



To: Michigan Works! Directors  
From: Christine Quinn, WDA-SOM  
Date: October 18, 2013  
Re: **The Re-engineering of the Michigan Workforce System to the Michigan Talent System**

As you know, we have been working toward changing the perception of the Michigan Workforce system to one that is positive, effective, collaborative and efficient. In discussions with the Governor, while he is supportive of changing “Workforce” to “Talent” he felt that we must use this opportunity to collectively change the way business is conducted in our system. We can’t assume or hope that key regional workforce and educational partners are engaged and aligned with the services we provided. Rather, we must actively recruit their participation and expertise when developing and implementing our strategic goals. Such goals should be based on sound data.

Employers in your local region will need a comprehensive “Talent Team” in order to be globally competitive. Now is your opportunity to assemble your team to meet regional demand. Individually, Talent System partners have unique strengths, partnerships, and resources. By bringing key partners together, collectively you will have the knowledge, skills, and abilities to meet the demands of today and tomorrow.

In order to undertake the rebranding of our workforce system, the Governor has indicated his support of the following key criteria’s for success:

**Rebranding Workforce as Talent Investment: Criteria for Success**

1. Statewide adoption of Prosperity Regions by Workforce Development Boards\*
2. Participation in Regional Prosperity Initiative Grant Applications\*
3. Elimination of one-county boards through mergers and consolidations
4. Joint meetings between private and public sector boards\*
5. A move towards a non-profit workforce infrastructure
6. Increased accountability through regular reporting, demand driven metrics and ultimately shared technology
7. Better coordination between UIA and WDA for enforcement of “active and work seeking”
8. Better access points for hard to serve customers
9. Greater connection to the P-20 system, with an emphasis on Pathways to Potentials in the 4 cities\*
10. Offer access and exposure to careers for young adults through talent tours\*

While these 10 criteria are critical starting points, there are other areas that we continue to review and make changes to from the State perspective. These include, WDA moving to mirror Prosperity Regions in its approach, policy review, Lean processes, leveraging of resources, integrated data systems and staffing structure.

In order to systematically begin this re-engineering of the Talent System, I ask that we prioritize our work and initially focus on the following 5 criteria based on the timelines:

*Statewide adoption of Prosperity Regions by Workforce Development Boards*

**Action:**

- WDA will provide a “Talent District Charter” for the MWAs to sign on to in support of the Governor’s Prosperity Regions.
- The Charter will be presented at the October Director’s Council meeting.

**Timeline:**

Completed by December 1, 2013

*Participation in Regional Prosperity Initiative Grant Applications*

**Action:**

Adoption of the new regional map will prepare the Workforce Boards to actively participate in all grant applications that come forward as a result of the \$2.5 million competitive grant program outlined in the FY’14 budget. All Workforce Boards are required Initiative participants and will be expected to participate actively in the application and implementation process.

**Timeline:**

Nov. 1, 2013 [with Ongoing Coordination and Participation]

*Joint meetings between private and public sector boards*

**Actions:**

- The Michigan Works! Association will compile an inventory on how many boards meet separately and how often - COMPLETED
- The Michigan Works! Association will meet with those who have joint meetings and will share their best practices, experiences and benefits gained from joint meetings.
- Criteria of “successfully” meeting this strategy will be identified.
- Boards will have until Jan. 1, 2014 to begin voluntary joint meetings. At that time, a new inventory will be compiled and the Workforce Development Agency will issue policy requiring joint meetings by all boards.

**Timeline:**

Completed Jan 1, 2014

*Greater connection to the P-20 system, with an emphasis on Pathways to Potentials in the 4 cities*

**Action:**

- Michigan Works! Association will survey the activity already occurring in collaboration with the Pathways to Potential Schools.
- Share best practices with agencies in those core cities and gauge what barriers may be preventing further collaboration or presence in the Pathways program. This effort, as part of better access to the customer, may warrant an additional metric on the WDA dashboard.

- Finally, many rural MWAs have acknowledged that declining federal funds and large geographic coverage areas would make participation in the Pathways program difficult for them. WDA will begin a dialogue about what alternatives may be available for rural customers and programs.

**Timeline:**

September 1, 2013 – December 31, 2013

*Offer access and exposure to careers for young adults through “Pure Michigan Talent Tours”*

**Action:**

- Survey Michigan Works! Agencies to discover how many are offering talent tours or similar programs and what the success of the programs have been.
- After assessing the strategy that has yielded the most success, Quinn will identify the criteria for being considered a Pure Michigan Talent Tour and bring these programs into alignment across the state as well as under the same brand.
- Where no program exists, we will work with the local agencies to implement the program.

The goal is each Prosperity Region has at least one talent tour program (10) by December 2013, with a 50% increase (20) in July 2014 showing statewide coverage by December 2014.

**Timeline:**

October 1, 2013 - Ongoing

I understand that change is always difficult but if we don't move forward – we will be trailing – not only in Michigan – but in the nation. Our employers and residents need a workforce system that is ready, willing and able to meet demand for not only today, but for the future. Michigan [you] have all been leaders in the development of new and innovative approaches to workforce development, now it's time to move beyond that into being the leaders in the new Michigan Talent Development System.

I look forward to working with all of you to help drive our Talent System into the future.

*[Note: Separate cover - The Re-engineering of the Michigan Workforce System to the Michigan Talent System – Continued]*