

**Michigan Educator's Apprenticeship and Training Association (MEATA) /Michigan Apprenticeship,
Internship, Mentoring (MI-AIM)
Drive-In Conference
November 17, 2016
Wanda Stokes Talking Points**

- Thank you for joining us today at this important event to recognize and support National Apprenticeship Week. As you know apprenticeships and skilled trades training are very important to Governor Snyder and myself. I am pleased that the Talent Investment Agency had the opportunity to partner with MEATA to bring attention to and celebrate the successes we have had expanding apprenticeships across the state.
- I am excited to be able to read Governor Snyder's proclamation in support of Apprenticeship Week in Michigan and would like to share it with you today:

WHEREAS, Registered Apprenticeship is a flexible, work-based training model that allows workers to earn a salary while they learn the skills employers demand in a variety of occupations. It meets national standards for registration with the United States Department of Labor (USDOL); and,

WHEREAS, employers are increasingly turning to Registered Apprenticeship as a workforce solution to help workers acquire 21st century postsecondary education credentials; and,

WHEREAS, Michigan is one of the leading states across the U.S. with a 15% increase in registered apprentices over the previous year, having over 1,000 registered apprenticeship programs, and over 14,000 active apprentices ; and,

WHEREAS, the Michigan Talent Investment Agency (TIA) champions efforts designed to provide a proven system of public-private partners to support and operate successful registered apprenticeship programs including Michigan Apprenticeships, Internships, and Mentoring; the Skilled Trades Training Fund; and Michigan Advanced Technician Training; and,

WHEREAS, the Michigan Apprenticeships, Internships, and Mentoring (MI-AIM): The Path to Work-based Learning Opportunities in Michigan provides a comprehensive outreach and communications strategy, resources and technical assistance with the aim of creating more registered apprenticeships and promoting other type of work-based learning; and,

WHEREAS, the Skilled Trades Training Fund (STTF) provides funding for businesses toward the training and establishment of new USDOL registered apprenticeships, and funded over 320 new apprenticeships in fiscal year 2016; and,

WHEREAS, the Michigan Advanced Technician Training (MAT2) celebrated the first program graduates, who were recognized on July 13, at the State Capitol. The 26 graduates represent a successful program completion rate of 84 percent; and,

WHEREAS, the Michigan Works! System, in partnership with the USDOL, assists employers across industry sectors with establishing new non-traditional Registered Apprenticeship programs and expanding existing programs. It helps job seekers connect to these career opportunities to create a diverse pipeline of skilled workers to meet industry's talent needs; and,

WHEREAS, the Michigan Apprenticeship Steering Committee, Inc. (MASCI) is educating Michigan's workforce and employer groups on the benefits of participation in registered apprenticeships; and,

WHEREAS, the Michigan Educators Apprenticeship and Training Association (MEATA), hosts its annual Spring Apprenticeship Conference where apprenticeship and work-based training representatives from across the state of Michigan are provided unique opportunities to learn, network, and collaborate; and,

NOW, THEREFORE, I, Rick Snyder, governor of Michigan, do hereby proclaim November 14 - 20, 2016, as Apprenticeship Week in Michigan.

- In addition to all that was highlighted in the proclamation, the Talent Investment Agency was recently awarded \$2.5 million from the US Department of Labor to expand apprenticeship efforts in Michigan and register at least 1,000 more apprentices over the next 18 months. We could not be more excited and ready for this opportunity.
- Developing and supporting skilled trades continues to be a priority in Michigan and the legislature's investments in these efforts continues to increase and we continue to see the results of increased skilled trades training and placements including apprenticeships.
- One of these investments is the Going Pro Campaign. A highly visible awareness and media campaign bringing attention to skilled trades and professional opportunities all across the state in many different occupations.
- Goals of the campaign include:
 - Raising awareness of the opportunities in the skilled trades
 - Changing perceptions of the skilled trades – they are not all dirty jobs
 - Helping guidance counselors and parents understand that a four-year college degree isn't the only path to a rewarding, good-paying job
- Look for more information regarding the campaign on the website: www.going-pro.com, which is part of our state's main talent matching platform, MI Talent Connect, and also look for billboards and media spots to come. The state is also planning a series of high-profile events around the Going Pro campaign so please stay tuned for more information.
- In addition to the special web pages on mitalent.org that feature facts to clear up some misperceptions regarding skilled trades, educational resources and videos by Mike Rowe and Tom Daldin have been designed to show K-12 students the benefits of selecting the skilled trades as a career option. Getting to this audience and building a pipeline now is vital to the expansion of skilled trades in Michigan. We need to get the message across about these high paying, highly technical career opportunities.