



Michigan  
Talent Investment Agency  
Department of Talent and Economic Development



# Michigan ApprenticeshipUSA Industry Cluster Approach (MAICA)

Lauren Clay, Work-Based Learning Specialist, Registered Apprenticeships  
Mary Lynn Noah, TED Assistant Director



## Apprenticeship Background in Michigan

- Growing Registered Apprenticeship is a **priority** for Governor Snyder
- Michigan is **8<sup>th</sup> in the country** for Registered Apprenticeship





## State Expansion Grant

- **\$2,499,520** to support **1,004** new apprenticeships statewide and create and maintain an environment to breed more registered apprenticeship opportunities within Michigan
- **37** grants awarded; most to State Workforce Agencies
- Michigan is one of only **6** states that received an Industry Cap Breaker
- Grant period of performance began on November 1, 2016 and completes on **April 30, 2018**



# Seven Goals

There are **seven** goals of the ApprenticeshipUSA Expansion grant of \$2.5 million awarded to Michigan:

1. **Increase** Registered Apprentices in Michigan
2. **Increase** businesses using Registered Apprenticeships
3. **Increase** new Registered Apprenticeship programs
4. **Increase** underrepresented populations (women, minorities, youth, individuals with disabilities, and veterans) in Apprenticeship
5. **Increase** the use of WIOA (Workforce Innovation and Opportunity Act) services to support Registered Apprenticeships
6. **Integrate** apprenticeship experts into Michigan's workforce development system
7. **Establish** the **Apprenticeship Learning Network (ALN)** to increase awareness of the benefits and effectiveness of Registered Apprenticeships



# Base Proposal: 590 New Apprentices

- TIA has prioritized workforce development efforts around **three** high-growth industry clusters including:
  - Energy
  - Health Care
  - Manufacturing
  
- The grant is focused on **expanding** the number of Registered Apprentices by **590**, in the following occupations:
  - Electric Line Workers
  - Telecommunications Line Installers and Repairers
  - Power Plant Operators
  - Medical Assistants
  - Industrial Manufacturing Technicians
  
- Create at least **8** new RA programs





# Base Proposal: 590 New Apprentices

Project	Program Occupations	Employer Partners	College or RTI Provider	Grant Amount	Number of RAs
Michigan Energy Workforce Development Consortium	Electrical Power Line Installers and Repairers, Telecom Line Installers and Repairers, and Gas Line Technicians	Consumers Energy and DTE Energy	Henry Ford College	\$570,255	220
Michigan Works! Southwest Industrial Manufacturing	Industrial Manufacturing Technician	Rosler Metal Finishing and Bleistahl North America	Kellogg Community College	\$150,000	40
West Michigan Works! Medical Assistant RA Programs	Medical Assistant	Mercy Health, Spectrum Health, and Cherry Health	Grand Rapids, Montcalm and Muskegon Community Colleges	\$203,900	72



# Base Proposal: 590 New Apprentices

The Talent Investment Agency is also leveraging funding from State and Federal sources to reach the Base Grant award performance commitment of **590** new Registered Apprentices.

Leveraged Funding Source	Number of Registered Apprentices	
Skilled Trades Training Fund (STTF)	148	
Michigan Advanced Technician Training (MAT <sup>2</sup> )	75	
Workforce Innovation and Opportunity Act	35	
Base Grant Total:	\$924,155	590



# Industry Cap Breaker: 414 Apprentices

## Expand Registered Apprenticeship in:

- Agriculture
- Advanced Manufacturing
- Construction
- Health Care
- Information Technology (IT)

The Industry Cap Breaker will create an additional **414** new apprentices and **12** new RA programs – above and beyond the base proposal.

## Four partners will lead this project to accelerate industry adoption of Registered Apprenticeship:

- Northwest Michigan Works! (NMW)
- Upward Talent Council
- West Michigan Works! (WMW)
- Automation Alley








# Industry Cap Breaker: 414 Apprentices

Partner – Sub-Grantee	Targeted Industries	Incentive Grant Total - \$2,000 per RA	Number of RAs
Automation Alley	Advanced Manufacturing and IT	\$340,000	170
Northwest Michigan Works	Agriculture and Craft Beverages	\$36,000	18
West Michigan Works	Advanced Manufacturing, Construction and IT	\$380,000	190
Upward Talent Council	Advanced Manufacturing, Construction, and Healthcare	\$72,000	36



  
 STATE OF MICHIGAN  
 DEPARTMENT OF TALENT AND ECONOMIC DEVELOPMENT  
 LANSING

ROGER CURTIS  
 DIRECTOR

RICK SNYDER  
 GOVERNOR

**OFFICIAL**  
**Talent Investment Agency (TIA)**  
**Policy Issuance (PI): 17-02**

**Date:** January 12, 2017

**To:** Michigan Workforce Agency (MWA) Directors

**From:** Wanda M. Stokes, Director *SIGNED*  
 Michigan Talent Investment Agency (TIA)

**Subject:** Funding and Requirements for Apprenticeship Success Coordinators

**Programs Affected:** All programs and grants administered by the TIA

**References:** Workforce Innovation and Opportunity Act (WIOA) of 2014,  
 Public Law 113-128 (29 United States Code Section 3101, *et. seq.*)  
 WIOA Final Rule, 20 Code of Federal Regulations Parts 603, 651, 652, 653,  
 654, 658, 675, 679, 680, 681, 682, 683, 684, 685, 686, 687, and 688,  
 Published August 19, 2016  
 Michigan Industry Cluster Approach (MICA) Guidelines,  
 Issued July 26, 2012  
 Michigan Registered Apprenticeships Funding and Resources Guide  
 PI: 15-12 Procurement

**Rescissions:** None

**Background:** In 2016, Congress appropriated \$90 million for use through the  
 ApprenticeshipUSA initiative. ApprenticeshipUSA is a national campaign  
 bringing together a broad range of stakeholders, including employers, labor  
 organizations, states, and education and workforce partners to expand and  
 diversify Registered Apprenticeship (RA) in the United States.

The funding is intended to assist states and their partners develop and  
 implement comprehensive strategies to support RA expansion; engage  
 employers, industry and workforce intermediaries, and other collaborators to  
 expand and market RA to new sectors and underserved populations;  
 enhance state capacity to conduct outreach and work with employers to start  
 new programs, and expand and diversify participation in RA through state  
 innovations, incentives, and system reforms.

TED is an equal opportunity employer/program.  
 Auxiliary aids, services and other reasonable accommodations are available upon request to individuals with disabilities.  
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# Apprenticeship Success Coordinators Policy 17-02



# Apprenticeship Success Coordinators

**Policy Issuance 17-02** allocated funds to support Apprenticeship Success Coordinator (ASC) functions in each Michigan Works! Agency - **\$37,500**

Coordinators will:

- Be members of and **collaborate** with Business Solutions Teams, assist employers with local projects to effectively launch, register, conduct, report on and ensure successful completion of new or expanded Registered Apprenticeships
- **Promote** the advantages of Registered Apprenticeships
- **Foster** and **establish** new, sustainable Registered Apprenticeship Programs
- Assist to use Registered Apprenticeship as a tool to **create** pipelines of skilled workers
- **Serve** as a facilitator, problem solver, systems change agent, and relationship builder in support of Registered Apprenticeship Expansion



# Apprenticeship Success Coordinators

Coordinators will:

- Communicate and collaborate closely with the USDOL Office of Apprenticeship State Director and Apprenticeship Training Representatives to **register** and **expand** Apprenticeships using:
  - Joint Employer Site Visits
  - Regional Employer Forums
  - Company Referrals
  - Escalated Technical Assistance
- Act as **intermediaries** between Registered Apprentices and employers
- **Encourage** access to and use of available workforce development system resources, especially from STTF, MAT<sup>2</sup>, WIOA, TAA, PATH, FAE&T, And Veteran Affairs approved Registered Apprenticeships
- **Coordinate** and align all Registered Apprenticeship Expansion Activities with their local Workforce Development Boards' priorities and strategic plans



# Apprenticeship Learning Network



## Module #1

Apprenticeship 101

## Module #2

Engaging Underrepresented  
Populations

## Save the Date!

**Module #3** – *August 3<sup>rd</sup>*

Increasing Employer Engagement

**Module #4** – *November 7<sup>th</sup>*

Growing Apprenticeships in Targeted Industries and Occupations

Register at [www.michiganworks.org](http://www.michiganworks.org)

All sessions are held at the Okemos Conference Center.



## Marketing and Branding

- USDOL Office of Apprenticeship new marketing contract
- State is working on increasing awareness of professional trades – **Going Pro** website ([www.going-pro.com](http://www.going-pro.com)), materials and [videos](#)
- As part of the grant, **collateral** material is in the process of being **created**



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# Questions?

Lauren Clay, Specialist

Work-Based Learning, Registered Apprenticeships

[ClayL3@michigan.gov](mailto:ClayL3@michigan.gov) or 517.241.8783