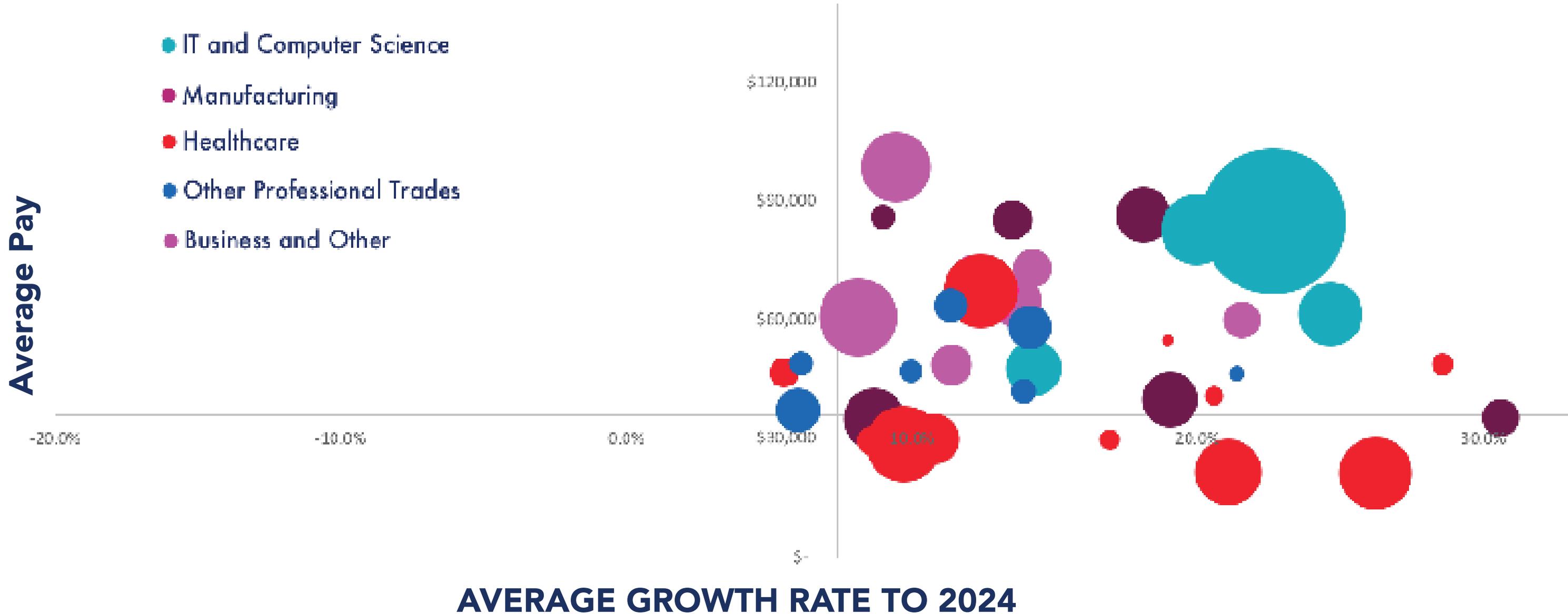
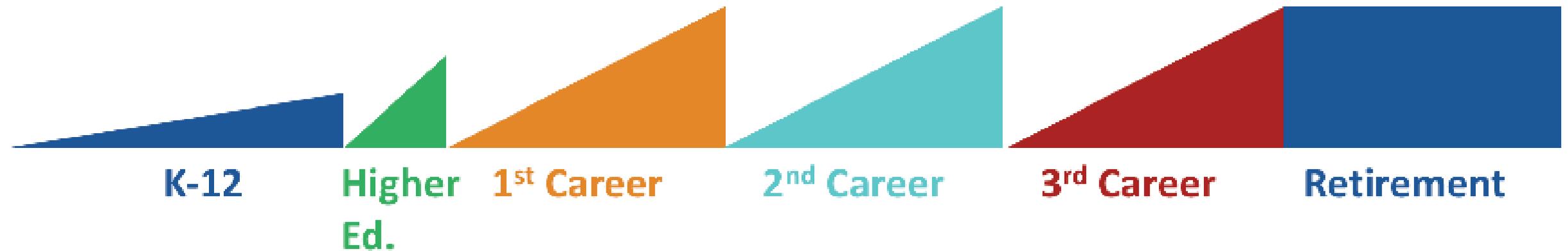


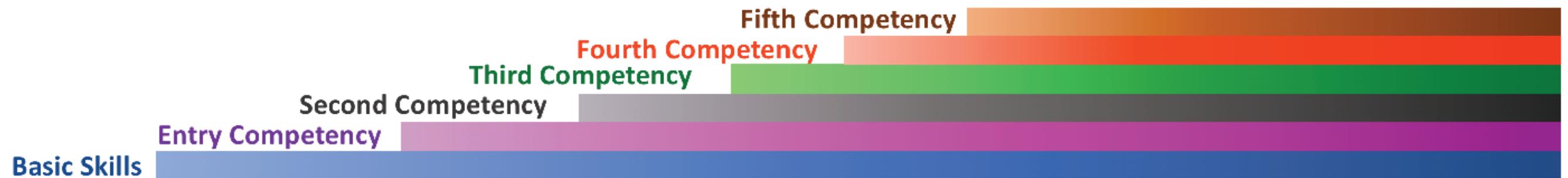
# HIGH-WAGE, HIGH-DEMAND CAREERS



## CURRENT SYSTEM



## EMERGING REALITY





# MARSHALL PLAN FOR TALENT

INVEST · DEVELOP · ATTRACT

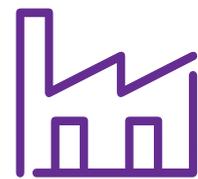
## HIGH-DEMAND CAREER OPENINGS THROUGH 2024

# 811,055



INFORMATION TECHNOLOGY  
COMPUTER SCIENCE

270,690\*



MANUFACTURING

109,410



HEALTHCARE

212,247



OTHER PROFESSIONAL TRADES

56,287



BUSINESS AND OTHER

162,421

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives | \*Based on Workforce Intelligence Network data



# MARSHALL PLAN FOR TALENT

INVEST · DEVELOP · ATTRACT

## POTENTIAL EARNINGS IN 2024

# \$49,094,842,059\*

Average salary for these careers: \$60,532\*



INFORMATION TECHNOLOGY  
COMPUTER SCIENCE

**\$20.8 BILLION\***



MANUFACTURING

**\$6.1 BILLION**



HEALTHCARE

**\$7.5 BILLION**



OTHER PROFESSIONAL TRADES

**\$2.8 BILLION**



BUSINESS AND OTHER

**\$11.9 BILLION**

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives | \*Based on Workforce Intelligence Network and LMI data

# TOP CAREERS AND ANNUAL SALARIES



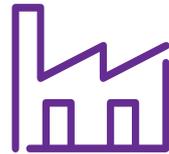
INFORMATION TECHNOLOGY  
**270,690 JOBS**

JOBS*	SALARY	
171,756	\$82,270	Software Developers, Applications
41,190	\$84,810	Computer System Analysts
33,318	\$47,730	Computer User Support Specialists
24,426	\$61,500	Web Developers



HEALTHCARE  
**212,247 JOBS**

JOBS	SALARY	
46,690	\$28,520	Nursing Assistants
43,862	\$67,450	Registered Nurses
41,860	\$21,230	Home Health Aides
35,196	\$21,380	Personal Care Aides
20,419	\$29,850	Medical Assistants
6,846	\$46,500	Licensed Practical and Licensed Vocational Nurses
6,174	\$29,450	Pharmacy Technicians
3,941	\$48,659	Physical Therapist Assistants
3,367	\$29,800	Emergency Medical Technicians and Paramedics
2,800	\$40,680	Massage Therapists
1,092	\$54,840	Cardiovascular Technologists and Technicians



MANUFACTURING  
**109,410 JOBS**

JOBS	SALARY	
30,590	\$34,930	General Maintenance and Repair Workers
24,626	\$39,920	Machinists
24,325	\$86,550	Mechanical Engineers
12,852	\$85,170	Industrial Engineers
10,843	\$35,280	CNC Machine Tool Operators, Metal and Plastic
4,599	\$85,960	Electrical Engineers
1,575	\$48,970	CNC Machine Tool Programmers, Metal and Plastic



OTHER PROFESSIONAL TRADES  
**56,287 JOBS**

JOBS	SALARY	
15,869	\$58,080	Electricians
15,232	\$37,050	Automotive Service Technicians and Mechanics
9,163	\$63,610	Plumbers, Pipefitters, and Steamfitters
5,187	\$41,910	Bus and Truck Mechanics and Diesel Engine Specialists
4,914	\$48,920	Operating Engineers and Other Construction Equipment Operators
4,011	\$47,100	Automotive Body and Related Repairers
1,911	\$46,400	Brickmasons and Blockmasons



BUSINESS AND OTHER  
**162,421 JOBS**

JOBS	SALARY	
48,678	\$60,690	Sales Representatives
38,738	\$98,590	General and Operation Managers
21,686	\$64,790	Accountants and Auditors
13,860	\$48,570	Insurance Sales Agents
12,530	\$73,050	Management Analysts
12,348	\$95,550	Financial Managers and Analysts
10,605	\$59,930	Marketing Research and Specialists
3,976	\$73,650	Civil & Architectural Engineers

Due to savings from smart financial practices and bond refinancing, the Marshall Plan for Talent will invest \$100 million over five years in programs to revolutionize our talent and education system.

## PROGRAM CREATION AND EXPANSION

Approx. **\$50 Million**

World-Class Curricula · Competency-Based Certification Programs · Professional Equipment Grant  
Competency-Based Education · Cyber Education

## STUDENT FINANCIAL SUPPORT

Approx. **\$25 Million**

Talent for Tomorrow

## CAREER EXPLORATION FOR STUDENTS

Approx. **\$20 Million**

Career Navigators · MI Bright Future · Talent Marketing

## INVESTING IN EDUCATORS

Approx. **\$5 Million**

Critical Shortage Area Relief · Michigan Innovative Teacher Corps

# EXISTING TALENT DEVELOPMENT PROGRAMS

Michigan Career Pathways Alliance

Top 10 in 10

MiSTEM Network

Career and Technical Education  
per-pupil payment

Going PRO

Dual enrollment

Jobs for Michigan's Graduates

Going PRO Talent Fund  
(F.K.A. Skilled Trades Training Fund)

FIRST Robotics

Michigan Advanced Technician  
Training (MAT<sup>2</sup>)

Community Ventures

LINKED

Adult education

GEAR UP

Post-secondary Perkins funding

# EDUCATORS WHO ARE ALREADY LEADING THE WAY

**Dr. Bill Barnes, Principal**  
Charlotte High School

**Jeffrey Beal, Superintendent**  
Jackson Public Schools

**Jarrad Grandy, CTE Director**  
Oakland Schools

**Karl Heidrich, Superintendent**  
Stockbridge Community Schools

**Andrew Ingall, Superintendent**  
Grand Haven Area Public Schools

**Ron Koehler, Asst. Superintendent**  
Kent ISD

**Michael Musary, Superintendent**  
Armada Area Schools

**Nancy Peters-Lewis, Executive Director**  
College and Career Access Center of Jackson

**David Searles, CTE Director**  
Ottawa Area ISD

**Gretchen Spedowske, CTE Director**  
Newaygo County RESA

**Tim Throne, Superintendent**  
Oxford Community Schools



# MARSHALL PLAN FOR TALENT

INVEST . DEVELOP . ATTRACT

## **THE REVOLUTION IS COMING.**

**A revolution is upon us and Michigan must lead it.**

**Technology is rapidly transforming the workplace and yet we develop talent the way we have for the past 200 years.**

**Now is the time to transform education.**

**Now is the time to reinvent how we develop talent.**



# MARSHALL PLAN FOR TALENT

INVEST · DEVELOP · ATTRACT

## WHY JOIN THE REVOLUTION?

Bring business and education together and create the world's premier education and training system.

Transform our system to a competency-based model of any pace, any place, any time, any way.

Revolutionize education so learning is a lifelong achievement of knowledge and competencies.

Help Michiganders **fill the 811,055 openings** in critical-shortage career fields that **average \$60,000 salary**.

**Prepare more than 55,000 students and adults** to enter our workforce more prepared and quicker.

Provide **16,000 low-income or at-risk learners scholarships and stipends** for education in high-demand careers.

**Prepare all Michiganders for 21<sup>st</sup> Century Economy careers.**



# MARSHALL PLAN FOR TALENT

INVEST . DEVELOP . ATTRACT

THE REVOLUTION STARTS WITH YOU!  
**JOIN US FOR A STRONGER MICHIGAN.**

**[WWW.MICHIGAN.GOV/MARSHALLPLAN](http://WWW.MICHIGAN.GOV/MARSHALLPLAN)**