



Background

Automotive manufacturers and their suppliers are in need of engineering and technical talent to support hybrid, electric, and other advanced vehicle technologies. A 2012 survey of manufacturers by the Workforce Intelligence Network of Southeast Michigan indicated 73% of respondents were hiring engineers and 37% were hiring technicians. There are approximately 1,400 projected openings for mechanical, electrical, and electronics engineers and technicians annually. The existing workforce within automotive manufacturers and their suppliers also require updated skills to effectively operate within the emerging electrified vehicle environment.

To ensure the automotive industry has the trained workers they need, the Workforce Development Agency, State of Michigan collaborated with automotive manufacturing employers, educational institutions, and the workforce system to establish the Michigan Academy for Green Mobility Alliance (MAGMA). This partnership makes it possible to rapidly address industry's skill needs, providing targeted, innovative, and flexible learning solutions.

Mission

Provide rapid skill growth in green technology solutions for advanced mobility to meet industry needs.

Objectives

1. Prepare individuals for emerging technologies in vehicle propulsion and vehicle component design, manufacturing, and maintenance through rapid/accelerated training and re-training.
2. Target the training to displaced and incumbent engineers, engineering students, displaced and incumbent technicians, and technician program students.
3. When possible, seek and provide funding to help employers or individuals access training.

Expected Impacts of MAGMA Activities

1. Michigan is a world leader in green mobility and advanced propulsion technology education and training.
2. MAGMA endorsed training provides existing employees and job seekers with the skills and knowledge needed by the green mobility industry.
3. Education and training providers collaborate more with each other and industry stakeholders.
4. Industry and educators recognize and value MAGMA endorsement of education and training curriculum, programs, materials, and credentials.

Partnership

Partnerships are critical to make the most efficient use of established curriculums, facilities, laboratories, and equipment to provide the automotive industry with the talent necessary to succeed. MAGMA partners include:



If you are interested in becoming a partner of MAGMA or would like additional information, please contact Mr. Matt Shields, Energy Market Talent Manager, Workforce Development Agency, State of Michigan at shieldsm1@michigan.gov.