



MICHIGAN DEPARTMENT OF  
**LABOR & ECONOMIC  
OPPORTUNITY**

# State Workforce Development Board

November 4, 2020



MICHIGAN DEPARTMENT OF  
**LABOR & ECONOMIC  
OPPORTUNITY**



# Welcome & Opening Remarks

Cindy Pasky, Chair

# A Message from Governor Whitmer

State Workforce Development Board



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Acting Director Susan Corbin



Former Director Jeff Donofrio

## LEO Executive Remarks



# Consent Agenda

- **Proposed Agenda**
- **Bylaws**
- **2021 Quarterly Meeting Dates**
  - February 8, 2021
  - May 6, 2021
  - September 16, 2021
  - December 6, 2021



# New Business

- **Board Structure**
  - Election of Vice Chairperson
  - Executive Committee
  
- **Expectations**
  - Governor's Charge
  - Goals, Projects, Work Groups



# LEO Strategic Plan & Going Pro Talent Fund

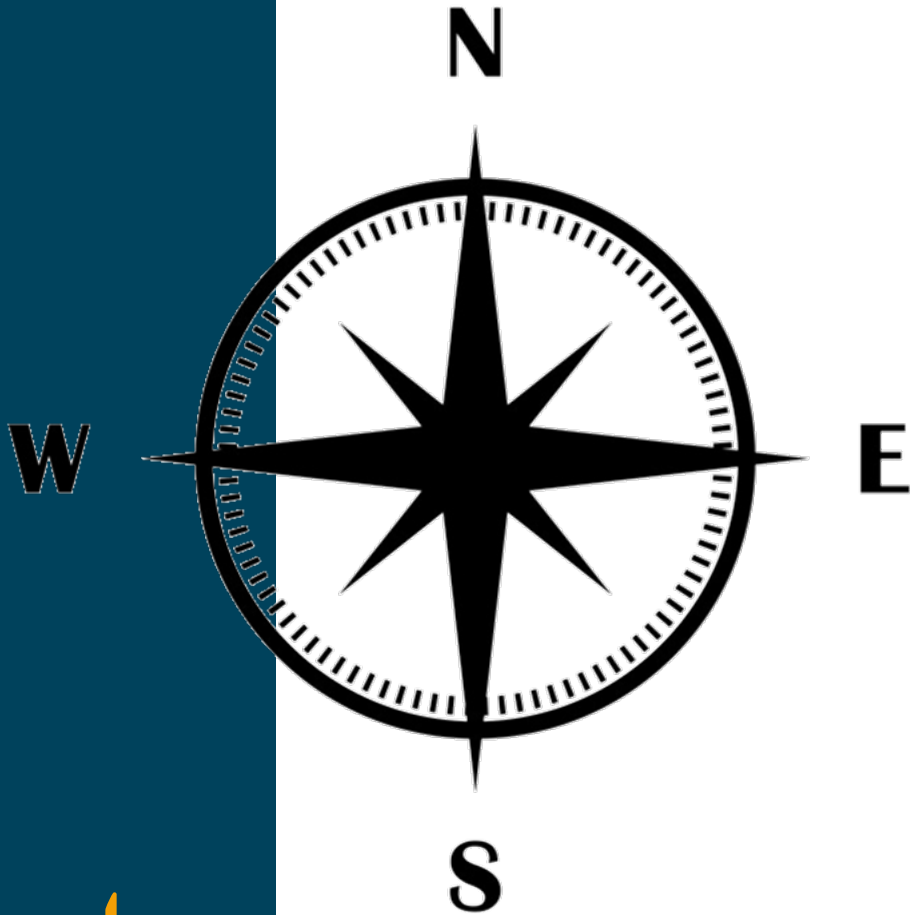
**Kerry Ebersole**  
**Stephanie Beckhorn**



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# Mission and vision



## Mission

*Expand economic opportunity and prosperity for all*

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## Vision

*Make Michigan a place where all PEOPLE, BUSINESSES, AND COMMUNITIES have the means to reach their full potential*



# One Team, One Plan, One Goal

LEO combines the workforce, labor, economic development, and housing functions of state government

DEPARTMENT OF LABOR & ECONOMIC OPPORTUNITY  
Workers' Disability Compensation Agency



MERC

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



DEPARTMENT OF LABOR & ECONOMIC OPPORTUNITY  
OFFICE OF GLOBAL MICHIGAN



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OPPORTUNITY

WORKFORCE  
DEVELOPMENT

# Economic Competitiveness after COVID

*Relief, Reopening, Recovery, and Transformation*

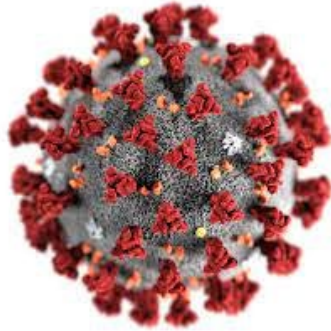


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## Six major challenges:

- ❑ Acute talent shortages
- ❑ Shrinking workforce
- ❑ Stalling economic mobility
- ❑ Poor sector diversity
- ❑ Leaking entrepreneurship funnel
- ❑ Short supply of low-income and workforce housing

## Generational Economic Crisis



### Story of the crisis:

- ❑ Massive spike in unemployment
- ❑ Small business liquidity crunch
- ❑ Significant aid to mitigate impact

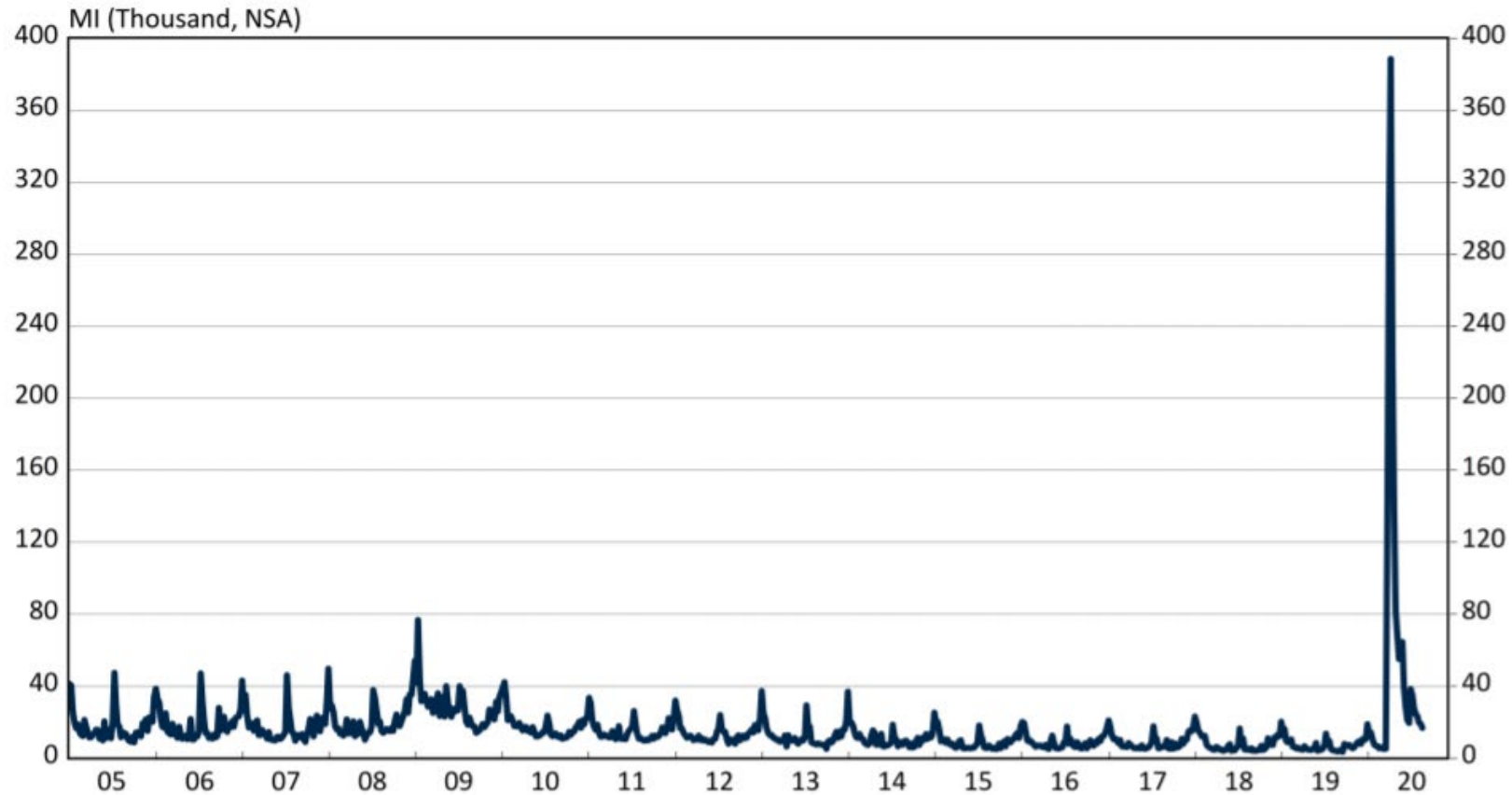
### Our goals:

- ❑ **Relief:** Provide emergency financial relief
- ❑ **Reopening:** Flatten the curve and keep the economy open
- ❑ **Recovery:** Accelerate the V-shaped economic bounce back
- ❑ **Transformation:** Bend the curve and put Michigan on a more prosperous path

**Relief**

# Massive spike in unemployment

## Weekly initial unemployment claims, 2005-2020



RSQE: August 2020



# Small business liquidity crunch

35%

of Michigan small businesses  
at risk of permanent closure





# LEO's role: Relief

**1** **Income relief for unemployed workers**  
*\$22B in benefits for 2.1M Michigan workers*



**2** **Liquidity relief for small businesses**  
*\$110M through 15 response programs to support 3,100 companies and retain 12,400 jobs*

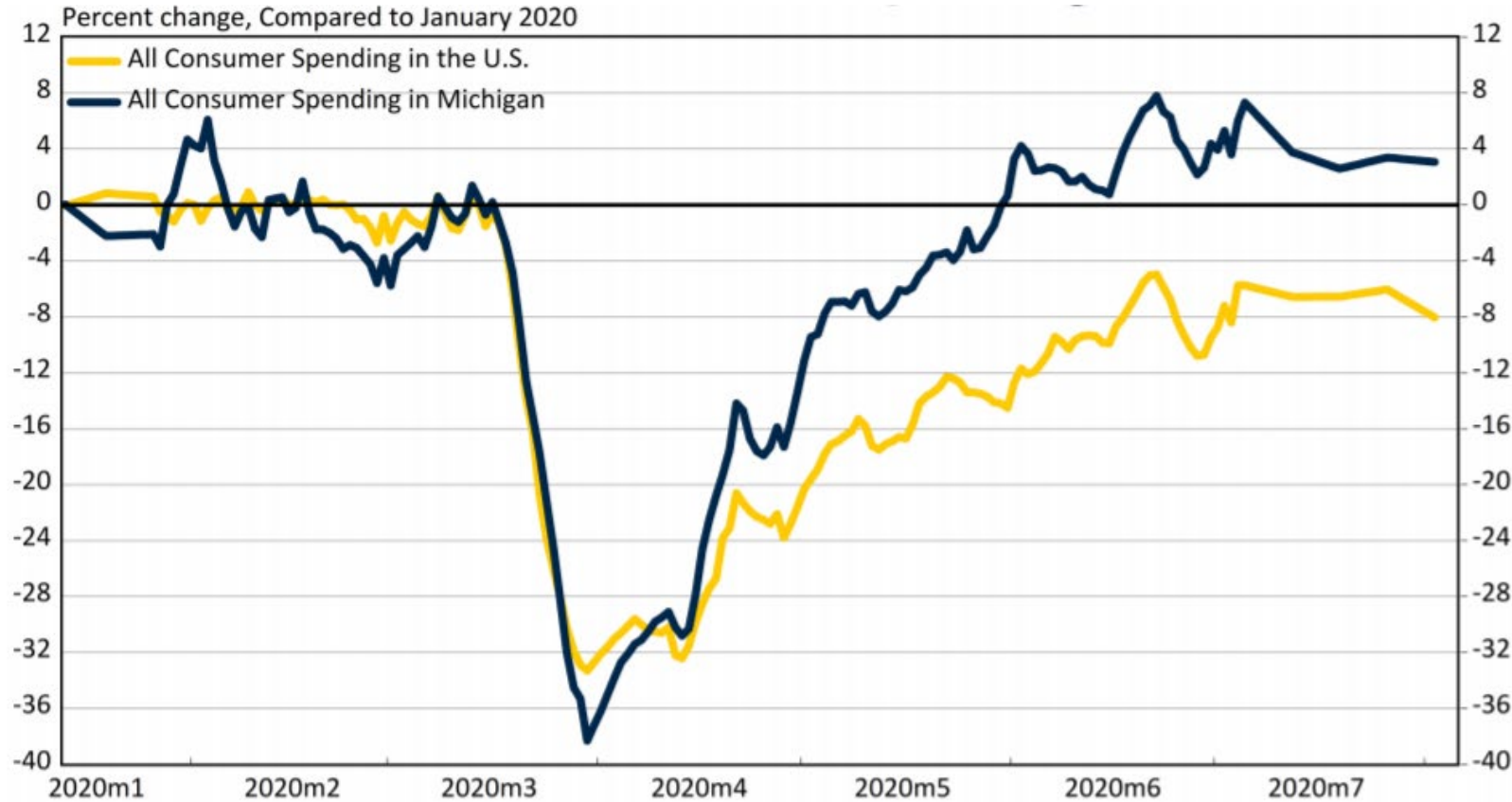
*\$900M in near term tax relief for employers by non-charging layoffs*



**3** **Housing relief for most vulnerable**  
*Tax foreclosure and eviction moratoriums, plus \$60M in eviction diversion*

# Significant aid to mitigate impact

## Consumer spending, % change



**Michigan has had 2<sup>nd</sup> highest consumer spending**

Source: Affinity Solutions via Opportunity Insights

RSQE: August 2020

**Reopening**

# LEO's role: Reopening

## 1 Keeping workers and customers safe

*COVID-19 Workplace Safety hotline*

*Coordination with public health authorities*

## 2 Helping businesses adapt

*COVID-19 workplace safety toolkit*

*MIOSHA ambassador program*

## 3 Getting Michiganders back to work

*Modified labor exchange system to fill critical jobs*

*Virtual career experiences for young adults*



**PREVENT THE SPREAD OF COVID-19  
WORKPLACE SAFETY GUIDELINES**

Use these guidelines and safety tips to limit potential exposure to COVID-19 and to help keep yourself and co-workers safe and healthy while returning to work.



**Stay home if you're sick**   **Practice good hygiene**   **Stay 6 feet from others**   **Wear a face covering**

**Follow these hygiene tips**

- ⊗ Avoid touching eyes, nose or mouth with unwashed hands.
- ⊗ Wash hands frequently with soap and water for at least 20 seconds between fingers, back of hand and fingernails.
- ⊗ Use hand sanitizer when soap and water are unavailable.
- ⊗ Cover your mouth and nose when coughing or sneezing.
- ⊗ Clean and disinfect frequently touched objects and surfaces.

**Stay home if you have these abnormal/new symptoms**



**Coughing**   **Runny nose**   **Sneezing**   **Fever**   **Shortness of breath**

For other workplace safety guidelines and resources visit [Michigan.gov/MIOSHA](https://Michigan.gov/MIOSHA) or call the work safety hotline at 855-SAFE19 (855-723-3219).

Logos for Michigan Department of Labor & Economic Opportunity and MIOSHA.

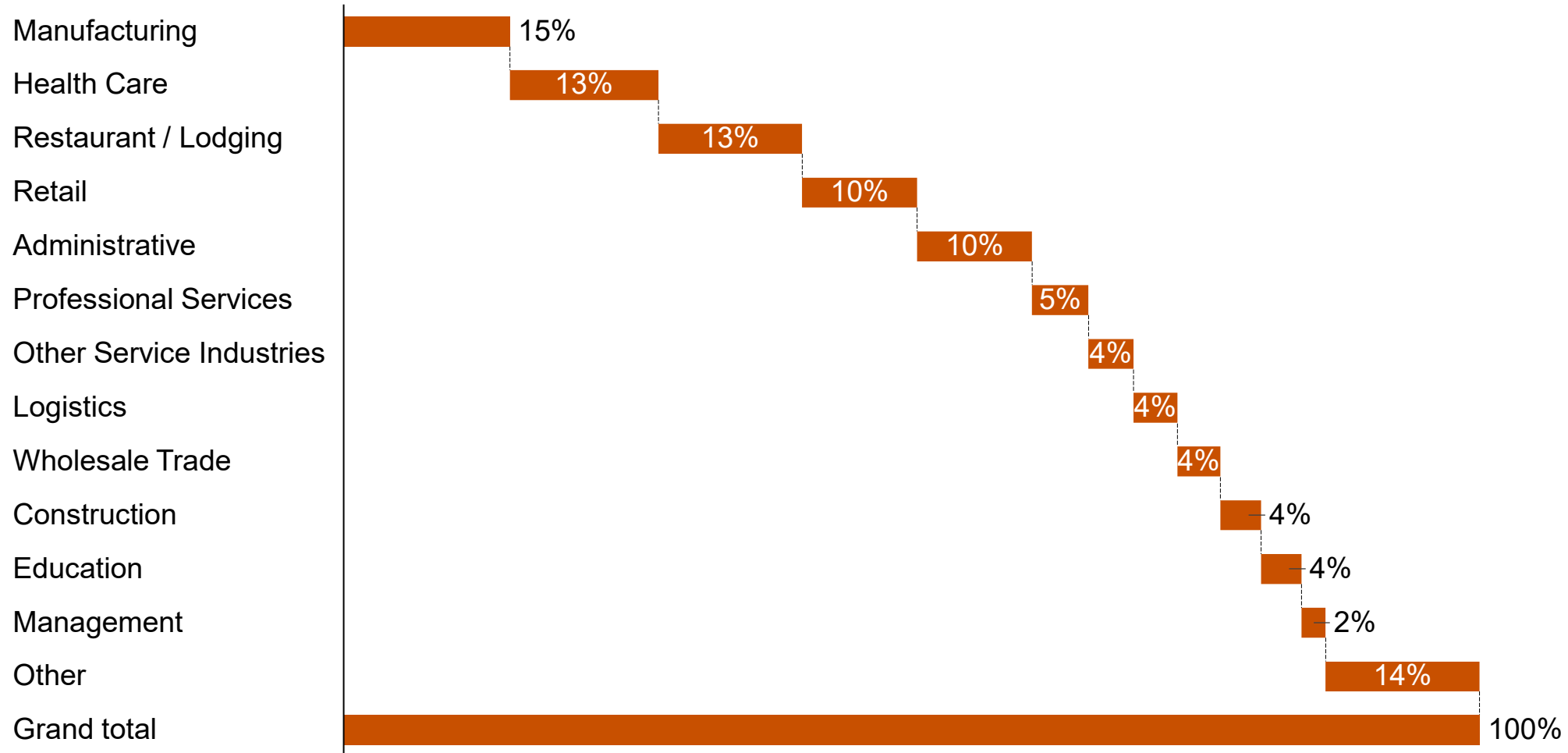


**Recovery**

# Recovery: Getting unemployed Michiganders back to work



## Unemployment by sector, %



# Recovery: Getting unemployed Michiganders back to work



**Short-term: fill critical jobs**

**Long-term: career pathways and economy shifts**

**Transformation**



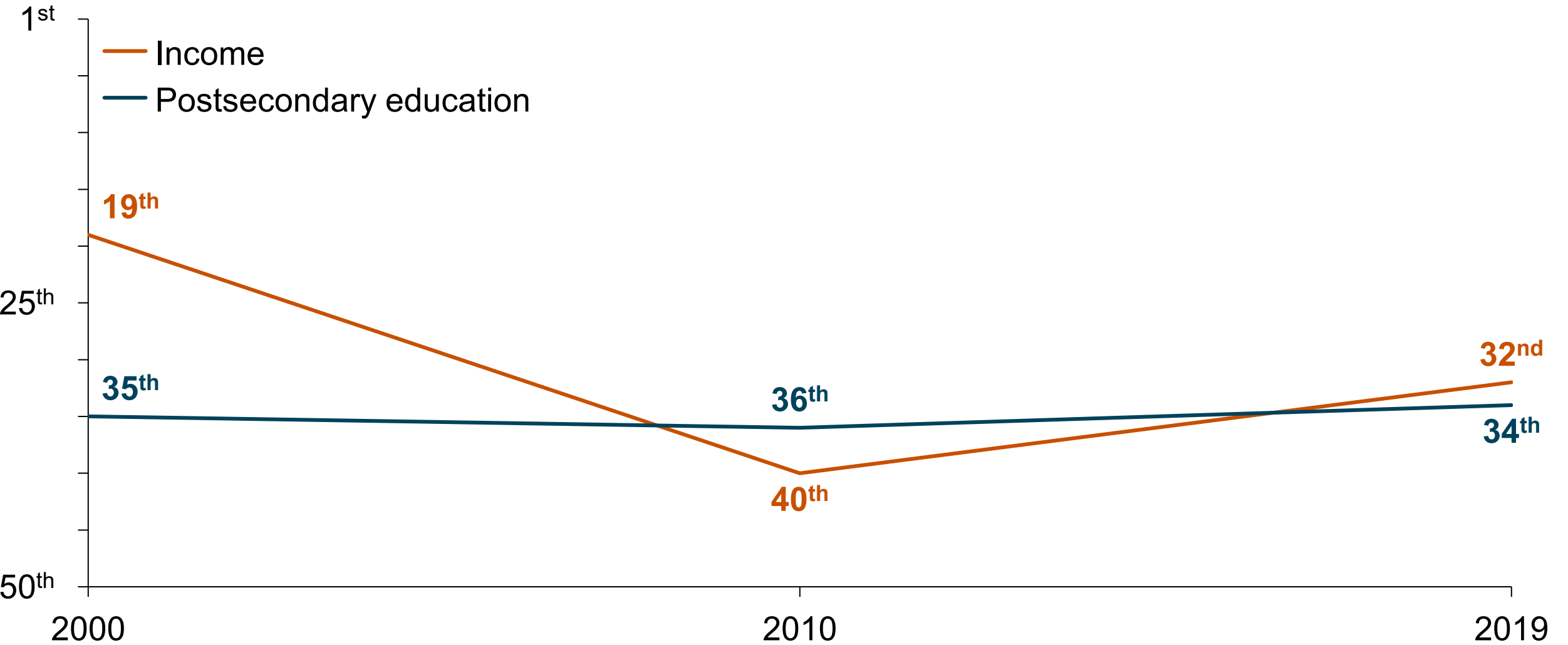
# Transformation: Economic competitiveness and prosperity



- ✓ **Close the skills gap** – best jobs require more than high school
- ✓ **Increase opportunity** – better paychecks; a more equitable economy
- ✓ **Make Michigan more competitive** – for inclusive economic growth

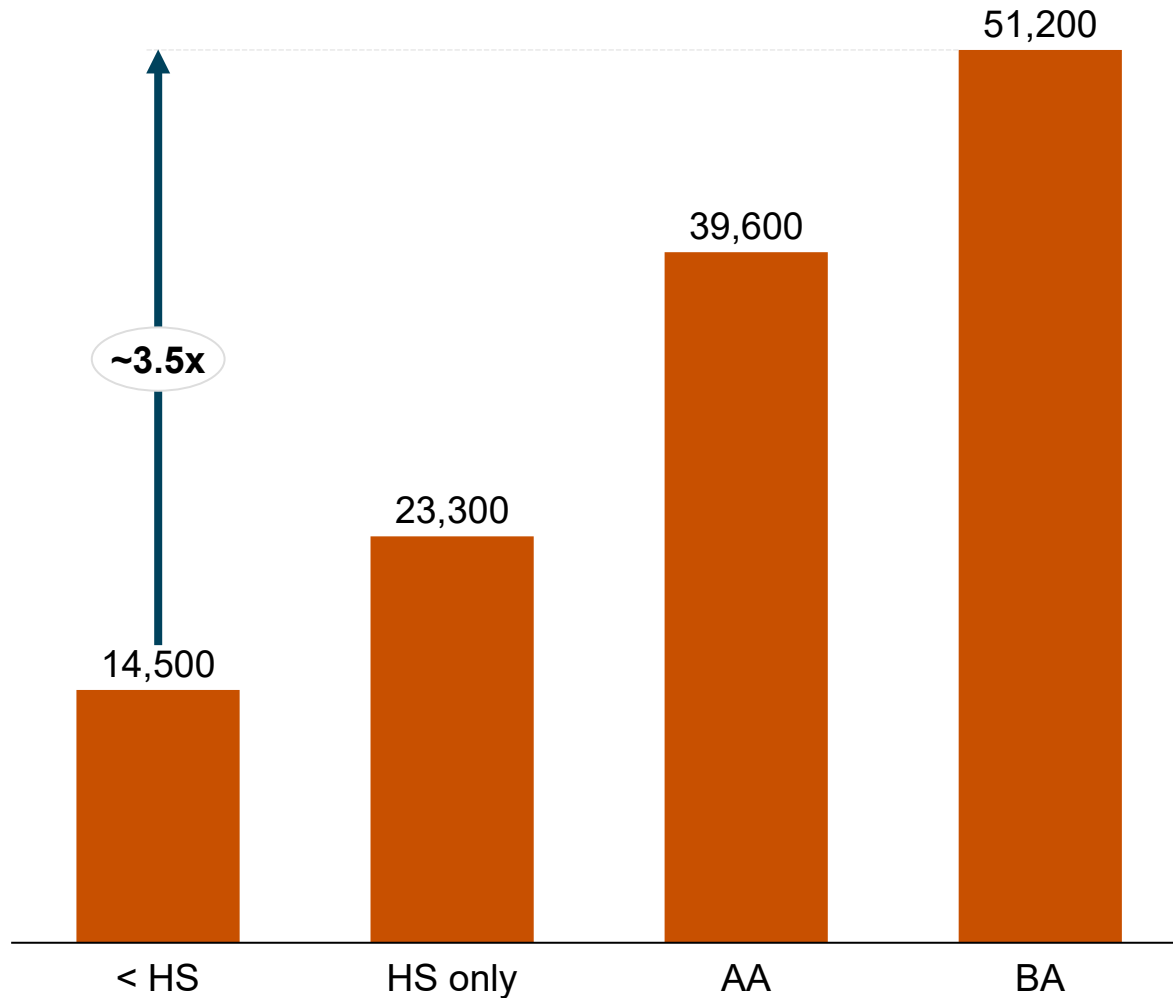


# Income & Edu. - We are no longer an exception to the rule

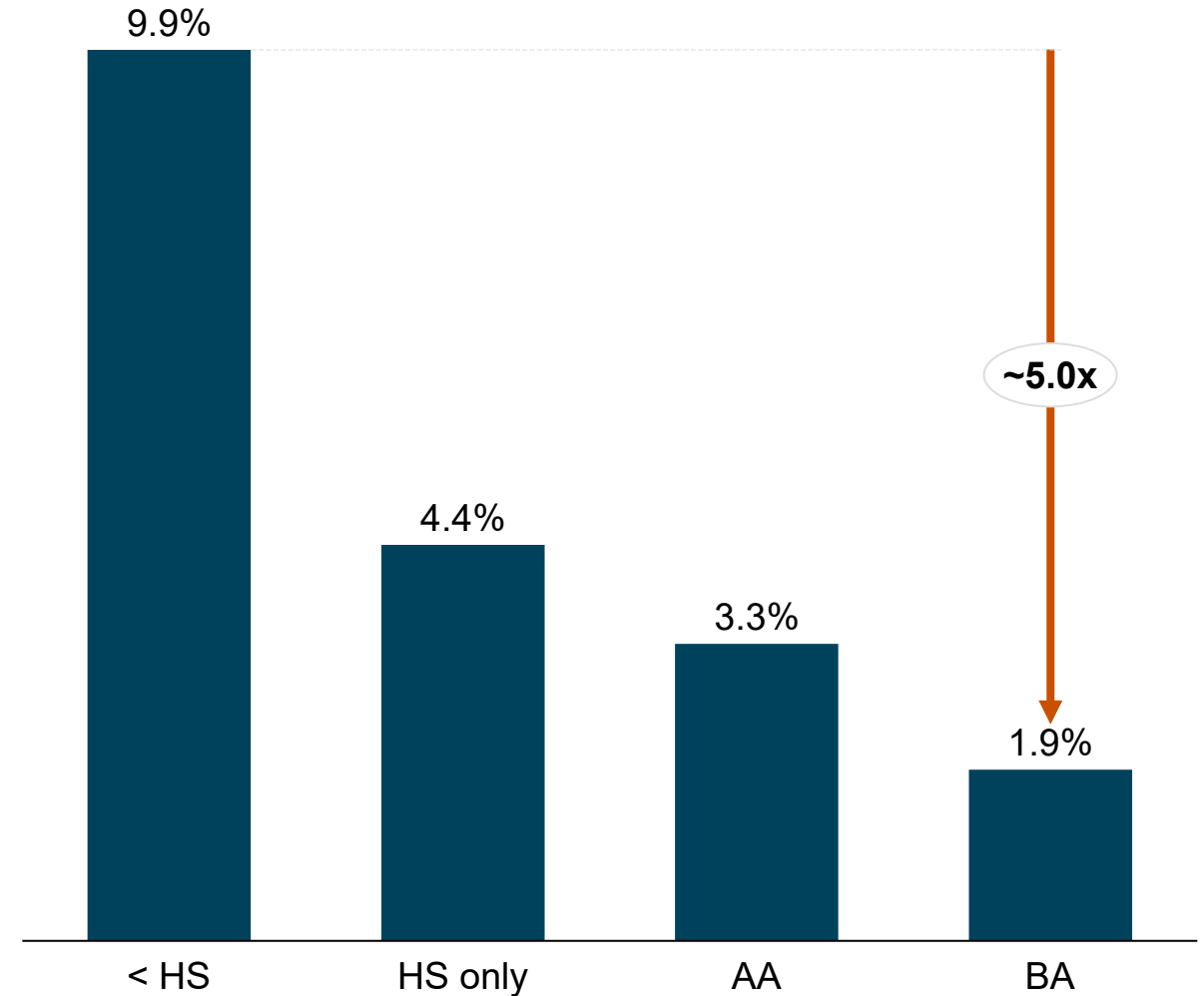


# Attainment = Income

Income by education level, 5 years after graduation



Unemployment by education level, 5 years after graduation



# We are losing ground

## Peer states have taken meaningful steps...

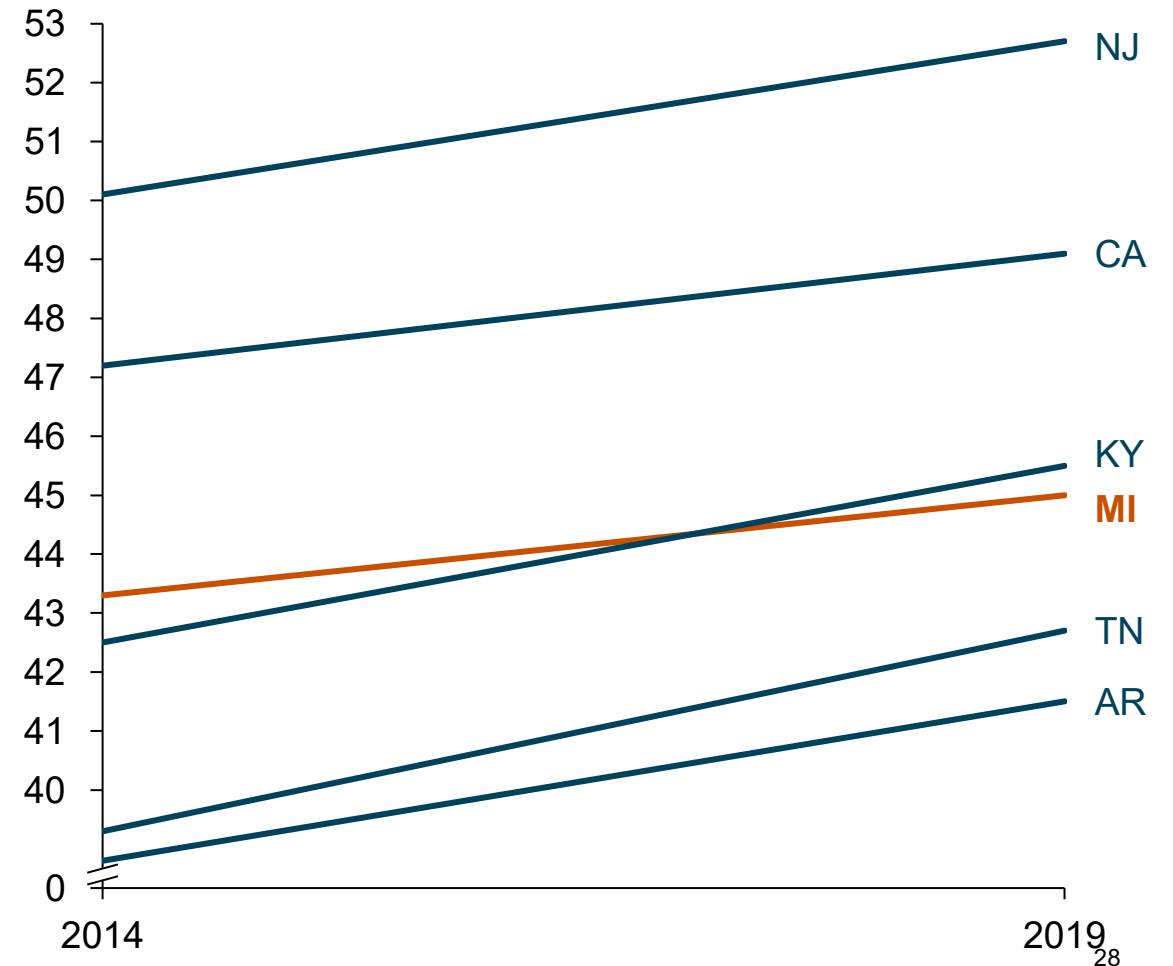
### Attainment growth since 2014, %

✧ Attainment goal as of 2018



## ... and they are closing the gap

### Postsecondary attainment by state, %





# How do we get back?

## We need to pull every lever at once

- ❑ **Postsecondary enrollment – Futures for Frontliners, Going PRO Talent Fund, Reconnect, Skills to Work, MI Opportunity**
  - ❑ HS grads
  - ❑ Adults
- ❑ **Postsecondary completion – wraparound supports**
  - ❑ HS grads
  - ❑ Adults
- ❑ **Apprenticeships – work and learn**
- ❑ **Net migration – reverse the flow of skilled workers**

- **Essential infrastructure workers** without high school diploma or post secondary degree
  - Frontlines preserving life and the community during worst of COVID-19
  - More exposed to recession/displacement
  - Lower pay
  - Thousands of high-wage jobs going unfilled





- **Tuition-free pathway** to college, high school completion or a technical certificate.
  - Adult education provider
  - Community College
- For essential workers who don't have a college degree or high school diploma.
  - Those staffing our hospitals and nursing homes, stocking the shelves at grocery stores, providing childcare to critical infrastructure workers, manufacturing PPE, protecting public safety, picking up trash or delivering supplies.
- **Roughly 625,000 Michiganders could qualify for this program.**

# Futures for Frontliners



**Michigan.gov/Frontliners**

Applications Live now to Dec. 31

Must enroll in classes in 2021

Michigan.gov

HOME SIXTY BY 30 SEARCH

## Futures for Frontliners

ABOUT COMMUNITY COLLEGE HIGH SCHOOL COMPLETION CHAMPION TOOLKIT PRESS RELEASES

GOING BACK TO SCHOOL IS A CHANCE TO FOLLOW A DREAM. IT'S NEVER TOO LATE.

With free college tuition, now is the right time. Here's how to get started.

HIGH SCHOOL COMPLETION COMMUNITY COLLEGE

CHOOSE YOUR PATHWAY

### TAKE A STEP FORWARD

An education beyond high school opens the door to many opportunities. By taking a step forward on your education and career journey, you're taking a step forward on your own financial success and independence - building a brighter, more secure future for you and your loved ones.

**\$6,000** more per year in earnings with a high school credential

**\$7,500** more per year in earnings with a two year degree

**75%** of Michigan jobs will require education beyond high school





# **Going PRO Talent Fund Fiscal Year 2021**

Michigan Department of Labor and Economic Opportunity  
Employment and Training



# Talent Fund Program Overview

Going **PRO**  
IN MICHIGAN

TALENT FUND



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# Talent Fund Program Overview

- Provides *competitive* awards to employers to assist in training, developing, and retaining current and new employees
- Helps to ensure Michigan's employers have the talent they need to compete and grow, and individuals have the skills they need for in-demand jobs



# Talent Fund Program Overview

- Expands and improves employees' skills and develops their opportunities for growth or promotion within the company and for economic advancement
- Focus on putting individuals on a successful career path
- Provided individuals with access to better employment and higher wages
- Training models that lead to industry recognized credentials and transferrable skills that adapt to changing demand





# Training

- Classroom/Customized Training  
Up to \$1,500 per person
- On-the-Job Training  
For new employees up to \$1,500 per person
- Training for USDOL Registered Apprentices  
First year RAs, up to \$3,000 per person



# Michigan Works! Agencies

- Employers must contact their local MWA to complete an application
- MWA Business Services staff conduct fact-finding and assist employers in ensuring the application is filled out
- Employers should contact their local MWA Business Solutions Professional to determine if Going PRO Talent Fund grants are appropriate to help fill the skills gap at their business



# LEO-WD

MWAs submit applications to LEO-WD on behalf of the employer. LEO-WD awards the funds to employers through the MWAs.

## Program Statistics, 2014-2019

- Total Number of Awards: 3,136
- Average Award Amount: \$31,548
- Average Training Cost Per Person: \$1,062
- Total Amount Funded: \$98.22 million
- Total Number of Employees Trained: 94,000+



# FY2021 Highlights and Award Process

Going **PRO**  
IN MICHIGAN

TALENT FUND



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# FY2021 Highlights

- \$27 million budgeted
- Critical component in helping address an expected 545,000 openings for professional trade workers by 2026.



# Upcoming Grant Cycle

- Application period
  - Opens November 2
  - 4-week application period
- Award announcements
  - January 2021



# Scoring Criteria (and Incentive)

Categories to include:

- Employer's demonstrated training need
- Employer contribution
- Employer size (focus on small employers)
- Proportion of new employee trainees
- First-year USDOL apprentices
- Training tied to college credit
- Size of amount of funding requested
- Component focused on high school diploma/equivalency completion

No past performance category

# FY2021 Award Process

Training start date: February 1, 2021 (earliest)

Training end date: January 31, 2022 (latest)

- Includes 90-day retention for last new hire



# FY2021 Highlights

## Targeted Incentives

- Veteran (U.S. Armed Forces) - \$500
- Active Military Reservist - \$500
- Older Worker - \$500
- Returning Citizen - \$500
  
- **NEW!** High School Diploma/Equivalency Trainee - \$1,000
  - For new and incumbent trainees
  - An individual who achieves at least 75% (or completion) of High School Diploma/Equivalency program requirements during work hours.



# FY2021 Highlights

## Employer Contribution Categories

- Wages of employees while in training
- Travel costs for employees in training
- Cost of new equipment or software directly related to training
- Supportive services
- Other (overhead/administrative costs, lost productivity due to employees attending training, etc.)



# FY2021 Industry-led Collaboratives (ILCs)

- An ILC brings together employers (a minimum of two)
- Solve a shared workforce problem that leverages the power of collaboration
- Classroom or customized training only
- Employer partners can be from across the state
- 1 ILC award per employer
- Applications may be submitted, beginning in April



# FY2021 Information & Guidance

- Going PRO Talent Fund Website  
[www.Michigan.gov/TalentFund](http://www.Michigan.gov/TalentFund)
- Program Overview
- Fact Sheet
- Employer Guide
- Going PRO Talent Fund FAQs
- Online Application Guides for Employers and MWAs





# Discussion

Questions?



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# Going Pro Talent Fund

**Stephanie Beckhorn, Deputy Director, LEO**



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# **Michigan Works!**

**Ben Damerow, Director  
Michigan Works! Southwest**

# MICHIGAN WORKS! NETWORK



# WHAT IS THE MICHIGAN WORKS! NETWORK?

- 16 regional organizations
- The Michigan Works! network uses a demand-driven approach, which means local employers and workers drive the discussion about critical hiring areas, training needs, and placement support.
- Private-sector led Workforce Development Boards are vision-hubs in their communities
  - Facilitate local partnerships
  - Set vision
  - Maximize the productivity and success of businesses in their regions
  - Locally controlled and accountable

# MICHIGAN WORKS! NETWORK

- Each year, the Michigan Works! network of jobs centers:
  - Services over **670,000** job seekers
  - Supports **32,500** employers
  - Manages **1.3 million** Service Center visits
  - Consistently meets or exceeds **100%** of its state and federal performance targets
- While each Michigan Works! organization is independently operated, they all have several things in common:
  - Creation of on-demand solutions for high-demand skills
  - Providing a network of resources throughout the state
  - Finding innovative ways to create solutions for challenging recruitment projects
  - Using community connections to bring together employers within specific industries to address long-term hiring issues

# MICHIGAN WORKS! AND EMPLOYERS

- Our goal is to build mutually beneficial relationships to assist with:
  - Job postings
  - Accepting applications
  - Organizing job fairs
  - Facilitating on-the-job training
  - Talent recruitment, development and retention

# MICHIGAN WORKS! AND JOB SEEKERS

- **The Michigan Works! One-Stop Service Centers offer a variety of on-site resources to help job seekers, including:**
  - Matching workers to employment opportunities
  - Overcoming employment barriers
  - Changing careers
  - Apprenticeships, work experiences and on-the-job training
  - Attaining a certification, credential or license
  - Exploring career pathways
  - High-quality workforce services for individuals with disabilities
  - Workforce development programs that meet the needs of local employers



# JOB SEEKER EMPLOYMENT SUPPORT

- **Michigan Works! provides job seekers with services pertaining to:**
  - Resumes and job applications
  - Interviewing skills
  - Accessing and learning technology
  - Work readiness
  - Soft skills
  - Effective job search techniques
  - Pure Michigan Talent Connect
  - Employment preparation
  - Career fairs and hiring events
  - Financial aid
  - Career advising
  - On-the-job training programs
  - Labor market information

# ENGAGING INDUSTRY & THEIR EMPLOYEES

- Provides individuals with employment, industry recognized credentials and strong wages. Employees gain access to training modules that adapt to changing demand.
- **Program Statistics, 2014-2019**
  - Total Number of Awards: 3,136
  - Average Award Amount: \$31,548
  - Average Training Cost Per Person: \$1,062
  - Total Amount Funded: \$98.22 million
  - Total Number of Employees Trained: 94,000+
- **FY19 Funds**
  - 898 Talent Fund Grants to employers
  - 25,011 workers trained (5,981 new / 19,062 current)
  - Average award amount: \$35,629

# GOING PRO TALENT FUND

- \$27 million budgeted for FY21
- Critical component in helping address expected shortage of 545,000 professional trade workers by 2026
- Upcoming Grant Cycle:
  - Application period opens – early November
    - Typically 4-week application period
  - Award announcements – January 2021
- Scoring Criteria:
  - Employer's demonstrated training need
  - Employer contribution
  - Size of employer (focus on small employers)
  - Component focused on high school completion

# GOING PRO TALENT FUND

- Employers must contact their local Michigan Works! to complete application
- Michigan Works! will assist employers in ensuring the application is filled out correctly
- Employers should contact their local Michigan Works! Business Solutions Professional to determine if Going PRO Talent Fund grants are appropriate to help fill the skills gap at their business

# CUSTOMIZED BUSINESS SERVICES

## ■ **Business Services staff offer the following:**

- Outreach and job recruitment assistance
- Application screening and qualified applicant referrals
- Talent pool assessments
- Direct placement of job-ready workers
- Assistance with job descriptions
- Wage research
- Job postings on Pure Michigan Talent Connect
- Local jobs hiring events and job fairs
- Training opportunities and funding
- Industry-specific consortiums
- Access to key state and federal program support

# BUSINESS RESOURCE NETWORK®

- Operated by the local Michigan Works! Network
- Designed to assist companies leverage resources, ensuring their employees' personal needs are met and therefore, improving workplace engagement
- **Employers should consider joining if they are seeking these benefits:**
  - Increased productivity and employee retention
  - Increased employee engagement and loyalty
  - Reduced absenteeism
  - Reduced recruiting/training costs
  - Reduced employee turnover
  - Overall greater competitiveness in their markets

# MICHIGAN WORKS! - INDUSTRY-RECOGNIZED TRAINING PROGRAMS

- Michigan Works! provides training opportunities for the incumbent workforce to help develop a skilled team to meet employers' ever-changing needs
  
- **Some of the training services offered include:**
  - Occupational skills training
  - On-the-job training
  - Workplace training with related instruction
  - Registered Apprenticeship
  - Incumbent Worker Training
  - Pre-apprenticeship training
  - Skill upgrading and retraining
  - Entrepreneurial training
  - Transitional jobs
  - Adult education and literacy training

# APPRENTICESHIP EXPANSION

- More than \$19 million in active U.S. Department of Labor grant program awards to support activities
  - Going PRO Apprenticeship
  - Michigan Registered Apprenticeship Innovation Network (MiRAIN)
  - Michigan Youth Apprenticeship Readiness Network (MiYARN)
- Three years to accelerate development of more than 6,000 skilled workers
  - More than 1,000 being youth
    - More than 100 youth with disabilities
  - Underrepresented populations
  - Veterans / GI Bill approved programs



# ENGAGING INDUSTRY – APPRENTICESHIP EXPANSION

- Benefits to Jobseekers and Employers
- Apprenticeship Success Coordinators
- State-Level Apprenticeship Advisory Board
- Regional Implementation Consortia
  - Sub-awards to fund implementation projects – RFP coming soon!
  - Numerous partners: employers & organized labor / educational reps / Michigan Works! Agencies / vocational rehabilitation
- Bookmark our website; better & more resources coming

# APPRENTICESHIP

## ■ For Job Seekers

- Pre-apprenticeship programs for youth and adults
- Connecting job seekers to local apprenticeship programs

## ■ For Employers

- Apprenticeship Success Coordinators
- Developing apprenticeship programs
- Registering apprenticeship program with USDOL
- Application screening and qualified applicant referrals
- Assess funding by adding program to Michigan Talent Connect

# SOCIAL DISTANCING EVENTS

- Outdoor career fairs and hiring events
- Virtual Events
  - Jobs fairs
    - Prepare employers and job seekers for virtual event
    - Promote virtual etiquette for virtual hiring
  - MiCareerQuest
  - Employer Spotlights
  - Manufacturing Day events



# GENERAL YOUTH SUPPORT

- **Jobs for Michigan's Graduates** – equipping young adults with the skills to win at school, employment and beyond
- **Talent Tours** – behind-the scenes look at local businesses and work opportunities
- **Career and Technical Education (CTE)** events like MiCareerQuest
- **Career exploration, job shadowing and work experiences**

# YOUTH SUPPORT (WIOA)

- **Youth Support under the Workforce Innovation and Opportunity Act (WIOA)**
  - Tutoring, study skills training and instruction
  - Dropout prevention and recovery services
  - Paid/unpaid work experiences
  - Summer employment opportunities
  - Pre-apprenticeship programs, internships, job shadowing and on-the-job training opportunities
  - Financial literacy education
  - Career awareness, counseling, and exploration services
  - Activities that help youth prepare for, and transition to, post-secondary education and training

# SPECIALIZED SUPPORT

- **Veteran Career Advisor** – offer personalized counseling designed to help veterans and their spouses find a job.
- **Partnership. Accountability. Training. Hope. (PATH) Program** – work readiness for participants
- **Trade Adjustment Assistance (TAA)** – assistance for those who have lost a job as a result of foreign trade
- **Returning Citizens** – employment for those seeking a second chance
- **Re-Employment Services and Eligibility Assessment (RESEA)** – services to help you return to work faster
- **Rapid Response** – assists laid off workers return to new employment in the event of a business layoff and/or plant closure

# EQUITY & ACCESS FOR ALL

- **How does Michigan Works! serve individuals with disabilities?**
  - Michigan Works! partners with a variety of agencies both statewide and locally
  - Michigan Rehabilitation Services is partnering with Michigan Works! to co-locate staff in Michigan Works! One-Stop Service Centers across the state
  - We look forward to the continued expansion of this co-location model across the state

# RESOURCES

- **Training**
  - To find current workforce development training opportunities, visit [michiganworks.org/training](https://michiganworks.org/training)
- **Accredited Business Solutions Professional Training**
  - When it comes to finding and boosting local talent, there's no substitute for a Business Solutions Professional (BSP)
  - Get more information at [michiganworks.org/business-solutions-professionals](https://michiganworks.org/business-solutions-professionals)
- **Need More Information?**
  - To find your local Michigan Works! One-Stop Service Center, visit [michiganworks.org](https://michiganworks.org) or call **800-285-9675**



THANK YOU FOR LISTENING!

Questions?

# Board Questions & Comments



MICHIGAN DEPARTMENT OF  
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# Public Comment

# Closing Remarks



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**Thank you!**