



WIN WORKFORCE
INTELLIGENCE
NETWORK

ANNUAL REPORT

RESEARCH. ENGAGEMENT. SOLUTIONS.

HCA 
HEALTH CAREERS ALLIANCE
FOR SOUTHEAST MICHIGAN

MAGMA 
Michigan Alliance for Greater Mobility Advancement

 **ADVANCE MICHIGAN**
CENTER FOR APPRENTICESHIP INNOVATION

 **INDUSTRY INFINITY**

 **MI APPRENTICESHIP**

WININTELLIGENCE.ORG

2023

WIN WORKFORCE
INTELLIGENCE
NETWORK

 **Macomb
Community College**
Education • Employment • Economic Development
Discover. Connect. Advance.


DESC
Solutions Corporation

**MICHIGAN
WORKS!**
MACOMB/ST. CLAIR

**Jackson
COLLEGE** 

 **OAKLAND
COMMUNITY
COLLEGE**

**Capital Area
MICHIGAN
WORKS!**

 **GST MICHIGAN
WORKS!**
GENESEE
SHAWANESSEE
THUMB

 **Wayne
County
Community
College
District**

**HENRY
FORD
COLLEGE**
FUTUREDRIVEN

 **MICHIGAN
WORKS!**
SOUTHEAST

 **MONROE COUNTY
COMMUNITY
COLLEGE**

 **MOTT
COMMUNITY
COLLEGE**

**Oakland County
MICHIGAN
WORKS!**

 **Schoolcraft
College**

**SEMCA MICHIGAN
WORKS!**

 **Washtenaw
Community College**

MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2025, the Workforce Intelligence Network (WIN) continued to expand its role as a trusted leader in workforce research, employer engagement, and talent development across Southeast Michigan.

Building on the momentum of prior years, WIN strengthened its impact through strategic partnerships, innovative apprenticeship programs, and data-driven solutions that align workforce supply with industry demand. From advancing emerging work in artificial intelligence and hydrogen to expanding employer-led collaboratives in healthcare and mobility, WIN remains at the forefront of workforce transformation.

Throughout the year, WIN deepened engagement with employers, educators, governmental agencies, and community partners by supporting talent pipelines in critical industries, including healthcare, advanced manufacturing, information technology, and mobility. Across all initiatives, WIN engaged **over 12,500 individuals**, reflecting the scale and reach of its programs and partnerships.

As we look ahead, WIN remains committed to advancing equitable workforce solutions, expanding Registered Apprenticeship opportunities, and driving economic growth across the region. By continuing to align data, partners, and programs, WIN will help ensure a resilient and future-ready workforce for Southeast Michigan.

With appreciation,

Michele Leonowicz Urata

Executive Director, WIN



About WIN	2
WIN Board of Directors	6
Workforce WINs	9
Data & Research	18
Industry Infinity	19
Apprenticeship Building America.	20
Closing The Skills Gap	21
AMCIA Intermediary	22
MAGMA Governing Board	24
Health Career Alliance	25

THE WIN RETURN ON INVESTMENT

100% OF THE SOUTHEAST MICHIGAN WORKS! AGENCIES IN THE WIN
REGION ARE ACTIVE WIN BOARD MEMBERS

82% SOUTHEAST MICHIGAN COMMUNITY COLLEGES ARE ACTIVE WIN
BOARD MEMBERS

\$299M IN TOTAL DIRECT AND INDIRECT FUNDING BROUGHT TO THE REGION
FROM WIN INITIATIVES, SINCE 2011

911 REGIONAL RESEARCH STUDIES AND DATA PULLS IN 2025

2,039 ENGAGED EMPLOYERS AND STAKEHOLDERS

63% THE APPROXIMATE LABOR FORCE IN THE STATE SERVED BY THE WIN
BOARD OF DIRECTORS

2 U.S. DEPARTMENT OF LABOR AWARDS | THE ADAPTIVE LEADERSHIP
AWARD AND SUSTAINABILITY AND EXPANSION AWARD



ABOUT WIN

The Workforce Intelligence Network (WIN) cultivates a cohesive talent system by facilitating data-driven workforce solutions to ensure responsiveness to changing labor market demands.

The WIN Board of Directors includes representatives from nine community colleges and seven Michigan Works! agencies within Southeast Michigan. By working together these organizations are building lifelong career pathways and stackable credentials dedicated to providing real-time labor market insights, workforce development strategies, and collaborative solutions that strengthen Southeast Michigan's talent pipeline. WIN aims to align workforce supply with industry demand, ensuring economic growth and opportunity for all.

WIN is a division of the Southeast Michigan Community Alliance (SEMCA) Michigan Works!. SEMCA serves as WIN's primary fiscal and hiring agent.

WIN operates on three pillars:

RESEARCH

WIN gathers, analyzes, and distributes real-time labor supply-and-demand intelligence on workforce needs and characteristics specific to the southeast Michigan region.

ENGAGEMENT

WIN convenes, facilitates, engages, and serves as a connection point for business, industry, and other stakeholders regarding workforce development.

SOLUTIONS

WIN develops education and training strategies for the delivery of regional workforce development programs through its partners.



2025 IMPACT HIGHLIGHTS

2,039 EMPLOYERS

AND STAKEHOLDERS ENGAGED
TO FOSTER PARTNERSHIPS AND
DEVELOP SOLUTIONS TO
ADVANCE WORKFORCE
DEVELOPMENT INITIATIVES

\$4.6 MILLION

OF DIRECT FUNDING
SUPPORTING JOB TRAINING
AND SKILLS DEVELOPMENT
PROGRAMS IN MICHIGAN

56 PUBLISHED REPORTS

ANALYZING REGIONAL JOB TRENDS, IN-
DEMAND OCCUPATIONS, AND INDUSTRY
FOCUSED REAL-TIME LABOR MARKET
INTELLIGENCE DATA TO HELP
EMPLOYERS AND CAREER SEEKERS
MAKE CRITICAL DECISIONS

3,512 INDIVIDUALS

SUPPORTED IN ACCESSING
REGISTERED APPRENTICESHIPS
AND/OR INDUSTRY-
RECOGNIZED CREDENTIALS

12,696

INDIVIDUALS ENGAGED IN REGIONAL
WORKFORCE INITIATIVES ACROSS
SOUTHEAST MICHIGAN (2025)

\$876M

ESTIMATED
ECONOMIC IMPACT

BOARD OF DIRECTORS

The WIN board is comprised of **seven Michigan Works! agencies** and **nine community colleges** in the greater southeast Michigan, **19-county region, serving approximately 63% of the total labor force in the State.**

The WIN network of **16 board member organizations** work as a collective partnership to deliver intentional talent development strategies that consistently exceed grant performance outcomes.

The WIN Board of Directors and their team of workforce experts achieved significant outcomes during the 2025 fiscal year.

When reflecting on the impact of WIN, board members highlighted transformative results across the region. Thousands of workers have been trained through programs such as registered apprenticeships, healthcare, and advanced manufacturing initiatives. These efforts have expanded educational opportunities within the community college network, enhanced workforce development services, and supported skills-pipeline initiatives in partnership with large employers and educational institutions.



Capital Area Michigan Works!

Carrie Rosingana
Chief Executive Officer



Jackson College

Jamie Vandenburg
Assistant Dean of Instruction



GST Michigan Works!

Jody Kerbyson
Chief Executive Officer



Macomb Community College

Dr. Michael Balsamo
Dean, Business, Information Technology, and Culinary



Henry Ford College

Dr. Patricia Walker Chatman
Dean, School of Business, Entrepreneurship, and Professional Development



Detroit Employment Solutions Corporation (DESC)

Dana Williams
President

“By collaborating with industry leaders, educational institutions, and community partners, the **WIN Board of Directors** is committed to driving economic growth and innovation in Southeast Michigan.”

— **Michele Economou Ureste,**
WIN Executive Director



Macomb-St. Clair Michigan Works! Agency and Workforce Development Board

Justin Al-Igoe
Executive Director



Oakland County Michigan Works!

Jennifer Llewellyn
Manager, Workforce Development at Oakland County & Director, Oakland County Michigan Works! Agency



Michigan Works! Southeast

Shamar Herron
Executive Director



Schoolcraft College

Amy Jones
Senior Director of Workforce Development



Monroe County Community College

Barry C. Kinsey
Director, Workforce Development



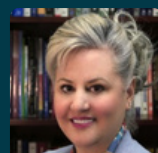
SEMCA Michigan Works!

Gregory Pitoniak
Chief Executive Officer



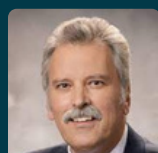
Mott Community College

Robert Matthews
Associate Vice President of Workforce and Economic Development



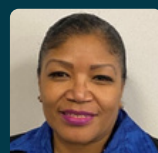
Washtenaw Community College

Dr. Michelle Merusi
Vice President, Economic & College Development



Oakland Community College

Joseph L. Petrosky
Associate Provost, Academics and Workforce



Wayne County Community College District

Glenda Wapegan-Magarrell
Dean of Career Programs

The WIN collaborative efforts received national recognition in 2025, including the **U.S. Department of Labor's Sustainability and Expansion Award** and **Adaptive Leadership Award** for the Closing the Skills Gap initiative.



THE WIN REGION















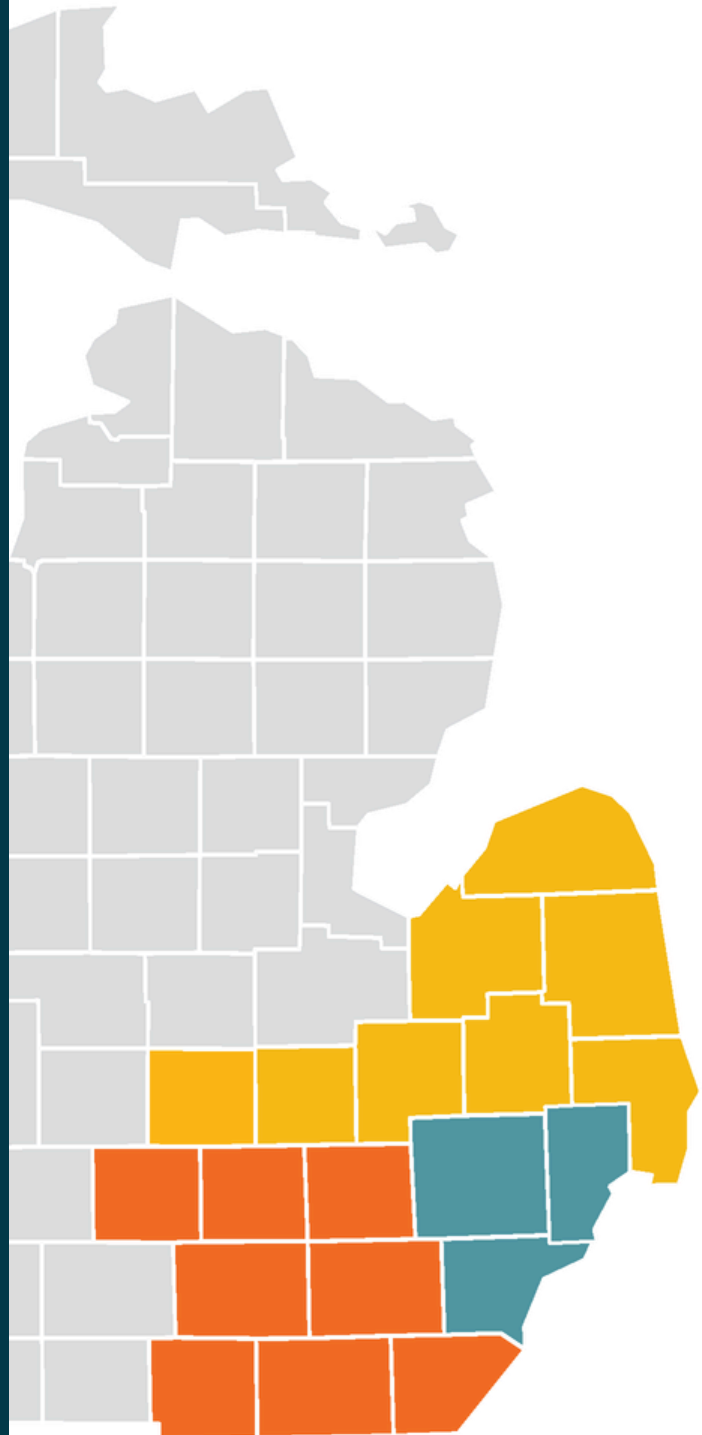












The WIN served population and scope of services are primarily offered in a 19-county region, which includes Clinton, Eaton, Genesee, Hillsdale, Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saint Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, Wayne, and the Cities of Flint, Lansing, and Detroit.

WORKFORCE WINS

At **Zaman International**, registered apprenticeships are creating pathways to economic mobility for individuals facing significant barriers to employment, including poverty and English as a second language.

Through partnership with WIN, Zaman has leveraged apprenticeship as a proven workforce development strategy, connecting individuals to meaningful careers while helping employers address critical talent needs.

*“Apprenticeships represent hope and possibility. For women and families facing poverty and language barriers, they are a chance to learn skills, gain confidence, and step into careers that change the course of their lives,” said **Gigi Salka, Chief Workforce Development Officer, Zaman International.***



Zaman’s programs demonstrate how apprenticeship can drive both individual transformation and community impact, equipping participants with industry-relevant skills while building confidence and long-term career pathways.

Through this work, WIN and its partners are advancing a more inclusive workforce system, ensuring that opportunity is accessible to all and that employers benefit from a diverse, skilled, and resilient talent pool.

“Apprenticeships offered through Zaman International are a proven workforce development strategy for advancing low-income and English-language-learner populations into stable employment... The result is a stronger labor market, increased community resilience, and measurable contributions to regional economic growth.”

**— Gigi Salka, Chief Workforce Development Officer,
Zaman International**

WORKFORCE INTELLIGENCE NETWORK STAFF

ALYSHA ALBRECHT Communications Manager

DR. DAYOUNG AN Economic Research Manager

KRISTI AYERS Workforce Program Manager

AMANDA BAUERSCHMIDT Workforce Project Manager

DEBORAH BAYER Director of Regional Initiatives and Grant Compliance

KEVIN CRANICK Economic Research Manager

LAURIE HUBER Workforce Project Manager

DR. JAN KARAZIM Workforce Program Manager

JESS KEENAN Associate Project Manager

HALEY PORTER Associate Project Manager and Research Analyst

MICHELE ECONOMOU URESTE Executive Director

KATIE WEBBER Workforce Project Manager

WORKFORCE WINS

Dhanush worked as a member assistant at Sam's Club. His goal was to become a **Certified Nursing Aide (CNA)** as a first step to building clinical hours toward his future goal of pursuing medical school. He determined that enrolling in the **Certified Nursing Assistant/Patient Care Technician** program at **Oakland Community College** was the best path to start reaching that goal. He's currently working at Holt Senior Care and Rehab Center as a CNA. In 2024, there were 1,321 job postings for Certified Nursing Assistants and Patient Care Technicians in Oakland County, reflecting strong demand for these roles. These positions also offer stable earnings, with a median wage of \$18.83 per hour.



When Whitney connected with the **SEMCA Michigan Works!**, she was determined to build a better future for herself and her 7-year-old daughter. Although she had earned an associate degree in **Health Information Technology**, she faced challenges finding childcare and securing employment in her field. With support from her Career Coach, Whitney accessed childcare resources, attended workshops and job fairs, and received supportive services, including job readiness supplies and professional clothing assistance. Her persistence paid off in April 2025 when she began working full-time as a **Medical Records Representative** with **Henry Ford Health** in Troy, earning \$16.67 per hour. Whitney credits SEMCA Michigan Works! for helping her gain confidence, overcome barriers, and successfully launch her healthcare career.

When **Rocktech Systems'** senior leadership attended a **Race to Talent™** event hosted by the **Macomb/St. Clair Michigan Works!** apprenticeship team in January 2025, they were exploring the possibility of launching an apprenticeship program, but were unsure where to begin. Through the event and continued support from the **Michigan Works!** Apprenticeship team, Rocktech gained guidance on the process, available resources, and program requirements. In the months that followed, the company partnered with Michigan Works! to establish a **Machinist Apprenticeship Program** and successfully launched its first apprenticeship opportunity, creating a new pathway for employee skill development and career advancement.



Shawn graduated from high school without knowing what he wanted to do with his life. He didn't plan for the traditional college route, so instead, he chose **Oakland Community College's** 14-week **PLC and Robotic Technician** program. After completing the training, he was hired as an **Automation Engineer** with **GLOBAL Automation Technologies**. The demand for PLC and Robotic Technicians remains strong, with 185 job postings in Oakland County in 2024. These positions also provide above-average pay, with a median wage of \$29.85 per hour.

Jacquelyn began working for Tuscola County as a Jailer in December 2024 and quickly realized corrections was more than a job, it was the career path she wanted to pursue. Determined to grow professionally, she set her sights on becoming a **Certified Correctional Officer**. With support from **GST Michigan Works!**, Jacquelyn received assistance covering the cost of academy training, along with supportive services such as tools and mileage reimbursement. The support allowed her to focus fully on her training and success. Her hard work paid off when she earned the **Academy Award for Best Performance in Defensive Tactics**, recognizing her discipline, resilience, and dedication. Her journey reflects how training and support can help individuals confidently pursue meaningful new career paths.



LaKeta was working as a coordinator for her church and always had an interest in IT. While she didn't have any previous formal training, she loved problem-solving and had built a computer at home with her son. She went through the **10-week Computer Support Technician** program at **Okalnd Community College**. Upon completion, she started a job as a **Helpdesk Analyst**. In 2024, there were 1,415 job postings for Computer User Support Technicians in the region, making it one of the most in-demand fields. These positions also offer competitive wages, with a median pay of \$28.27 per hour.

John was already working as a **firefighter and EMT** with the **Flint Fire Department** when he connected with **GST Michigan Works!** to pursue training through the **Law Enforcement Regional Training Academy** at **Mott Community College**. Through **GST Michigan Works!** and **Industry Infinity Funds**, John received support covering police academy training, uniforms, and mileage reimbursement. After completing 16 weeks of training, John graduated from the **Police Academy** and earned his **Certificate of Completion**. His journey reflects how workforce partnerships and targeted training opportunities can help individuals expand their skills while continuing to serve and strengthen their communities.



Ashtar "Stella" is pursuing her goal of becoming a registered nurse through **Macomb Community College's** nursing program while balancing work and family responsibilities as a single mother. Currently working as a **Certified Nursing Assistant** in the **Cardiovascular and Surgical Trauma Intensive Care Unit** at **Henry Ford Macomb Hospital**. Stella has completed her nursing prerequisite courses with a perfect GPA and was recently inducted into the Phi Theta Kappa Honor Society. She plans to continue her education with the long-term goal of becoming a **Certified Registered Nurse Anesthetist (CRNA)**, driven by her passion for helping others and making a meaningful difference in patients' lives.

WORKFORCE WINS

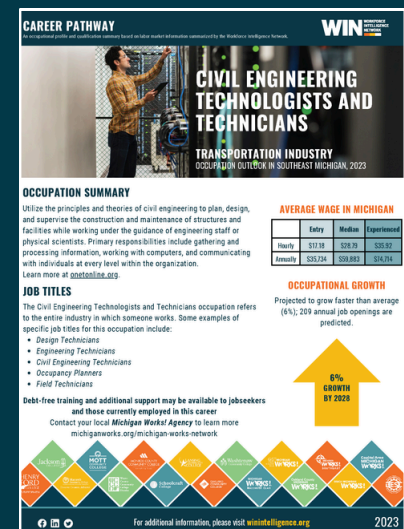
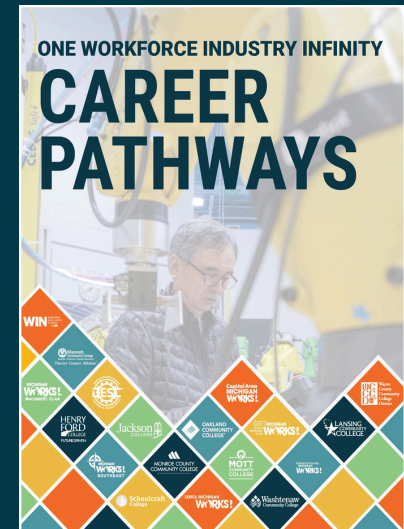
IN-DEMAND RESEARCH

The WIN One Workforce Industry Infinity team developed **strategic career pathways** for high-demand occupations, focusing on short-term training credentials in **Cybersecurity, Transportation, and Advanced Manufacturing**. By leveraging data collected in 2023, these pathways serve as essential tools for **workforce planning, career counseling, and program development**, ensuring job seekers and employers have clear roadmaps for success.

A key component of this initiative is the **Industry Infinity Supply Chain training model**, which integrates a **diverse mix of credentials, microcredentials, and customized training programs**. This model is designed to support individuals at various career stages, offering:

- **Pre-hire training** for those entering the workforce
- **Post-hire upskilling** to help employees gain new skills and advance in their careers
- **Pathways to higher education and promotions** through stackable learning opportunities

Download the full **Industry Infinity Career Pathways Guide, or explore individual career pathways** at winintelligence.org/CareerPathways. By investing in **flexible, high-impact training solutions**, Industry Infinity is helping to build a **stronger, more skilled workforce**, ensuring that individuals and businesses can thrive in today's evolving job market.



NATIONAL APPRENTICESHIP DAY #NAW2025



The SEMCA Workforce Intelligence Network (WIN) declared **April 30, 2025, as National Apprenticeship Day in Southeast Michigan**, joining the **U.S. Department of Labor** nationwide celebration recognizing the critical role apprenticeships play in building a highly skilled workforce.

In partnership with the **WIN Board of Directors** and organizations affiliated with the **Advance Michigan Center for Apprenticeship Innovation (AMCAI)**, more than 20 regional events were hosted throughout Southeast Michigan. Activities included career fairs, employer workshops, industry tours, networking events, and apprenticeship information sessions designed to increase awareness of apprenticeship opportunities and connect employers and career seekers to workforce training resources. The initiative highlighted WIN's continued commitment to expanding registered apprenticeships and strengthening talent pipelines across key industries in the region.

CAREER SEEKER ENGAGEMENT

The **Southeast Michigan Community Alliance WIN** team was selected as a regional hub through **Michigan's Inclusive Training, Technology and Equity Network (MITTEN)** program, receiving funding to support digital literacy and inclusion efforts in Region 9.

The MITTEN initiative, led by the **Michigan High-Speed Internet Office (MIHI)**, was created to help bridge the digital divide by expanding access to digital skills training, affordable broadband resources, device distribution programs, and online accessibility support for communities across the state.

Through this initiative, WIN was ready to help residents gain the digital skills and resources needed to connect to employment, education, healthcare, and other essential services in today's increasingly connected economy. The program supports Michigan's broader Digital Equity and Inclusion Plan and reflected continued investment in strengthening workforce participation and economic opportunity through technology access and digital literacy.

EMPLOYER DRIVEN SOLUTIONS

Washtenaw Community College celebrated the graduation of **Michigan's first Federation for Advanced Manufacturing Education (FAME)** apprenticeship cohort, marking a major milestone in advanced manufacturing workforce development. The inaugural graduates earned advanced manufacturing-related associate degrees while gaining valuable hands-on experience through employer partners, including **Toyota, Novi Precision Products, Inc., and Orbitform**.

WCC became the first higher education institution in Michigan to join the **FAME Mitten Chapter**, an initiative led by **Toyota USA** and supported by **Michigan Works! Southeast, the Workforce Intelligence Network (WIN), and Ann Arbor SPARK**. The program combines classroom instruction with paid workplace training to prepare students for careers in advanced manufacturing.

The success of the first cohort, supported by the **U.S. Department of Labor Apprenticeship Building America** grant, has helped expand employer participation throughout the region, strengthening pathways into high-demand manufacturing careers and supporting the future talent needs of Michigan industry.



WORKFORCE WINS

“Our Registered Apprenticeship Program would not be possible without the help and support of WIN. We consider WIN part of the Detroit Home Builders family,”

— **AnThony Legins, President of Detroit Home Builders**

Building Careers and Communities Through Apprenticeship

As Detroit continues to grow and revitalize its neighborhoods, **Detroit Home Builders (DHB)** is helping shape the city’s future by creating career pathways in the skilled trades while rebuilding communities one project at a time. Through a strong partnership with the WIN, DHB has expanded access to **Registered Apprenticeship and pre-apprenticeship opportunities** that prepare individuals for long-term careers in construction.

Founded on a mission to provide both quality construction services and workforce opportunities, DHB combines hands-on training, mentorship, and real-world experience to help develop the next generation of construction professionals. The company’s apprenticeship journey began in 2022 when **President AnThony Legins** connected with WIN to establish a **U.S. Department of Labor (USDOL) Registered Apprenticeship Program (RAP) for Construction Craft Laborers**. WIN provided technical assistance and guidance throughout the development process, including training on apprenticeship standards, industry best practices, and USDOL requirements. WIN certified the DHB RAP and began managing the program as part of the **WIN Apprenticeship Intermediary Program**. After relaunching and expanding the program in 2023, DHB experienced significant growth by implementing a highly personalized training model pairing apprentices directly with experienced journeyworkers in a 1:1 training environment. The company also partnered with **Detroit Employment Solutions Corporation (DESC)/Detroit at Work** to connect Detroit residents with apprenticeship and career opportunities in the skilled trades.

Recognizing the need for more accessible entry points into construction careers, DHB worked with WIN to develop a **Construction Craft Laborer Pre-Apprenticeship Program** designed to prepare participants for success in registered apprenticeship opportunities. Drawing from textbooks and training materials developed by **Legins** himself, the program combines classroom instruction with hands-on learning in roofing, property maintenance, construction safety, and essential trade skills.

In 2024, WIN connected DHB with the **Michigan Department of Labor and Economic Opportunity (LEO)**, leading to certification of the program through the **Michigan Apprenticeship Readiness Certificate (MARC) Program**. The pre-apprenticeship program now serves as a scalable workforce solution for training providers, educational institutions, and workforce organizations throughout the region.

DHB has continued expanding its impact through partnerships with **Henry Ford College, the Department of Defense SkillBridge Program**, and workforce organizations in **Flint and greater Southeast Michigan**. These collaborations are helping connect more individuals, including transitioning service members and underserved populations, to meaningful career opportunities in the skilled trades.

Through its partnership with WIN, DHB has transformed an innovative idea into a growing workforce development model that is strengthening Detroit neighborhoods while preparing individuals for sustainable, family-supporting careers. By supporting employers like DHB, WIN continues to advance apprenticeship expansion, workforce training, and talent development across Southeast Michigan, creating pathways to opportunity while helping employers build the skilled workforce needed for the future.



Expanding Apprenticeship Opportunities Across Oakland County

As demand for skilled talent continues to grow across Michigan, employers throughout Oakland County are increasingly turning to Registered Apprenticeship Programs as a workforce development solution. In 2024, **Oakland County Michigan Works!** supported more than 200 apprentices while helping employers connect workers to career pathways in advanced manufacturing, information technology, healthcare, education, and professional services.

During the annual **Race to Talent™** event hosted by Oakland County Michigan Works! in partnership with the **Michigan Department of Labor and Economic Opportunity, Barron Industries, Elite School Management, FANUC America Corporation, Gesher Human Services, and WIN** were recognized for their commitment to growing and strengthening their workforce through apprenticeship programs.

WIN was also recognized for its leadership in helping employers establish and manage Registered Apprenticeship Programs throughout Southeast Michigan. Since 2018, WIN has supported more than 90 employers in launching apprenticeship programs, including 56 new programs in the past year alone.

WIN serves as an apprenticeship intermediary, guiding employers through the development and implementation of U.S. Department of Labor Registered Apprenticeship Programs. Through funding provided by the **U.S. Department of Labor Apprenticeship Building America** grant, WIN helps employers create apprenticeship and pre-apprenticeship programs while reducing administrative barriers and strengthening long-term talent pipelines.

Employers participating in the event highlighted the value of apprenticeship programs in addressing workforce shortages, building internal talent, and preparing the next generation of skilled workers. Companies such as **FANUC America Corporation and Barron Industries** emphasized apprenticeship as a critical strategy for developing advanced manufacturing talent, while **Elite School Management and Gesher Human Services** demonstrated the growing use of apprenticeship models in education and human services careers.

Through collaboration between employers, workforce agencies, and training partners, apprenticeship programs continue to create meaningful career opportunities for workers while helping employers build sustainable workforce solutions across Southeast Michigan.



WORKFORCE WINS

From Apprentice to Future Leader: Kayla's Early Childhood Education Journey

Shining Star Pre-School first connected with **Macomb/St. Clair Michigan Works!** through an Apprenticeship 101 event in July 2024 and quickly became one of the first employer partners in the **Early Childhood Education Apprenticeship** initiative. Soon after, Kayla White began her journey as an Early Childhood Education apprentice, demonstrating strong commitment and determination throughout the program.

Kayla became the first apprentice in the program to earn both her **Child Development Associate (CDA)** and the **U.S. Department of Labor registered apprenticeship** credentials. Motivated by her success, she is continuing her professional development through a second apprenticeship program as she works toward becoming an **Early Childhood Program Director** from **Macomb Community College** and ultimately a **Center Director** at Shining Star Pre-School.

Throughout her journey, Macomb/St. Clair Michigan Works! provided guidance, resources, and supportive services to help Kayla succeed. When an unexpected car accident created transportation challenges, Michigan Works! connected her to scholarship funding that allowed her to remain focused on both work and training.

Kayla credits the apprenticeship pathway and the support she received from Michigan Works! staff for helping her build confidence, overcome barriers, and advance her career goals. Her story highlights how Registered Apprenticeship Programs can create meaningful career pathways while supporting both employers and workers through workforce development opportunities.



“Evylon from Michigan Works! has been incredibly helpful throughout this entire process, from getting started to navigating next steps. This was all new to us, and her support has made a huge difference. I feel like every accomplishment is celebrated with her. I also appreciate the support from Victoria, who helped me find the scholarship opportunity and continues to check in regularly.”

— Kayla White,
Early Childhood Education
Apprentice



WIN Celebrates First Workforce Registered Apprenticeship Graduates

WIN is proud to celebrate a major milestone with the completion of the first two apprentices in the **SEMCA WIN Registered Apprenticeship Program** for the **Workforce Educator and Trainer** occupation.

Amanda Bauerschmidt of WIN completed the program on July 1, 2025, followed by **Jennifer Tucker** of SEMCA on August 8, 2025. As the program's first apprentices, Amanda and Jennifer helped pave the way for future participants by demonstrating the value of hands-on learning, mentorship, and professional development.

Their achievement represents more than completing a program; it reflects a continued investment in developing the next generation of workforce educators and trainers who will help strengthen workforce development efforts across the region.



Building a Future Through Apprenticeship



When Trevor began his apprenticeship with **Power Solutions**, he was looking for more than just a job, he wanted a stable, hands-on career in the skilled trades. Through the apprenticeship program, Trevor gained real-world experience, structured mentorship, and the opportunity to earn an income while learning on the job.

With guidance from his mentor, Jerry, an experienced journeyman electrician, Trevor has developed both technical and professional skills, including blueprint reading, conduit installation, commercial wiring, problem-solving, and time management. When Trevor faced challenges accessing a **National Electrical Code (NEC)** book early in the program, **Macomb/St. Clair Michigan Works!** stepped in to provide the tools and resources needed to support his success.

Just six months into the apprenticeship, Trevor has already contributed to major commercial projects, including electrical installations at Jinya Ramen Bar. He credits the apprenticeship with helping him build confidence, avoid student debt, and establish a strong foundation for a long-term career as an electrician.

“This program is setting me up for long-term success as an electrician,” **Trevor** said. “I’m already earning a good income and getting ahead without taking on student debt.”



DATA & RESEARCH

The WIN economic research managers continued to receive numerous data research requests which inform workforce, education, and economic development strategies.

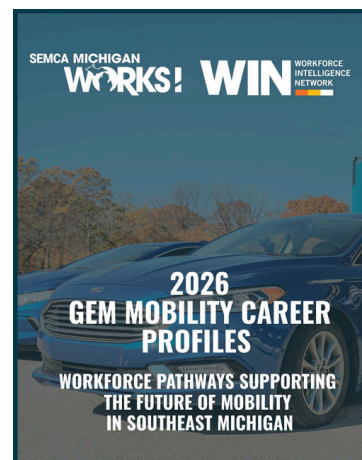
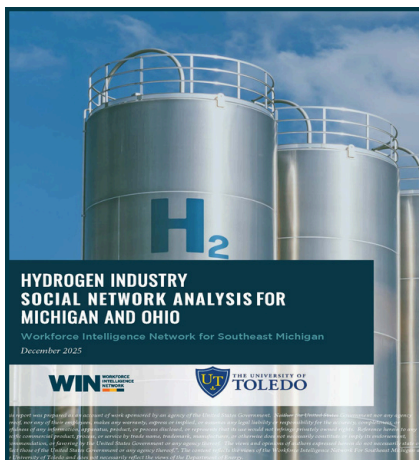
In 2025, WIN expanded its research portfolio and published the following high-impact studies and reports:

- Published a **Health Industry Cluster Analysis for the Capital Area Health Alliance**
- Developed the **Macomb Community College Artificial Intelligence (AI) Impact Assessment** study for Southeast Michigan
- Produced a **Hydrogen Social Network Analysis** ecosystem mapping 739 unique organizational clusters and more than 2,300 nodes of activity in Michigan and Ohio
- Expanded career pathway tools and workforce planning resources
- Development of 28 Career Profiles for **Lenawee Intermediate School District**
- Led the **Global Epicenter of Mobility (GEM) Tech Study** and created 32 GEM Career Profiles
- Ongoing consulting engagements supporting organizational sustainability and workforce planning

WIN also enhanced access to real-time data through customized reports and dashboards.

"We have utilized SEMCA (WIN) reports in 3 critical areas: satisfying National Accreditation requirements for our Public Safety Department, Strategic Planning for our Township & DDA, and data support for Grant Writing. The consistency of the reports, quick turnaround, and output options have been invaluable."

- **Gavin Beckford, PhD, MBA, BBA, Economic Development and DDA Manager for Canton Township, Michigan.**



ONE WORKFORCE INDUSTRY INFINITY



The WIN Industry Infinity initiative, funded through the **U.S. Department of Labor's H-1B One Workforce** grant, continued to serve as a cornerstone strategy for developing a skilled workforce in high-demand, middle- to high-wage occupations.

Focused on key sectors including **Information Technology, Advanced Manufacturing, and Transportation, Distribution, and Logistics**, the initiative supports both training delivery and curriculum development to meet evolving industry needs driven by automation and technological advancement.

In 2025, Industry Infinity achieved significant outcomes across Southeast Michigan:

- 1,568 participants enrolled, exceeding original program goals
- 1,301 individuals completed education or training activities
- 1,250 industry-recognized credentials awarded
- 740 individuals served who identified as low-income
- 633 youth participants between the ages of 17-29
- 604 participants entered employment, with over 500 in training-related roles
- 467 incumbent workers enrolled, with 346 incumbent workers advancing due to training

The program prioritized inclusive workforce development, with strong engagement among youth, low-income individuals, and underrepresented populations, and helped expand access to career pathways in high-growth industries.

A key component of Industry Infinity is its collaborative training model, which brought together:

- Michigan Works! Agencies providing case management, career navigation, and employer connections
- Community colleges delivering training programs and developing new curriculum aligned with employer demand
- Employers actively shaping talent pipelines and upskilling incumbent workers

Through this partnership model, each college developed new programming while updating existing courses, resulting in dozens of industry-aligned training programs and credentials across IT, cybersecurity, robotics, transportation, mobility, and advanced manufacturing fields. The initiative also supported:

- Expansion of short-term, credential-based training programs
- Development of career pathways tied to in-demand occupations
- Increased incumbent worker training, with hundreds advancing within their careers

Industry Infinity continues to demonstrate how coordinated, data-driven workforce strategies can deliver measurable outcomes and connect individuals to career advancement opportunities while helping employers address critical talent needs.

PERFORMANCE OUTCOMES

1,568

PARTICIPANTS
EXCEEDED GOAL OF 1,075 BY 179%

1,250

CREDENTIALS OBTAINED

633

YOUTH PARTICIPANTS
(AGES 17-29)

142%

OBTAINED EMPLOYMENT

740

LOW-INCOME INDIVIDUALS SERVED

**Cumulative through December 2025*

Industry Infinity would not be possible without the hard work and dedication of the Michigan Works! Agencies and Community Colleges on the WIN board.

APPRENTICESHIP BUILDING AMERICA

Through the **U.S. Department of Labor's Apprenticeship Building America (ABA)** initiative, WIN has advanced a comprehensive, employer-driven approach to **expanding Registered Apprenticeship Programs (RAP)** and **Pre-Apprenticeship Programs** across Southeast Michigan, strengthening talent pipelines in both traditional and emerging industries. The ABA initiative has served as a critical catalyst for scaling apprenticeship models, deepening employer engagement, and building long-term workforce system capacity across the region. Key accomplishments include:

- Expansion of Registered Apprenticeship and pre-apprenticeship programs, supporting both new program development and the enhancement of existing employer-led training models
- Strong employer partnerships, enabling businesses to invest in incumbent worker upskilling and create structured career pathways aligned with industry demand
- Development of sector-based collaboratives, including the Health Careers Alliance (HCA) & Michigan Alliance for Greater Mobility Advancement (MAGMA) to address critical workforce shortages through coordinated, data-driven strategies
- Support for apprenticeship intermediaries and system infrastructure, strengthening WIN's role as a USDOL-recognized intermediary managing apprenticeship standards across multiple employers and occupations
- Launch of pre-apprenticeship programs with partners, including **Detroit Home Builders** and **Zaman International**, expanding early access to career pathways.

A core strength of the ABA initiative has been its focus on employer-led solutions, ensuring apprenticeship programs are directly aligned with real-time workforce needs. Through this, employers have been able to:

- Build customized training programs that support both new hires and incumbent workers
- Improve talent retention and internal career advancement pathways
- Increase competitiveness in a tight labor market by investing in workforce development

As highlighted in the WIN 2024 Annual Report, employers emphasized the value of ABA in strengthening their workforce strategies: *"The ABA Grant enables us to invest in our employees by creating a career path through training and development... nurturing our existing talent ensures our competitiveness while meeting customer demands,"* said **Julie Kirkpatrick, Sr. HR Generalist of The Oakwood Group**

In addition to direct program outcomes, ABA has driven system-level impact by:

- Expanding apprenticeship into nontraditional sectors, including healthcare and IT
- Strengthening partnerships among employers, community colleges, Michigan Works! agencies, and training providers
- Advancing earn-and-learn models that provide accessible, work-based pathways into high-demand careers

In partnership with employers, education providers, and workforce development organizations, the ABA initiative advanced apprenticeship growth and workforce accessibility across multiple sectors. The following outcomes demonstrate the initiative's continued regional impact and success:

- 109 new Registered Apprenticeship Programs (RAPs) developed, exceeding the goal of 75
- 181 RAPs expanded, surpassing the target of 75
- 40 pre-apprenticeship programs expanded, achieving four times the goal of 10
- 793 unduplicated employers and stakeholders engaged through apprenticeship and workforce initiatives
- 69 new apprenticeship sponsors added
- 1,001 reportable individuals served
 - 630 enrolled in Registered Apprenticeship Programs
 - 209 enrolled in pre-apprenticeship programs

Through ABA, WIN has further solidified its leadership in apprenticeship innovation, building on its national recognition as a top-performing workforce collaborative and advancing scalable models that continue to shape Michigan's talent development system.

PERFORMANCE OUTCOMES

793

EMPLOYERS &
STAKEHOLDERS ENGAGED
EXCEEDED GOAL OF 100 BY 793%

1,001

INDIVIDUALS
EXCEEDED GOAL OF 550 BY 182%

330

RAPs & PRE-RA
DEVELOPED & EXPANDED

69

NEW APPRENTICESHIP
SPONSORS

CLOSING THE SKILLS GAP



Through the **U.S. Department of Labor's Apprenticeships: Closing the Skills Gap** initiative, led by **Oakland Community College**, WIN, and its partners have significantly expanded the region's apprenticeship ecosystem, creating scalable, employer-driven solutions to address critical talent shortages in **advanced manufacturing and other high-demand industries**.

In 2025, the initiative demonstrated strong outcomes in both system-building and participant impact, exceeding key performance goals and establishing sustainable workforce infrastructure across Southeast Michigan.

Key accomplishments include:

- Expansion of Registered Apprenticeship Programs (RAP), with 305 new programs created and reaching 184% of the original USDOL Apprenticeship Building America (ABA) grant target outcomes, and 152 RAP expanded to meet evolving employer needs
- Significant employer engagement, with 602 employers participating in apprenticeship development that is more than triple the initial ABA grant goal, demonstrating strong industry adoption of the apprenticeship model
- Participant success and scale of 4,250 individuals served, with over 1,257 registered apprentices enrolled, and more than 1,000 participants completing training activities
- Strengthening the apprenticeship intermediary model, with WIN serving as a USDOL intermediary group sponsor for employers and expanding regional capacity by training partners to become independent intermediaries

A key focus of the initiative has been building a coordinated regional workforce system, aligning community colleges, Michigan Works! Agencies, employers, and training providers to deliver seamless pathways into apprenticeship and employment. These partnerships have enabled:

- Delivery of wraparound support services, including career coaching, financial assistance, and barrier reduction strategies (e.g., transportation, childcare) to improve participant success
- Development of pre-apprenticeship and early pipeline programs, connecting K-12 students and job seekers to high-demand careers through structured, work-based learning pathways
- Creation of industry-aligned curriculum and training models, informed by real-time labor market data and employer feedback

The initiative also expanded outreach to underserved populations and ensured broader participation in apprenticeship opportunities through targeted recruitment, community engagement, and inclusive program design. Beyond program outcomes, Closing the Skills Gap has driven system-level change by:

- Streamlining apprenticeship implementation processes for employers
- Developing tools and resources to support program design and sustainability
- Embedding apprenticeship strategies within education and workforce institutions

As the grant period concluded, the USDOL presented two prestigious awards to the collaborative: the **Sustainability and Expansion Award** and the **Adaptive Leadership Award**. The Closing the Skills Gap initiative has established a sustainable, employer-led apprenticeship model that continues to expand across the region, ensuring long-term talent pipeline development and strengthening the competitiveness of Michigan's workforce.

PERFORMANCE OUTCOMES

305

NEW REGISTERED
APPRENTICESHIP PROGRAMS
EXCEEDED GOAL OF 166 BY 184%

602

EMPLOYERS ENGAGED
EXCEEDED GOAL OF 179 BY 336%

4,250

PARTICIPANTS SERVED

1,257

APPRENTICES ENROLLED

152

EXPANDED RAP
EXCEEDED GOAL OF 120 BY 127%

WIN REGISTERED APPRENTICESHIP INTERMEDIARY



WIN APPRENTICESHIP INTERMEDIARY

57

ACTIVE EMPLOYERS

43

APPRENTICES
REGISTERED IN 2025

52

ACTIVE REGISTERED
OCCUPATIONS STANDARDS

349

APPRENTICES SERVED
SINCE 2018

91

EMPLOYER ENGAGED
SINCE 2018

Through the **Advance Michigan Center for Apprenticeship Innovation (AMCAI)**, the WIN Registered Apprenticeship Intermediary Group Sponsor Program continues to serve as an employer-driven workforce solution by supporting the development, expansion, and long-term sustainability of U.S. Department of Labor Registered Apprenticeship Programs across Southeast Michigan and beyond.

Through a structured “**share, build, certify, and manage**” model, WIN provides end-to-end support for employers, simplifying the apprenticeship process while ensuring programs are aligned with industry needs and federal standards.

In 2025, WIN was recognized twice by Michigan Works! Agency partners through the **State of Michigan Department of Labor and Economic Opportunity Race to Talent™ initiative**, which highlights employers and partners building sustainable talent pipelines through Registered Apprenticeships and innovative workforce strategies. This work reflects a broader shift from workforce awareness to implementation, with employers actively investing in long-term talent development, expanding its impact by strengthening both program delivery and system capacity, supporting employers across a growing range of traditional and non-traditional occupations.

Key Outcomes:

- 349 apprentices served since 2018
- 91 employers engaged in Registered Apprenticeship Programs
- 57 active employers
- 52 approved and active registered apprenticeship occupations
- 43 new apprentices registered in 2025
- 21 apprentices earned U.S. Department of Labor credentials
- 16 new employers joined WIN Intermediary standards in 2025
- 6 new occupations or occupation variations added in 2025

The WIN intermediary model not only supports individual employers but also builds regional and statewide infrastructure for apprenticeship expansion.

Through the **Apprenticeship Building America (ABA)** initiative, the WIN AMCAI hub has played a critical role in training and supporting intermediary partners across Michigan. Since the launch of ABA, multiple organizations have advanced their capacity to serve as active apprenticeship intermediaries, including:

- Michigan Works! Agencies across Southeast, West Central, Southwest, Oakland County, and Macomb/St. Clair regions
- Detroit Regional Workforce Alliance
- UP Michigan Works!
- Community-based and education partners, including Schoolcraft College, Washtenaw Community College, and Community 2 Me Network

In 2025, WIN continued this momentum by providing technical assistance, training, and capacity-building support, ensuring partners can effectively develop and manage apprenticeship programs in their regions.

This growing network strengthens the statewide apprenticeship ecosystem and creates a scalable model for expanding Registered Apprenticeships across industries and communities.

Employers consistently highlight the value of the WIN hands-on support and expertise:

“Jennifer and all of her counterparts (WIN, SEMCA, and AMCAI) have been extremely helpful from the inception of wanting to have a registered apprenticeship program, successful completion of registering the program, and continued support of the company and apprentices.”

– **Jared (Chip) Philbeck, President, Starboard Industries**

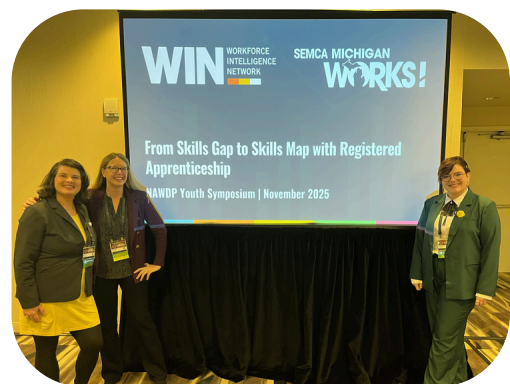
“WIN’s support through the Apprenticeship program has been instrumental in our journey at Actually Clean. With their guidance and resources, we’ve been able to scale our operations across 15 cities in Michigan, including expanding into the Upper Peninsula, and even opening our first location in Miami. The Apprenticeship model has empowered us to train and develop a skilled workforce, driving sustainable growth and making a tangible impact in the communities we serve.”

– **Kelli Williams, CEO of Actually Clean**

Through these partnerships, WIN is helping employers:

- Build sustainable talent pipelines
- Upskill incumbent workers
- Expand into new markets
- Improve retention and workforce quality

As apprenticeship continues to evolve into a flexible, industry-driven workforce strategy, WIN remains at the forefront, supporting employers, strengthening partnerships, and advancing economic mobility across Southeast Michigan.



MICHIGAN ALLIANCE FOR GREATER MOBILITY ADVANCEMENT

The **Michigan Alliance for Greater Mobility Advancement (MAGMA)**, convened by WIN, continued to serve as a premier employer-led collaborative addressing workforce challenges across Michigan's mobility and advanced manufacturing sectors.

In 2025, MAGMA brought together automotive OEMs, suppliers, educators, policymakers, and workforce leaders through quarterly Advisory Council meetings and strategic convenings focused on the future of work.

These sessions explored critical topics shaping the mobility ecosystem, including:

- Artificial intelligence and emerging technologies, and their growing role in manufacturing and workforce transformation
- Hydrogen innovation and clean energy workforce needs, including analysis of over 700 organizations supporting the hydrogen economy and identifying key skills gaps
- Regulatory and policy trends, including Workforce Innovation and Opportunity Act (WIOA) updates and industry investment strategies impacting talent demand
- Global economic and tariff impacts, and their implications for supply chains, job growth, and workforce planning

Through these engagements, MAGMA continues to function as a critical convening space for cross-sector collaboration, ensuring that workforce strategies remain aligned with rapidly evolving industry needs.

MAGMA also plays a key role in translating insights into action by:

- Informing training program development and curriculum design
- Supporting employer-led talent pipeline strategies
- Connecting workforce, education, and industry partners to drive innovation

With participation from leading employers, educational institutions, and public sector partners, MAGMA strengthens Michigan's position as a national leader in mobility, electrification, and advanced manufacturing workforce development.



GOVERNING BOARD MEMBERS

JOHN KERR DENSO International
JAYME POWELL Detroit Regional Workforce Partnership
JOHN NASARZEWSKI Downriver Career Technical Consortium
ANN THOMPSON Ford Motor Company
TRACY DISANTO General Motors
DR. PATRICIA CHATMAN Henry Ford College
MEHRDAD HOSSEINI ZADEH Kettering University
TIM DEBASTOS LG Energy Solutions
BEN CRUZ & NELSON KELLY Macomb Community College
BRIAN EGGART & JOEL MAGUIRE Michigan Technological University
KEVIN CHEANEY Nissan
BEAU EVERITT Oakland Community College
JUSTIN ALLEN Robert Bosch, LLC
PAUL BOWSER Roush Performance
PEARL WALKER & STACEY ZUSY SAE International
FRANK ABKENAR Schoolcraft College
GREGORY PITONIAK SEMCA Michigan Works!
OLIVER GROSS Stellantis
KEVIN MEHREN State of Michigan Infrastructure Office
ADAM KARIBIAN & MEG WALLACE Toyota North America
ASHLEE BREITNER University of Michigan Economic Growth Institute
ALAN LECZ Washtenaw Community College

MiAutoMobility.org

2025 MAGMA FOCUS AREAS

AI & Advanced Manufacturing
Hydrogen & Clean Energy Workforce
Mobility & EV Talent Pipelines
Policy, Regulation & Economic Trends



HEALTH CAREER ALLIANCE FOR SOUTHEAST MICHIGAN

The **Health Careers Alliance (HCA)**, convened by WIN, continued to address critical healthcare workforce shortages through a highly engaged, employer-led collaborative bringing together providers, educators, and workforce partners across Southeast Michigan.

In 2025, HCA focused on advancing both incumbent worker strategies and talent pipeline development, aligning employer demand with education and training systems to meet the region's most urgent healthcare workforce needs.

Key priorities and initiatives included:

- Expansion of Registered Apprenticeships Programs (RAP) across high-demand healthcare occupations, including nursing (LPN, RN), surgical technologists, radiography, and optometric assistants, with new programs in development for respiratory therapists and medical laboratory technicians
- Development of structured career pathways, supporting progression from entry-level roles (e.g., CNA, Medical Assistant) to advanced credentials (LPN, RN, BSN), improving retention and long-term career mobility
- Strengthening employer-driven training models, emphasizing work-based learning, clinical experience, and alignment with credentialing requirements to ensure job readiness
- Scaling innovative partnerships with community colleges and healthcare systems to modernize program delivery, expand access, and respond to employer feedback on curriculum and scheduling

HCA also continued to respond to critical labor market challenges, including persistent nursing shortages and high-demand occupations across healthcare systems. In Michigan alone, projected annual openings for registered nurses exceed 6,000, with a majority of counties designated as healthcare shortage areas.

Through the employer-led model, HCA translates industry input into action by:

- Designing and launching apprenticeship and training programs
- Informing education program development and delivery models
- Expanding career pathway awareness and access, particularly for underserved populations
- Leveraging state and federal funding to scale workforce solutions

With participation from major healthcare systems, workforce agencies, and education partners, HCA continues to serve as a critical driver of healthcare workforce innovation, strengthening talent pipelines while improving patient care outcomes across the region.



39

EMPLOYER ORGANIZATIONS

20

WORKFORCE AGENCIES AND
STATE GOVERNMENT

19

INSTITUTIONS OF HIGHER
EDUCATION AND K12
SCHOOL DISTRICTS

2025 HCA FOCUS AREAS

Registered Apprenticeships in
Healthcare

Nursing & Clinical Talent Pipelines

Work-Based Learning & Clinical Training

Career Pathways & Credential Alignment

APPRECIATION FOR OUR PARTNERS

Sincere gratitude is extended to employers, educators, workforce agencies, and community partners whose collaboration drives WIN's success. Together, we are building a stronger workforce and a more resilient regional economy.

SEMCA Workforce Intelligence Network (WIN) is a nonprofit organization committed to workforce and economic development in Southeast Michigan.
EIN #: 38-2675191

STAY CONNECTED!

Be part of shaping the future workforce of Southeast Michigan.
Learn more about research, programs, and initiatives at winintelligence.org.



+313.744.2946

info@winintelligence.org

25363 Eureka Rd,
Taylor, MI 48180

winintelligence.org

@workforce intelligence network

@win-semich

@workforce intelligence network (WIN)

The logo for Advance Michigan features a stylized white figure with arms raised, positioned above the text "ADVANCE MICHIGAN" in bold, white, uppercase letters. Below this, the text "CENTER FOR APPRENTICESHIP INNOVATION" is written in a smaller, white, uppercase font.

ADVANCE MICHIGAN
CENTER FOR APPRENTICESHIP INNOVATION

The logo for MI Apprenticeship features a stylized white figure with arms raised, positioned above the text "MI APPRENTICESHIP" in bold, white, uppercase letters.

MI APPRENTICESHIP

The logo for HCA (Health Careers Alliance) features the letters "HCA" in large, bold, white capital letters. To the right of "HCA" are three small white icons: a graduation cap, a handshake, and a medical cross. Below the icons, the text "HEALTH CAREERS ALLIANCE" is written in white, uppercase letters, followed by "FOR SOUTHEAST MICHIGAN" in a smaller, white, uppercase font.

HCA
HEALTH CAREERS ALLIANCE
FOR SOUTHEAST MICHIGAN

The logo for MAGMA features a stylized white figure with arms raised, positioned above the text "MAGMA" in bold, white, uppercase letters. Below this, the text "Michigan Alliance for Greater Mobility Advancement" is written in a smaller, white, uppercase font.

MAGMA
Michigan Alliance for Greater Mobility Advancement