



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

FY 2021 NEW INITIATIVES: Talent Expansion

April 16, 2021

MEDC is committed to enabling long-term economic opportunity for all Michiganders



MISSION

Achieve long-term economic prosperity for Michiganders by investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide



VISION

Make Michigan's economy the nation's fastest growing, most equitable and most resilient by:

Achieving 'Top 10' status for:

- Job growth in targeted sectors
- Equitable job growth
- Real median household income growth

Attaining the largest net gain of talent in the Midwest.

GUIDING PRINCIPLES



Sustainable, long term growth

Catalyze long-term job growth. **Ensure resilience** of Michigan's economy against downturns and **automation potential**.



Regional impact

Empower and support every region – from rural areas to urban cores – in improving economic outcomes.



Equitable, high-wage growth

Drive equitable pathways toward high-wage growth by enabling industries, communities and businesses that provide opportunities for all.



Customer focus

Ensure a customer (businesses, communities, entrepreneurs) and partner orientation in all we do.

STRATEGIC FOCUS AREAS



Attract, retain and support businesses

Aggressively work to attract and retain companies in target industries that support growth in jobs, wages and investment



Foster high-wage skills growth

Collaborate on efforts to produce, attract and retain the skills needed for in-demand and high growth occupations in focus industries



Develop attractive places

Attract talent through innovative placemaking and streamlining development processes at the community level to transform underutilized properties into vibrant areas



Catalyze entrepreneurship

Strengthen the ecosystem that enables more entrepreneurship, commercialization and new business creation



Market the state

Promote Michigan's image as a world-class business location and travel destination

New Strategic Initiatives

1. Industry 4.0 Leadership: Multi-pronged effort to ensure Michigan's small to medium-sized manufacturers are prepared to adopt Industry 4.0 technologies. ***MSF approved in December, 2020.***

2. Talent expansion: Retain, train, and attract talent for occupations that impact multiple strategic industries. ***For MSF consideration in February, 2021.***

2020 MEDC Strategy Plan:

Identified need for the MEDC to play a more proactive role in talent expansion



Foster high-wage skills growth

Collaborate on efforts to produce, attract and retain the skills needed for in-demand and high growth occupations in focus industries

2020 strategic planning identified the need to collaborate and build out three different programming areas:

- ① Develop targeted **training** programs that fill needs for focus industries.
- ② Need to develop programming to **attract talent** in addition to CD efforts.
- ③ Need to **retain college graduates**.

Michigan's Talent Challenges:

Michigan has a handful of primary talent challenges to address.



Pre-COVID:

- ① Shrinking Talent Pool
- ② Supply-demand mismatch
 - Lack of post-secondary credentials
 - Skills mismatch
 - Large unmet need for tech talent

Post-COVID:

- ③ Employment loss for low-wage workers

Challenges and Solutions: New programs help address statewide challenges

Challenges	Solutions
Assisting displaced & low-skill workers	<div><div><div>1. Michigan Reconnect Program</div><div>2. LEO E&T Adult Education and Vocational Rehabilitation</div><div>3. Michigan Works! Federal programs</div></div><div></div></div>
Shrinking population	<div><div><i>Proposed: Tech Talent Expansion: 1a. STEM interns for start-ups</i></div><div><i>In development: Tech Talent Expansion: 1b. Remote worker attraction.</i></div><div>2. Export internship</div></div>
Lack of post-secondary credentials	<div><div><div>1. Futures for Frontliners</div><div>2. Michigan Reconnect Program</div></div><div></div><div><i>MSF-approved: Jobs Ready Michigan</i></div></div>
Skills mismatch for current workforce	<div><div>1. Going PRO Training Fund</div><div><i>Proposed: Regional Talent Innovation Grants</i></div></div>
Large unmet demand for tech talent	<div><div><i>Proposed: Tech Talent Expansion: 1a. STEM interns for start-ups</i></div><div><i>In development: Tech Talent Expansion: 1b. Remote worker attraction.</i></div></div>

Regional Talent Innovation Grant Program

Summary

- \$7.5 million in CDBG-CARES Act funding
- Funding will allow eligible applicants to administer training programs that target growth in specific occupations in high-demand for regional employers
- Priority given to training programs that focus on low-to-moderate income individuals
- Individual grant amounts range from \$500,000 to \$950,000

Eligibility

- Applicant(s) located within the boundaries of the region it serves
- Demonstrate the training program will retain or train workers, post-secondary students, and/or job seekers for high-priority occupations
- Applications **MUST** have a local economic developer and workforce development partner
- Possess the ability to qualify individual trainees or job classifications as low-to-moderate income (LMI)

Regional Talent Innovation Grant Program

Timeline

Anticipated Program Timeline (subject to change)

March 23, 2021	April 12, 2021	May 7, 2021	June 2, 2021	July 31, 2021	April 30, 2022
<ul style="list-style-type: none">• Regional Talent Innovation Grant Program Approval - MSF Board	<ul style="list-style-type: none">• Application window opens• State-wide office hours held. Questions e-mailed to rtig@michigan.org	<ul style="list-style-type: none">• All Applications will be due by 5pm	<ul style="list-style-type: none">• Applicants notified of grant award decision.• Background check forms will be given to awardees and must be submitted to the MEDC within 24 hours	<ul style="list-style-type: none">• Grant agreements executed & disbursement requests made	<ul style="list-style-type: none">• Final compliance reporting due to the MEDC

For more information, visit www.michiganbusiness.org/rtig

Regional Talent Innovation Grant Program

Evaluations

- Fit with MEDC strategy
- Fit with community vision/priority/strategy
- Applicant capacity and program management
- Partnership and resource leveraging
- Metrics
- Alignment with Sixty by 30 Goal

Regional Talent Innovation Grant Program

Examples of Training Programs

- Customized job training boot camps to fill jobs that are currently vacant with local/regional employers
- Customized job training incentives for job creation
- Grants for displaced workers to attend industry-recognized training programs for targeted occupations



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Music



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THANK YOU
