



Appendix II

Michigan Academy for Green Mobility Alliance

**Southeast Michigan Community Alliance Michigan Works!
(Workforce Investment Board)**

Workforce investment area

Total labor force: 902,172

Unemployment rate: 12.5%

Source: GAO Analysis of Bureau of Labor Statistics Data from March, 2011.

Initiative characteristics

Key sector: Auto manufacturing

Other workforce boards involved:

- Detroit Workforce Development Department, a Michigan Works! Agency
- Genesee/Shiawassee Michigan Works! Career Alliance, Inc.
- Livingston County Michigan Works!
- Macomb/St. Clair Workforce Development Board
- Oakland County Michigan Works! Workforce Development Division
- Washtenaw County Michigan Works!/Employment Training and Community Services Group

Additional partners:

- Multiple automotive manufacturers and suppliers
- Multiple education providers
- The State of Michigan

Workforce challenge

In 2007, according to a state official, an automotive employer projected a need for about 500 electrical engineers with skills in designing hybrid vehicles. Unable to find such electrical engineers locally, the company reported that they would need to either recruit them from overseas or send their workers abroad for training. More generally, the state recognized that growth in production of “green” mobility products such as electric cars created an increased need for workers trained to work on the new technology.

Source: Analysis of GAO interviews.

Overview

In response to employer-defined needs, the state workforce agency created the Michigan Academy for Green Mobility Alliance (MAGMA). The academy’s mission is to develop courses to help provide rapid skill growth in emerging green technologies in vehicle design. MAGMA Advisory Group members reported that collaboration helped the “Big 3”—Ford, Chrysler, and General Motors—work together and see the benefits of cooperating with competitors to train new workers. The academy classes are offered to incumbent and displaced engineers and technicians (see photo).

Initiative staff identified the following as integral to collaboration:

- **Industry-knowledgeable staff:** Initiative staff became knowledgeable about the engineering competencies needed in the automotive industry, to help build credibility with employers.
- **Employer input into curriculum:** Employers have suggested changes to the courses and can provide information about their current and future workforce needs, initiative staff said.



Source: Southeast Michigan Community Alliance Michigan Works! MAGMA students.

The workforce investment board’s role

MAGMA board members reported that the workforce board helped administer grants and managed the administration of MAGMA. Additionally, Southeast Michigan Community Alliance Michigan Works! is the lead board for the six other workforce boards in the initiative, initiative staff reported.



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Key federal and state support

To fund the initiative, the Southeast Michigan Community Alliance Michigan Works! applied for statewide grants, which came from WIA Governor's set-aside funds, according to initiative staff. Staff said they also used WIA formula dollars from several boards, employer contributions, and another state grant for incumbent worker training.

Funding sources

WIA formula funds

WIA Governor's set-aside

Recovery Act

State grants or funds

Employer cash or in-kind contributions

Source: Southeast Michigan Community Alliance Michigan Works! staff.

Reported results

Initiative staff reported the following benefits from the initiative:

- **Benefits for jobseekers or workers:** According to initiative staff, 312 people completed the training from the fall of 2009 through January 2011, including 30 dislocated workers, and 281 additional students had enrolled for 2011 summer/fall academy classes.
- **Benefits for employers:** According to initiative staff, MAGMA will serve 15 companies in the summer and fall of 2011, including Chrysler, Ford, and General Motors. Initiative staff said they believe that, because employers continue to encourage their workers to participate in training, this is evidence that the process is meeting their needs. Furthermore, employers continue to provide information on their training needs.
- **Benefits for workforce system and other partners:** According to board staff, employers have now embraced the local workforce system, which they had not done in a sustained way in the past. Also, according to board staff, the initiative has helped the workforce system better align its resources with employers' information about their workforce needs in a way that is more directly associated with employment opportunities. In addition, a state official noted that the effort spurred other similar initiatives, such as convening employers to discuss their skill needs in the area of battery storage technology.