

2020PROFILE



**WORKFORCE
DEVELOPMENT
INSTITUTE**



Our mission is to combat economic and environmental injustice by connecting the unemployed or underemployed with the training and resources necessary to find gainful employment and transition Michigan to a cleaner, greener economy.



BUILDING OPPORTUNITY FOR ALL

Right now, our country and state are experiencing unprecedented levels of income inequality. Despite a bullish stock market, more and more Michiganders are left out of that prosperity. Loss of benefits at work, rising healthcare costs, and an erosion of access to social services has left many people working multiple jobs just to stay ahead.

Across Michigan, 43 percent of households struggle to afford the basic necessities of housing, child care, food, technology, health care and transportation. Some 1.66 million Michiganders are considered asset limited and income constrained per the most recent United Way ALICE Report - a study of the financial hardship of the state. We've seen how poverty takes root from economic injustice. And to fight poverty, we must change the rules of our economy by investing in an empowered, trained and sustainable workforce.

Michigan should be a state that provides opportunity for all. We know the best route to providing that opportunity and lifting people out of poverty is access to a good paying, union job. That's why the Michigan labor movement has collectively and continually invested in the development and support of the Michigan State AFL-CIO Workforce Development Institute.

The Workforce Development Institute (WDI) is supported by over 50 affiliated unions and constituency organizations that represent over one million active and retired union members. **Our mission is to combat economic and environmental injustice by connecting the unemployed or underemployed with the training and resources necessary to find gainful employment and transition Michigan to a cleaner, greener economy.**

Through further collaboration, WDI can improve the quality of life for people across Michigan and prepare our state to lead the fight against climate change.



A stylized, handwritten signature in black ink that reads "Ron Bieber". The script is fluid and cursive.

Ron Bieber, *Board Chairman*

Michigan AFL-CIO Workforce Development Institute



OUR LEADERSHIP

Michigan State AFL-CIO Workforce Development Institute is managed by a six member board that includes both the President of the Michigan AFL-CIO and the President of the Michigan Building Trades Council.

Ron Bieber, Chairman

Michigan AFL-CIO

Steve Claywell, Vice Chair

Michigan Building Trades Council

Steve Gulick, Director

Iron Workers Local 25

Jonathan Byrd, Director

Michigan Laborers' District Council

Mark Alexander, Director

Michigan AFL-CIO

Derek Dobies, Director

Michigan AFL-CIO

OUR STAFF

Michigan State AFL-CIO Workforce Development Institute is staffed by a Chief Executive Officer that works out of the Union Square building in downtown Lansing. This gives the organization unique access to legislators in the Capitol, as well as proximity to various labor organizations that are headquartered, or operate from, the Union Square facility.



Cheryl Sanford

Chief Executive Officer

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WHERE WE'VE BEEN

The Workforce Development Institute (WDI) is a non-profit 501(c)(3) corporation established and operated to provide services for job seekers and employers in the state of Michigan for the last 40 years. WDI is also a leader in providing apprenticeship readiness training, in partnership with the building trades, for underserved populations in targeted communities.



1977: The Michigan State AFL-CIO establishes the Labor Employment and Development (LEAD) Program to provide technical assistance to employment and training program operators and labor organizations on issues related to the labor standards and organized labor involvement mandated by the Comprehensive Employment and Training Act (CETA).

**LEAD
Inc.**

1988: The Michigan State AFL-CIO LEAD program was incorporated as a private non-profit corporation, Michigan State AFL-CIO LEAD, Inc. in order to better pursue state and federal grant dollars to support mission.



1990: LEAD, Inc. is renamed as Michigan State AFL-CIO Human Resources Development, Inc (M-HRDi) and focuses on providing employment and trainings services to displaced workers and economically disadvantaged adults and welfare recipients. HRDi is the only provider in Michigan awarded a statewide grant to fund On-the-Job training grants. M-HRDi secured a Consultation Education and Training Grant from the Michigan Department of Labor & Economic Growth, MIOSHA Division to provide free occupational health and safety awareness training for the workers of Michigan.



2009: Staffing swells to 124 full-time staff as M-HRDi secures state funding to serve statewide worker displacement services in Michigan Works! offices across Michigan during the Great Recession.



2014: M-HRDi partners with the AFL-CIO Working for America Institute, and national non-profit think-tank, Jobs for the Future, and concentrates on marketing, leveraging funding for, and implementing the USDOL approved Industrial Manufacturing Technician Apprenticeship.



2015: M-HRDi launches *Access For All* pre-apprenticeship programming in its Highland Park office in collaboration with United Way for Southeastern Michigan and the City of Detroit's Detroit Regional Workforce fund.

Vision for Prosperity

2017: M-HRDi launches *Visions For Prosperity* pre-apprenticeship programming in Battle Creek and Kalamazoo in collaboration with Michigan Works! Southwest, the W.K. Kellogg Foundation, and other local partners.



2019: M-HRDi is renamed as the Michigan State AFL-CIO Workforce Development Institute with a reconstituted board and restated mission that aligns economic and environmental justice work with workforce development and training.



2019: WDI partners with the BlueGreen Alliance uniting America's largest labor unions and its most influential environmental organizations to solve today's environmental challenges in ways that create and maintain quality jobs and build a stronger, fairer economy.



WHAT WE DO

The Workforce Development Institute is one of the largest worker training organizations in Michigan. Leveraging its close partnership with organized labor, the WDI specializes in a range of economic development services and training programs that help build a stronger workforce:

1

CREATING ECONOMIC OPPORTUNITY

The Workforce Development Institute employs professional Business Service Representatives who develop and maintain productive relationships with employers with the intent of preserving and creating economic opportunities in areas across Michigan.

2

INCREASING WORKPLACE SAFETY

The Workforce Development Institute provides OSHA authorized 10-hour and 30-hour trainings for both the construction and general Industries, and offers free health and safety awareness trainings to small and medium size companies through a grant with the State of Michigan.

3

TRAINING TOMORROW'S WORKFORCE

The Workforce Development Institute provides career counseling, training and placement services to unemployed and underemployed job seekers in multiple counties as a Michigan Works service provider.

The WDI also operates two multi-stakeholder initiatives designed to identify and prepare individuals for careers in the construction industry. In partnership with the building trades registered apprenticeship programs, WDI has helped create a pipeline of talent for the industry to meet the increased demand for skilled trades worker in that industry.

The Michigan Workforce Development Institute has successfully operated major workforce development and economic development projects in Michigan for over forty years.

OUR TEAM

The Workforce Development Institute (WDI) is a Michigan 501(c)(3) non-profit corporation, workforce development contractor and program operator established by, and associated with, the Michigan State AFL-CIO. Our team of experienced workforce development professionals currently provide services in several counties including Wayne, Monroe, Kalamazoo, and Calhoun.



OUR ACCREDITATIONS

- * ***WDI is the first High Performance Career Development Organization (HPCD) in the United States.***
- * *WDI is a CCE Approved Continuing Education Provider (ACEP).*
- * ***Certified Global Career Development Facilitators.***
- * *Certified Business Solutions Professionals.*
- * ***Workforce Development Specialist Apprenticeship.***
- * *Workforce Development Analyst Apprenticeship.*

CREATING ECONOMIC OPPORTUNITY



The Workforce Development Institute has been at the vanguard of the demand driven business services model for the last 20 years, which also includes strategies incorporating emerging technologies to achieve positive outcomes.

WDI's Business Services Team uses the Business Enhancement Services and Training (BEST) process for identifying needs and for designing business solutions. The BEST process was the foundation for the Business Solutions Professional certification program, advanced jointly by South Central Michigan Works! and Michigan State University School of Labor and Industrial Relations.

CREATING ECONOMIC OPPORTUNITY

The BEST process identifies employer needs and facilitates the allocation of assets in collaboration with economic developers, business organizations and educators. Proper implementation of the BEST process leverages all available workforce, economic development, education, and training assets to keep businesses competitive and to stimulate local economic growth. The WDI Business Services Representative acts a project manager and a single point of contact for the employer to streamline the process of navigating the workforce development system and its partners.

WDI will assist businesses with talent acquisition needs including:

- Strategic planning and project management
- Outreach and recruitment
- Development of job descriptions
- Posting job orders
- Assessment
- Labor market information
- Identify new hire incentives
- Providing interview spaces





INCREASING WORKPLACE SAFETY

The Michigan Workforce Development Institute receives a Consultation Education and Training grant from the Michigan Department of Labor & Economic Opportunity, MIOSHA Division, enabling the organization to offer free health and safety awareness trainings to small and medium size companies. These trainings are conducted by our Health & Safety Director and are designed to help reduce total recordable case rates. Training topics are recognized and defined by OSHA/MIOSHA and are aimed at reducing injuries, lost time and workers compensation claims. WDI provides all the training staff and material needed for this program, and there is no cost to any of our clients.

The Michigan Workforce Development Institute also provides OSHA authorized 10-hour and 30-hour trainings for both the construction and general industries.

*The Michigan Workforce Development Institute has successfully
operated major workforce development and economic
development projects in Michigan for thirty-five (35) years.*

TRAINING TOMORROW'S WORKFORCE

The Workforce Development Institute provides career counseling, training and placement services to unemployed and underemployed job seekers in multiple counties as a Michigan Works service provider. WDI also operates two multi-stakeholder initiatives designed to identify and prepare individuals for careers in the construction industry. In partnership with the building trades registered apprenticeship programs, WDI has helped create a pipeline of talent for the industry to meet the increased demand for skilled trades worker in that industry.

WORKFORCE TRAINING FOR YOUTH AND ADULTS

Since its inception WDI, has expanded its service population to include not only dislocated workers, but also economically disadvantaged youth and adults and public assistance recipients. WDI provides comprehensive career coaching, case management, training and job placement services to job seekers. Our mission is to provide assistance to help job seekers achieve economic self-sufficiency.

Adult WIOA Programming

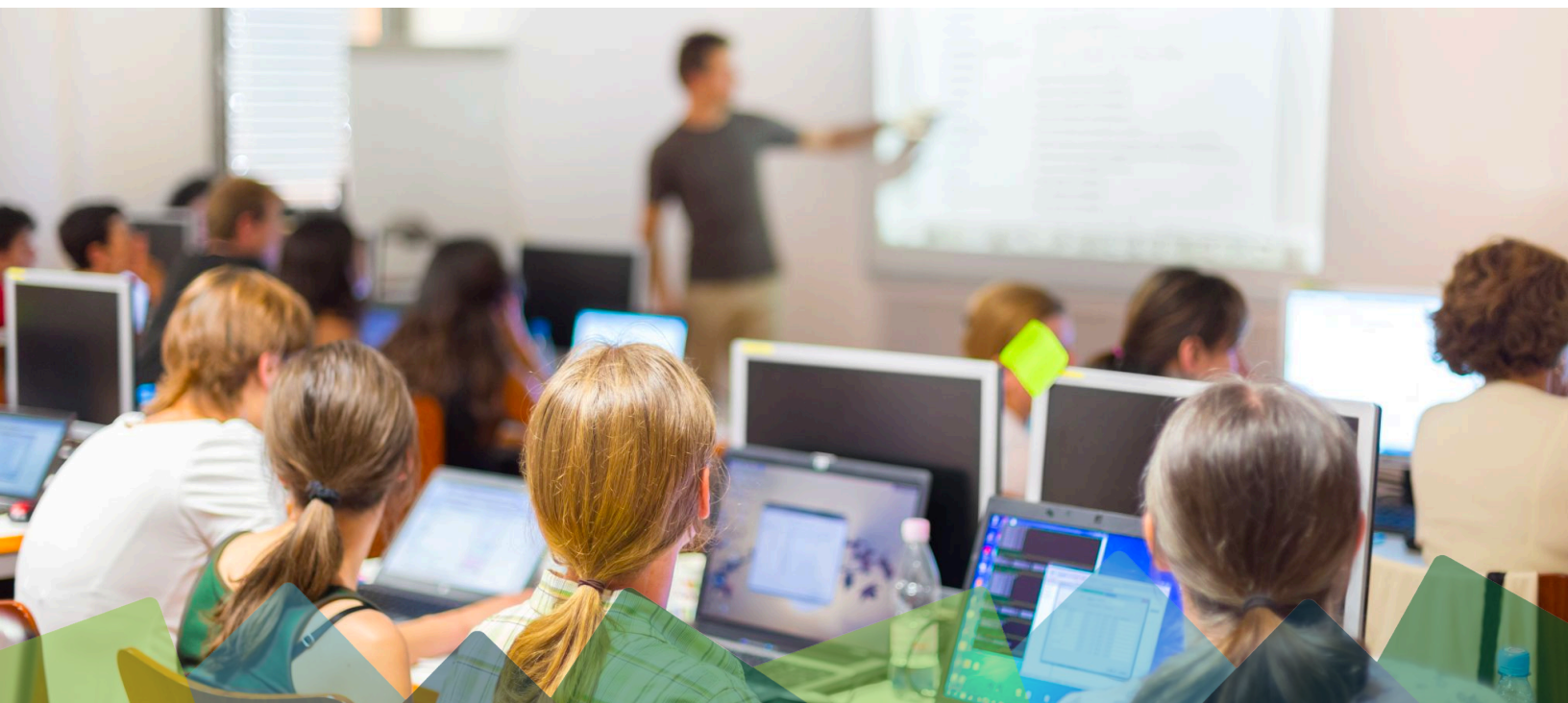
10,321 workers served

96% placement rate

Dislocated Worker Programming

18,643 workers served

95% placement rate





APPRENTICESHIP READINESS TRAINING: ACCESS FOR ALL & VISIONS FOR PROSPERITY

The Workforce Development Institute's apprenticeship readiness programs were developed in response to the need to create career opportunities in the building trades for job seekers in targeted communities. In partnership with the building trades, workforce development and community-based partners, the programs help create a sustainable pipeline of talent for the construction industry as many of the journey workers are projected to retire over the next 5 to 10 years thereby creating a demand for skilled workers. Directly, and through its working relationships with the Michigan State Building Trades Council, the Michigan AFL-CIO both represents and works closely with all 22 individual building trades unions, and these long standing working relationships provide the Workforce Development Institute with unique access to building and construction trades unions vital to the success of the Access for All and Visions for Prosperity.



The programs target residents from underserved communities who are economically disadvantaged, minority, and/or female, to provide them with the skills they need to successfully compete for entry into Building Trades Apprenticeships leading to a construction industry career that can provide economic self-sufficiency.

This rigorous pre-apprenticeship program has a goal of developing qualified candidates for Building Trades Apprenticeships and employment in the union construction industry. The curriculum was developed to meet or exceed the apprenticeship readiness training requirements of the Multi-Craft Core Curriculum (MC3) established by the North American Building Trades Council.

Access For All

261 *students enrolled*

77% *graduation rate*

86% *job placement rate*

Visions For Prosperity

22 *students enrolled*

73% *graduation rate*

100% *job placement rate*

Collaboration Partners:

- **Construction Industry Organizations:** Michigan Infrastructure and Transportation Association, Associated General Contractors of Michigan, Construction Association of Michigan, Great Lakes Fabricators and Erectors, Mechanical Contractors Association of Detroit and MUST (Management and Unions Working Together).
- **Joint Apprenticeship Training Committees (JATCs) for eight building and construction trades:** Carpenters, Ironworkers, Operating Engineers, Electricians, Cement Masons, Masonry Trades and Laborers.
- **Union Construction Industry Contractors:** Adamo Group, Angelo lafrate Construction, Barton Mallow, Blaze Contracting, The Brinker Group, C.A. Hull, Cadillac Asphalt, Dan's Excavating, Edgewood Electric, Hale Contracting, Toebe Construction, Tooles Group, Walbridge, Ajax Paving, and Motor City Electric.
- **Detroit Regional Workforce Fund:** a collaborative of private philanthropic and public funders with an operating staff focused on workforce innovation. The DRWF supported the early research and development and the demonstration of Access for All cohorts as well as project evaluation.



Program Elements:

- Recruitment, screening and selection of local residents for training
- Apprenticeship readiness training
- Construction worksite work experience
- Apprenticeship Training enrollment
- Placement in employment with Construction Contractors
- Follow-up and wrap-around services

Program Requirements:

- 18 years or older
- Local residence of the impacted community
- Valid Michigan Driver's License
- Pass a 10 panel drug test consistent with MUST standards for Metropolitan Detroit Building Trades
- Pass a construction industry physical exam (with standards defined by Access for All construction industry partners)

YouthBuild PROGRAM

WDI currently provides apprenticeship Readiness Training for a YouthBuild pilot funded by the US Department of Labor and managed by Detroit Employment Solutions Corporation (DESC).



IMT APPRENTICESHIP

Developed to meet the manufacturing industry need to upgrade skills of the frontline production workers, the Workforce Development Institute has operated the Next GEN Industrial Manufacturing Technician Apprenticeship in Michigan since 2014. This is a collaborative partnership with labor organizations representing the states of WI, MN, IN, OH, KY, IL & PA, as well as, the AFL-CIO Working for American Institute and national non-profit think-tank, Jobs for the Future.



The USDOL approved Industrial Manufacturing Technician Apprenticeship - a competency-based, 18-month, 3,000-hour apprenticeship provides production workers with the knowledge and competencies needed in the advanced manufacturing environment:

- Set up, operate, monitor, and control production equipment
- Help improve manufacturing processes and schedules to meet customer requirements
- Understand manufacturing as a business system that integrates multiple disciplines, processes, and stakeholders
- Efficiently and safely manage time and materials

Upon completion of training, workers earn nationally recognized manufacturing journey worker credentials. Michigan WDI has successfully completed this program at Rosler, Bleistahl, Benteler and Musashi. WDI currently has 73 IMT Apprentices with 23 who have completed to journeyman status.

WFD SPECIALIST APPRENTICESHIP

The WFD Specialist is a time-based registered apprenticeship that provides staff working in the public workforce system and other training agencies with the knowledge and the competencies needed to provide direction to those seeking services.

The 12-month or 2,000-hour apprenticeship trains staff to:

- Build relationships that enhance the career development services for all clients
- Develops project management coordination and skills
- Understand the ethics and scope of practice for staff in the delivery of services
- Develop effective communication strategies tailored to the specific audience and the use of required Information Technology



The Workforce Development Institute launched a pilot of this apprenticeship with Business Service professionals staffed in our Michigan Works! offices in 2019.



PARTNERSHIPS

WDI believes strongly in increasing its service capacity and expanding opportunities and services for business and job seeker customers by developing working partnerships with other workforce development service providers, community-based organizations (CBOs), employers, economic development organizations, and labor unions. These have included partnerships with multiple community based human services organizations:



The Michigan AFL-CIO is a federation of 40+ labor unions representing over 1 million members and their families, that improves the lives of working families by bringing economic justice to the workplace and social justice to Michigan.



Jobs For The Future is a national nonprofit that drives change in the American workforce and education systems to achieve economic advancement for all.



The Working for America Institute is a non-profit organization that is an allied organization of the AFL-CIO. It promotes economic development, develops new economic policies, and lobbies the United States Congress on economic policy.



The Michigan Association of United Ways provides leadership in policy influence and capacity building in Education, Economic Prosperity and Health that change individual lives and benefit the entire community so everyone has the same opportunities to succeed.



The BlueGreen Alliance unites America's largest labor unions and its most influential environmental organizations to solve today's environmental challenges in ways that create and maintain quality jobs and build a stronger, fairer economy.



The Michigan State Building Trades Council is a conglomerate of all union trades that have combined together to help raise awareness to labor related issues in the construction industry.



The Michigan Works Association provides services and support to Michigan's workforce development system. Through the Association, members can access timely, relevant professional development opportunities and ensure high-quality programs for all customers.



Ford Motor Company is an American multinational automaker headquartered in Dearborn, Michigan and partners with WDI on a number of different workforce training programs.



The Michigan Department of Labor & Economic Opportunity (LEO) provides the connections, expertise and innovative solutions to drive continued business growth, build vibrant communities, create affordable housing, and attract and retain key talent to fill Michigan's vast pipeline of opportunities. WDI works with support from MIOSHA, MSDHA and other LEO Departments.

WDI collaborates with 22 building trade unions and more than 18 other community organizations. These long-standing working relationships provide Workforce Development Institute with unique access to building and construction trades unions vital to the success of its broad array of workforce development and apprenticeship readiness programs.



FUNDING

Michigan WDI's primary source of support is the Federal Workforce Innovation and Opportunities Act (WIOA) which makes funds available – though the State of Michigan and local Michigan Works! Agencies – to provide job training, job placement and related services to displaced workers and economically disadvantaged youth and adults and welfare recipients. Michigan WDI contracts with these entities to provide direct services to eligible Michigan residents.

Michigan WDI also receives funding from grants from the State of Michigan to provide Health and Safety programs, as well as coordination for IMT Apprenticeships, classroom training for Pre-Apprenticeship training. WDI holds the standards and training for the Workforce Development Specialist Apprenticeship.



*Since 1983, WDI has operated and administered 294 Federal, State and Local MWA JTPA/WIA/WIOA contracts, exceeding **\$197,000,000 in programming with over 60,000 Michigan job seekers served.***

CONTACT

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