



MiREV

Michigan Revolution for the Electrification of Vehicles



Electrical Vehicles — The Opportunity

As the world of automotive mobility and electrification continues to grow and develop, investments in manufacturing, technology and testing are leading to significant growth, expanding opportunities for companies, investors and workers.

Michigan is positioning itself to be at the center of that growth by proactively preparing the talent needed for automotive mobility and electrification current, emerging, future jobs and career pathways. This requires addressing the fact advanced technology has reduced demand for gas-powered vehicles and increased demand for more energy efficient solutions for mobility, changing the skills and competencies needed within the workforce.

Through strategic partnerships comprised of employers, educators, workforce development, economic development and other stakeholders, an accessible platform that accelerates the capacity to develop and align education and training curriculum with the industry's rapidly growing talent needs is being created. This talent pipeline development strategy will collaboratively build supply chain-based high performing industry, education and

workforce partnerships that deliver a measurable return on investment for the end customers – both employers and learners.

The Michigan Department of Labor and Economic Opportunity's Office of Employment and Training seeks a convener(s) of the Michigan Revolution for Electrification of Vehicles (MiREV) academy/academies using an employer-led collaborative (ELC) approach, designed to respond to specific knowledge and skill demands of the automotive mobility and electrification industry.

The collaborative will provide important input and resources to shape current and future education and training offerings.

This direction will also facilitate recruitment and pre- and post-hire education and training in technologies supporting the automotive mobility and electrification industry.





Electrification & Mobility Talent Pipeline

These partnerships will ensure a comprehensive end-to-end talent pipeline will include:

- Demand planning; identification of projected job openings
- Identification of competencies, credentials and other hiring requirements
- Reskilling and upskilling incumbent workers
- Training opportunities for job seekers interested in automotive mobility and electrification industry
- Career pathways that provide advancement opportunities within and outside of ELC companies
- Career awareness, exploration and promotion of automotive mobility and electrification industry occupations to Michigan's future workforce



Future Funding

To be awarded to convener(s) targeting efforts around mobility, specifically pertaining to:

- Electrification
- Electric Vehicles
- Electric Vehicle componentry (i.e., batteries, battery components, etc.)
- Electric Vehicle Supply Equipment (EVSE); i.e., chargers and charging infrastructure

Respondent(s) would be committed to serving as a neutral host organization bringing together employer-led collaborative(s), which ensures employers address their most critical workforce needs and learners get better employment outcomes, including upward mobility opportunities through the development and alignment of education and training programs.

The successful Respondent(s) will be responsible for facilitating the employer-led collaborative's formulation of recruitment, training and education, placement and retention solutions to fill identified talent gaps within the in-demand and emerging occupations within the automotive mobility and electrification industry.

What's Next?

If you're interested in future announcements, please send your contact information to Deb Lyzenga at LyzengaD@michigan.gov.



MICHIGAN DEPARTMENT OF
LABOR & ECONOMIC
OPPORTUNITY

EMPLOYMENT
& TRAINING