occupations all require a solid foundation in basic skills, such as reading, communication, math, and cognitive abilities that influence the acquisition and application of knowledge in problem solving. Most require active learning and critical thinking skills. In addition, these occupations require workers to possess technical skills and knowledge related to their specific occupational discipline and to master certain tools and technologies and even achieve particular certifications.

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, 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 many certifications in Healthcare occupations as many careers involve licensure. Beyond occupational-specific requirements, important certifications are concentrated in particular 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, Technologies and Certifications

Computer occupations have a number of 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, like 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 (PMP). These and other certifications for Information Technology occupations are as follows:

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)

Architecture and Engineering Occupations

Knowledge, Skills, and Abilities

Architecture and Engineering occupations are both technical but also practical, so they require a mix of knowledge, skills, and abilities. Mechanical applications, mathematics, and the laws of physics are among the most important areas of knowledge for this category of occupations.

Skills needed involve making decisions after analyzing tremendous volumes of data and mathematical information. Leading skills are complex problem solving, critical thinking, and judgment and decision making.

Knowledge

Engineering and Technology
Design
Reasoning
Mechanical
Mathematics
Physics

Skills

Complex Problem Solving
Critical Thinking
Active Listening
Judgment and Decision-Making
Operations Analysis Communication

Abilities

Information Ordering
Mathematical
Written
Deductive Reasoning
Visualization

Tools, Technologies and Certifications

Many Architecture and Engineering occupations are expected to employ tools and technologies targeted at improving quality and reducing defects or inefficiencies, like Quality Assurance and Six Sigma aimed at quality improvement.

Similarly, certification for Engineers and other occupations in the category are also concentrated in quality improvement. In addition, some certifications deal with standards, like certifications in American National Standards (ANSI) or National Electrical Code (NEC) and Environmental Protection Agency (EPA) standards.

Tools and Technologies

Project Management
Microsoft Office
Product Development
Quality Assurance (QA)
Six Sigma

Certifications

Accreditation Board for Engineering and Technology (ABET)
American National Standards (ANSI)
American Society for Quality (ASQ)
National Electrical Code (NEC)
Environmental Protection Agency standards (EPA)

Business and Financial Occupations

Knowledge, Skills, and Abilities

Occupations found in this category will require workers to possess skills such as 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.

Knowledge

Mathematics
Economics and Accounting
Customer and Personal Service
English Language
Personal and Human Resources

Skills

Mathematics
Active Listening
Critical Thinking
Judgment and Decision-Making
Reading Comprehension

Abilities

Oral Comprehension
Written Comprehension
Problem Sensitivity
Deductive Reasoning
Information Ordering

Tools, 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, like Certified Public Accountant (CPA) and Series 7, which allow individuals to practice their trade in conformity with state and federal licensure requirements.

Tools and Technologies

Microsoft Office
Business Development
Risk Management
Project Management
Generally Accepted Accounting Principles

Certifications

Certified Public Accountant (CPA)
Financial Industry Regulatory Authority (FIRA)
Certified Internal Auditor (CIA)
General Securities Representative Exam (Series 7)
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.

Knowledge

Administration and Management
Customer and Personal Service
English Language
Personnel and Human Resources
Mathematics

Skills

Speaking
Active Listening
Critical Thinking
Reading Comprehension
Coordination

Abilities

Oral Expression
Oral Comprehension
Written Comprehension
Problem Sensitivity
Written Expression

Tools and Technologies

Most of the occupations in this category must use office productivity software like Microsoft Office for documents and spreadsheets.

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 10 existing and emerging high-demand, high-wage occupations reveals that these positions are concentrated in a handful of categories, including: Healthcare Practitioners and Technicians, Information Technology, Architecture and Engineering, Businesses and Financial, and Management occupations. Moreover, nine of the top 15 existing in-demand, high-wage occupations in WIOA Planning Region 10 require a bachelor's degree for entry-level openings. Figure 4 shows the number of programs available in WIOA Planning Region 10 for each of the top 25 existing in-demand occupations.

The education and training availability was found via the Michigan Training Connect portal on the Pure Michigan Talent Connect (PMTTC) website.

In addition to the programs available in the table below, there are several large four-year universities and other educational providers in the region. All told, in 2018, 36,523 postsecondary completions were awarded in the five-county region according to IPEDS data. Some top jobs in particular have ample training available beyond the Michigan Information Technology Center (MITC)-available data: Just over 10 percent of these completions were in Engineering and Engineering Technology programs, and 19.9 percent were for Health Professions. 20.8 percent of health care completions were for a credential beyond a bachelor's degree, helpful for top jobs Physical Therapists, Speech-Language Pathologists, and Physician Assistants, all of which typically require at least a master's degree.

Note: The data in Figure 4 does not necessarily encompass all the education and training opportunities for each occupation in WIOA Planning Region 10. Rather, it provides a snapshot based on the data available within the Michigan Training Connect portal.

Figure 4: Education Opportunities for the Top 25 Existing In-Demand Occupations in WIOA Planning Region 10

| SOC | Job Title | 2019 Jobs | 2019 - 2021 % Change | Annual Openings | Job Postings | Median Hourly Earnings | Typical Entry Level Education | Programs Available |
|--------|--|-----------|----------------------|-----------------|--------------|------------------------|---------------------------------|--|
| 119041 | Architectural and Engineering Managers | 6,763 | 3.1% | 595 | 2435 | \$64.68 | Bachelor's degree | 2 Associate 5 Bachelor's 31 Certificates |
| 172051 | Civil Engineers | 4,527 | 9.8% | 584.5 | 1919 | \$36.59 | Bachelor's degree | 1 Bachelor's |
| 119021 | Construction Managers | 1,958 | 5.3% | 195.5 | 2080 | \$47.28 | Bachelor's degree | 11 Associate 9 Bachelor's 24 Certificates |
| 172071 | Electrical Engineers | 5,613 | 4.0% | 488 | 5204 | \$44.50 | Bachelor's degree | 1 Bachelor's |
| 113031 | Financial Managers | 7,458 | 4.6% | 751 | 4916 | \$61.09 | Bachelor's degree | 1 Associate 2 Bachelor's 3 Certificates |
| 111021 | General and Operations Managers | 26,106 | 2.9% | 2665 | 7712 | \$54.94 | Bachelor's degree | 10 Associate 11 Bachelor's 18 Certificates |
| 172112 | Industrial Engineers | 19,529 | 3.0% | 1636 | 10800 | \$44.83 | Bachelor's degree | 18 Certificates |
| 151122 | Information Security Analysts | 966 | 6.7% | 102 | 2775 | \$44.12 | Bachelor's degree | 8 Associate 6 Bachelor's 94 Certificates |
| 119199 | Managers, All Other | 3,641 | 3.5% | 343.5 | 4964 | \$49.87 | Bachelor's degree | 16 Associate 13 Bachelor's 49 Certificates |
| 112021 | Marketing Managers | 2,450 | 4.0% | 270 | 6366 | \$64.27 | Bachelor's degree | 3 Associate 3 Bachelor's 23 Certificates |
| 119111 | Medical and Health Services Managers | 5,119 | 3.2% | 490.5 | 4191 | \$46.37 | Bachelor's degree | 3 Associate 3 Bachelor's 8 Certificates |
| 291123 | Physical Therapists | 3,884 | 4.5% | 254.5 | 2511 | \$44.18 | Doctoral or professional degree | 1 Certificate |
| 291071 | Physician Assistants | 1,756 | 4.8% | 144 | 1309 | \$53.00 | Master's degree | N/A |
| 151132 | Software Developers, Applications | 19,901 | 3.9% | 1792 | 22010 | \$43.84 | Bachelor's degree | 6 Associate 3 Bachelor's 58 Certificates |
| 291127 | Speech-Language Pathologists | 1,564 | 6.2% | 133 | 4964 | \$37.89 | Master's degree | N/A |

Source: Bureau of Labor Statistics, Economic Modeling Specialists, Intl (EMSI), MITC

- Software Developers for Applications have gained at least two available bachelor’s degree programs in WIOA Planning Region 10 since 2018, according to the Pure Michigan Training Connect portal. This is not enough to satisfy the needs of WIOA Planning Region 10 employers, particularly in the growing tech hub of Detroit.
 - Because of training deficiencies, non-degree programs such as ExperienceIT and Grand Circus have been created in the Detroit area to create a pipeline of IT workers for employers.
- The in-demand management positions in Figure 4 have a strong number of education and training opportunities available in WIOA Planning Region 10.
 - Despite the high number of programs, employers seem to be struggling to find workers with the appropriate credentials for high-wage management positions, according to anecdotal feedback from employers and MWAs across the State.
- Overall, WIOA Planning Region 10’s education and training program availability is strong with a number of colleges and universities in the area.

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.

The City of Detroit’s population is currently well below the regional average educational attainment, according to 2018 data from the Census Bureau displayed in Figure 5, below. In the City of Detroit, 14.6 percent of individuals hold a bachelor’s degree or higher, compared to 28.6 percent in the state as a whole. In addition, the educational attainment rate (Bachelor’s or higher) in Oakland County is 46.4 percent, one of the highest rates in the State of Michigan, while the rates in Wayne, Monroe, St. Clair and Macomb counties are 23.3 percent, 19.1 percent, 18.3 percent and 24.5 percent, respectively. The current educational attainment levels in the City of Detroit, WIOA Planning Region 10, and the state of Michigan do not align with increasing employer needs. Too few individuals are prepared for in-demand jobs as more and more employers require higher skills for employment.

Figure 5: Educational Attainment

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Population 25 years and over | 6,772,215 | 609,003 | 104,748 | 878,186 | 112,381 | 1,178,363 | 434,463 | 2,882,681 |
| High school graduate or higher, number of persons, age 25 years+, 2014-2018 | 6,130,679 | 546,026 | 95,539 | 824,318 | 101,692 | 1,012,360 | 347,786 | 2,579,935 |
| High school graduate or higher, percent of persons, age 25 years+, 2014-2018 | 90.5% | 89.7% | 91.2% | 93.9% | 90.5% | 85.9% | 80.0% | 89.5% |
| Bachelor's degree or higher, number of persons, age 25 years+, 2014-2018 | 1,937,052 | 149,504 | 20,036 | 407,776 | 20,564 | 275,102 | 63,261 | 872,982 |
| Bachelor's degree or higher, percent of persons, age 25 years+, 2014-2018 | 28.6% | 24.5% | 19.1% | 46.4% | 18.3% | 23.3% | 14.6% | 30.3% |

Source: 2014-2018 ACS Five-Year Estimates

The most recent labor force participation rates show Macomb and Oakland counties well above the state average of 61.3 percent, and the City of Detroit well below. 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 problem is exacerbated in Michigan by an aging workforce, slow population growth, and increasing employer demand for skilled workers. Figure 6 highlights these values.

Figure 6: Labor Force Participation Rates

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|---|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Total Population 16 years + | 8,027,949 | 705,357 | 121,468 | 1,015,249 | 129,811 | 1,389,038 | 526,251 | 3,360,923 |
| In civilian labor force, count of population age 16 years+, 2014-2018 | 4,919,495 | 448,126 | 73,930 | 671,024 | 78,473 | 817,808 | 283,827 | 2,089,361 |
| In civilian labor force, percent of | 61.3% | 63.5% | 60.9% | 66.1% | 60.5% | 58.9% | 53.9% | 62.2% |

| | | | | | | | | |
|--|--|--|--|--|--|--|--|--|
| population age 16 years+, 2014- 2018 | | | | | | | | |
|--|--|--|--|--|--|--|--|--|

Source: 2014-2018 ACS Five-Year Estimates

At approximately 21 percent, the unemployment rate for youth is significantly larger than the overall unemployment rate of 7.2 percent in WIOA Planning Region 10. To a lesser degree, the same is true for African American individuals.

Figure 7: Civilian Labor Force by Demographic Group – 2018
WIOA Planning Region 10

| Demographic Group | Civilian Labor Force | Total Employment | Total Unemployment | Unemployment Rate |
|---------------------------------------|----------------------|------------------|--------------------|-------------------|
| Total Population 16+ | 2,089,361 | 1,939,190 | 150,171 | 7.2% |
| Sex | | | | |
| Male 16+ | 1,090,740 | 1,010,326 | 80,414 | 7.4% |
| 16-19 | 43,669 | 33,553 | 10,116 | 23.2% |
| 20-24 | 107,066 | 91,719 | 15,347 | 14.3% |
| 25-54 | 702,233 | 657,896 | 44,337 | 6.3% |
| 55-64 | 185,220 | 176,740 | 8,480 | 4.6% |
| 65 Plus | 52,552 | 50,418 | 2,134 | 4.1% |
| Female 16+ | 998,621 | 928,864 | 69,757 | 7.0% |
| 16-19 | 43,352 | 35,051 | 8,301 | 19.1% |
| 20-24 | 102,851 | 90,412 | 12,439 | 12.1% |
| 25-54 | 636,541 | 595,895 | 40,646 | 6.4% |
| 55-64 | 170,997 | 164,301 | 6,696 | 3.9% |
| 65 Plus | 44,880 | 43,205 | 1,675 | 3.7% |
| Race | | | | |
| White | 1,483,713 | 1,408,462 | 75,443 | 5.1% |
| Black/African American | 442,750 | 378,233 | 64,149 | 14.5% |
| Native American | 6,158 | 5,620 | 538 | 8.7% |
| Asian | 95,260 | 90,742 | 4,498 | 4.7% |
| Native Hawaiian / Pacific Islander | 619 | 595 | - | 0.0% |
| Some Other Race | 22,769 | 21,096 | 1,641 | 7.2% |
| Two or More Races | 38,300 | 34,357 | 3,932 | 10.3% |
| Ethnicity | | | | |
| Hispanic | 84,305 | 77,345 | 6,805 | 8.1% |

Source: 2014-2018 ACS Five-Year Estimates

Figure 8: Labor Market Trends – 2013 - 2019
WIOA Planning Region 10

Figure 8a: Labor Force, Persons

| Geography | 2013 | 2015 | 2017 | 2019 | 2013–2019 Numeric Change | 2013–2019 Percent Change |
|-------------------------|-------------|-------------|-------------|-------------|--------------------------------|--------------------------------|
| WIOA Planning Region 10 | 1,919,219 | 1,912,466 | 1,993,335 | 2,034,600 | 115,381 | 6.0% |
| Macomb | 420,290 | 422,297 | 442,238 | 451,100 | 30,810 | 7.3% |
| Monroe | 74,365 | 76,188 | 75,849 | 75,500 | 1,135 | 1.5% |
| Oakland | 628,635 | 634,053 | 664,575 | 680,300 | 51,665 | 8.2% |
| St. Clair | 19,369 | 19,496 | 19,680 | 19,500 | 131 | 0.7% |
| Wayne | 776,560 | 760,432 | 790,993 | 808,200 | 31,640 | 4.1% |
| Michigan | 4,724,000 | 4,759,000 | 4,884,000 | 4,937,000 | 213,000 | 4.5% |
| United States | 155,389,000 | 157,130,000 | 160,320,000 | 163,539,000 | 8,150,000 | 5.2% |

Figure 8b: Employment, Persons

| Geography | 2013 | 2015 | 2017 | 2019 | 2013–2019 Numeric Change | 2013–2019 Percent Change |
|-------------------------|-------------|-------------|-------------|-------------|--------------------------------|--------------------------------|
| WIOA Planning Region 10 | 1,733,619 | 1,800,857 | 1,901,737 | 1,947,200 | 213,581 | 12.3% |
| Macomb | 380,495 | 397,995 | 422,768 | 432,000 | 51,505 | 13.5% |
| Monroe | 68,874 | 72,708 | 72,267 | 72,500 | 3,626 | 5.3% |
| Oakland | 579,614 | 604,103 | 641,085 | 657,000 | 77,386 | 13.4% |
| St. Clair | 17,336 | 18,223 | 18,542 | 18,600 | 1,264 | 7.3% |
| Wayne | 687,300 | 707,828 | 747,075 | 767,100 | 79,800 | 11.6% |
| Michigan | 4,308,000 | 4,500,000 | 4,659,000 | 4,736,000 | 428,000 | 9.9% |
| United States | 143,929,000 | 148,834,000 | 153,337,000 | 157,538,000 | 13,609,000 | 9.5% |

Figure 8c: Unemployment, Persons

| Geography | 2013 | 2015 | 2017 | 2019 | 2013–2019 Numeric Change | 2013–2019 Percent Change |
|-------------------------|------------|-----------|-----------|-----------|--------------------------------|--------------------------------|
| WIOA Planning Region 10 | 185,600 | 111,609 | 91,598 | 87,400 | -98,200 | -52.9% |
| Macomb | 39,795 | 24,302 | 19,470 | 19,100 | -20,695 | -52.0% |
| Monroe | 5,491 | 3,480 | 3,582 | 3,000 | -2,491 | -45.4% |
| Oakland | 49,021 | 29,950 | 23,490 | 23,300 | -25,721 | -52.5% |
| St. Clair | 2,033 | 1,273 | 1,138 | 900 | -1,133 | -55.7% |
| Wayne | 89,260 | 52,604 | 43,918 | 41,100 | -48,160 | -54.0% |
| Michigan | 416,000 | 259,000 | 225,000 | 201,000 | -215,000 | -51.7% |
| United States | 11,460,000 | 8,296,000 | 6,983,000 | 6,001,000 | -5,459,000 | -47.6% |

Figure 8d: Unemployment Rate, Percent

| Geography | 2013 | 2015 | 2017 | 2019 | 2013-2019 Rate Change |
|-------------------------|-------------|-------------|-------------|-------------|----------------------------------|
| WIOA Planning Region 10 | 9.7% | 5.8% | 4.6% | 4.3% | -5.4% |
| Macomb | 9.5% | 5.8% | 4.4% | 4.2% | -5.3% |
| Monroe | 7.4% | 4.6% | 4.7% | 3.9% | -3.5% |
| Oakland | 7.8% | 4.7% | 3.5% | 3.4% | -4.4% |
| St. Clair | 10.5% | 6.5% | 5.8% | 4.7% | -5.8% |
| Wayne | 11.5% | 6.9% | 5.6% | 5.1% | -6.4% |
| Michigan | 8.8% | 5.4% | 4.6% | 4.1% | -4.7% |
| United States | 7.4% | 5.3% | 4.4% | 3.7% | -3.3% |

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.

Skill gap issues exist within WIOA Planning Region 10 and currently range from a lack of talent to fill jobs related to new technology, to increasing numbers of skilled workers leaving the workforce for retirement. The following gaps are top priorities for the MWAs in WIOA Planning Region 10 to address:

- *Aging workers leaving the workforce and taking skilled knowledge with them:* the MWAs in the region are working together on several 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:* the MWAs are encouraging workers and job seekers to pursue career pathways that lead to industry-recognized, portable, stackable credentials, so that these individuals can fill in-demand jobs and increase their earnings.
- *Job seekers and entry-level workers lack the employability skills necessary for successful employment:* the MWAs in the region are collaborating with non-profits and other local programs 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:* the MWAs and partners in the region are continuing to encourage employers to use state and federal workforce programs that will help them upskill their current workers, increasing worker retention and wages.

Strengths and Weaknesses

To help inform this plan, core partners from WIOA Planning Region 10 were sent a questionnaire to get their input on workforce system strengths and weaknesses and the region's capacity to provide needed workforce development activities. What follows are the questions asked and a summary of the types of comments received.

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.

| Regional Strengths | Regional Weaknesses |
|---|---|
| <ul style="list-style-type: none"> • Title I performance goals consistently met. • Increased online presence and access to automated services. • Local MWAs within the region are working to be more creative with program design. • MWAs in all three WIOA Planning Regions have embraced a demand-driven approach. • All MWAs are funding and supporting more short-term training programs. • Community colleges are providing many high-quality learning opportunities. • MWAs in WIOA Planning Regions 6, 9, and 10 work closely with community colleges to plan, fund, and support high demand programming. • MWAs in all three regions partner to provide braided funding to help move job seekers from training to employment. • The MWAs in WIOA Planning Regions 6, 9, and 10 have formed a Business Services Network that meets to discuss | <ul style="list-style-type: none"> • The MWAs in WIOA Planning Regions 6, 9, and 10 need additional training for front-line staff. • There is not enough capacity and funding for all Title I programs to be successful. • The ability to comply with ADA standards in a virtual world. • MWAs are not always able to meet the needs of individuals with barriers. • Inflexibility in programs makes it difficult to serve certain special populations. • Employer involvement is not always as strong as it needs to be. • There is a disconnect between the labor pool and employer demand. Many in-demand jobs require advanced training that workforce programs cannot fund. • Transportation issues are a consistent struggle. Many workers are not close to job opportunities and do not have access to vehicles or public transportation. • Child care is the main reason for absenteeism. • Many current clients MWAs work with are the hardest to serve. |

| Regional Strengths | Regional Weaknesses |
|--|---|
| <p>best practices and create protocols for working with employers.</p> <ul style="list-style-type: none"> • MWAs and partners from all three regions participate in joint training opportunities offered by SEMWAC, WIN, the Michigan Works Association, and the State. • MWAs augment USDOL and MiLMI data with real-time and other labor information to help make sound workforce decisions. • Information is shared across all MWAs to reduce overlap with employers. • Many highly skilled job seekers are served at American Job Centers. | <ul style="list-style-type: none"> • MWAs do not have enough funds for employability or soft skills training, which are often what workers need the most. • Performance outcomes often do not measure jobs created by entrepreneurs and contract employees. • Current funding streams create unnecessary competition between MWAs and their partners. Funding requirements restrict regional sharing and partnering. • There is a perception by some that clients served by MWAs are unemployable. • Performance metrics create disincentives to serve job seekers facing multiple barriers to employment. |

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.

| Regional Strengths | Regional Weaknesses |
|---|---|
| <ul style="list-style-type: none"> • The region is very connected, helping to bring partners and programs together. • ESL programming is helping many English language learners secure employment. • Many new regional partnerships and programs are getting started in this area. | <ul style="list-style-type: none"> • The lack of adult education programming capacity and funding is a prevalent issue. • There is not enough funding, creating many gaps for where services are available. • Some Adult Education programs follow a traditional K-12 model and are not necessarily designed for adult learners. |

| Regional Strengths | Regional Weaknesses |
|---|--|
| <ul style="list-style-type: none"> • Adult education partners are reaching out more to MWAs about available programming opportunities. • Employment has become the primary goal of adult education versus just earning credentials. • As WIOA Title II is implemented, Adult Ed partners are getting more actively engaged in developing regional solutions. • More comprehensive foundational skills strategies are being developed in some parts of the region. | <ul style="list-style-type: none"> • Required metrics do not align with reality. • The central cities and many rural areas in each region have underperforming K-12 systems, resulting in extensive needs for many young adults. • Demand for adult services exceeds the MWAs’ capacity to address. • Many schools in the region are not producing graduates with the right skills needed to sustain employment. • Some Adult Education programs are not designed to meet current employer needs. • Participant retention, due mainly to a lack of reliable transportation and child care. • Client assessment is inconsistent between agencies. • The need for more employers to provide summer work experiences. |

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.

| Regional Strengths | Regional Weaknesses |
|--|--|
| <ul style="list-style-type: none"> • The Michigan model of fully integrated American Job Centers is a strength. | <ul style="list-style-type: none"> • It is difficult to serve all special populations with current levels of funding and resources. |

| Regional Strengths | Regional Weaknesses |
|--|--|
| <ul style="list-style-type: none"> • Locally provided workforce services, wrap-around services, and braided funding help MWAs serve job seekers. • MWAs in WIOA Planning Regions 6, 9 and 10 have created an innovative system for programming that helps provide short-term demand driven training. • Examples of successful short-term employment services programs include boot camps, creative workshops, and in-house classes. • Employment Services curriculum and program resources are often shared across MWAs in all three planning regions. • Examples of shared resources include business services techniques, labor market information, and joint staff training. | <ul style="list-style-type: none"> • 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. • Participant retention, due to a lack of reliable transportation and child care. • Capacity to develop OJT's and apprenticeships. |

Question 4: Identify regional strengths and weaknesses of WIOA Title IV program activities (Michigan Rehabilitation Services (MRS) and Bureau of Services for Blind Persons (BSBP)) 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.

| Regional Strengths | Regional Weaknesses |
|---|--|
| <ul style="list-style-type: none"> • Engaging diverse customers with multiple barriers. • Partnerships and braided funding are a consistent success, especially with MRS. | <ul style="list-style-type: none"> • MRS staff is no longer co-located in all American Job Centers, making partnering more difficult. |

| Regional Strengths | Regional Weaknesses |
|---|---|
| <ul style="list-style-type: none"> • MRS and BSBP are meeting directly with MWA staff more often and participating in the regions' Business Services Network. • MRS and BSBP have been conducting training sessions for MWA frontline staff. • There is more collaboration with Veterans organizations to make sure Veterans are engaged in MWA initiatives. • The ability of both agencies to generate financial resources through third party agreements that can help with programming and training. | <ul style="list-style-type: none"> • MWAs and MRS do not always collaborate enough to serve the diversity of individuals using the system. • Need to collaborate more with partners on capacity building, information sharing, and working with hard-to-serve populations. • MWAs have concerns about duplicating employer outreach and engagement efforts with MRS. • Accessibility remains a concern for those who use the JAWS software. • Transportation challenges have a negative impact on employability. |

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 planning regions 6, 9, and 10 identified the following possible strategies or activities:

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 Region 10

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 9 highlights the top 15 most in-demand industry sectors (2-digit NAICS level) in WIOA Planning Region 10. In-demand is defined as those industries with the highest number of job postings during the past two years and growing with an average annual wage over \$35,000. This average wage aligns with that used in the regional in-demand and emerging industries in Michigan’s WIOA Unified State Plan. A variety of occupations exist within the local industries, which offer wages dependent on tenure and other factors. While the industry average is an important wage factor to consider, the wages paid to workers in each occupation are a more relevant metric for workforce development. See Figures 1 and 2 for more detail on occupations. The 2019 employment levels for the highlighted industries in WIOA Planning Region 10 are also shown in Figure 9.

Figure 9: WIOA Region 10’s Top 15 In-Demand Industries

| NAICS | Description | 2019 Job Postings | 2019 Jobs | 2021 Jobs | 2019 - 2021 Change | 2019 - 2021 % Change | Avg. Earnings Per Job |
|-------|--|-------------------|-----------|-----------|--------------------|----------------------|-----------------------|
| 72 | Accommodation and Food Services | 53,681 | 165,428 | 170,354 | 4,926 | 3.0% | \$23,587.31 |
| 11 | Agriculture, Forestry, Fishing and Hunting | 901 | 2,636 | 2,757 | 121 | 4.6% | \$35,678.70 |
| 71 | Arts, Entertainment, and Recreation | 4,943 | 25,107 | 25,439 | 332 | 1.3% | \$55,887.47 |
| 23 | Construction | 16,810 | 69,896 | 71,905 | 2,009 | 2.9% | \$81,933.76 |
| 52 | Finance and Insurance | 32,011 | 76,889 | 78,786 | 1,897 | 2.5% | \$108,274.65 |
| 62 | Health Care and Social Assistance | 81,012 | 275,834 | 283,505 | 7,671 | 2.8% | \$64,406.53 |
| 55 | Management of Companies and Enterprises | 3,009 | 48,269 | 50,168 | 1,899 | 3.9% | \$152,549.89 |
| 31 | Manufacturing | 62,303 | 246,781 | 249,406 | 2,625 | 1.1% | \$92,010.08 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 423 | 963 | 986 | 23 | 2.4% | \$99,746.45 |
| 81 | Other Services (except Public Administration) | 15,101 | 71,134 | 71,638 | 504 | 0.7% | \$37,689.66 |
| 54 | Professional, Scientific, and Technical Services | 99,461 | 194,130 | 200,178 | 6,048 | 3.1% | \$110,382.20 |
| 53 | Real Estate and Rental and Leasing | 15,598 | 29,330 | 29,811 | 481 | 1.6% | \$64,308.04 |
| 48 | Transportation and Warehousing | 72,903 | 72,594 | 77,545 | 4,951 | 6.8% | \$73,420.57 |
| 99 | Unclassified Industry | 0 | 3,434 | 4,029 | 595 | 17.3% | \$51,057.44 |
| 22 | Utilities | 1,904 | 8,410 | 8,520 | 110 | 1.3% | \$175,355.20 |

Source: EMSI; DTMB, Bureau of Labor Market Information and Strategic Initiatives

Figure 10 highlights the top emerging industries in WIOA Planning Region 10. Emerging industries are those with a high growth (numeric and percent) expected over the next ten years, through 2029, and a high number of annual openings through 2029.

Figure 10: WIOA Region 10 Top 15 Emerging Industries

| NAICS | Description | 2019 Jobs | 2029 Jobs | 2019 - 2029 Change | 2019 - 2029 % Change | Avg. Earnings Per Job |
|-------|--|-----------|-----------|--------------------|----------------------|-----------------------|
| 72 | Accommodation and Food Services | 165,428 | 181,353 | 15,925 | 9.6% | \$23,587.31 |
| 11 | Agriculture, Forestry, Fishing and Hunting | 2,636 | 3,071 | 435 | 16.5% | \$35,678.70 |
| 71 | Arts, Entertainment, and Recreation | 25,107 | 25,659 | 552 | 2.2% | \$55,887.47 |
| 23 | Construction | 69,896 | 75,876 | 5,980 | 8.6% | \$81,933.76 |
| 52 | Finance and Insurance | 76,889 | 82,327 | 5,438 | 7.1% | \$108,274.65 |
| 62 | Health Care and Social Assistance | 275,834 | 303,099 | 27,265 | 9.9% | \$64,406.53 |
| 55 | Management of Companies and Enterprises | 48,269 | 52,845 | 4,576 | 9.5% | \$152,549.89 |
| 31 | Manufacturing | 246,781 | 244,997 | -1,784 | (0.7%) | \$92,010.08 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 963 | 993 | 30 | 3.1% | \$99,746.45 |
| 81 | Other Services (except Public Administration) | 71,134 | 72,497 | 1,363 | 1.9% | \$37,689.66 |
| 54 | Professional, Scientific, and Technical Services | 194,130 | 211,960 | 17,830 | 9.2% | \$110,382.20 |
| 53 | Real Estate and Rental and Leasing | 29,330 | 30,430 | 1,100 | 3.8% | \$64,308.04 |
| 48 | Transportation and Warehousing | 72,594 | 84,943 | 12,349 | 17.0% | \$73,420.57 |
| 99 | Unclassified Industry | 3,434 | 5,337 | 1,903 | 55.4% | \$51,057.44 |
| 22 | Utilities | 8,410 | 8,520 | 110 | 1.3% | \$175,355.20 |

Source: EMSI; DTMB, Bureau of Labor Market Information and Strategic Initiatives

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.

WIOA Planning Region 10 is a relatively small geographic area representing about 3,230 square miles. The most recent Census estimate puts the region’s population at 4.19 million, 42.0 percent of the state’s population. WIOA Planning Region 10 is also home to 43.3 percent of the state’s business establishments and 44.8 percent of the state’s employed population. The region is dense compared to the state. WIOA Planning Region 10 has an average of 2,042 individuals per square mile, compared to the state average of 175 individuals per square mile.

Most workers in the region commute to some degree. Nearly 60 percent of workers travel more than 10 miles to their jobs each direction, and 20.6 percent travel more than 25 miles each direction, according to data from the LODES survey and Census OnTheMap. The average travel time to work in the region was about 26.4 minutes in each direction. This is just above the state average of 24.5 minutes each direction. While the travel time across WIOA Planning Region 10 does not vary much from the City of Detroit to the outer counties, the means of travel does differ. The typical Detroit household has only one, if any, vehicles available for travel to and from work, while the typical household in WIOA Planning Region 10 outside of Detroit has two vehicles available, according to American Community Survey data. Also of note are the housing ownership and vacancy rates in WIOA Planning Region 10's communities. Census data shows that in 2018 almost 30 percent of housing units in the City of Detroit were vacant, although estimates from city sources note that the rate must be much higher. Census data shows that the average vacancy rates in WIOA Planning Region 10, however, are just 11.1 percent, 7.0 percent if only outlying Wayne County is included. The disparity between the City of Detroit and the other communities in the region cannot be overemphasized.

The Region is heavily concentrated and well connected by highways. However, for workers without regular access to a vehicle, traveling to employment may be difficult because the region lacks a comprehensive transit system. Most available jobs for individuals with lower than average education (typical of job seekers in the City of Detroit) are located outside of the city limits in the outlying counties, which are not effectively connected by public transit. According to OnTheMap data, only 29.4 percent of Detroiters live and work in the city. Almost 70 percent commute outside of the city for their primary job, and 9.6 percent commute more than 50 miles each direction for work. Oakland County is vastly different, however; 57.1 percent of the population lives and works in the county, and only 7.3 percent of those who travel 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 10's geographic make-up is unique in Michigan. It is home to not only the largest city (which is also one of the poorest), but it is also home to some of the wealthiest and most populated communities in the state. The City of Detroit represents exceptional challenges in the region.

Most job opportunities available in close geographic reach for Detroiters and those in the region without reliable transportation are inaccessible for other reasons. The fastest growing jobs and

the most hiring in the region are in occupations that require post-secondary training and often a bachelor’s degree. There is a strong mismatch between the jobs available, in particular the highest demand jobs shown in figures 1 through 3, which consistently require at least a college degree, and the current talent pool’s skill and education level, in which about 30 percent of WIOA Planning Region 10 workers have a college degree. See figure 5 for education attainment information.

Figure 11 highlights the region's population demographics. The region is ethnically diverse, with a higher concentration of ethnic minorities than the state on average. This is particularly true in Wayne County and the City of Detroit.

Figure 11: Population Demographics

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Total Population | 9,957,488 | 868,704 | 149,699 | 1,250,843 | 159,566 | 1,761,382 | 677,155 | 4,190,194 |
| White | 7,818,588 | 707,875 | 141,260 | 941,026 | 149,216 | 937,396 | 98,534 | 2,876,773 |
| White Percent of Total | 78.5% | 81.5% | 94.4% | 75.2% | 93.5% | 53.2% | 14.6% | 68.7% |
| Black or African American | 1,375,424 | 99,265 | 3,553 | 171,098 | 3,393 | 685,098 | 532,537 | 962,407 |
| Black or African American Percent of Total | 13.8% | 11.4% | 2.4% | 13.7% | 2.1% | 38.9% | 78.6% | 23.0% |
| American Indian and Alaska Native | 53,235 | 2,525 | 449 | 3,302 | 275 | 5,566 | 2,285 | 12,117 |
| American Indian and Alaska Native Percent of Total | 0.5% | 0.3% | 0.3% | 0.3% | 0.2% | 0.3% | 0.3% | 0.3% |
| Asian | 304,403 | 33,769 | 930 | 90,212 | 1,082 | 57,380 | 10,659 | 183,373 |
| Asian Percent of Total | 3.1% | 3.9% | 0.6% | 7.2% | 0.7% | 3.3% | 1.6% | 4.4% |
| Native Hawaiian and Other Pacific Islander | 2979 | 346 | 10 | 323 | 38 | 481 | 185 | 1,198 |
| Native Hawaiian and Other Pacific Islander, Percent of Total | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Two or more races | 283,718 | 19,919 | 2,735 | 34,971 | 4,625 | 41,918 | 13,195 | 104,168 |
| Two or more races, Percent of Total | 2.8% | 2.3% | 1.8% | 2.8% | 2.9% | 2.4% | 1.9% | 2.5% |
| Hispanic or Latino | 497,897 | 22,212 | 5,261 | 50,057 | 5,281 | 103,202 | 51,509 | 186,013 |
| Hispanic or Latino Percent of Total | 5.0% | 2.6% | 3.5% | 4.0% | 3.3% | 5.9% | 7.6% | 4.4% |
| White alone, not Hispanic or Latino | 7,489,371 | 691,478 | 136,797 | 904,717 | 145,498 | 873,218 | 69,663 | 2,751,708 |
| White alone, not Hispanic or Latino Percent of Total | 75.2% | 79.6% | 91.4% | 72.3% | 91.2% | 49.6% | 10.3% | 65.7% |

Source: 2014-2018 ACS Five-Year Estimates

Figure 12 highlights the veteran population within the region. WIOA Planning Region 10 is home to a large veteran population. As of 2018, 37.3 percent of the state’s veterans lived in the region, including 4.9 percent specifically in the City of Detroit.

Figure 12: Veteran Population

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--------------------------------|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Civilian Population 18+ | 7,757,578 | 681,675 | 116,810 | 981,391 | 125,411 | 1,340,705 | 507,334 | 3,245,992 |
| Veterans, 2014-2018 | 564,783 | 49,596 | 10,353 | 56,228 | 11,369 | 83,037 | 27,847 | 210,583 |
| Share of Veterans in the State | 100.0% | 8.8% | 1.8% | 10.0% | 2.0% | 14.7% | 4.9% | 37.3% |

Source: 2014-2018 ACS Five-Year Estimates

Figure 13 highlights the age distribution within the region. The population across the state of Michigan is aging. WIOA Planning Region 10’s age distribution generally reflects the state averages.

Figure 13: Age Distribution

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|---|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Total Population | 9,957,488 | 868,704 | 149,699 | 1,250,843 | 159,566 | 1,761,382 | 677,155 | 4,190,194 |
| Persons under 5 years, 2018 | 572,374 | 47,677 | 7,960 | 68,288 | 8,098 | 115,396 | 49,366 | 247,419 |
| Persons under 5 years, 2018 percent | 5.75% | 5.49% | 5.32% | 5.46% | 5.08% | 6.55% | 7.29% | 5.90% |
| Persons under 5 years, 2010 | 573,280 | 45,413 | 8,665 | 66,130 | 9,293 | 118,342 | 50,146 | 247,843 |
| Persons under 5 years, 2010 percent | 6.00% | 5.80% | 5.70% | 5.70% | 5.70% | 6.50% | 7.00% | 5.90% |
| Persons under 18 years, 2018 | 2,196,098 | 186,502 | 32,824 | 269,153 | 34,121 | 420,346 | 169,766 | 942,946 |
| Persons under 18 years, 2018 percent | 22.05% | 21.47% | 21.93% | 21.52% | 21.38% | 23.86% | 25.07% | 22.50% |
| Persons under 18 years, 2010 | 2,505,495 | 184,176 | 36,637 | 265,722 | 38,640 | 438,774 | 190,347 | 963,949 |
| Persons under 18 years, 2010 percent | 25.30% | 23.0% | 24.1% | 23.5% | 22.0% | 25.4% | 26.70% | 23.1% |
| Persons 65 years and over, 2018 | 1,620,944 | 141,001 | 25,283 | 198,882 | 28,275 | 258,954 | 90,017 | 652,395 |
| Persons 65 years and over, 2018 percent | 16.28% | 16.23% | 16.89% | 15.90% | 17.72% | 14.70% | 13.29% | 15.57% |
| Persons 65 years and over, 2010 | 1,522,156 | 131,194 | 20,371 | 181,557 | 23,641 | 251,248 | 81,925 | 608,011 |
| Persons 65 years and over, 2010 percent | 13.80% | 14.30% | 13.40% | 13.20% | 14.50% | 12.70% | 11.50% | 14.6% |

Source: 2014-2018 ACS Five-Year Estimates

WIOA Planning Region 10 has a greater share of foreign-born residents than Michigan on average. In addition, the region has a greater share of families where a language other than English is spoken in the home. According to Census data, a larger share of individuals in WIOA Planning Region 10 has limited English language proficiency than the state on average. Figure 14 highlights the foreign-born population within the region and percent of homes that speak a primary language other than English.

Figure 14: Foreign Born and Primary Language Spoken at Home

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Total population, 2014-2018 | 9,957,488 | 868,704 | 149,699 | 1,250,843 | 159,566 | 1,761,382 | 677,155 | 4,190,194 |
| Foreign-born persons, 2014-2018 | 671,105 | 95,080 | 3,362 | 158,426 | 4,237 | 157,293 | 41,300 | 418,398 |
| Foreign-born persons, percent, 2014-2018 | 6.7% | 10.9% | 2.2% | 12.7% | 2.7% | 8.9% | 6.1% | 10.0% |
| Population 5 years and over | 9,385,114 | 821,027 | 141,739 | 1,182,555 | 151,468 | 1,645,986 | 627,789 | 3,942,775 |
| Language other than English spoken at home, number of persons, age 5 years+, 2014-2018 | 898,817 | 114,674 | 4,408 | 178,048 | 4,730 | 235,913 | 69,901 | 537,773 |
| Language other than English spoken at home, percent of persons age 5 years+, 2014-2018 | 9.6% | 14.0% | 3.1% | 15.1% | 3.1% | 14.3% | 11.1% | 13.6% |

Source: 2014-2018 ACS Five-Year Estimates

Figure 15: Limited English-Speaking Households by County

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Total Households | 3,909,509 | 343,592 | 59,279 | 501,260 | 64,805 | 676,587 | 260,383 | 1,645,523 |
| Limited English-speaking households, 2014-2018 | 68,056 | 10,987 | 130 | 13,855 | 222 | 17,449 | 6,224 | 42,643 |
| Limited English-speaking households, percent of total, 2014-2018 | 1.7% | 3.2% | 0.2% | 2.8% | 0.3% | 2.6% | 2.4% | 2.6% |

Source: 2014-2018 ACS Five-Year Estimates

Figure 16 highlights the disabled population within the region. St. Clair County, Wayne County and the City of Detroit have a higher share of disabled individuals under the age of 65 than the state on average.

Figure 16: Percent of Population Under 65 with a Disability

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Total civilian noninstitutionalized population | 9,847,464 | 861,993 | 148,786 | 1,244,672 | 158,310 | 1,749,048 | 671,120 | 4,162,809 |
| Persons with a disability, under age 65 years, 2014-2018 | 1,403,640 | 121,028 | 20,412 | 145,072 | 26,802 | 279,532 | 131,852 | 592,846 |
| With a disability, under age 65 years, percent of total, 2014-2018 | 14.3% | 14.0% | 13.7% | 11.7% | 16.9% | 16.0% | 19.6% | 14.2% |

Source: 2014-2018 ACS Five-Year Estimates

Figure 17 indicates that 42.24 percent of the state’s disabled population resides in WIOA Planning Region 10. The region is home to 42.0 percent of the state’s overall population. This indicates that the region has a slightly, but not significantly, greater share of the state’s disabled population.

Figure 17: Individuals with Disabilities in Michigan by County –2016

| Geography | 2014 – 2018 Estimate | 2014 – 2018 Share of State |
|-------------------|----------------------|----------------------------|
| Macomb County | 121,028 | 8.6% |
| Monroe County | 20,412 | 1.5% |
| Oakland County | 145,072 | 10.3% |
| St. Clair County | 26,802 | 1.9% |
| Wayne County | 279,532 | 19.9% |
| State of Michigan | 1,403,640 | 100.0% |

Source: 2014-2018 ACS Five-Year Estimates

Figure 18 shows that the current disabled population in WIOA Planning Region 10 is primarily female, of working age (18-64), and white. However, compared to the general population distribution, there is a higher share of disabled Black/African American individuals than would be expected based on the overall share of Black/African American individuals in the region.

Figure 18: Individuals with Disabilities by Demographic Group

| Demographic Group | 2018 Estimate | Percent Distribution |
|-----------------------------|---------------|----------------------|
| Total Population | 592,846 | 100.0% |
| <i>Sex</i> | | |
| Male | 276,798 | 46.7% |
| Female | 316,048 | 53.3% |
| <i>Age</i> | | |
| 17 and Under | 44,756 | 7.5% |
| 18-64 | 317,666 | 53.6% |
| 65 + | 230,424 | 38.9% |
| <i>Race</i> | | |
| White | 387,433 | 65.4% |
| Black / African American | 173,718 | 29.3% |
| Native American | 2,795 | 0.5% |
| Asian | 9,738 | 1.6% |
| Hawaiian / Pacific Islander | 188 | 0.0% |
| Some Other Race | 4,935 | 0.8% |
| Two or More Races | 14,039 | 2.4% |
| <i>Ethnicity</i> | | |
| Hispanic | 18,577 | 3.1% |

Source: 2014-2018 ACS Five-Year Estimates

Income distribution in WIOA Planning Region 10 differs widely from the state and within the region itself. Just under one-fifth of Detroit’s households live on less than \$10,000 annually. The federal poverty guideline for a family of four in 2015 was \$24,300. In the City of Detroit, 43.9 percent of families live near or below this income level, compared to 21.2 percent in the state of Michigan and 14.8 percent in Oakland County. Figure 19 details the income bracket of households within the region.

Figure 19: Households by Income Bracket

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--|-----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Total Households | 3,909,509 | 343,592 | 59,279 | 501,260 | 64,805 | 676,587 | 260,383 | 1,645,523 |
| Households with Income of \$0 - \$9,999 | 270,974 | 16,499 | 3,083 | 22,494 | 3,748 | 78,679 | 51,522 | 124,503 |
| Households with Income of \$0 - \$9,999, Percent | 6.9% | 4.8% | 5.2% | 4.5% | 5.8% | 11.6% | 19.8% | 7.6% |
| Households with Income of \$10,000 - \$14,999 | 182,415 | 12,731 | 2,400 | 16,242 | 3,033 | 40,678 | 22,936 | 75,084 |
| Households with Income of \$10,000 - \$14,999, Percent | 4.7% | 3.7% | 4.0% | 3.2% | 4.7% | 6.0% | 8.8% | 4.6% |
| Households with Income of \$15,000 - \$24,999 | 394,491 | 32,342 | 4,961 | 35,265 | 6,380 | 78,856 | 39,877 | 157,804 |
| Households with Income of \$15,000 - \$24,999, Percent | 10.1% | 9.4% | 8.4% | 7.0% | 9.8% | 11.7% | 15.3% | 9.6% |
| Households with Income of \$25,000 - \$34,999 | 395,924 | 33,439 | 6,081 | 36,633 | 6,724 | 73,805 | 34,233 | 156,682 |
| Households with Income of \$25,000 - \$34,999, Percent | 10.1% | 9.7% | 10.3% | 7.3% | 10.4% | 10.9% | 13.1% | 9.5% |
| Households with Income of \$35,000 - \$49,999 | 540,900 | 47,650 | 7,284 | 54,173 | 9,268 | 91,961 | 37,607 | 210,336 |
| Households with Income of \$35,000 - \$49,999, Percent | 13.8% | 13.9% | 12.3% | 10.8% | 14.3% | 13.6% | 14.4% | 12.8% |
| Households with Income of \$50,000 - \$74,999 | 719,122 | 64,567 | 11,641 | 81,731 | 12,072 | 111,924 | 36,655 | 281,935 |
| Households with Income of \$50,000 - \$74,999, Percent | 18.4% | 18.8% | 19.6% | 16.3% | 18.6% | 16.5% | 14.1% | 17.1% |
| Households with Income of \$75,000 - \$99,999 | 485,187 | 46,087 | 8,512 | 65,385 | 8,874 | 71,375 | 17,182 | 200,233 |
| Households with Income of \$75,000 - \$99,999, Percent | 12.4% | 13.4% | 14.4% | 13.0% | 13.7% | 10.5% | 6.6% | 12.2% |
| Households with Income of \$100,000 - \$149,999 | 531,579 | 55,509 | 9,766 | 89,016 | 9,581 | 75,669 | 13,759 | 239,541 |
| Households with Income of \$100,000 - \$149,999, Percent | 13.6% | 16.2% | 16.5% | 17.8% | 14.8% | 11.2% | 5.3% | 14.6% |
| Households with Income of \$150,000 - \$199,999 | 201,893 | 20,887 | 3,661 | 45,894 | 3,175 | 27,756 | 3,947 | 101,373 |
| Households with Income of \$150,000 - \$199,999, Percent | 5.2% | 6.1% | 6.2% | 9.2% | 4.9% | 4.1% | 1.5% | 6.2% |

| | Michigan | Macomb County | Monroe County | Oakland County | St. Clair County | Wayne County | Detroit City | Region 10 Counties |
|--|----------|---------------|---------------|----------------|------------------|--------------|--------------|--------------------|
| Households with Income of \$200,000+ | 187,024 | 13,881 | 1,890 | 54,427 | 1,950 | 25,884 | 2,665 | 98,032 |
| Households with Income of \$200,000+, Percentage | 4.8% | 4.0% | 3.2% | 10.9% | 3.0% | 3.8% | 1.0% | 6.0% |
| | | | | | | | | |
| Average Household Income | \$75,352 | \$77,123 | \$75,368 | \$104,709 | \$71,761 | \$65,173 | \$42,105 | \$80,338 |
| Median Household Income | \$54,938 | \$60,466 | \$61,514 | \$76,387 | \$55,240 | \$45,321 | \$29,481 | \$58,921 |
| Per Capita Income | \$30,336 | \$31,104 | \$30,295 | \$42,760 | \$29,356 | \$25,976 | \$17,338 | \$30,438 |

Source: 2014-2018 ACS Five-Year Estimates

Income disparities are a problem in WIOA Planning Region 10, with many residents living in poverty. In 2019, 51.4 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, due to policy changes such as lifetime benefit limits in the State of Michigan, and many individuals are either approaching their limit or have already maxed out their benefits. Although numbers are dropping, WIOA Planning Region 10’s workforce system is more heavily utilized by the public assistance population, creating a strain on resources. Figure 20 highlights the number of individuals who are registered to receive public assistance and who have a work requirement.

Figure 20: Public Assistance Registrants in Michigan by County: 2017 – 2019

| Geography | 2017 | 2019 | 2017 - 2019 Percent Change | 2019 Share of the State |
|------------------|---------|---------|----------------------------|-------------------------|
| Macomb County | 33,346 | 22,101 | -33.7% | 8.0% |
| Monroe County | 4,604 | 3,151 | -31.6% | 1.1% |
| Oakland County | 22,362 | 15,838 | -29.2% | 5.7% |
| St. Clair County | 7,344 | 4,891 | -33.4% | 1.8% |
| Wayne County | 146,474 | 96,320 | -34.2% | 34.8% |
| Michigan | 425,786 | 276,856 | -35.0% | 100.0% |

Source: Michigan Department of Health and Human Services

Figure 21 indicates that the 2015 population on public assistance in WIOA Planning Region 10 is 60.0 percent individuals aged 22 to 44, and 48.8 percent African American. Compared to the general population demographics in the region, these groups are over-represented.

Figure 21: Public Assistance Registrants: June 2019

| Demographic Group | Assistance Program Registrants | Percent of Total |
|--------------------------|--------------------------------|------------------|
| Total | 134,259 | 100.0% |
| <i>Sex</i> | | |
| Male | 55,790 | 41.6% |
| Female | 78,447 | 58.4% |
| <i>Age</i> | | |
| 14-15 | 1,224 | 0.9% |
| 16-19 | 10,112 | 7.5% |
| 20-21 | 4,767 | 3.6% |
| 22-44 | 80,505 | 60.0% |
| 45-54 | 26,546 | 19.8% |
| 55-64 | 11,102 | 8.3% |
| 65+ | 3 | 0.0% |
| <i>Race</i> | | |
| White | 42,917 | 32.0% |
| Black / African American | 65,495 | 48.8% |
| Native American | 668 | 0.5% |
| Other | 8,903 | 6.6% |
| Hispanic | 4,346 | 3.2% |

Source: Michigan Department of Health and Human Services

Part III: Regional Service Strategies

Describe the 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.*

The MWAs and core partners in WIOA Planning Region 10 have a strong history of working collaboratively to develop and implement regional service strategies, and in many instances, have developed cooperative service delivery agreements. Moving forward, WIOA Planning Region 10 will continue to build on this success by expanding regional service strategies that work, impact the majority of service providers, build relationships, trust, and a shared language, and address regional training and employment needs. Special emphasis will be given to improving services to special populations, including veterans and the long-term unemployed, and developing even stronger partnerships with Title II and Title IV core partners.

What follows are descriptions of regional service strategies and cooperative service delivery agreements in which the MWAs in WIOA Planning Region 10 are engaged. Collectively they address regional education and training needs, connect the unemployed with work-based learning opportunities, and improve services to hard-to-serve populations. Most of the regional initiatives and service delivery strategies impact job seekers and employers across WIOA Planning Region 10 and reach into neighboring WIOA Planning Regions 6 and 9 as well.

Going PRO Talent Fund

MWAs in WIOA Planning Regions 6, 9, and 10 will continue to work together to optimize implementation of the Going PRO Talent Fund (Talent Fund), formerly known as the Skilled Trades Training Fund (STTF). The Department of Labor and Economic Opportunity-Workforce Development (LEO-WD) awards funds to employers through the MWAs for training, developing, and retaining current and newly hired employees. 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. In 2019, WIOA Planning

Regions 6, 9, and 10 combined received 288 awards totaling over \$31.6 million, or 30 percent of the total allocation across the State.

FCA Detroit Expansion Project

DESC has been instrumental in providing recruitment and selection services in support of FCA's Detroit expansion. In early 2019, FCA announced that it would be expanding its Jefferson North Assembly Plant in Detroit and converting the current Mack Avenue Engine Complex into a vehicle assembly plant for the production of next-generation Jeep Grand Cherokee. FCA will be creating over 5,000 new jobs for the facility that is set to open in December 2020. To date, DESC has hosted 37 large community events and held 1,072 career center events to help prepare Detroiters for the FCA jobs. Over 15,000 people have attended and completed all the eligibility steps and another 17,000 have registered or started the eligibility process but have not yet completed all the steps.

SEMCA is also assisting FCA with the recruitment of qualified individuals in skilled trades, management, operations, and logistics positions at its new state-of-the-art assembly plant in Detroit. FCA estimates that 350 positions will be needed for skilled trades, plus another 100 or more for salaried positions. Positions include Industrial Controls, Electricians, Professional Maintenance Leads, and Professional Maintenance Specialists. Positions are also posted on PMTC. SEMCA has hosted 11 application events (AEs) thus far. Five have been at SEMCA AJC sites and the remainder have been in partnership with neighboring MWAs in regions 6, 9, and 10 including OCMW!, MWSE, GST Michigan Works!, and M/SCMW!. These events have been strategically targeted towards skilled tradespeople - with either a USDOL journeyman's card or 4-8 years of documented experience - and salaried positions. Over 550 people have attended these AEs thus far. This is an example of how regional strategies have been successful in serving high volume hiring needs.

Business Resource Networks

MWAs across the region continue to expand their Business Resource Network (BRN) activities and service partners. The BRN is a multi-employer collaborative that supports a "success coach", whose purpose is to address the individual issues that impact employee attendance and productivity. Success coaches are paid by the participating employers to address human resource issues like absenteeism and poor performance and can help address critical training needs leading to upward mobility and higher wages.

OCMW! partners with the Oakland Livingston Human Service Agency (OLHSA) on its BRN Employee Retention Assistance program and currently has three OLHSA coaches for 14 employer partners. SEMCA's CONNECTIONS program is a partnership with the Michigan Department of

Health and Human Services (DHHS) for employers in Monroe County and out-Wayne County and has eight partnering employers. M/SCMW! manages its Community Ventures Business Resource Network program internally and has six success coaches and 17 employers. DESC partners with SER Metro-Detroit and has one coach and six employers.

The Amazon Project

In 2017, SEMCA led a collaborative effort with the Michigan Economic Development Corporation (MEDC), the then Talent Investment Agency (TIA), and MWAs including DESC, MWSE, OCMW! and M/SCMW!, that partnered with Amazon to coordinate local resources and facilitate recruitment of over 2,500 full-time employees, plus seasonal workers, for its Livonia Fulfillment Center. Amazon utilized a “paperless” hiring process that required applicants to have ongoing access to a desktop or laptop computer. Recognizing that this process may create barriers for many individuals who may have low computer skills and limited or no access to a computer and/or internet, SEMCA created Train the Trainer workshops. These workshops were also utilized by other regional MWA staff to develop Amazon Application Assistance Sessions at their local American Job Centers, resulting in assisting over 740 individuals in southeastern Michigan.

SEMCA developed and shared all materials, including but not limited to, an Application Process Checklist, flyers, and social media postings. These combined efforts resulted in over 14,000 applicants for Amazon. SEMCA continues to lead this regional effort as Amazon begins recruitment for the new fulfillment centers in the city of Romulus and Shelby Township. The Amazon project is a best practice approach for a coordinated service delivery strategy.

WIN Turnover Study

In February 2019, the six MWAs comprising 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 including 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, child care, and other personal conflicts.
- Competition for a shrinking talent pool is driving retention strategy changes for many employers.

MEDC Region 10 Resource Provider Meetings

In early 2020, the Michigan Economic Development Corporation (MEDC) re-activated its quarterly Resource Provider Meetings, which are open to organizations that serve businesses, of any size and located in WIOA Planning Region 10. These meetings are intended to bring together entities serving local businesses with the goals of strengthening relationships among the network and providing a space to share organizational updates and news. Key resource providers include MWA staff, community colleges, universities, the Michigan Manufacturing Technology Center (MMTC), Procurement Technical Assistance Center (PTAC), Tech Town, and various training providers.

Southeast Michigan Works Agencies Council

The Southeast Michigan Works Agencies Council (SEMWAC) is a regional initiative that brings together leadership and staff from all six MWAs in WIOA Planning Regions 6, 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, American Apprenticeship Initiative (AAI), and Apprenticeship: Closing the Skills gap grants, as well as supporting MICareerQuest 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.

- The SEMWAC Managers Workgroup is comprised of lead administrative staff from all six MWAs in SEMWAC. The main purpose of this group is to plan, implement, and monitor many of the regional initiatives, including those managed by SEMWAC and WIN. The SEMWAC Managers Workgroup also convenes to share best administrative and programmatic practices and help identify and facilitate opportunities for collaboration.
- The SEMWAC Business Services Coordinating Committee includes Business Services managers and select staff from all six 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 LEO-WD, 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 industry related layoffs.
- The Business Services Network (BSN) has been bringing front-line business services staff together from workforce and economic development agencies, educational institutions, and nonprofit organizations throughout the three WIOA Planning Regions 6, 9, and 10 since 2009. There are currently over 300 people registered with the BSN, with over 75 people from over 20 organizations attending regular BSN meetings. At these meetings, business services staff learn about current workforce development initiatives, share best practices, and engage in networking activities that foster strong working relationships. Recent topics include promoting apprenticeships, target populations, and youth employment. The goal of BSN meetings is to focus on sharing best practices and to promote networking and employer engagement opportunities.

Workforce Intelligence Network Initiatives

WIN is a partnership of community colleges and MWAs operating in WIOA Planning Regions 6, 9, and 10. SEMCA serves as WIN's 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 southeast Michigan; (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 all six MWAs including SEMCA, the nine community colleges that comprise WIN, and other partners in WIOA Planning Regions 6, 9, and 10. What follows are descriptions of service strategies developed and – in most cases – managed by WIN:

Workforce-Related Data Services

WIN has an agreement with MWAs 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 every quarter and data support is provided for various project and grant-based initiatives. The MWAs 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 their curricula and ensure enhanced marketability for their current students and graduates upon entering the local workforce. Knowing what skills, certifications, degrees, and more are required by employers allows the MWAs and community colleges the opportunity to proactively address various industry trends and help close 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 skill 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.

Learning Network Meetings

WIN's learning network is designed to provide quality data resources and tutorials to community college and MWA representatives throughout greater southeast Michigan. These professional development opportunities allow for MWAs and community colleges to share best practices related to the attraction, development, and retention of talent throughout WIOA Planning Regions 6, 9, and 10. Previous topics include apprenticeships in Michigan, how to use data to assist local job seekers and employers, how to apply the findings from WIN's labor market reports, hands-on data tutorials for various workforce-related scenarios, and more.

Advance Michigan Center for Apprenticeship Innovation/American Apprenticeship Initiative Grant

WIN helped SEMCA and several community college partners secure a \$4 million grant to lead the Advance Michigan Center for Apprenticeship Innovation (AMCAI) project. Funds are being utilized to establish or expand apprenticeship programs responsive to the evolving technical needs in the high-demand, new-age automotive and transportation sectors of the Advanced Manufacturing industry, as well as in Healthcare and Information Technology. Members from WIN's AMCAI team provide technical assistance and expertise for MWAs interested in creating and expanding registered apprenticeship opportunities for their job seekers and employers. As part of the grant deliverables, WIN created and launched a comprehensive website at miapprenticeship.org that contains apprenticeship resources, including an interactive process guide and a one-of-a-kind ROI calculator for employers.

In 2019, AMCAI was recognized nationally as one of the top 15 performing AAI grantees in helping to address the state's workforce challenges by establishing apprenticeship programs responsive to the evolving technical needs in high-demand automotive and transportation sectors, along with non-traditional apprenticeship occupations like information technology. National best practices, tools, and strategies including a Return on Investment (ROI) Calculator and Registered Apprenticeship Program in a Day (RAPiD) events have allowed partners including employer, college, and workforce agency partners to achieve AAI numerical performance measure outcomes one year early.

Advance Michigan Catalyst/America's Promise Grant

WIN helped the local MWA and community college partners secure a \$6 million U.S. Department of Labor (USDOL) grant to train 900 primarily unemployed and underemployed individuals in robotics and automation. Data shows that robotics and automation is among the fastest-growing classifications of job growth in the region and is a top workforce priority for regional automotive companies. The goal of the grant is to help students obtain the high-demand, high skills, and confidence needed to be the region's next robotics technicians. It focuses on a large variety of occupations along the robotics technician and engineering pathways and provides a great opportunity to braid and leverage WIOA funds with these additional training funds from the USDOL. Grant outcomes also include credential attainment, employment rates, and median earnings similar to WIOA performance measures.

M/SCMW! has received \$1,292,001 in Catalyst funds to train 247 unemployed or underemployed workers over a 4-year period. M/SCMW! has partnered with the MTEC Center at Macomb Community College (MCC) to provide this training. MCC has designed five training pathways for this grant, which include Controls Technician, Electrical Maintenance Specialist, Mechanical

Maintenance, Robot Programmer, and Robot Technician. Each cohort runs 40 hours a week, and the instructional material covers Foundational Skills, Workplace Skills, Manufacturing Essential Skills, and program-specific Vocational Skills.

To date, MCC has enrolled 242 individuals, 193 of whom have completed training. MSCMW! placed a Career Planner at MCC to work specifically with participants enrolled in this grant. Because the Career Planner is located at the training site, they can stay connected with students. WIOA training funds, as well as two other grants that MCC currently has, have been braided with America's Promise funds to provide this training.

OCMW! utilized \$910,000 of this grant to train 183 unemployed and underemployed individuals and 10 incumbent workers. In partnership with Oakland Community College (OCC), OCMW! launched its seventh PLC and Robotics Technician cohort during Q1 2020 and continued to provide ongoing case management and placement assistant for graduates. OCMW! has recently modified its training to include blueprint reading, more hands-on opportunities, and Power Path screening to identify challenges in attention and stress management, with strategies to address challenges. It has also incorporated employability skills into training.

DESC was awarded \$1,124,000 to train 156 unemployed and underemployed individuals and 53 incumbent workers. To date, they have trained 33 under- and unemployed participants. 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 who supports program activities and serves 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. To date, SEMCA has trained 166 under- and unemployed individuals and 15 incumbent workers. 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. Its partnerships with the training institutions and assisting with curriculums have 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 its American Job Centers.

The Apprenticeship: Closing the Skills Gap Grant

In February 2020, Oakland Community College was awarded a \$4 million USDOL grant, known locally as MI-APPRENTICESHIP, to train 720 apprentices in advanced manufacturing careers

across the state of Michigan. Six Michigan Works! Agencies (DESC, GST Michigan Works!, M/SCMW!, Michigan Works! Southeast, SEMCA, and OCMW!) 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.

Pre-Apprenticeship Programs, Apprenticeship Initiatives, and Resources

Access for All

Access for All is a free 13-week pre-apprenticeship construction trades training program through the United Way, co-funded by the City of Detroit Mayor's Workforce Development Office and DESC. The program prepares Detroit residents, who are 18 and older, for entry into skilled trade apprenticeships and jobs. Graduates earn OSHA 30, First Aid/CPR and Asbestos, Lead and Silica Awareness credentials while they also receive support for basic needs like transportation and child care. Eighty-one percent of graduates ultimately earn a job or apprenticeship in the skilled trades industry.

Talent Development Coalition's Construction Pre-Apprentice Program

In December 2019, eight students graduated from the 10-week Talent Development Coalition's Construction Pre-Apprentice program, an Oakland University-Pontiac initiative supported by a grant from the Michigan Marshall Plan. Students worked at Habitat for Humanity of Oakland County, were paid through OCMW! and will be employed by 1-800-Hanson's and other construction companies. Students received scholarships from the Pontiac Promise Zone, OU, the Greater Pontiac Community Coalition, Oakland University, and American House/REDICO. The OU-Pontiac Talent Development Coalition (TDC) is a consortium of 27-member organizations from business, education, government, and non-profit sectors.

Midwest Urban Strategies (MUS): AAI and America's Promise Grant

DESC is partnering with several Workforce Development Boards (WDBs) from across the Midwest on an AAI and America's Promise grant from the USDOL. Employ Milwaukee is the administrative lead and works in partnership with these WDBs. The grant focuses on expanding apprenticeship

programs in high-growth occupations and industries. Through funding support from grants, DESC is working with Grand Circus, CVS, PCI, and Flex-N-Gate to train Detroit residents for apprenticeships and employment. DESC shares information regarding the progress of these grants with WIOA Planning Region 6, 9, and 10 partners.

Medical Assistant Apprenticeship Program

OCMW! Oak Park partnered with Henry Ford Health System, Henry Ford College, and Oakland Community College to offer a first-of-its-kind medical assistant apprenticeship program in southeast Michigan. The program provides classroom instruction and on-the-job training, paid for by Henry Ford Health System, as well as a competitive hourly wage to qualified candidates. OCMW! Oak Park pre-screens candidates and works with the participating colleges to coordinate entry into the apprenticeship program. To date, the program has successfully graduated and placed 12 apprentices, with another 10 apprentices currently in training.

Apprenticeship Success Coordinators

MWAs across the region 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.

Going PRO Apprenticeships

Building on the foundation and momentum of the Apprenticeship Success Coordinators, in early 2020 the State of Michigan dedicated USDOL Employment and Training Administration funds to continue RA expansion through Going PRO Apprenticeships (GPA). The GPA model grew from best practices established in the Going PRO Talent Fund, which produced nearly 1,500 new RA programs in 2019 alone. The program allows for the establishment of new USDOL RAs and up to \$3,000 per trainee to offset costs related to training. WIOA Planning Region 10 MWAs received \$786,000 for program expenses and will leverage WIOA funding and other resources to coordinate supportive services.

National Apprenticeship Week

National Apprenticeship Week (NAW), now in its fifth year, is a nationwide celebration that allows businesses, communities, and educators to showcase their apprenticeship programs while providing valuable information to career seekers. NAW 2019 was held November 11-17, 2019, during which time several MWAs and their partners hosted events. Proclamations were issued by Oakland County Executive David Coulter, and by City of Detroit Mayor Michael Duggan. Examples of events follow:

- *Creating Tomorrow – National Apprenticeship Week Employer Breakfast* at Oakland Community College, in partnership with OCMW!
- *Investing in Your Future Workforce Now Through Apprenticeships* at Monroe County Community College, in partnership with SEMCA Michigan Works!
- *Apprenticeship 101 Breakfast* at Henry Ford College, in partnership with SEMCA Michigan Works!
- *Apprenticeship Day at Randolph Career and Technical Center* and a *National Apprenticeship Week Afterglow*, hosted by DESC

Oakland County is currently updating its well-received “Apprenticeships in Oakland County and Southeastern Michigan.” This guide features 60 apprenticeships, including 19 new occupations such as apprenticeships in Information Technology. Each apprenticeship listing includes a job description, hourly and yearly wage projections, future job prospects, and contact information to education programs. Since the release, nearly 8,000 copies have been distributed to students, parents, strategic partners, and educators.

Other Cooperative Service Delivery Agreements

There are many formal and informal cooperative service delivery agreements between MWAs, and between MWAs and their partners in WIOA Planning Region 10 and across WIOA Planning Regions 6, 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; and
- MWAs and their partners developing and implementing sustainability plans that continue to serve customers after a regional grant expires.

To be successful, it is critical for MWAs to effectively communicate expectations and routinely review outcomes with each service delivery partner.

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

WIOA Planning Region 10 has given special emphasis to regional collaborations that meet the needs of special populations. This has become particularly important as job seekers from these groups continue to struggle to find sustainable employment. The MWAs in WIOA Planning Region 10 will continue to explore opportunities for the coordination of service strategies in the following areas:

- *Serving People with Disabilities:* MWAs 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 identifying people with disabilities early in the intake process, ensuring that people with disabilities are referred appropriately to required support services, informing employers about the value of people with disabilities as employees, and connecting people with disabilities to employers and career opportunities.
- *Veterans:* MWAs will continue to ensure that all Veterans and Transitioning Service Members have access to the tools needed to find good jobs with good wages and career pathways.
- *Youth:* MWAs will continue to work with local partners to design and implement targeted strategies to reach in-school and out-of-school youth, remove barriers, address needs, and help find employment.
- *Adult Education:* MWAs 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.
- *Work-Based Experience:* MWAs will continue to expand work-based learning opportunities and earn-and-learn opportunities such as apprenticeships, paid internships, and other paid work experience opportunities.

Regional Strategies aimed at Serving Special Populations

What follows are examples of programs and initiatives that focus on serving special populations with multiple barriers. Each special population is unique, and for interventions to be successful, each needs to be treated that way. Continued efforts will be made to cross-train support staff, facilitate dual program enrollment, and make cross-program referrals whenever possible. In almost all cases, these programs impact job seekers and/or employers from across WIOA Planning Region 10 and often WIOA Planning Regions 6 and 9 as well.

Michigan Rehabilitation Services (MRS) and the Bureau of Services for Blind Persons (BSBP)

MRS and BSBP are both required Title IV partners with strong ties to Michigan Works! and other partners throughout the region. MRS provides specialized employment and education-related services and training to assist teens and adults with disabilities. BSBP provides counseling and employment training for daily living without vision. MRS/BSBP staff members often attend Michigan Works! Business Services team meetings, Business Services Network events, and partner with MWAs to coordinate employer leads without duplication of services. MRS/BSBP staff have provided training to front-line Michigan Works! staff across the region to educate and train employees on how to support and assist individuals with disabilities. MRS has also offered its signature Windmills training, designed to shatter attitudinal barriers, to Michigan Works! staff and employers across the region.

In some instances, MRS/BSPS staff is co-located at MWA offices or the MWA offers a satellite office for service delivery. A physical presence makes it easier for MRS and BSBP staff to discuss best practices, share ideas, and coordinate the delivery of services to local employers. Initiatives such as incumbent worker training programs, on-the-job training programs, customized training programs, industry and sector strategies, career pathways initiatives, utilization of effective business intermediaries, and other business services and strategies designed to meet the needs of employers are discussed at regular meetings with MWA staff. MRS and BSBP can provide retention and other acquisition services for business needs for current employees with disabilities as well as hiring supports/accommodations.

Veteran's Employability Boot Camp

In 2014, M/SCMW! Career Planners developed a week long workshop to better prepare veterans to conduct a more effective job search. Activities include resume development, effectively creating and posting Pure Michigan Talent Connect profiles, and mock interviewing. Veterans also consider occupational or employer based training opportunities. It was originally developed to address the gap in services for veterans who were no longer eligible for services provided by the State of Michigan DVOP (now known as VCA) staff. This workshop continues to take place

monthly and typically has about 15 participants who come from all over Region 10. LEO-WD VCA staff, Macomb County Veterans Administration, Volunteers of America, a veteran's financial coach, and veteran-friendly employers participate each month.

YouthBuild

YouthBuild is a community-based pre-apprenticeship program that provides job training and educational opportunities for at-risk youth, ages 16-24, who have previously dropped out of high school. During the program, youth learn vocational skills in construction while providing community service in their own neighborhoods. In 2019, MWAs in WIOA Planning Region 10 received over \$1.8 million in grant funding from the USDOL. DESC and SEMCA will lead the region with the creation of the BUILDing SKILLS Summer Trades Camp, found in the Sector Initiatives section of this document.

Grow Detroit's Young Talent

Grow Detroit's Young Talent (GDYT) is a citywide summer jobs program that trains and employs young adults between the ages of 14 and 24 for up to 120 hours. Youth participants must be permanent residents of the City of Detroit and be eligible to work in the United States. There are a broad range of jobs available to the participants, including community cleanups, event planning, accounting, retail, and the Junior Police or Fire Cadets. In 2019, over 8,000 local youth were employed at 548 work sites, which is the goal again for 2020.

Summer Young Professionals Program

The Summer Young Professionals Program is designed to assist participants, ages 14-24, to obtain and maintain an internship or work experience. This work-based learning experience is a partnership with community businesses willing to work collaboratively to offer young adults a "real world" work training opportunity in a variety of career paths. Services will be presented in a virtual capacity aimed at offering career preparedness, career exploration, and job readiness skills. In Macomb County, participants interested in manufacturing and skilled trades have the option to attend the virtual Michigan Apprenticeship Program Plus (MAP+) through Macomb Community College. In Oakland County, youth will earn industry-recognized credentials in information technology and health sciences careers.

Jobs for Michigan's Graduates (JMG)

Both DESC and SEMCA are key partners for the JMG, the state-based affiliate of the national Jobs for America's Graduates (JAG) program. JMG works strategically with businesses, education, and community partners to build a skilled labor force for the future. Youth participants benefit from

between 60 -120 hours of services, such as soft skill development, barrier removal, employment, and post-secondary planning. SEMCA provides JMG programming at 11 different locations that serve over 400 youth.

DESC administers the JMG initiative to raise Detroit's high school graduation rate and ensure a successful transition into post-secondary education or employment. The program targets young people, ages 16 through 24, who have left the education system. The goals of the program include attainment of a high school diploma, or High School Equivalency (HSE) Certificate, occupational skills training, and a quality job with career advancement opportunities. Detroit is the largest JMG service area, with nearly 850 students participating in programming.

Detroit Promise

Detroit Promise grew from an effort started by the Michigan Education Excellence Foundation and the Detroit Regional Chamber in 2013 to provide a tuition-free path to college for Detroit high school students. This non-competitive scholarship program is a last-dollar funding mechanism to cover the costs of tuition and fees. Federal funds are applied first to the cost and any remaining balance is covered by program contributions.

Career and Educational Advisory Councils

Career and Educational Advisory Councils (CEACs) were established by the State of Michigan in 2017 to bring education and businesses together by establishing a formal entity and mechanism to build and maintain a collaborative partnership with local school districts, employers, postsecondary institutions, advocates, and training centers to identify significant talent needs in regions. Together, these partners advise MWAs on how to collectively develop and implement training strategies to help meet employers' talent needs. The CEACs also advise MWAs on how to guide career development programs and career pathways via high schools, community colleges, career and technical education, adult education programs, and prisoner reentry programs.

TRAC Scholarship Program

OCMW! Troy, in partnership with Troy School District's Continuing Education, offers the TRAC scholarship, an integrated education and training program (IET) that provides adult education and literacy activities, along with workforce preparation activities and training. TRAC cohorts can choose from industry-recognized certifications in the areas of business and information technology, child development, and office and medical administration. To date, the TRAC program has enrolled 67 adults, half of whom have already found employment.

Oakland County Adult Education Collaboration

OCMW! and Oakland County adult education providers, in partnership with the Oakland Literacy Council and Oakland Community College, hosted a series of roundtable meetings to enhance the partnership and collaboration between Michigan Works! staff and adult education and literacy providers. As a result, a new referral process was established, a joint poster featuring this partnership was created, and new partnership initiatives were launched to share space and/or staff within Michigan Works! and adult education locations.

Senior Community Service Employment Program

The Senior Community Service Employment Program (SCSEP) is a community service and work-based training program for older workers. Authorized by the Older Americans Act, the program provides subsidized, service-based training for low-income persons 55 or older who are unemployed and have limited employment prospects. M/SCMW! serves as the SCSEP State sub-grantee for Macomb, Oakland, and St. Clair Counties. Participants are placed in part-time community service training positions with a host agency that could be government, non-profit, faith-based, or community organizations, and receive a training stipend.

The State of Michigan Aging and Adult Services Agency also has two additional sub-grantees in Region 10, the Detroit Area Agency on Aging 1-A, which serves the City of Detroit, and the Senior Alliance 1-C, which serves the balance of Wayne County. There are currently two National Grantees that serve Region 10. AARP Foundation serves Macomb, St. Clair, and the balance of Wayne County (excluding the City of Detroit), and the Urban League of Detroit and Southeast Michigan serves Oakland County. These two grantees may change after July 1, 2020, when the National contracts are awarded by the USDOL.

Offender Success Program

Offender Success is a statewide strategic approach to create safer neighborhoods and better citizens. Parolees who are released to their respective communities from a correctional facility, and who are identified to participate in the Offender Success Program (OSP), benefit from the delivery of a seamless plan of services, programming, support, and supervision from the time of prison entry through transition, reintegration, and aftercare. Each OSP is regionally operated and community-driven through a local steering team comprised of community stakeholders derived from key service areas identified in the comprehensive plan.

M/SCMW! is the administrative agency for the combined Macomb and St. Clair OSP. Through this collaboration, offenders are provided services in their local communities that may include transitional housing, rental assistance, workforce development assistance, work supplies,

transportation passes, assistance in obtaining identification, clothing vouchers, hygiene kits, access to healthcare resources, domestic violence programming, and cognitive-behavioral programming, as well as access to Community Resource Specialists who monitor their cases and provide ongoing assistance.

SEMCA and the Michigan Department of Corrections, via a contract with Health Management Systems of America (HMSA), operate the OSP through its Wayne and Highland Park offices to secure job preparation, soft skills, and employment for returning citizens. Customers are referred by their parole officers, and the SEMCA staff works with felon friendly employers to help participants get a new start on a new life. SEMCA and DESC also administer the Wayne County Employment Readiness Program, an employment specific program funded by the OSP, which helps connect parolees and employers.

National Health Emergency Disaster Recovery Dislocated Worker Grant

In April 2019, the then State of Michigan Talent Investment Agency, through a grant from the USDOL awarded M/SCMW! \$1,770,000 to address the workforce impacts of the nation's opioid crisis in Macomb County. The grant provides employment services to eligible individuals affected by the health and economic effects of opioid use, addiction, and overdose. Funding runs through March 31, 2021. Local partners include Macomb County Community Corrections, the 16th Circuit Court Drug Court, and CARE of Southeastern Michigan, a substance use disorder prevention and treatment service provider. Referrals for the Peer Supported Employment Opportunity Program (PSEOP) include the criminal justice involved population.

Employment and coaching services for 230 participants are provided in one location by a team of two Michigan Works! career planners and a business account manager, along with five peer recovery coaches who are also participants of the grant. The peer recovery coaches assist individuals in developing and enhancing their resources and skills to manage their recovery from substances and promote their overall well-being. The coaches, with the career planners and business account manager, work with the participants to integrate employment and training services into their recovery plan for successful employment and recovery outcomes.

Refugee and Immigrant Navigator Program

The intent of the Refugee and Immigrant Navigator (RAIN) Program is to assist all work-authorized immigrants and legal refugees overcome barriers to employment and successfully integrate into Michigan's economy. Each MWA in WIOA Planning Region 10 has identified staff who work with individuals to find a job that matches their unique qualifications and make necessary referrals. The dedicated Refugee Navigator receives referrals, works directly with clients to acquire necessary translation and interpretation services, performs community

outreach and engagement, and maintains a comprehensive catalog of relevant resources. Over one year OCMW! provided career and training services to over 300 work-authorized immigrants.

Partnership. Accountability. Training. Hope Program

The Partnership. Accountability. Training. Hope (PATH) Program provides services to individuals that lead to employment and economic self-sufficiency. The Arab American and Chaldean Council (ACC), a nonprofit human service organization serving the Middle Eastern and mainstream communities in southeast Michigan, is one example of a long time PATH provider. ACC's Oakland County programs provide access to a full range of core employment-related services to help businesses find skilled workers. These efforts result in a reduction in welfare cases, increases in reading and math skills, a higher rate of High School Equivalency (HSE) certificate and diploma attainment, an increase in wage gains, and a demonstrated positive impact on participant families.

Money Smart Week

Money Smart Week is an annual public awareness campaign to promote financial education across all age groups. For the sixth year, OCMW! partnered with the Federal Reserve Bank of Chicago to bring Money Smart Week to southeast Michigan and become one of the state's leading host partners. OCMW! coordinated 22 events designed to stress the importance of financial literacy, inform consumers about where they can get help, and provide free educational seminars and activities. Participants from across the region attended workshops, and the WIOA Planning Region 10 MWAs expect to expand the program in future years.

The SEMCOG Task Force on Future Skills

The Southeast Michigan Council of Governments (SEMCOG's) Future Skills Task Force convenes business, employers, education, labor, workforce development, and government organizations to identify in-demand skills for future economic growth and position southeast Michigan for long-term economic prosperity. The Task Force meets approximately six times a year to provide input into policies, best practices, and opportunities for implementing innovative and collaborative practices. The WIOA Planning Region 10 MWA Directors all participate in the Task Force. The project includes a combination of task force meetings, forums, and focus groups to identify effective case studies and guide the development of materials to raise awareness about the changing world of work.

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

Describe 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.*

The MWAs in WIOA Planning Region 10, along with MWAs in WIOA Planning Regions 6 and 9, 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, Construction, Defense, and Hospitality. Currently, MWAs in WIOA Planning Region 10 engage in and often serve as fiscal agents for several industry sector initiatives being convened by WIN. These initiatives include the Michigan Alliance for Greater Mobility Advancement (MAGMA), the Health Careers Alliance for Southeast Michigan, Apprenti, and Opportunity Detroit Tech (ODT). These initiatives match current in-demand industry sectors and occupations within the region, as determined by data analyzed by WIN and described in Part II of this plan.

The sector initiatives engage employers throughout WIOA Planning Region 10, and in many cases, WIOA Planning Regions 6 and 9 as well. In addition to serving as the fiscal agent for many of these initiatives, MWAs in the region, 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. MWAs also leverage millions of dollars of funds from other federal and private sources, and in many cases, provide extensive in-kind staff support.

What follows is a summary of current in-demand industry sector initiatives in WIOA Planning Region 10. Many of these initiatives also include MWAs and other partners in WIOA Planning Regions 6 and 9 and impact job seekers, incumbent workers, and employers from throughout southeast Michigan.

Michigan Works! Led Industry Sector Initiatives

Manufacturing Day

A presidential decree in 2014 established Manufacturing Day to encourage exploration of careers in advanced manufacturing and build a future workforce. MWAs in the region, along with the Detroit Regional Chamber, the Detroit Economic Growth Corporation, the Macomb County Planning and Economic Development Department, the Oakland County Planning and Economic Development Department, Wayne County, and many other regional partners, have convened Manufacturing Day activities for the last several years. Activities include educational tours of manufacturers and learning institutes for area high school students across WIOA Planning Region 10.

OCMW! experienced record participation for its fifth annual Manufacturing Day event. Over 1,300 high school students visited 48 companies throughout Oakland County on October 4, 2019. Students from the Oakland Schools Technical Center campuses and 25 county high schools visited Oakland County companies to participate in hands-on, interactive tours. The event is organized by OCMW!, Oakland Schools, the Oakland County Department of Economic Development and Community Affairs, and Oakland Community College. Event sponsors included Eaton Steel Bar Company, Kelly Services, Lawrence Technological University, Mahindra Automotive North America, Magna International, Manpower, and NBL Corporation. Local elected officials, WDB members, county commissioners, and state representatives attended the tours. In May 2019, Oakland County Manufacturing Day won the “Best in Category” Achievement Award from the National Association of Counties (NACo).

Macomb County’s Manufacturing Day saw nearly 2,400 students from all 28 local high schools across the county visit one of 60 host sites. The annual event, which is coordinated by Macomb County Planning and Economic Development and the Macomb Intermediate School District, provides opportunities for students to tour area advanced manufacturing facilities and meet people who make things. M/SCMW! is represented as a member of the executive planning committee for the annual celebration.

SEMCA, in partnership with the Wayne Economic and Development Corporation and WIN, continues to be the coordinating administrator of Manufacturing Day across Wayne County and the City of Detroit. In 2019, SEMCA’s Manufacturing Day events engaged over 50 schools, 3,400 students, four hub-host sites, and 51 manufacturers.

MiCareerQuest Southeast

In October 2019, OCMW! and the Oakland County Department of Economic Development and Community Affairs, in conjunction with five MWAs from WIOA Planning Regions 6, 9, and 10, hosted the second MiCareerQuest Southeast. The event provides students the opportunity to experience hands-on, interactive exhibits in Advanced Manufacturing, Health Sciences, Information Technology, and Construction. Over the past 2 years, more than 19,000 high school students and chaperones have attended from around the region. This event is a true regional collaboration of 1,000 professionals from 115 companies, educational institutions, labor organizations, with over 170 volunteers.

BUILDing SKILLS Summer Trades Camp

SEMCA, in partnership with the Michigan Regional Council of Carpenters and Millwrights, is leading the region with the BUILDing SKILLS Summer Trades Camp. This camp will expose youth to construction-based skilled-trades, teach in-demand skills, and provide relevant work experience. In-school youth, age 14-17, residing in the city of Detroit, Wayne County, Oakland County, and Macomb County are encouraged to apply. The first cohort is planned for early July 2020, at the Detroit Carpenter Training Center in Ferndale. The individual MWAs will coordinate the selection process, including pre-screening, candidate interviews, and WIOA enrollment for their respective candidates.

Michigan Talent Pipeline Management

To better meet the specific talent needs of employers, several MWAs in the region have embraced the U.S. Chamber of Commerce Talent Pipeline Management approach that helps in-demand industry employers work together to develop talent pipelines for specific occupations. Employer collaboratives first identify occupations in highest demand and then “back map” how and where the employers find their best talent. The collaborative members then select educational and workforce development providers to develop curricula and credentials that meet employer demand.

Workforce Intelligence Network Led Industry Sector Initiatives

Michigan Alliance for Greater Mobility Advancement

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. MAGMA’s 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 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 industries 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 Michigan Department 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 the tech workforce challenge in southeast Michigan, WIN has partnered with Apprenti to bring a nationally recognized, USDOL approved, registered IT apprenticeship program to the region.

At a national level, as of 2019, Apprenti has close to 800 apprentices that are either currently in, or have completed, programs in 13 states with expansions forthcoming in New Jersey, New York, Illinois, and Delaware. 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 percent of apprentices are people of color, 23 percent are women, and 61 percent are veterans, which are all above the national average. In addition, 56 percent of the candidates of a four-year degree. Coupled with an 80 percent 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. Three other apprentices began their training in software development and cybersecurity in 2019 as well.

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

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.

Partner Led Industry Sector Initiatives

There are currently dozens of industry-specific sector initiatives and public-private partnerships in the region led by county economic development agencies and other community partners.

Detroit Regional Partnership

The Detroit Regional Partnership (DRP) was founded in 2019 as a regional economic development nonprofit serving the 11-county governments of the southeast Michigan region, the City of Detroit, and leading private-sector businesses. The organization is focused on marketing the

region to out-of-state and international companies to attract investments and jobs. DRP partners with the regional MWAs to better understand the unique workforce and talent advantages in each community.

Detroit Regional Chamber Sector Initiatives

MICHauto is a key economic development initiative of the Detroit Regional Chamber (DRC), dedicated to promoting, retaining, and growing the automotive and mobility industries in Michigan. The program serves as the unified voice of Michigan's automotive industry, providing a platform for various automotive stakeholders to collaborate on matters related to advocacy, awareness, business attraction, and talent attraction and retention.

Wellness Works is a key initiative of the DRC focused on creating healthy employees, increasing business performance, and contributing to a thriving Detroit region. The initiative connects businesses with the tools necessary to develop a cohesive wellness strategy and encourage healthy habits in the workplace.

Detroit Drives Degrees (D3) is a collective impact initiative to improve the talent pipeline in the Detroit region with a focus on advancing access to postsecondary opportunities, boosting student success, and retaining local talent and attracting new talent. The initiative seeks to increase the proportion of individuals with college degrees and high-skill credentials in the region to 60 percent by 2030. D3 is funded by grants from the New Economic Initiative and an Association of Chamber of Commerce Executives (ACCE) Education Attainment award.

In addition, the DRC is involved in sector initiatives in the areas of Automotive/Mobility, Defense, Healthcare, Information Technology, and Transportation, Distribution and Logistics. It has staff dedicated to these efforts and uses its website and ties to the business community to promote these sectors and attract new businesses to the region.

The Oakland County Economic Development Department's Tech 248

The Oakland County Economic Development Department's Tech 248 is an initiative aimed at harnessing the power of the 2,000 IT/Tech firms with more than 42,000 tech jobs to brand and market the county as a global technology hub while attracting and retaining high-tech jobs and talent. The network allows members to connect with potential talent, partners, suppliers, and customers from many areas, including Data/Network, Digital Media, Game Development, Connected Mobility, Cyber Security, Software Development, mHealth, and Mobile Technology.

Oakland County's Medical Main Street

Oakland County's Medical Main Street focuses on the life science, biotechnology, pharmacology, and health care industries in southeast Michigan. It is a no-cost network made up of hospitals, universities, medical device manufacturers, telehealth, and biopharma companies, which work together to grow the region's life science hub.

Automation Alley's Industry 4.0

Automation Alley, a nonprofit technology and manufacturing business association located in Troy, Michigan, is the World Economic Forum's Advanced Manufacturing Hub (AMHUB) for North America and a nonprofit Industry 4.0 knowledge center. Automation Alley facilitates public-private partnerships by connecting industry, education, and government to fuel Michigan's economy and accelerate regional innovation. The Alley is a sponsor for MiCareerQuest Southeast and Manufacturing Day.

Detroit Economic Growth Corporation (DEGC) Industry Sector Initiatives

The DEGC has sector initiatives that focus on Automotive and Advanced Mobility, Advanced Manufacturing, Emerging Industries, Food Processing, and Medical Health. The DEGC promotes Detroit and the region, attracts new business, and secures resources to attract and retain businesses in these sectors. It works closely with DESC to help address training and workforce needs and to make sure employers hire qualified Detroiters.

Macomb County Department of Planning and Economic Development Sector Initiatives

The Macomb County Department of Planning and Economic Development targets leading industries, including advanced manufacturing, automotive, defense, food and agriculture, healthcare and social assistance, IT and cybersecurity, transportation, logistics and warehousing, professional services, and retail.

Detroit Region Aerotropolis Development Corporation

The Detroit Region Aerotropolis Development Corporation is a four-community, two-county, public-private economic development partnership driving corporate expansion and new investment around the Detroit Metro and Willow Run Airports. As a regional economic development organization, the Aerotropolis provides a suite of economic development services to companies throughout the region. Services include site identification and infrastructure analysis, intergovernmental relations, regional market data and demographic information, and private sector engagement.

Michigan Energy Workforce Development Consortium

The Michigan Energy Workforce Development Consortium (MEWDC) is an industry-led partnership of more than 50 representatives of industry, workforce, education, and veterans that are focused on workforce issues that are crucial to Michigan's energy industry. Get Into Energy is a program designed specifically to build awareness among students, teachers, military veterans, transitioning workers, and others about energy career opportunities. MEWDC has also been successful at building talent pipelines for gas and electric line workers and currently has six high schools and four community colleges teaching Energy Industry Fundamentals.

Community College-Led Industry Sector Initiatives

Community Colleges, and other educational institutions and training organizations, utilize Employer Advisory Councils to identify and address the training needs of in-demand occupations. The regional MWAs partner with these schools to help with recruitment and provide funds for training and wrap-around services.

Marine Technician Program

Macomb Community College, in collaboration with the Michigan Boating Industry Association and the American Boat and Yacht Council, has developed a new Marine Technician Program. This industry-driven partnership was initiated through the 4M group (Macomb/St. Clair Michigan Works!, Macomb County Planning and Economic Development, Macomb Community College and the Michigan Economic Development Corporation) to address the shortage of qualified workers and provide individuals with entry into a dynamic, competitive, year-round field. The five-week fast-track program focuses on developing skills in marine systems, specifically gas and diesel engine repair, electrical systems, small engine repair, and plumbing and HVAC systems. Oakland Community College is also working to develop a similar program with SkipperBud's Marina in Oakland County. Both the Macomb/St. Clair and Oakland County MWAs will offer intake, eligibility, and funding for eligible candidates.

Oakland80

Oakland County is partnering with K-12, higher education, and the workforce system to set a goal to have 80 percent of its adults attain a post-secondary degree or industry-recognized credential by 2030. This program was announced in support of the State's goal to have 60 percent of Michigan adults attain a postsecondary education credential by 2030.

Part V: Administrative Cost Arrangements

Describe 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, WIOA Planning Region 10 partners have developed a wide variety of administrative cost-sharing arrangements. Two cost-sharing arrangements that have been particularly successful are activities driven by the SEMWAC and WIN. It is the intention of the MWAs in WIOA Planning Region 10, as well as those in WIOA Planning Regions 6 and 9, to continue to support SEMWAC and WIN activities.

As previously described, SEMWAC is comprised of six MWAs from WIOA Planning Regions 6, 9, and 10. Each MWA contributes a designated amount of funds proportionate to its size as determined by its funding allocation. SEMCA serves as the fiscal agent and is responsible for administering SEMWAC activities. SEMCA has procured a workforce development consultant who will use these funds to plan and facilitate meetings and work of 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 share 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 six MWAs.

WIN is comprised of six MWAs and nine community colleges from WIOA Planning Regions 6, 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 16-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, the America's Promise grant (locally branded as Advance Michigan Catalyst), the American Apprenticeship Initiative grant (locally branded as Advance Michigan Center for Apprenticeship Innovation), the Apprenticeship: Closing the Skills Gap grant, the 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

All of the WIOA Planning Region 10 MWAs have developed Memorandums of Understanding (MOUs) and Infrastructure Funding Agreements (IFAs) to comply with provisions of the WIOA, the WIOA Final Regulations, federal guidance, and state policy. These cost-sharing agreements allow MWAs to share resources with American Job Center partners across jurisdictions. Infrastructure costs of a center are defined in WIOA Section (h) (4) as non-personnel costs that are necessary for the general operation of the center, including but not limited to facility costs, utilities and maintenance, equipment (including assessment related and assistive technology for individuals with disabilities), and technology to facilitate access to the center, including technology used for the center's planning and outreach activities.

Required partners include those that participate in Career and Technical Education, Community Services Block Grants, Indian and Native American Programs, U.S. Department of Housing and Urban Development (HUD) Employment and Training Programs, Job Corps, Jobs for Veterans State Grants (JVSG), Migrant and Seasonal Farm Worker Jobs Programs, Senior Community Service Employment Programs, Adult Education and Literacy Programs, Temporary Assistance for

Needy Families (TANF) Programs, Trade Adjustment Assistance Programs, Unemployment Compensation Programs, and YouthBuild. MOUs are executed every 3 years, and IFAs are negotiated annually.

WIOA Planning Region 10 has also established administrative cost arrangements in several other areas and will continue to look for new cost-sharing opportunities. Many of these initiatives are described in detail in Part III of this regional plan. What follows are some examples of MWA administrative cost arrangements.

- *Joint Administration of YouthBuild:* DESC is jointly administering a YouthBuild grant with SEMCA. Out-of-school youth, ages 16 to 24, from Detroit, Hamtramck, and Highland Park are provided with education, occupational skills training in the construction industry, leadership development, and post-program placement.
- *Joint Administration of Offender Success Program:* DESC and SEMCA are jointly administering an employment readiness program for parolees in Wayne County, in coordination with Health Management Systems of America (HMSA). The Wayne County Employment Readiness Program is designed to assist parolees who are under the jurisdiction of the Michigan Department of Corrections obtain employment and helps employers hire workers who have a criminal history. The program targets Michigan Department of Corrections (MDOC) parolees who are residents of the City of Detroit and Wayne County and are referred by MDOC parole agents.
- *Joint Procurements:* The MWAs in WIOA Planning Region 10 have jointly procured services through their administrative arrangements with SEMWAC and WIN, including procurement of consultants, facilitators, project managers, and publications. They have also been able to jointly negotiate pricing to bring down the cost of technologies such as Burning Glass job parsing technology. One challenge for joint procurements activities is that each MWA is responsible for documenting procurements and is accountable for monitoring/audits.
- *In-Kind Contribution Arrangements:* All of the WIOA Planning Region 10 MWAs make in-kind contributions to support regional initiatives, primarily by subsidizing staff time initiatives described in this section and the sector initiative section of this plan. This is especially true for fiscal agents who dedicate administrative resources as well.

There are many other cost-sharing agreements and informal arrangements between MWAs and between MWAs and their partners in the region. In WIOA Planning Region 10 these include:

- Arrangements between MWAs to serve participants from each other's counties;

- Agreements with community colleges to provide staff development to MWA staff in relevant topics such as managing change, EEO, and teambuilding;
- Agreements with community colleges to provide training services to MWA participants;
- Agreements between MWAs and nonprofit organizations for providing employment and program delivery services; and
- Arrangements with the Michigan Works! Association to provide advocacy, education, and professional development. The Association also negotiates group pricing on subscription-based services such as the Gongwer News Service and Salesforce Customer Relationship Management (CRM).

Part VI: Coordination of Transportation and Other Supportive Services

Describe 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.*

Transportation Services

Transportation continues to be one of the biggest barriers for many job seekers in southeast Michigan. The lack of reliable public transportation and access to affordable car insurance limits access to entry-level and mid-skill jobs. The MWAs in WIOA Planning Region 10 have been collaborating with organizations throughout the region to address this critical issue. Given the current state of regional transportation services and the lack of funding for transportation-related supportive services, MWAs alone can do little to address the immediate concerns of job seekers who need significant transportation solutions.

One promising development is the passing of the no-fault auto insurance reform bill. Beginning July 1, 2020, motorists across the state will be allowed to choose the level of medical coverage they carry. The reform bill will provide lower rates for Michigan drivers, protect insurance coverage options, and strengthen consumer protections.

Across the region, there are also transportation planning and development initiatives underway that may begin to address transportation needs over the next several years. The Southeast Michigan Council of Governments (SEMCOG) is responsible for developing regional transportation plans and administering the Transportation Improvement Program and Transportation Alternatives Program. Recent updates on SEMGOC activities include:

- In early 2019, SEMGOC released the 2045 Regional Transportation Plan for southeast Michigan, which serves as the region's guiding policy document for transportation investment. It describes how more than \$35 billion in revenues will be invested in 174 projects to support the region's transportation system through 2045. It addresses the future of mobility and responds to many of the regional, state, and national trends such as an aging demographic, future technology, and funding shortfalls.
- The Fiscal Year 2020-2023 Transportation Improvement Program (TIP) for southeast Michigan describes how over \$3.2 billion will be invested to support the transportation

system. Actions described in this document are needed to improve the quality and reliability of the transportation system for all users, support economic prosperity, maintain fiscal sustainability, broaden access to core services, make communities more desirable, and protect the environment.

- The Transportation Alternatives Program (TAP) offers funding opportunities for a number of transportation improvements, including pedestrian and bicycle infrastructure and safety programs, historic preservation and rehabilitation of transportation facilities, environmental mitigation activities, and safe routes to school programs.

A regional ballot initiative remains a topic of discussion that —if passed— would authorize the Regional Transit Authority of southeast Michigan (RTA) to levy a property tax assessment in Macomb, Oakland, Washtenaw, and Wayne counties. Funds would be used for the construction and operation of a public transportation system connecting the counties. This tax would pay for rapid transit bus routes across county lines, specialized services for senior citizens and people with disabilities, commuter rail, and airport express service.

In anticipation of another RTA vote, Oakland County Executive David Coulter appointed Neil Greenberg, a notable transit expert, as the County’s full-time transit advisor. Mr. Greenberg will work with stakeholders and elected leaders to craft legislation that would make the pathway towards forming a regional transit plan more collaborative and one with greater local control and input.

Until an RTA plan is in place, MWAs would benefit from a coordinated approach for procuring transportation services. Additional funding to cover rideshare services such as Uber and Lyft would allow job seekers to commute to regions where programs and jobs exist. MWAs can also continue to work with regional providers and employers to develop creative solutions. One such solution came at the request of the SEMCA Highland Park location on behalf of local manufacturing companies. SEMCA worked with SMART to add a bus stop in the industrial park to alleviate safety concerns for employees working late night shifts.

Business Resource Network representatives can also continue to share new options for transportation-related supportive services. Examples include the Working Cars For Working People Program from the Here to Help Foundation, the Commute with Enterprise Ride-Share Program, and the Freedom Road Transportation’s Volunteer Driver Program, which are dedicated to filling the transportation void for persons with disabilities, senior citizens, former prisoners re-entering society and people with low incomes.

Supportive Services

Within the five counties that comprise WIOA Planning Region 10, there exist many organizations that offer a variety of valuable supportive services. Select organizations work directly with local MWAs and their American Job Centers to provide subsidies to qualified participants and receive participant referrals. The WIOA Planning Region 10 MWAs have developed MOUs, and in some cases, Cost Infrastructure Agreements with their respective supportive service partners. These types of arrangements give MWAs a higher level of assurance that participant supportive service needs are met.

Moving forward, the MWAs in WIOA Planning Region 10 along with their many partners will continue to explore opportunities to expand and improve the coordination of these services. This may include exploring joint procurements and creating regional online directories and advisories of available supportive services in the region.

Part VII: Coordination of Workforce Development and Economic Development Services

Describe 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.*

The MWAs in WIOA Planning Region 10 collaborate with many different economic development organizations at the local, county, and state levels. Some economic development organizations in the region are aligned with specific industry sectors, as described in Part IV of this plan, while others are broad-based economic development agencies housed within city and county governments. MWAs often collaborate with these organizations by helping them develop business recruitment and retention strategies, and by providing businesses labor market information and access to MWA business services, training grants, and talent. In return, these partnerships help ensure that the MWAs in the region are business-driven, and that the workforce system aligns with business needs. The MWAs also work collaboratively with the Michigan Economic Development Corporation (MEDC) to provide coordinated services for employers and expand awareness of the MWAs' services.

The MWAs in WIOA Planning Region 10 are very closely aligned with their respective county and city economic development agencies. These close ties make it possible for the MWAs and economic development agencies to easily partner on economic and workforce development activities. Examples include conducting regional job fairs co-sponsored by economic development and the MWAs, presenting joint Talent Services Proposals to attract new employers to our respective areas; conducting joint economic/workforce development retention calls to businesses, and identifying single points of contact for workforce questions for the region's largest employers. Examples of county and city partnerships include:

- The Detroit Economic Growth Corporation (DEGC), and the Wayne, Oakland, and Macomb County's Economic Development Departments all work closely with WIOA Planning Region 10 MWAs on business outreach and local sector initiatives.

- The Macomb Economic Development Department convenes monthly meetings with the 4M Group comprised of M/SCMW!, the Macomb County Department of Planning and Economic Development, the MEDC, and Macomb Community College.
- OCMW! is administered by the Oakland County Workforce Division, which is part of the Oakland County Department of Economic Development and Community Affairs. OCMW! serves as the point of contact for job seekers and businesses looking for workforce development services. Oakland County's Department of Economic Development and Community Affairs also provides support to businesses, residents, and communities across Oakland County, providing them with financial services, planning, business development, community and home improvement, and small business assistance.
- The Wayne County Economic Development Department partners with MWAs to host Business Resource Network Roundtables on topics that include site location assistance, employee recruitment and training, managing and growing businesses, available financing options, expanding markets, and increasing sales.
- SEMCA's business services team works collaboratively with the local Economic Development agencies to recruit employers and share resources to help expand awareness of MWAs and the resources and services available to employers.
- The Livonia MWA Business Service Representative team has a long-term working relationship with the Livonia city planner, the Livonia Chamber of Commerce and local colleges, including Schoolcraft College, Madonna University, and Davenport University.

Most of the regional economic development organizations are currently engaged in regional workforce development planning by participating on their MWA Workforce Development Boards and through relevant economic development partnerships. Examples of regional partnerships include:

- The Detroit Regional Chamber serves as the voice of the southeast Michigan business community and works to bolster the business environment in the region. WIOA Planning Region 10 MWAs partner with the Chamber on several workforce development initiatives, including the newly formed Detroit Regional Partnership, a spin-off of the Detroit Regional Chamber's business attraction efforts.
- As noted elsewhere in this plan, Automation Alley is southeast Michigan's technology business association, connecting companies and organizations with talent, resources, and funding to accelerate innovation and fuel Southeast Michigan's economy. Since being established in 1999, the nonprofit has grown to include nearly 1,000 tech-focused

members in businesses, education, and government. WIOA Planning Region 10 MWAs partners with Automation Alley on their advanced manufacturing, defense, entrepreneurship, international business and talent development initiatives, by participating on committees and providing resources.

- DESC has contracted with Automation Alley to convene a Tech Council for the TechHire Program. Funded by the Ralph C. Wilson, Jr. Foundation, the Regional TechHire Initiative provides the region's growing Information Technology industry a local, diverse source of talent, as it helps develop career pathways and employment opportunities to metro Detroiters of all skill levels.
- Tech Town and Oakland University are two of the region's most active and successful business accelerators and incubators. MWAs often partner with these organizations on sector initiatives that involve small businesses and by referring customers who are looking to start businesses on their own.
- Small Business Development Centers, located in several community colleges and counties in the region, also provide services to MWA customers who are looking to start businesses on their own.
- DESC is actively involved in the Gordie Howe International Bridge project. The project will provide jobs and opportunities for growth in the Windsor-Detroit region. Construction of the Gordie Howe International Bridge will help spur economic activity in Ontario and Michigan. Once in service, the new bridge is expected to create thousands of jobs and opportunities on both sides of the border.
- Oakland County hosts quarterly Oakland County Economic Development meetings for local, state, and county economic developers to meet with partner agencies, including education and workforce providers.

Education and training partners are an excellent way to extend the reach of the MWAs and provide coordinated services to employers. Almost all of the public post-secondary educational institutions across the region have varying economic development capabilities, and many of the community colleges participate in the Michigan New Job Training Program (MNJTP), which provides training for employers who are creating new jobs and/or expanding operations in Michigan. Both the Michigan Manufacturing and Technology Center (manufacturing) and the MIAT College of Technology (aviation) are examples of active training providers involved with economic development.

Employers across the region are also involved with economic development organizations. MWAs have worked hard to align education and training, workforce development, and regional economic development strategies to meet the needs of employers and provide a skilled workforce. Below is a small sampling of companies involved with economic development organizations across the region:

| | | |
|-----------------|--------------------------|----------|
| Alpha USA | FCA | Roush |
| Amazon | Ford Motor Company | Schostak |
| BASF | GM | UPS |
| Beaumont Health | Henry Ford Health System | Valeo |
| Bosch | Hollingsworth | YanFeng |
| Comerica Bank | Magna Seating | ZF |
| Faurecia | Mahindra NA | |

Moving forward, MWAs in WIOA Planning Region 10 will continue to work closely with existing partners to create a shared language and engage in economic development activities that will build the regional economy and create jobs and opportunities.

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.

The four MWAs in WIOA Planning Region 10 have each negotiated and reached agreements with the Governor and LEO-WD on local levels of performance. Although the MWAs negotiated separate agreements, they remained in contact with each other at SEMWAC meetings and other forums and shared the status of negotiations and their outcomes. Moving forward, the MWAs in WIOA Planning Region 10 will continue to work together to negotiate local levels of performance with the Governor and LEO-WD.

Appendix I: Public Comments and Responses

| Comment/Question | Response to Comment |
|-----------------------------|----------------------------|
| No public comments received | No action necessary |

Attachment A: Approval Request

1. Region Number: WIOA Planning Region 10

2. Plan Title(s): WIOA Regional Plan for Program Years 2020 – 2023

3. Policy Issuance Number: 20-07

4. Plan Period: 07/01/20 - 06/30/24

The Chief Elected Official(s) and Workforce Development Board hereby request approval of this document. Please insert the printed name for each signature provided below.

Chief Elected Officials

Signature of Authorized Chief Elected Official – Detroit Employment Solutions Corporation

Printed Name: _____ Date: _____

Signature of Authorized Chief Elected Official – Macomb/St. Clair Michigan Works!

Printed Name: _____ Date: _____

Signature of Authorized Chief Elected Official – Oakland County Michigan Works!

Printed Name: _____ Date: _____

Signature of Authorized Chief Elected Official – Southeast Michigan Community Alliance

Printed Name: _____ Date: _____

Workforce Development Board Chairpersons

| | |
|---|-------|
| Signature of Workforce Development Board Chairperson – Detroit Employment Solutions Corporation | |
| Printed Name: | Date: |

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| Signature of Workforce Development Board Chairperson – Macomb/St. Clair Michigan Works! | |
| Printed Name: | Date: |

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|---|-------|
| Signature of Workforce Development Board Chairperson – Oakland County Michigan Works! | |
| Printed Name: | Date: |

| | |
|--|-------|
| Signature of Workforce Development Board Chairperson – Southeast Michigan Community Alliance | |
| Printed Name: | Date: |

The Michigan Department of Labor and Economic Opportunity-Workforce Development, in compliance with applicable Federal and State laws, does not discriminate in employment or in the provision of services based on race, color, religion, sex, national origin, age, disability, height, weight, genetic information, marital status, arrest without conviction, political affiliation or belief, and for beneficiaries only, citizenship or participation in any federally assisted program or activity.