



Cultivating our Workforce & Talent

Strategy: Attract, develop and retain a talented workforce in Northeast Michigan.

Michigan Works! Agency

1. Increase funding for workforce programs.

- a. Increase number of grants applied for to bring more training dollars to the Region, thereby improving trainee skills, increasing employment self-sufficiency and reducing unemployment.

2. Improve the region's workforce image.

- a. Utilizing the RPI Website display a more progressive, advanced business/community image for Region 3.
- b. Promote Region 3 as a talent attraction and talent retention State area.

3. Increase cooperative activities and improve operational effectiveness and efficiency.

- a. Establish an eleven (11) county Education Advisory Group.
- b. Employ a shared-staffing service delivery practice.
- c. Collaborate with the RPI partners on staff-sharing for grant writing needs.
- d. Establish a Joint Venture Committee (JVC) between the two Michigan Works! agencies to prioritize the use of client-customer collaborative service projects to initiate and identify progressive consolidation. Examples may include but not be limited to the following:
 - Business Sector-Based Job Fairs
 - Specialized Trade Shows
 - Business Tours (Actual & Virtual)
 - Unique Technology Linkages/Capacities
 - Improved Prosperity Region 3 economic positioning within the State
 - Cooperative implementation of the new federal Workforce Innovation & Opportunities Act
 - Identification of regional joint venture niche service areas, foundation grants, education assets, etc.
 - Employing cost saving options including but not limited to: consumables, technology, trainings, etc.
- e. Improve communications, through the use of all available media, to business customers, job seekers, service partners, and the public in and out of Region 3 Prosperity Region. Messaging will dispel service myths, promote common and specialty service opportunities, emphasize business leadership, and increase overall awareness of service availability.

Post-Secondary Education

1. Improve the awareness and availability of beyond-high school training opportunities to increase the incidence of talent and resident retention.

- a. Form a Northeast Michigan Collegiate Network Group to provide:
 - A collaborative approach to determine what educational opportunities would be most beneficial to the Region.
 - A focus on the Northeast Michigan business customer and student candidates
 - A vehicle for cost-sharing and cooperative marketing
 - A standard bi-annual opportunity to share trends, available assets, etc.

- b. Create a Collegiate Network Group agreement to regularly consider the pursuit of Federal/State/Foundation grants on a Prosperity Region 3 level.
- c. Assess the learning resources of each partnering post-secondary training institution.

2. Allow for greater economies among post-secondary educational organizations.

- a. Expand training into new areas.
- b. Provide off-campus training opportunities in underserved locations.
- c. Extend the use of available technologies to offer non-traditional training/learning options.

3. Increase worker retention rates, grow worker earnings, improve production capacities, and create company/organizational growth.

- a. Establish a continuous improvement “WHAT DO YOU WANT?” communication process with area employers.
- b. Establish greater incumbent worker and new worker training.
- c. Develop a quarterly mailing/emailing of a “WHAT DO YOU WANT?” news piece to area employers.
 - Keep fresh the intent of continuous improvement among Regional post-secondary educational institutions.
 - Establish a progressive “habit” of always asking the “WHAT DO YOU WANT?” question, thereby requiring all employment sectors to think forward.
 - Build a two-way communication process between employers and the Collegiate Network Group that could react within 90 days to training/learning requests.
 - Share with area high schools the regional design for identifying and supplying lifelong learning opportunities.

Adult Education Service Providers

1. **Reduce the number of dropouts, increase the number of people using Adult Basic Education (ABE) services, increase General Educational Development (GED) completions and create better client employment capacities.**
 - a. Improve the availability of ABE services.
 - b. Form a Prosperity Region 3 Education Advisory Group (EAG).
 - c. Exclusively prioritize those Prosperity Region 3 residents in need of basic learning assistance and thereby improve their employability capacities.
 - d. Streamline and improve the public awareness of regionally available ABE services.
 - e. Establish a common regional “voice” for those in need of ABE service to better express the size and diversity of the need.
 - f. Employ a fair methodology for ABE fund distribution, but also create a process which will most effectively follow-the-need within the Region.
 - g. Position the Prosperity Region 3 EAG to represent a larger target of ABE need when seeking additional grant funding.
 - h. Consider education alternatives for those leaving high school without a diploma and/or are learning deficient in the areas of workplace math, reading and computer literacy such as:
 - Non-traditional employer partnerships
 - A pilot program which places workplace literacy/job readiness as the measurable
 - Requesting State-level waivers to use alternative/innovative ABE performance standards related to workplace literacy
 - i. Heighten and make the high school learning experience critical by developing a message/campaign to reinforce the need to stay in and learn as much as you can while in school such as:
 - Dropouts offering personal messages in small class sessions
 - Employers offering personal messages on their learning/education expectations

- Third grade reading level message pieces explaining the challenges resulting from leaving school and/or avoid lifelong learning

2. Maximize limited fiscal resources for service effectiveness, efficiency, and diversity and ensure residents can more easily obtain services at locations “close-to-home”.

- a. Consolidate ABE and Michigan Works! services thereby reducing the need for infrastructure and create greater focus on client service provisions/ABE positive outcomes.
- b. Provide more focused employment readiness assistance to clients common to the ABE and Michigan Works! systems.

Talent Development & Retention

1. Retain talent workers in the region.

- a. Introduce a Northeast Michigan Business PLEDGE project. Companies would pledge to offer to one student annually:
 - A Coop-student opportunity while still in high school...and then,
 - An intern opportunity while in college...and then,
 - An apprenticeship-style employment option upon college completion
- b. Post a “JOB BOARD” in every high school to create early job awareness, facilitate teaching opportunities, and build a greater knowledge of the Regions commerce base.
- c. Use available technologies to transmit employment/business/entrepreneurship success stories emanating from Region 3 through Michigan (and beyond).
- d. Conduct a “shark-tank” style manufacturing “Pitch & Catch” Trade Show. Companies could pitch their products, raw material needs and operational specifics to invited manufacturers from across the State
- e. Bring the Live-Work-Detroit concept to northern Michigan (Live-Work-UpNorth).



Public Transit

1. Provide transportation to work and training.

- a. Develop an information packet about transit services in the region including brochures from each transit system and a regional brochure.
- b. Provide information to employers, employment agencies, colleges and schools.
- c. Hold Coordination meetings/roundtables to develop a strategy to meet the transit needs of the education and business sectors:
 - College admissions offices and transit agencies
 - Employment agencies and transit agencies
 - High schools and transit agencies
- d. Obtain Partnership Agreements from College admissions offices to function as a portal for transit information, advice, brochures, web site, and ride share bulletin boards.
- e. Obtain Partnership Agreements from Employment agencies to function as a portal for transit information, advice, brochures, web site, and ride share bulletin boards.
- f. Work with regional transit systems to identify opportunities to better serve transit dependent population in relation to workplace or educational transportation needs.
- g. Explore use of route deviation service and point deviation service for county and regional transit systems to provide timely and predictable transportation to work and school.