MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Advanced Manufacturing

Higher Education Strategic Investment Grant Initiative Webinar

April 12, 2024

Objectives for Discussion

1. **Overview of MEDC Talent Solutions and Talent Action Team (TAT) model**
   - Goals, structure and employer partners
   - Priority roles and skills profiles

2. **Grant Application Overview**
   - Overview of grant priorities
   - Guidance for successful submission
   - Application tasks and timeline

MEDC Talent Solutions

MEDC Talent Solutions

Offers a concierge service to provide key employers in Michigan a competitive advantage with ready-to-deploy talent sourcing & training solutions

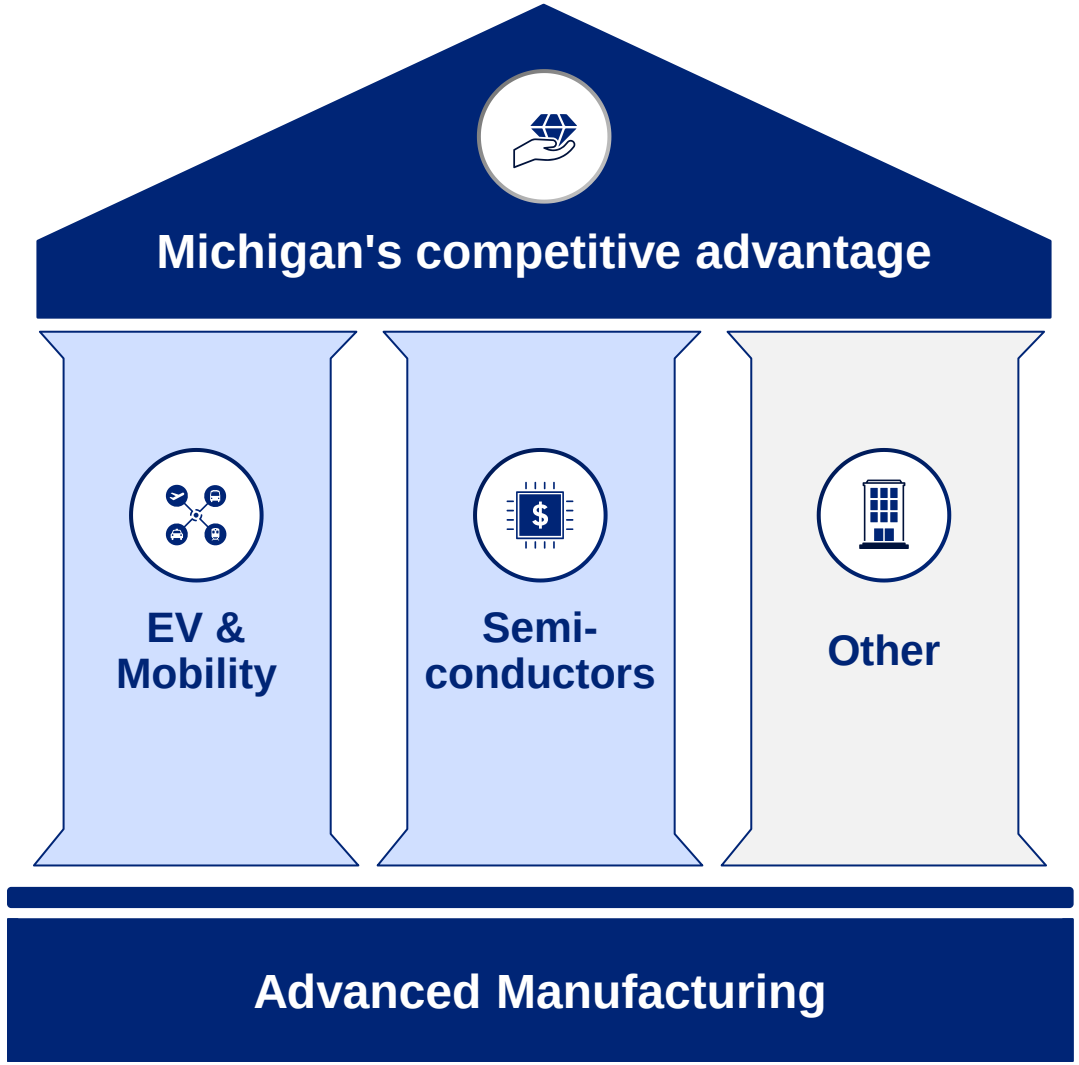
1. Developing strategic labor and skill forecasts in partnership with companies

2. Promoting advanced manufacturing employers as great places to work, offering highly purposeful and rewarding career

3. Deepening diverse talent pools by creating opportunities for Michiganders to join the growing advanced manufacturing sector

4. Partnering with training providers to develop tailored, accelerated, flexible programs

TATs launched and plans to leverage its infrastructure to support companies in MI across other industry sectors



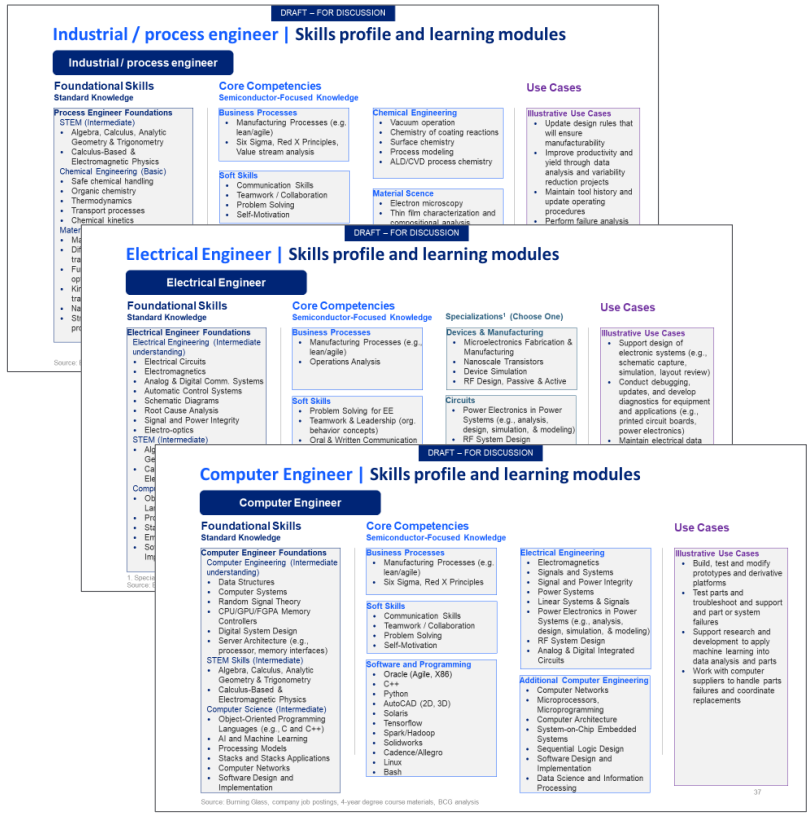
We launched **Talent Action Teams (TATs)** across the Advanced Manufacturing industry to deliver:

- ✓ **Employer-centric** training and marketing efforts to promote priority roles in industry
- ✓ **Training and recruitment** partners to expand key pipelines and support underrepresented job seekers
- ✓ Direct access to **top tech and engineering talent** to core employers.

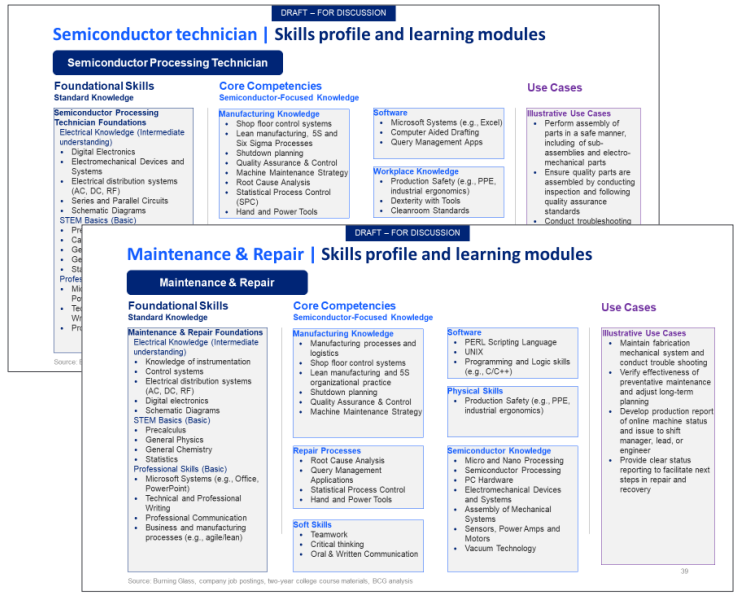
MEDC's Talent Action Team | Michigan Business

TAT has developed skills profiles for the EV and semiconductor priority roles. Some examples below:

Roles requiring a 4-year degree



Roles requiring a certificate or 2-year degree



Skills profiles will be used for:

- Assessment of existing curriculum
- Initial development of new curriculum
- Identifying job types for recruitment efforts

See appendix for further details

Application Overview

Key Initiatives

Programmatic solutions to goals aligned with industry:

- Build a more **diverse pipeline** by raising awareness of the advanced manufacturing industry at a young age and increasing access to existing or future relevant education programs
- Develop **training** programs that meet MI industry need now, but that can be quickly scaled to future years if business attraction and expansion opportunities occur
- Connect more of Michigan's top engineering talent with **opportunities in Advanced Manufacturing (e.g. EV, mobility, semiconductor)**

Focus on 3 areas or initiatives:

PK-12 Engagement: Promoting engineering / career readiness and advanced manufacturing industry awareness among PK-12 students.

Curriculum Development & Incumbent Training: Developing curriculum and flexible training models that meets current industry demands (e.g., technicians) and develop the infrastructure to quickly scale if, and when, new needs arise.

The Michigander Scholars: Connecting tech and engineering students at your institution with internship and full-time hire opportunities, as well as mentorship and networking, with participating core employers.

Priority Roles for strengthening Michigan's competitive advantage

Engineers

- Bachelors in computer, electrical, industrial, process, **maritime**, **materials**, **nuclear**

Software Developers

- Bachelors in computer science *or*
- Associate or certificate in software

Production Workers

- HS diploma *or* GED

Maintenance & Repair

- Associate *or*
- HS diploma / GED *and* certificate / apprenticeship

First-Line Supervisors

- Production experience
- Associate, HS diploma, or GED

Processing Technicians

- Associate o*r*
- HS diploma / GED *and* certificate / apprenticeship

Grant Funding Categories

PK-12 Engagement

Funds to **host and visit PK-12 students showcasing advanced manufacturing** career paths to grow the industry's long-term talent pipeline.

Curriculum Development & Incumbent Training

Funds to **develop new curriculum and update existing programs** to produce graduates more closely aligned to employer skill needs.

And to **develop custom trainings to meet TAT employer upskilling / reskilling needs**.

The Michigander Scholars

Funds to **organize and participate in student / employer activities** to retain Michigan's highly skilled young people.

Strategic investments will support pipeline building in Advanced Manufacturing

Recruitment

Faculty & Staff

Program Costs

Student Support

Investments In Scope

- **Marketing campaigns** related to specific programs that serve TAT priority roles
- **HS outreach** focused on enrolling HS'ers in relevant programs
- **K-12 outreach** focused on industry awareness (e.g., plant tours)

- **Industry training** or experiences for faculty (e.g., plant tours, faculty externships)
- **Attracting faculty or career advisors** with industry experience (e.g., signing bonuses, first year salary)
- **Indirect cost maximum 10%** of total funding request

- **Curriculum design** to create new programs aligned with employers' needs (e.g., dedicate faculty time)
- Purchase of **technology** (e.g., software licenses)
- Modifying coursework for virtual delivery where appropriate to **reach nontraditional students**

- Experiences and resources that increase visibility into **EV, mobility, and semi career paths**
- Stipends to support additional costs like **childcare or transportation** in identified industry programs / events

Investments Out of Scope

- **Costly marketing efforts** (e.g. print materials) with low ROI or broad application
- **K-12 outreach** with broad STEM applications

- **Faculty or advisor salaries** in perpetuity

- **Program development** not tied to serving the priority roles
- **Capital equipment or space** with broad applications

What a good proposal includes

- ❑ Defined timeline of program deliverables that fit within the eligible funding period (Jan 1, 2025 – June 30, 2026).
- ❑ Ability to scale / plans for future implementation of program beyond grant cycle.
- ❑ Illustration of how proposal will meet priority roles.
- ❑ Adaptability to accommodate / modify based upon the feedback from the audience or TAT employer partner(s).
- ❑ Explanation of how completion of program will benefit TAT employer(s), community, industries, etc.
- ❑ Each proposal must demonstrate eligibility for ARPA FRF funding.
- ❑ ***PROPOSALS MUST BE SUBMITTED BY 11:59 PM EST ON MAY 31, 2024, DEADLINE.***

Application Tasks

Create Account

- Eligibility Requirements:
  - Community college
  - 4-year college / university
  - Private training provider
  - Workforce training entity

Create Profile

- Key Contact
  - Subject to background check process prior to disbursement
- Organizational Questions
  - Current connections to advanced manufacturing industry

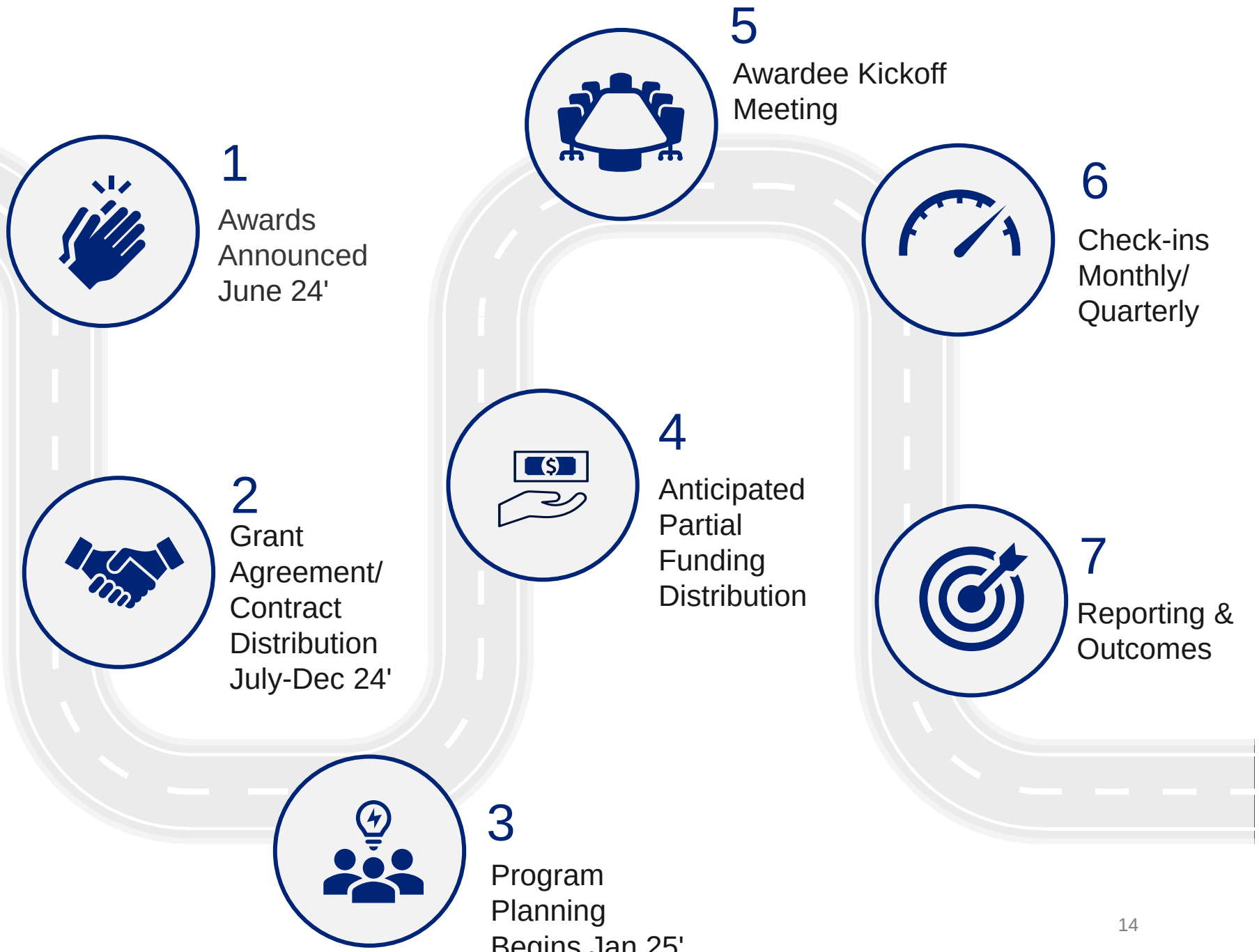
Program Proposals

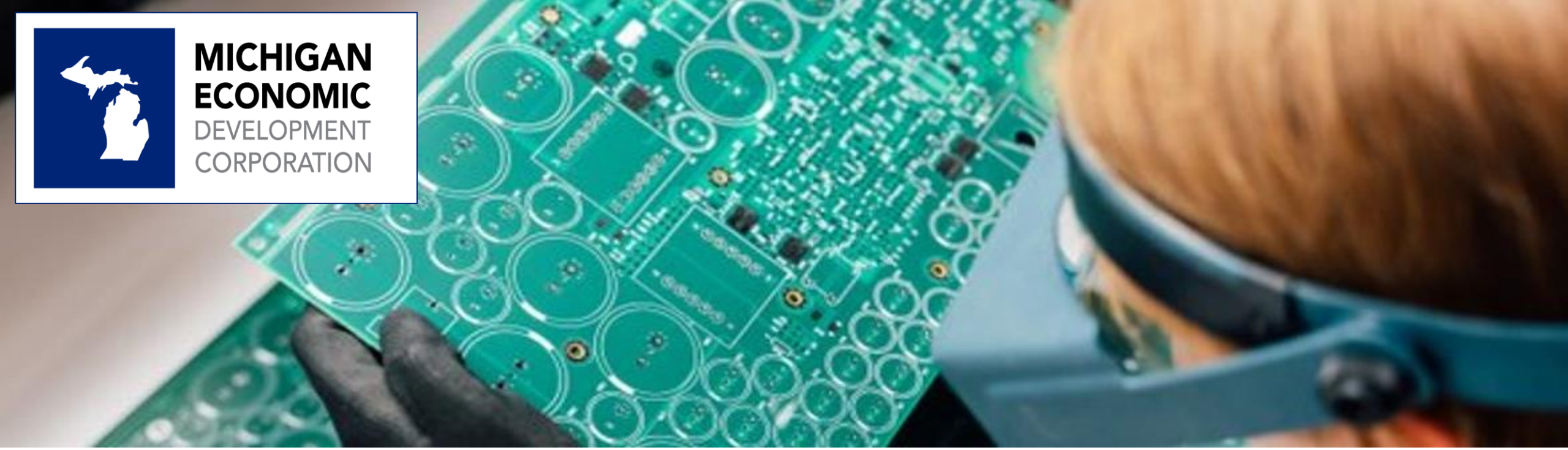
- Individual Submission per Proposed Program
  - Category
  - Description & scope of reach
  - Cost breakdown
  - Matching funds
- Submission Limits

Deadlines

- Tentative portal date launch of **April 29th**.
- All proposed program submissions due by **May 31, 2024**
- Announcement **June 2024**

Timeline: Post Application





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THANK YOU

Appendix

Current TAT Employer Partners

- Aisin
- BorgWarner
- Bosch
- Denso
- Ford
- General Motors
- LG Energy Solution
- Magna
- Mahle
- Mobis
- Nissan
- Our Next Energy
- Shape Corp.
- Subaru
- Toyota
- Ultium
- ZF

- Calumet Electronics
- Hemlock Semiconductor
- KLA
- SK Siltron CSS