

**MICHIGAN**  
**WORKS!**<sup>®</sup>  
**Southwest**  
**EMPLOYMENT SERVICES**





# WHAT IS MICHIGAN WORKS! SOUTHWEST?

Michigan Works! Southwest's mission is to prepare a qualified workforce to meet the current and emerging needs of business and industry through data-driven decision making.

Michigan Works! Southwest is customer centered, integrity driven, dedicated to excellence, equity focused, collaborators, and innovative problem solvers.

Through fostering collaborative partnerships and empowering a compassionate, respectful, and knowledgeable team, dedicated to continuous improvement, Michigan Works! Southwest strives to create meaningful transformation in the people, businesses, and communities they serve.

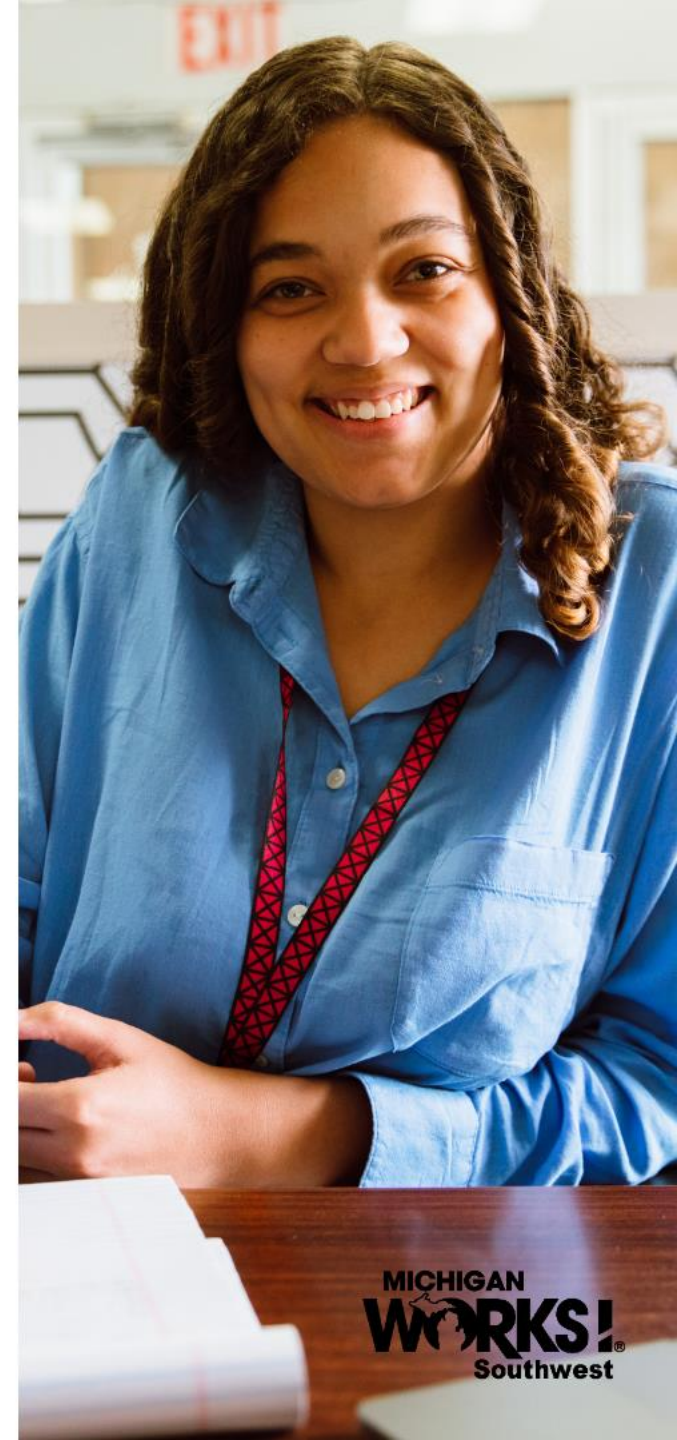


# OVERVIEW

## MICHIGAN WORKS! SOUTHWEST PROVIDES

- Employment Services
- Training Programs
- Community Resources
- Veteran Resources
- Youth Services

All services are provided at no cost to the customer!





# ADULT EMPLOYMENT SERVICES

- Applications
- Job Leads (The Job Seeker)
- Employment Readiness Workshops
- Employer of the Day Events
- Unemployment Claim Assistance\* (UIA Reps in Kalamazoo Only)
- Income Tax Preparation Assistance (Kalamazoo Only)

\*Michigan Works! Southwest is not the Unemployment Agency



# JOB LEADS

- The Business Solutions team works to establish relationships with local employers
- Employers inform Michigan Works! Southwest of openings
- Michigan Works! Southwest prepares the customer and then connects them to the employer





# EMPLOYER OF THE DAY

Michigan Works! Southwest brings the employers to customers through Employer of the Day events at our service centers.

At these events customers:

- Submit their resumes
- Fill out applications
- Access on-the-spot interviews
- Network with representatives from the company



# RESUME REVIEW

Michigan Works! Southwest Career Coaches are available to help customers develop and strengthen their resumes.

Career Coaches are also available to work one-on-one with customers.





# ONE-ON-ONE CAREER COACHING

Michigan Works! Southwest provides customers with an accountability partner through one-on-one career coaching sessions.

Career coaches can review resumes, provide a mock interview, and provide additional resources to customers.



# YOUTH

## EMPLOYMENT SERVICES

- Ages 14-24
- Mentorship
- Job Search Assistance
- Job Placement
- Paid Internships
- Talent Tours
- On-the-Job Training
- Job Shadows
- Employability Skills Workshops





# TRAINING SERVICES

For customers interested in switching their career or moving into a new industry without going back to school, Michigan Works! Southwest can help individuals prepare for a new job with the following training programs that result in certification:

- Certified Nurse Aide/Certified Nursing Assistant
- Medical Assistant
- ServSafe
- Early Childhood Education
- Construction Trades
- CDL (Truck Driving)
- Access for All Apprenticeship Readiness
- and more!



# ADDITIONAL SERVICES

- PATH (Partnership. Accountability. Training. Hope.)
- LEAP (Learn, Earn, And Provide)
- FAE&T (Food Assistance, Employment, & Training)
- BRES (Barrier Removal Employment Success)
- Neighborhood Employment HUBs (Battle Creek only)
- Youth (Ages 14-24, Career Exploration)
- Veteran Services
- Michigan Reconnect
- Job Seeker Email Newsletter





# CURRENT WORKSHOP TOPICS

- Application Basics
- Cover Letters
- Customer Service Skills
- Digital Footprint
- Interviewing in the Digital Age
- Job Search Tips and Tricks
- Networking
- Professional Advocacy
- Professionalism
- Resume Development



# MINIMIZE THE DURATION OF YOUR JOB SEARCH

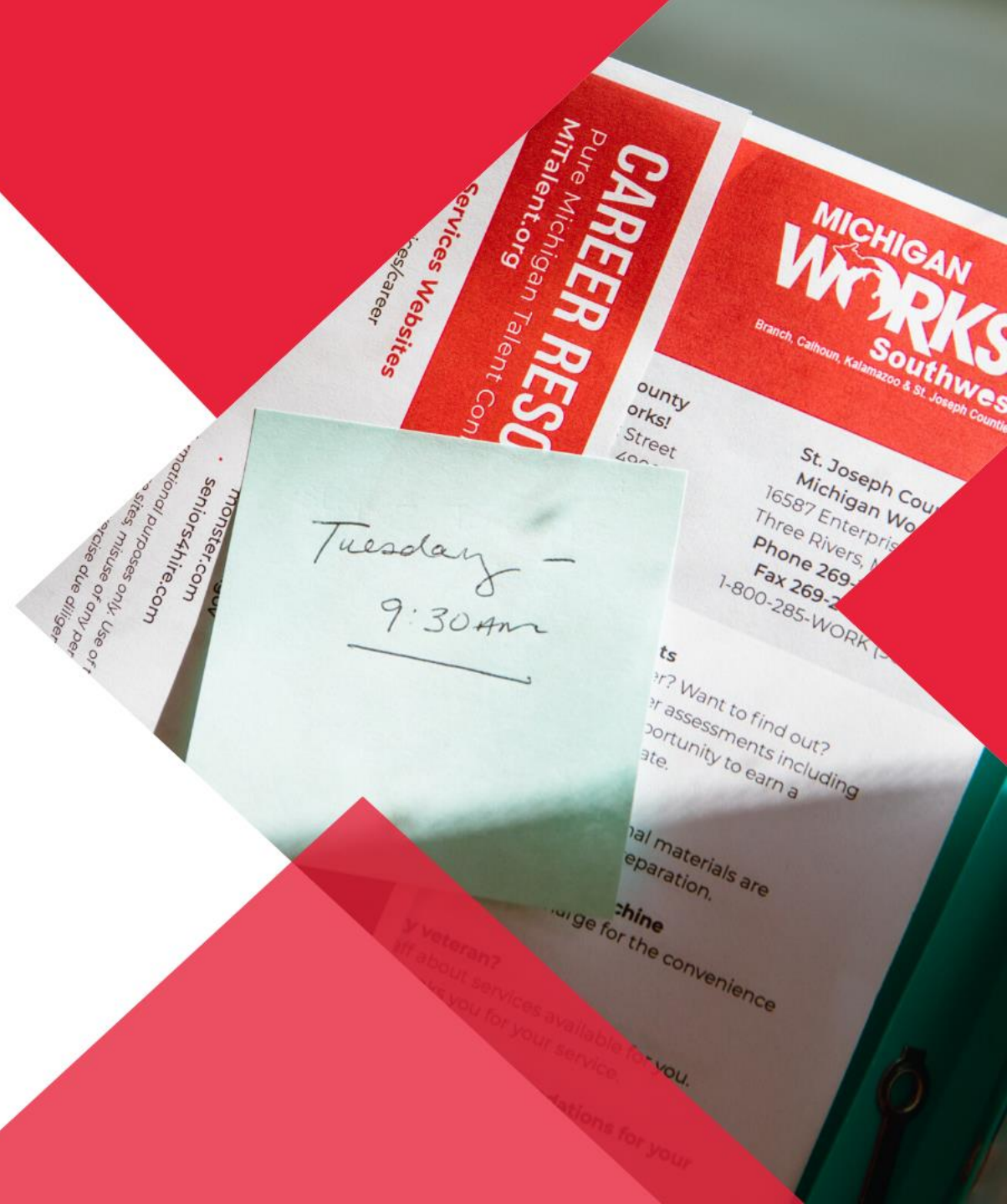
Contact  
MWSW

Create an  
Employment  
Plan

Follow the  
Plan



**MICHIGAN**  
**WORKS!**<sup>®</sup>  
**Southwest**  
**BUSINESS SOLUTIONS**





# WHAT IS A BUSINESS SOLUTIONS PROFESSIONAL?

Business Solutions Professionals are individuals trained to understand unique local challenges and opportunities. BSPs can support your hiring, contracting, process improvements, and growth.

## Business Solutions Professionals can assist with:

### WORKFORCE ASSESSMENTS

Addressing talent gaps within a company by collaborating and developing comprehensive solutions.

### TALENT RECRUITMENT

Job postings and access to qualified job seekers via Pure Michigan Talent Connect.

### TRAINING/HIRING SUPPORT

Customized training programs, retention support and access to specialized worker populations.

### NETWORKS & COMMUNITY RESOURCE

A unique network of partners and assets that provide all-encompassing business solutions.





# TRAINING PARTNERSHIPS

## **MIREACH**

The Michigan Rural Enhanced Access to Careers in Healthcare program provides support for the education and training needed to get started in a variety of in-demand healthcare careers. This can include on-the-job training and related classroom instruction.

## **EV TRAINING OPPORTUNITY**

The EV Jobs Academy supports education and training in critical mobility careers, including those needing supportive services and incumbent workers who want to advance into new, emerging careers.



# REGISTERED APPRENTICESHIPS

- A Registered Apprenticeship is an industry-driven, high-quality career pathway where employers can develop and prepare their future workforce, individuals can obtain paid work experience, classroom instruction, and a portable, nationally-recognized credential.
- The Michigan Works! Southwest Apprenticeship Success Coordinator works with employers to establish a USDOL Registered Apprenticeship their company.







# APPRENTICESHIP GRANTS

## STATE APPRENTICESHIP EXPANSION (SAE) GRANT

To achieve successful youth apprenticeship expansion and serve underrepresented populations, Michigan Works! Southwest has partnered with secondary and post-secondary education, in Branch, Calhoun, Kalamazoo, and St. Joseph counties, resulting in positive outcomes for youth, other underrepresented populations, and employers through the marrying of a pipeline from education experiences to Registered Apprenticeship Program opportunities.

## MiSTAIRS

Michigan Statewide Targeted Apprenticeship Inclusion & Readiness System expands apprenticeship career and enrollment opportunities for underrepresented populations.





# GOING PRO TALENT FUND

The Going PRO Talent Fund is a competitive grant that offers support to employers in enhancing their talent and productivity of current and newly hired employees, while increasing employment, retention, and the competitiveness of Michigan's businesses.

The grant award, applied for with assistance from Michigan Works! staff, assists local employers in offering customizable, short-term trainings that meet employer technical skill requirements and address talent gaps.

# 2023 BUSINESS SOLUTIONS IMPACT

Fiscal Year 2023

**\$4,654,101**

Awarded to Companies

**2,670**

Individuals to be Trained

**784**

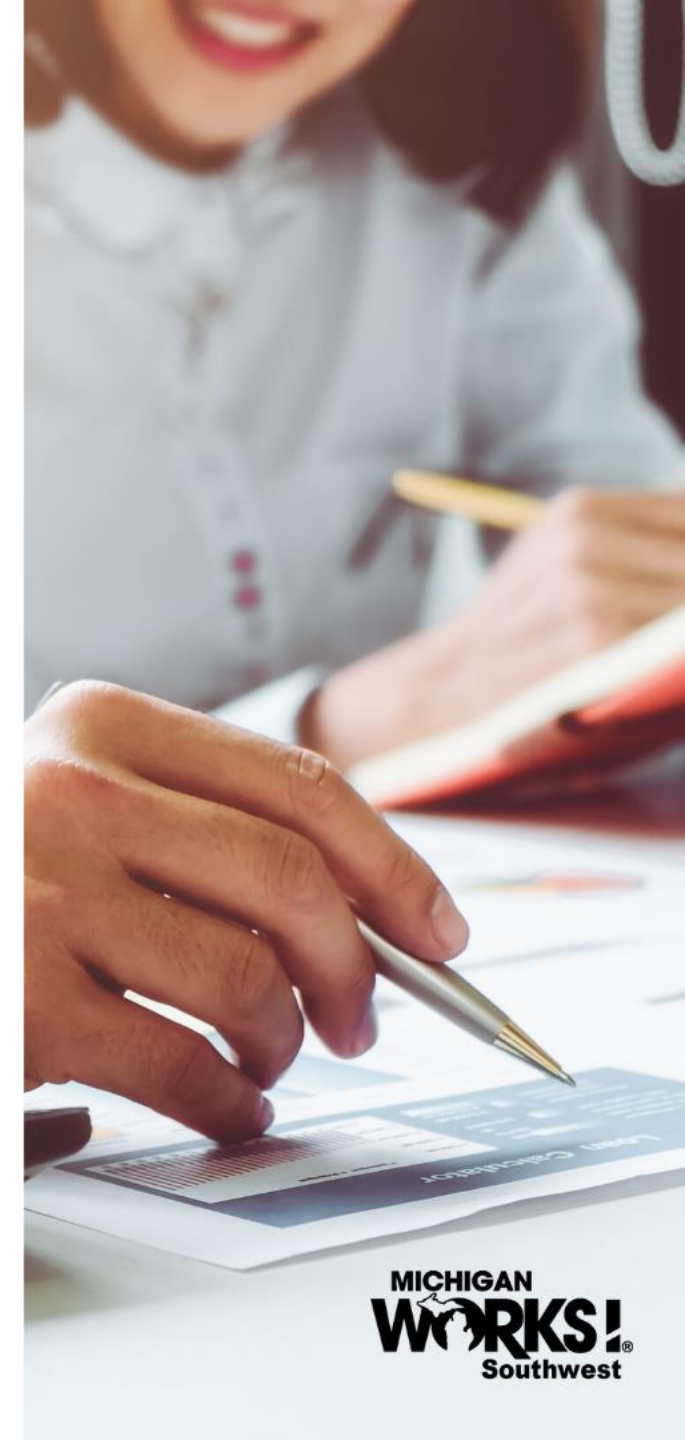
Anticipated New Hires

**348**

Planned Apprentices

**69**

Companies Awarded GPTF







# EMPLOYER LED COLLABORATIVES

## **SOUTHWEST MICHIGAN HEALTHCARE**

Develops industry based partnerships that promote the economic health and welfare of the area's businesses and workers.

## **KALAMAZOO MANUFACTURING**

Addresses the shortage of skilled job candidates in Southwest Michigan's entry, technician, and engineering level sectors through collaborative discussions and comprehensive solutions.

## **BATTLE CREEK MANUFACTURING**

Discusses and develops innovative and integrated strategies to address the lack of qualified candidates to fill entry-level, technician level, and engineering job openings in Southwest Michigan.

## **ADVANCED INFORMATION TECHNOLOGY SOLUTIONS**

Supports the local IT ecosystem by addressing the talent gap within the IT industry with an enhanced focus on the rapidly evolving support for the production of electric vehicles.

# CAREER EVENTS

## **MiCAREERQUEST™**

At MiCareerQuest™ Southwest, students experience an interactive, informal, inspiring, and hands-on career and college readiness event unlike any other. During this unique experience, students explore careers directly from the professionals who perform these jobs every day. Employers for industry areas such as engineering and manufacturing, health sciences, natural sciences, construction trades, and information technology work together to brainstorm and produce exciting and interactive exhibits without a “Do Not Touch” sign in sight.

## **MiCAREERQUEST™ IN ST. JOSEPH COUNTY**

MiCareerQuest™ in St. Joseph County will be held on Tuesday, May 7, 2024 at the Doyle Community Center in Sturgis, MI. If you are interested in being one of the participating businesses, please contact me right away so we can reserve your spot!







# RAPID RESPONSE

Rapid Response provides timely and targeted support to workers and employers during times of significant workforce disruptions. The primary objective of Rapid Response is to facilitate a smooth transition for both workers and employers during periods of workforce disruptions.

By offering timely and targeted assistance, Rapid Response aims to reduce the negative impacts of job loss, access to training and resources, and support the overall economic well-being of the community. Rapid Response acts as both a provider of direct reemployment services and as a facilitator of additional services and resources.

# **SOUTHWEST MICHIGAN EMPLOYER RESOURCE NETWORK<sup>®</sup>**

The Employer Resource Network<sup>®</sup> (ERN<sup>®</sup>) is a private-public consortium with the purpose of improving workforce retention through employee support and training. The ERN<sup>®</sup> achieves this through business engagement, collaboration with employers and work-place based employee success coaching.







# EMPLOYER RESOURCE NETWORK IMPACT

October 1, 2022 – September 30, 2023

**767% ROI**

Supportive Employment  
Saves Money

**2,761**

Total Services to  
Employees

**1,168**

Distinct Employees Served  
and their Families

**27**

Number of Active  
Employers







# LEARN MORE



[miworkssw.org](https://miworkssw.org)



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