

Advance Michigan Catalyst

PARTNERSHIP LEAD ORGANIZATION – SOUTHEAST MICHIGAN COMMUNITY ALLIANCE (SEMCA)

SERVICE AREA

MICHIGAN: Genesee, Hillsdale, Huron, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saint Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, and Wayne Counties; and serves the following cities: Ann Arbor, Detroit, Flint, Jackson and Pontiac.



Overview

Southeast Michigan Community Alliance's (SEMCA), Advance Michigan Catalyst program, in partnership with Schoolcraft College, Henry Ford College, and Monroe County Community College has been a successful program model under the America's Promise Grant. SEMCA's American Job Centers serve as the primary recruiters and case managers for America's Promise participants, working with individuals to ensure success through training, support, placement, and follow-up.

Our Community College partners provide training in advanced manufacturing career pathways targeting robotics and animation. Training programs are designed as comprehensive hands-on experiences in fields such as Computer Numerical Control (CNC) and Robotics. The model of the program is to work closely with area companies that plan to hire or advance incumbent workers to determine the skill sets needed and design training to meet those needs. By working closely with employers, or groups of employers, we are able to streamline the process and training in order to deliver high quality candidates upon completion. Students receive industry-recognized credentials and are prepared to take exams to become certified in areas such as National Institute for Metalworking Skills (NIMS) Level 1, and FANUC Certified Robot Operator (FCR-O1).

Program Highlight

Oakland County Michigan Works! – Employer engagement has been a key factor in the success of the Oakland County Michigan Works! America's Promise programming. Employers initially participated in focus groups: assess interest, provide feedback on curriculum, and identify talent needs. Employers then continued their commitment: speaking at information and recruitment sessions, making classroom visits to share information about the occupation, industry, and their company, inviting students to tour their facility; and, interviewing students on the last day of training for employment opportunities. Oakland County Michigan Works! business services representatives market and promote the programs and the program's graduates as they meet with employers and speak at employer and Chamber events.

Macomb/St. Clair Michigan Works! – One aspect that really helped our America's Promise program recruit and enroll participants was having a Michigan Works! Career Planner embedded with the training partner Macomb's



Michigan Technical Education Center (M-TEC). Pre-COVID, the career planner met with students every day and assisted them with enrollment and any issues that arose. They also provided career services to students.

Regional Workforce Partnerships and Sector Strategies

Michigan Works! Southeast – Livingston County works with MOTT Community College and area employers to showcase various career pathways in the industry sector including the opportunity to host a Talent Tour and work-based learning opportunities that benefit both the employer and participants.

Genesee, Shiawassee, Thumb (GST) Michigan Works!

Many of our participants have low educational levels which can be a significant barrier to employment success. In Genesee County, one in two adults lacks the basic skills needed to meet education and employment requirements. To address this, GST Michigan Works! partnered with The Flint and Genesee Literacy network to develop an onsite Talent Development Center to assist individuals that have basic skill deficiencies. The Talent Development Center is available to prepare individuals for success in achieving their academic and career goals by providing free educational services aimed to improve literacy, math, career skills, and confidence. This has been a tremendous resource in helping Advanced Michigan Catalyst participants achieve their target career goals.



Success Story and Impact

Billy H. had experience in landscaping and in Michigan, landscaping can be a being seasonal job. Billy decided he did not want to continue along that career path. He wanted a career to support his family and realized that his limited work experience was a barrier to obtaining a job that would provide stability. Billy became interested in the computer numerical control (CNC) program at Schoolcraft College to obtain a career he desired. He was dual enrolled in the WIOA Dislocated Worker and the Catalyst program. He was also provided supportive services for purchasing interview clothing and gas cards to assist with transportation.



Billy earned the credential needed to be a CNC Operator. He attended an industry-specific job fair and was offered an on-the-job training opportunity as a CNC Operator with Seiki Tooling. With all his hard work and support from the Advance Michigan Catalyst program Billy has begun new employment at Hart Precision as a CNC Programmer with a starting hourly wage of \$15. Since starting the position, Billy has received a promotion and raise that allowed him to purchase a home and car for his family!

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