

Appendix A :: Educational Requirements For Michigan's Growth Occupations



Growth Occupations Requiring An Associate Degree

	1996	2006	Change	% Change
Registered Nurses	71,011	80,235	9,224	13.0
Health Prof/Paraprof/Techns, NEC	19,479	23,831	4,352	22.3
Dental Hygienists	6,769	8,857	2,088	30.8
Teacher Aides, Paraprof	22,164	23,540	1,376	6.2
Respiratory Therapists	2,955	4,282	1,327	44.9
Paralegals	2,393	3,538	1,145	47.8
Electrical and Electronic Techns	5,432	6,515	1,083	19.9
Medical Records Technicians	2,594	3,663	1,069	41.2
Engin Technician/Technology, NEC	13,370	14,303	933	7.0
Mechanical Engineering Techncs	3,850	4,446	596	15.5
Science Technicians, NEC	3,812	4,225	413	10.8
Med/Clinical Lab Technicians	4,142	4,537	395	9.5
Radiologic Technicians	1,189	1,542	353	29.7
Radiologic Technologists	967	1,309	342	35.4
Psychiatric Technicians	3,776	4,103	327	8.7
Cardiology Technologists	916	1,240	324	35.4
Radiologic Techs, Hospitals	3,659	3,945	286	7.8
Civil Engineering Technicians	1,326	1,597	271	20.4
Chemical Techncs, Exc Health	2,999	3,193	194	6.5
Legal Assistants, NEC	629	766	137	21.8

Source: Michigan Department of Career Development

Growth Occupations Requiring Post-Secondary Vocational Training

	1996	2006	Change	% Change
Automotive Mechanics	28,155	30,036	1,881	6.7
Emergency Medical Technicians	4,860	6,548	1,688	34.7
Licensed Practical Nurses	21,038	22,691	1,653	7.9
Drafters	24,658	25,909	1,251	5.1
Data Processing Eqp Repairs	2,965	4,099	1,134	38.2
Medical Secretaries	9,072	10,189	1,117	12.3
Welders and Cutters	14,877	15,967	1,090	7.3
Data Entry Keyers, Exc Composing	11,450	12,510	1,060	9.3
Electronic Repairs, Commerc/Ind	2,505	3,173	668	26.7
Travel Agents	4,602	4,983	381	8.3
Aircraft Mechanics	2,704	2,998	294	10.9
Elect Motor, Transform Repair	906	1,160	254	28.0
Computer Programmer Aides	2,910	3,146	236	8.1
Manicurist	693	917	224	32.3
Secretaries, Ex Legal or Med	100,446	100,663	217	0.2
Surveying/Mapping Technics	1,777	1,927	150	8.4
Surgical Technologists	1,628	1,768	140	8.6
Broadcast Technicians	1,076	1,155	79	7.3
Radiation Therapists	722	779	57	7.9

Source: Michigan Department of Career Development

Growth Occupations Requiring Long-Term On-The-Job Training

	1996	2006	Change	% Change
Cooks, Restaurant	22,211	26,464	4,253	19.1
Corrections Officers	14,230	17,011	2,781	19.5
Electricians	24,971	27,467	2,496	10.0
Police Patrol Officers	16,375	18,614	2,239	13.7
Heat, A/C, Refrig Mechanics	7,177	9,057	1,880	26.2
Flight Attendants	5,621	7,153	1,532	27.3
Plumbers/Pipefitters/Steamfitters	13,758	15,014	1,256	9.1
Automotive Body Repairers	9,433	10,574	1,141	12.1
Carpenters	30,387	31,355	968	3.2
Cooks, Institutions/Cafe	11,895	12,722	827	7.0
Machinists	21,354	22,150	796	3.7
Electronic Pagination Syst Workers	970	1,761	791	81.5
Elect Powerline Intirs/Repairs	5,191	5,946	755	14.5
Brick Masons	4,876	5,571	695	14.3
Bus, Truck, Diesel Eng Mechs	8,610	9,222	612	7.1
Electric/Electro Equip Mechs, NEC	1,970	2,557	587	29.8
Telephone/Cable TV Instllr/Repairs	4,825	5,392	567	11.8
Precision Workers, EC	3,117	3,608	491	15.8
Concrete & Terrazzo Finishers	2,913	3,394	481	16.5

Source: Michigan Department of Career Development

Growth Occupations Requiring Moderate-Term On-The-Job Training

	1996	2006	Change	%Change
Sales Representatives, NEC	38,862	43,485	4,623	11.9
Medical Assistants	9,760	14,099	4,339	44.5
Numerical Control Mach Operators	7,966	10,703	2,737	34.4
Metal/Plast Setters/Oprs, NEC	11,066	13,719	2,653	24.0
Packaging/Filling Mach Operators	9,814	12,326	2,512	25.5
Human Services Workers	7,868	10,358	2,490	31.6
Instructors & Coaches, Sports	7,031	9,131	2,100	29.9
Combin Mach Tool Setters	7,338	9,234	1,896	25.8
Plast/Mold Mach Oprs/Tndrs	10,759	12,519	1,760	16.4
Sales Reps, Science	15,530	17,286	1,756	11.3
Salespersons, Parts	10,795	12,508	1,713	15.9
Sales & Related Workers	11,639	13,246	1,607	13.8
Dental Assistants	6,957	8,500	1,543	22.2
Sales Agents, Business	7,577	8,886	1,309	17.3
Metal/Plast Oprs/Tndrs, NEC	5,556	6,808	1,252	22.5
Telemarketers, Door-To-Door Sales	14,357	15,603	1,246	8.7
Painters & Paperhangers	10,600	11,822	1,222	11.5
Phys, Correct Therapy Assts	2,329	3,487	1,158	49.7
Combin Mach Tool Oprs/Tndrs	3,984	4,932	948	23.8
Paving/Surfacing/Tamping Oprs	1,946	2,849	903	46.4

Source: Michigan Department of Career Development

Growth Occupations Requiring Short-Term On-The-Job Training

	1996	2006	Change	%Change
Salespersons, Retail	137,654	160,231	22,577	16.4
Cashiers	119,089	139,440	20,351	17.1
Helpers & Laborers, NEC	69,936	83,445	13,509	19.3
Food Preparation Workers	53,931	65,536	11,605	21.5
Waiters & Waitresses	79,472	89,702	10,230	12.9
Home Health Aides	22,971	33,114	10,143	44.2
Reception/Information Clerks	38,730	47,996	9,266	23.9
Hand Packers & Packagers	38,664	47,627	8,963	23.2
General Office Clerks	106,175	113,954	7,779	7.3
Maintenance Repairers, Gen Util	51,062	58,218	7,156	14.0
Comb Food Prep/Serv Workers	45,794	52,600	6,806	14.9
Truck Drivers, Light	34,192	40,513	6,321	18.5
Stock Clerks: Stockrm/Warehouse	29,174	34,811	5,637	19.3
Nursing Aides & Orderlies	44,026	49,170	5,144	11.7
Adjustment Clerks	11,100	16,193	5,093	45.9
Guards	24,799	29,075	4,276	17.2
Truck Drivers, Heavy	46,499	50,667	4,168	9.0
Traffic/Shipping/Recvng Clks	33,545	37,521	3,976	11.9
Cooks, Fast Food	15,654	19,603	3,949	25.2
Counter & Rental Clerks	16,410	19,831	3,421	20.8

Source: Michigan Department of Career Development

Appendix B :: Upper Peninsula Workforce/Career Development Survey Results



Introduction

In anticipation of two regional workforce development roundtable discussions to be held in Michigan's Upper Peninsula on April 5 and 6, 2001, questionnaires were sent to those invited to participate to gauge current workforce development concerns. In the last year, Workforce Development Boards in each region have gone through extensive strategic planning; this questionnaire was not intended to duplicate that process, but rather to facilitate the discussion at the roundtables.

General Themes

It is apparent that the respondents believe that workforce development is critical to the Upper Peninsula.¹¹ Several themes were repeated throughout the survey responses:

- Training opportunities need to be strengthened
More training is needed, starting earlier in schools and utilizing better equipment and qualified trainers.
- Awareness of required job skills must be increased
Starting early, students should understand what skills are needed for employment in today's economy.
- Education and industry should improve communications
Better align education and training with the needed job skills.



Brief Narrative

The respondents were asked to identify the current top workforce-related issue in the region, and responses were varied: 41 percent cited the lack or loss of high paying, skilled jobs, and 35 percent cited the lack of skilled workers. Most indicated that their top issue had not changed in the last year.¹²

When asked whether businesses were familiar with the workforce/career development programs in the region, a large majority of the responses fell within the range of not familiar to somewhat familiar. Forty-seven percent said that better marketing or communications about these programs would increase the awareness and use of programs. While respondents believe that businesses were not very familiar with the workforce development programs in their area, 58 percent of those responding had seen the MDCD marketing campaign and many expressed positive comments.

Respondents have different opinions about how educational providers rate in providing students an education that prepares them for work in the region. Using a rating scale of one to ten, with one being very low and ten being high, 23 percent of the respondents gave high schools a high rating (7–8 on a scale of 1–10; however 52 percent did not comment at all about high schools). Thirty-five percent of respondents rated adult education programs average (4–5 on a scale of 1–10—35 percent did not comment on adult ed). Respondents rated community colleges high (64 percent gave ratings of 7–8). Four-year colleges were rated as high (53 percent gave ratings of 7–8).

The region's biggest challenges in terms of ensuring that students are prepared for careers, including technical careers, were identified as: awareness of needed job skills and matching education and training to those needs; the availability of updated equipment and qualified instructors to train the workforce appropriately; and overcoming the *voc tech image*.

Many ideas were expressed regarding enhancing the career development system to help those who need skills upgrades. Ideas ranged from improving the quality of the equipment used in training to encouraging greater cooperation between industry and education/training programs.

¹¹Of the 52 questionnaires sent, 17 (or 32 percent) were returned. See Upper Peninsula survey questions and tallied responses.

¹²See page 33.

Numerous proposals were offered to strengthen the linkages between economic development and workforce development. Suggestions included having MEDC account representatives provide more formalized feedback to the local Workforce Development Boards, implementing less centralized procedures and more flexibility per each region's needs, and educating the workforce.

It is clear that retaining and building a skilled workforce is important to residents of the Upper Peninsula. Proposals to keep Michigan strong in this area centered on improving and increasing education and training; and increasing awareness of the skills needed for employment in today's economy as well as increasing awareness of the kinds of jobs available.

MDCD Environmental Scan

As mentioned previously, Workforce Development Boards in each region have gone through extensive strategic planning. Not surprisingly, the environmental scan conducted in the Upper Peninsula by the Workforce Development Board echoes some of the issues that were brought to the forefront in our survey. The Michigan Works! goals include increasing education/business partnerships and increasing career development awareness, beginning in schools.

Summary

Respondents of the survey believe that workforce training is critical and must be enhanced by continuing to encourage it, starting in high school and beyond. In order to provide adequate training, equipment must be up to date and the trainers must remain proficient in their skills. Awareness of the skills needed for today's jobs needs to be increased, and industry and education need to improve communication about skills that are required to more fully match available jobs with skilled employees.

Upper Peninsula :: Workforce/Career Development Survey

1. What is the current #1 workforce related issue for your region? Has it changed in the last year?

2. On a scale of 1-10 (1 being not familiar and 10 being very familiar), how familiar are businesses in your region with available workforce/career development programs?

How can the awareness and use of these programs be increased?

Have you seen the MDCD marketing campaign? Do you have any feedback/comments?

3. Again on a scale of 1-10 (1 being not well and 10 being very well), how well do educational providers do in providing students an education that prepares them for work in your region?

High Schools?

Adult Education?

Community Colleges?

Four-year Colleges/Universities?

4. What is your region's biggest challenge in terms of ensuring students are prepared for careers including technical careers?

5. How can the career development system be enhanced to help those who need skills upgrades – the underemployed incumbent workers in your region? The unskilled?

6. Michigan has nationally recognized workforce and economic development systems; how can the linkages between the systems be enhanced to maintain our *best in class* reputation?

7. What ideas do you have as to how we can better ensure that Michigan remains competitive with other states in terms of retaining and building a skilled workforce?

Name: _____
(Optional)

Upper Peninsula :: Workforce/Career Development Survey Data

1. What is the current #1 workforce related issue for your region?

Lack/loss of available high paying/skilled jobs (5)

Shortage of skilled workers (5)

Downsizing (2)

Workforce preparation (1)

Greater awareness of career opportunities (1)

Lack of basic skills in high school students (1)

Motivation (1)

Availability of eligible/trainable employees (1)

Has it changed in the last year?

No (6)

Yes (4)

NA (7)

2. On a scale of 1–10 (1 being not familiar and 10 being very familiar), how familiar are businesses in your region with available workforce/career development programs?

2 (2)

3 (2)

4 (3)

5 (6)

6 (1)

7 (2)

8 (1)

How can the awareness and use of these programs be increased?

Better marketing/communications (8)

Personal contact (3)

Increase quality of the programs (1)

Better funding sources for training grants (1)

More industry involvement in career partnerships (1)

It is improving (1)

Focus on employer needs and national job demand (1)

Have you seen the MDCCD marketing campaign?

Yes (10)

No (3)

NA (4)

Do you have any feedback/comments?

Television spots good (1)

Good/great (3)

Step in the right direction (2)

Compelling (1)

3. Again on a scale of 1–10 (1 being not well and 10 being very well), how well do educational providers do in providing students an education that prepares them for work in your region?

High Schools	Adult Education	Community Colleges	Colleges/ Four-year Universities
3 (1)	1 (2)	5 (2)	5 (2)
4 (1)	3 (1)	6 (2)	6 (2)
5 (1)	4 (2)	7 (4)	7 (5)
6 (1)	5 (4)	8 (7)	8 (4)
7 (1)	6 (1)	9 (2)	9 (2)
8 (3)	8 (1)		NA (2)
NA (9)	NA (6)		

4. What is your region’s biggest challenge in terms of ensuring students are prepared for careers including technical careers?

- Matching education and training with needed job skills (4)
- Lack of qualified/certified trainers (3)
- Lack of state of the art equipment and software training (2)
- Overcoming the voc tech image (2)
- Proximity to training sites (1)
- Lack of cooperation between industry and high schools (1)
- Lack of awareness of skills needed in high school students (1)
- Communication (1)
- Quality of primary and secondary elementary programs (1)
- Motivation (1)

5. How can the career development system be enhanced to help those who need skills upgrades — the underemployed incumbent workers in your region? The unskilled?

- Match employment needs with training (2)
- Increased funding to do training (2)
- Need up to date, quality equipment to train with (1)
- Intensive, short courses (1)
- Industry should utilize co-op programs for high schools (1)
- Work more closely with M-TECsSM and ISD’s (1)
- Fund a complete center to be used by the community colleges, university and career centers (1)
- The underemployed need a rapid system to upgrade skills for IT jobs; the unskilled need a GED and tech training (1)
- Utilize paid internship programs with required commitment to stay in job (1)
- Provide incentives to business for training (1)
- Encourage entrepreneurship in career development programs (1)
- NA (4)

6. Michigan has nationally recognized workforce and economic development systems; how can the linkages between the systems be enhanced to maintain our *best in class* reputation?
- Feedback from MEDC account reps to local Work Development Boards (2)
 - Less centralized procedures and more flexibility per region's needs (2)
 - Educating the workforce (2)
 - Better coordination between DCD and MEDC (appears to be non-existent now) (1)
 - Do a better job of matching geographically and worker profiles (1)
 - Further develop current programs (1)
 - Utilize coordination director to direct all system's activities (1)
 - Focus (1)
 - NA (6)
7. What ideas do you have as to how we can better ensure that Michigan remains competitive with other states in terms of retaining and building a skilled workforce?
- Workforce Boards need to take an active role in incumbent worker training (1)
 - Fully implement career pathways (1)
 - Utilize China and India as models to encourage technical careers (1)
 - Revamp Voc Tech to Co-op programs for high schoolers (1)
 - Enhance Training programs; keep salaries competitive (1)
 - Increase partnership between regions of the state to attract workers to other regions where there are jobs (1)
 - Clearly communicate to youth and employers expectations and requirements as well as career opportunities in local areas (1)
 - Tax incentives for employers (1)
 - Promote career development (1)
 - More emphasis on advertising job needs and required skills (1)
 - Increase quality of education and family life (1)
 - Upgrade equipment and provide continuous training (1)
 - Survey businesses regarding toughest job requirements at entry level (1)
 - NA (4)

Appendix C :: Lower Peninsula Workforce/Career Development Survey Results



As with the Michigan Upper Peninsula regional workforce development roundtable discussion, surveys were sent to the Lower Peninsula invitees to gauge current workforce development concerns. This questionnaire was not intended to duplicate that strategic planning process the Workforce Development Boards have gone through in the last year, but rather to facilitate the discussion at the forums.

General Themes

Several themes were repeated throughout the survey responses:

- Shortage of skilled workers and workers in general
More training is needed.
- Need to overcome the image of vocational/technical careers
Need to start educating students and parents early about the attributes of a career that does not require a 4 year degree.
- Education and industry should improve communications
Better align education and training with the needed job skills.
- Lack of basic skills (academic) and work ethic
Greater emphasis on essential and employability skills in K-12 curriculum.

Brief Narrative

We received a total of 81 surveys. Affiliation identification was as follows:

Private Sector Company – 10
Private Sector Other (Chambers, etc.) – 25
Michigan Works! – 10
K-12 Education – 2
Post-Secondary Education – 23
No Answer – 11

Two analyses were conducted, one included all surveys received and the second was for only private sector respondents. See page 41 for overall results and page 45 for private sector results.

The respondents were asked to identify the *current top workforce-related issue* in their region. For both analyses, shortage of skilled worker and workers in general were their top issue. Lack of basic skills/work ethic was the next pressing issue. Most indicated that their top issue had not changed in the last year.

When asked whether businesses were *familiar with the career/workforce development programs* in the region, the majority of the responses fell within the range of somewhat familiar. Both groups felt that:

- better marketing/communication,
- coordination between business, government, education, chambers of commerce, etc.
- and personal contact

would increase the awareness and use of the programs.

The respondents for both groups felt that Michigan's *educational providers were average to slightly above average* (using a scale of one to ten, with one being very low and ten being high) in preparing students for work.

Both groups of respondents felt that the *biggest challenges* in terms of ensuring students are prepared for careers including technical careers were (in order of priority):

- Overcoming vocational/technical image
- Awareness of programs/careers
- Schools and businesses working closer together.

The private sector group also felt that funding for training programs was a challenge equal to schools and businesses working closer together.

Many ideas were offered when asked how the *career development system could be enhanced* to help those who need skills upgrades. The top four ideas for each group were:

<u>PRIVATE SECTOR</u>	<u>ALL RESPONDENTS</u>
Tuition Support (12%)	Increase funding of state, community college programs and work keys (10%)
Partnership with community colleges, chambers, schools and businesses to develop programs businesses need (9%)	Partnership with community colleges, chambers schools and businesses to develop programs businesses need (9%)
Motivate the underemployed (9%)	Flexible funding (8%)
Co-Op/mentoring programs (9%)	Marketing of programs/combine local and state marketing campaigns (7%)

Numerous proposals were offered on how *linkages between the systems could be enhanced*. The top two for both groups were: Collaboration/communication of resources/systems/end users and better coordination between MEDC and MDCD.

The top three ideas for how *we can better ensure that Michigan remains competitive* with other states in retaining and building a skilled work force were the same for both groups.

- Funding for programs/education system/equipment
- Reach the student population at earlier grade levels about career opportunities and good work ethics and staying in Michigan
- Increase the number of target markets (smaller communities and other types of jobs)

Summary

Respondents of the survey believe that workforce training is critical. Shortage of skilled workers is still their number one concern. To begin to address this issue, working with students and parents in overcoming the negative image of vocational/technical careers and workforce training must begin early, in high school and beyond. There must be a greater emphasis in the K-12 curriculum of both basic and employability skills. Awareness of the skills needed for today's jobs needs to be increased, and industry and education need to improve communication about skills that are required to more fully match available jobs with skilled employees.



Lower Peninsula :: Workforce/Career Development Survey

1. What is the current #1 workforce related issue for your region? Has it changed in the last year?

2. On a scale of 1-10 (1 being not familiar and 10 being very familiar), how familiar are businesses in your region with available workforce/career development programs?

How can the awareness and use of these programs be increased?

3. Again on a scale of 1-10 (1 being not well and 10 being very well), how well do educational providers do in providing students an education that prepares them for work in your region?

High Schools?
Adult Education?
Community Colleges?
Four-year Colleges/Universities?

4. What is your region's biggest challenge in terms of ensuring students are prepared for careers including technical careers?

5. How can the career development system be enhanced to help those who need skills upgrades – the underemployed incumbent workers in your region? The unskilled?

6. Michigan has nationally recognized workforce and economic development systems; how can the linkages between the systems be enhanced to maintain our *best in class* reputation?

7. What ideas do you have as to how we can better ensure that Michigan remains competitive with other states in terms of retaining and building a skilled workforce?

Please Identify your affiliation (check one):

Private Sector Company _____ Private Sector Other _____ K-12 Education _____
Michigan Works! _____ Post-Secondary Education _____

Lower Peninsula :: Workforce/Career Development Survey Data

1. What is the current #1 workforce related issue for your region?

Shortage of skilled workers (33)
 Shortage of workers (19)
 Lack of basic skills/work ethic (9)
 Lack of training assistance (6)
 Downsizing (3)
 Educational and workforce development (2)
 Technology upgrades (1)
 Collaboration between business, industry, community and learning institutions (1)
 Training of youth (1)
 Reducing the drop out rate (1)
 Lack of interest/awareness in manufacturing careers (1)
 Retaining employees/employers (1)
 Regional mass transit (1)
 Awareness of alternative career paths (1)
 NA (1)

Has it changed in the last year?

No (31)
 Yes (10)
 NA (40)

2. On a scale of 1–10 (1 being not familiar and 10 being very familiar), how familiar are businesses in your region with available workforce/career development programs?

1 (1)
 2 (3)
 3 (8)
 4 (8)
 5 (20)
 6 (13)
 7 (13)
 8 (10)
 9 (1)
 NA (4)

How can the awareness and use of these programs be increased?

- Better Marketing/Communication (28)
- Personal contact (16)
- Coordination between business, government, education, chambers, etc. (12)
- Identify business needs and market to them (6)
- More funding from the State for marketing (3)
- Continue with what you are doing (2)
- European Models (2)
- Internet (2)
- Millage campaign (1)
- Tax credit for using public training programs (1)
- Are we offering the programs needed by employers (1)
- Partner with private employment companies (1)
- Concentrate efforts with WDB (1)
- NA (5)

3. Again on a scale of 1–10 (1 being not well and 10 being very well), how well do educational providers do in providing students an education that prepares them for work in your region?

High School	Adult Education	Community Colleges	Four-year Colleges/Universities
1 (1)	1 (3)	4 (2)	2 (1)
2 (4)	2 (6)	5 (4)	3 (1)
3 (7)	3 (9)	6 (8)	4 (6)
4 (2)	4 (7)	7 (16)	5 (3)
5 (19)	5 (14)	8 (23)	6 (11)
6 (18)	6 (16)	9 (14)	7 (15)
7 (9)	7 (7)	10 (10)	8 (24)
8 (11)	8 (8)	NA (4)	9 (7)
9 (3)	9 (3)		10 (6)
10 (3)	10 (1)		NA (7)
NA (4)	NA (7)		

4. What is your region’s biggest challenge in terms of ensuring students are prepared for careers including technical careers?

- Overcoming the voc/tech image (23)
- Awareness of programs/careers (15)
- Schools and business working closer together (9)
- Lack of knowledge of skills and training required by employers (6)
- Keep training current to match needs of employers (5)
- Funding for training programs (5)
- Access to training (4)
- Real life experiences in the classrooms (3)
- Qualified trainers (2)
- Work attitudes of youth (1)
- Community support (1)
- System flexibility (1)
- Basic education (4)
- Static population growth (1)
- NA (1)

5. How can the career development system be enhanced to help those who need skills upgrades—the underemployed incumbent workers in your region? The unskilled?

Increase funding of state, community college programs and WorkKeys® (8)
 Partnership with community colleges, chambers, schools and business to develop programs businesses need (7)
 Flexible funding (6)
 Marketing of programs/combine local and state marketing campaigns (5)
 Tuition support (4)
 Promote/use M-TECsSM and community colleges (3)
 Greater collaboration (3)
 Tax credits for employers to train/employer incentives (3)
 Motivate the underemployed (3)
 Keep doing what we've been doing (3)
 Co-op/mentoring programs (3)
 On job training (3)
 More accessible training to larger variety of groups (3)
 Creation of minimal basic skills programs (3)
 Start in high school (3)
 Tools to work with employers to create career ladders in their companies (2)
 WorkKeys® (2)
 Educational marketing (1)
 E-learning formats (1)
 Provide pathways for higher-wage, higher-skilled work (1)
 Greater utilization of one-stop centers (1)
 Education requirements to receive unemployment dollars (1)
 Flexible scheduling between employers and development system (1)
 Training over longer period of time (1)
 NA (10)

6. Michigan has nationally recognized workforce and economic development systems; how can the linkages between the systems be enhanced to maintain our best-in-class reputation?

Collaboration/communication of resources/systems/end users (30)
 Better coordination between MEDC and MDCCD (7)
 Marketing/Publicity (5)
 Continue to include industry input in program designs (5)
 On track (3)
 Co-op programs embraced by unions (2)
 Business needs to be involved in education system (2)
 Match for new innovative ways of doing business and implementing state of the art or cutting edge programs (2)
 Use community colleges as exclusive delivery mechanism for career development (1)
 Funding (1)
 Include smaller communities (1)
 Unemployment benefits need to be less than minimum wage so unemployed look for jobs instead of benefits (1)
 End duplicative job listing sites (1)
 For each major economic development initiative there should be a companion workforce development program (1)
 Minimize regulations for EDJT, let funds be used to meet community needs (1)
 Economic development needs to provide community culture training/awareness (1)
 Leverage applied tech to private markets via universities (1)
 Address need to add polypropylene to cement RE: new highway construction (1)
 NA (15)

7. What ideas do you have as to how we can better ensure that Michigan remains competitive with other states in terms of retaining and building a skilled workforce?

- Funding for programs/education system/equipment (9)
- Reach student population at earlier grade levels about career opportunities and good work ethics, staying in Michigan (7)
- Increase number of target markets (smaller communities and other types of jobs) (6)
- Improve business climate/decrease in taxes: personal property, SBT, property (5)
- Marketing to target markets and for target programs (5)
- Provide training program that matches employer needs (4)
- Strengthen Michigan Works! System/WDB (4)
- Constant evaluation (4)
- Initiatives to attract out of state (relocation insurance) and 3RD world labor markets (3)
- Improve education system basics (reading, writing, etc.) (2)
- More and new kinds of relationships between government, business and education (2)
- Better coordination of efforts (2)
- Co-op/Internship programs (2)
- Training for at risk people (2)
- Jobs (2)
- Career Pathway system (2)
- Combine workforce development, high school, community college training all in one venue—like Oklahoma (1)
- More partnering of business and schools (1)
- Provide strong skills program to train and retrain the future workforce (1)
- Provide economic incentives to employers (1)
- Benchmark against other states (1)
- Increase WBD influence in career prep planning (1)
- Create a life-long learning environment (1)
- Employer's need to retrain versus proficiency test (1)
- E-learning (1)
- Keep doing what we are doing (1)
- Employee Advocacy (1)
- NA (9)

Please identify your affiliation (check one):

- | | | |
|-----------------------------|-------------------------------|----------------------|
| Private sector company (10) | Private sector other (25) | Michigan Works! (10) |
| K-12 education (2) | Post-secondary education (23) | NA (11) |

Lower Peninsula :: Private Sector Only :: Workforce/Career Development Data

1. What is the current #1 workforce related issue for your region?

Shortage of workers (11)
 Shortage of skilled workers (11)
 Lack of basic skills/work ethic (5)
 Lack of training assistance (3)
 Downsizing (1)
 Educational and workforce development (1)
 Lack of interest/awareness in manufacturing careers (1)
 Awareness of alternative career paths (1)
 NA (1)

Has it changed in the last year?

No (15)
 Yes (2)
 NA (18)

2. On a scale of 1-10 (1 being not familiar and 10 being very familiar), how familiar are businesses in your region with available workforce/career development programs?

2 (1)
 3 (4)
 4 (6)
 5 (10)
 6 (4)
 7 (6)
 8 (1)
 NA (3)

How can the awareness and use of these programs be increased?

Better Marketing/Communication (13)
 Coordination between business, government, education, chambers, etc. (6)
 Personal contact (5)
 Identify business needs and market to them (3)
 European Models (2)
 Tax credit for using public training programs (1)
 Internet (1)
 Partner with private employment companies (1)
 Concentrate efforts with WDB (1)
 NA (2)

3. Again on a scale of 1 to 10 (1 being not well and 10 being very well), how well do educational providers do in providing students an education that prepares them for work in your region?

High Schools	Adult Education	Community Colleges	Four-year Colleges/Universities
1 (1)	2 (2)	4 (2)	2 (1)
3 (4)	3 (3)	5 (4)	4 (2)
4 (1)	4 (2)	6 (3)	5 (1)
5 (7)	5 (5)	7 (6)	6 (6)
6 (4)	6 (10)	8 (9)	7 (4)
7 (3)	7 (3)	9 (4)	8 (9)
8 (8)	8 (3)	10 (4)	9 (3)
9 (2)	9 (2)	NA (3)	10 (4)
10 (2)	NA (5)		NA (5)
NA (3)			

4. What is your region's biggest challenge in terms of ensuring students are prepared for careers including technical careers?

Overcoming the voc/tech image (11)
 Schools and business working closer together (6)
 Awareness of programs/careers (4)
 Funding for training programs (4)
 Access to training (3)
 Basic education (2)
 Lack of knowledge of skills and training required by employers (2)
 Real life experiences in the classrooms (1)
 System flexibility (1)
 NA (1)

5. How can the career development system be enhanced to help those who need skills upgrades – the underemployed incumbent workers in your region? The unskilled?

Tuition support (4)
 Partnership with community colleges, chambers, schools and businesses to develop programs businesses need (3)
 Motivate the underemployed (3)
 Co-op/mentoring programs (3)
 Tax credits for employers to train/employer incentives (2)
 More accessible training to larger variety of groups (2)
 Marketing of programs/combine local and state marketing campaigns (2)
 Promote/use M-TECsSM and community colleges (1)
 Keep doing what we've been doing (1)
 Tools to work with employers to create career ladders in their companies (1)
 On job training (1)
 Educational marketing (1)
 Provide pathways for higher-wage, higher-skilled work (1)
 Creation of minimal basic skills programs (1)
 Greater utilization of one-stop centers (1)
 Start in high school (1)
 Flexible scheduling between employers and development system (1)
 NA (6)

6. Michigan has nationally recognized workforce and economic development systems; how can the linkages between the systems be enhanced to maintain our *best-in-class* reputation?

Collaboration/communication of resources/systems/end users (9)
 Better coordination between MEDC and MDCD (3)
 Continue to include industry input in program designs (3)
 Marketing/Publicity (2)
 Co-op programs embraced by unions (2)
 Match for new innovative ways of doing business and implementing state of the art or cutting edge programs (2)
 On track (1)
 Include smaller communities (1)
 Unemployment benefits need to be less than minimum wage so unemployed look for jobs instead of benefits (1)
 Business needs to be involved in education system (1)
 Economic development needs to provide community culture training/awareness (1)
 Address need to add polypropylene to cement RE: new highway construction (1)
 NA (8)

7. What ideas do you have as to how we can better ensure that Michigan remains competitive with other states in terms of retaining and building a skilled workforce?

Reach student population at earlier grade levels about career opportunities and good work ethics, staying in Michigan (5)
 Increase number of target markets (smaller communities and other types of jobs) (4)
 Funding for programs/education system/equipment (4)
 Improve business climate/decrease in taxes: personal property, SBT, property (3)
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 Provide training program that matches employer needs (1)
 Career Pathway system (1)
 More and new kinds of relationships between government, business and education (1)
 Strengthen Michigan Works! System/WDB (1)
 Better coordination of efforts (1)
 Co-op/Internship programs (1)
 Training for at risk people (1)
 Jobs (1)
 Create a life-long learning environment (1)
 Employers need to retrain versus proficiency test (1)
 NA (2)

Please identify your affiliation (check one):

Private sector Company (10)

Private sector other (25)



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