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.

**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.
Appendix II

Michigan Academy for Green Mobility Alliance
Southeast Michigan Community Alliance Michigan Works! (Workforce Investment Board)

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.

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.