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## **Gov. Rick Snyder: Marshall Plan investment will make Michigan the national model in developing and attracting talent**

*Innovative approach to educating students will prepare workforce to fill more than 811,000 high-wage, high-demand jobs through 2024*

DETROIT – Michigan needs to make dramatic, innovative changes to the way it prepares people for careers to address an expanding talent gap in key industries, Gov. Rick Snyder said today, unveiling his Marshall Plan for Talent.

The announcement was made at the Michigan Science Center’s engineering theater, surrounded by interactive exhibits that allow youth to experience hands-on how mechanics and engineering move the world. Gov. Snyder explained how investments and partnerships to invest, develop and attract talent will keep the state’s surging economy on track. This will help more Michiganders find good-paying jobs in high-demand career fields well into the future.

“Our state’s economic reinvention already has connected more than 540,000 Michiganders with new private-sector jobs, but many more jobs are still going unfilled,” Snyder said. “The demand for talented workers in dynamic fields like computer science and the professional trades is going to continue to grow as Michigan grows and we need to be ready.”

The plan calls for investing \$100 million in new funding dedicated to innovative programs, including competency-based certification, assistance for schools to improve curricula and classroom equipment, scholarships and stipends, and support for career navigators and teachers. The funding will complement the more than \$225 million in funding dedicated to ongoing talent development efforts in Michigan. Since 2011, the state has increased K-12 education funding by \$1.9 billion, including significant investments in resources for career and technical education, middle college programs and equipment, and increased spending in science, technology, engineering and mathematics programs to get students excited about opportunities in these fields of study.



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“The Marshall Plan will transform how we prepare our talent for the careers of tomorrow,” said Lt. Gov. Brian Calley. “By thinking outside the box and investing in the training that will prepare Michiganders for well-paying, in-demand careers, we will not just be competitive, Michigan will be the talent leader.”

Michigan will need to consider talent preparation changes for many fields, but shortages are likely to be most severe in increasingly high-skill, high-tech fields such as in information technology and computer science, manufacturing, healthcare, and other professional trades careers.

Gov. Snyder has worked with Roger Curtis, director of the Department of Talent and Economic Development, and Brian Whiston, the state superintendent, to encourage the business community to connect more closely with educators in K-12 districts, community colleges and universities. Employers also need to adapt to changes in the supply of talent by changing their requirements for hiring, recognizing many in-demand skills can be acquired through certificate programs and two-year degrees. Some employers statewide have already committed to working with community college and high-school certification programs to prepare more students to get hired in these fields. Existing job providers with partnerships include Microsoft, Cisco, FANUC, Ford and GM.

Michigan will have more than 811,000 career openings to fill through 2024 in fields that are facing a talent shortage. To be successful, students need to master skills that lead to lifelong learning.

“The Marshall Plan for Talent is a comprehensive effort that will challenge and inspire government, educators and employers to work more closely than ever and recognize Michigan’s economic future depends on their collaboration – because none of them can do this alone,” Curtis said. “The world is changing at a pace we could not even imagine. It’s not going to let up, nor will it wait for Michigan to catch up. This is our moment. We must decide Michigan will be the leader in investing, developing, and attracting talent, and then make it happen.”

The Marshall Plan for Talent builds on the work of Snyder’s 21<sup>st</sup> Century Education Commission, the recommendations of the Michigan Career Pathways Alliance and the Michigan Department of Education’s Top 10 in 10 initiative.

Curtis, who was a member of the commission and is co-leader of the Career Pathways Alliance, said the state has some school districts and colleges with exceptional programs, and the state has partnerships with tech leaders, including Cisco, Microsoft and Facebook. But the efforts need to reach all parts of the state so more students are aware of these career pathways and have access to strong programs, allowing employers to attract talent to create more and better jobs.



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“The Marshall Plan will accelerate innovation at every level of Michigan’s system of education,” Whiston said. “Our schools will be hubs for career exploration, education, training, and partnerships. I’m excited to see how far and wide this will reach!”

Additional details about the Marshall Plan are available at [michigan.gov/marshallplan](http://michigan.gov/marshallplan).

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# MARSHALL PLAN FOR TALENT

INVEST • DEVELOP • ATTRACT

## CLOSING THE TALENT GAP

### PROGRAM CREATION & EXPANSION



**Create World-Class Curricula** - We will provide World-Class Curricula grants to schools that collaborate with businesses to create and develop classes and programs that do not exist, or fill in gaps in existing classes, for high-demand careers in Michigan. Funds will support the creation of the curriculum lessons, materials and necessary professional development for teachers in these classes. Partnerships like Shape Corp. and Grand Haven schools exemplify how employers working directly with our schools can revolutionize talent development. Working together, they created a new course where students learn the algebra needed for the state's graduation requirements while also gaining practical experience and earning an industry-recognized credential.



**Competency-Based Certification Programs** - Once schools and employers develop new, world-class curricula, we will provide resources to those school and business consortiums to implement those new classes and programs and to share their best-practices with schools across Michigan. These Competency-Based Certification Programs will prepare students for lifelong learning. That allows them to progress at their own pace with hands-on, real-world education that leads to obtaining the credentials for high-demand jobs. Programs such as the Cisco Networking Academy – a partnership between Cisco and schools – provide skills training and certification exam preparation for in-demand IT careers. The courses and credits earned as part of the academy transfer to many colleges and universities in Michigan.



**Professional Equipment Grants** - Grants will be offered to schools that partner with employers that match funds and provide critical technical expertise in high-demand career fields, so students can learn on the same state-of-the-art equipment and technology businesses use.



**Competency-Based Education** - It's time to end the antiquated model of education. We will support early-adopters to transform their schools to a competency-based education style so students learn the way they naturally learn, at their own pace. Using their own interests, in hands-on, engaging projects, learners will move forward as they demonstrate their skills and knowledge.



**University Partnerships** - We will collaborate with the world's best universities right here in Michigan to provide ongoing evaluation of Marshall Plan programs, develop curricula and support the Michigan Future Talent Council.

# CLOSING THE TALENT GAP



**Michigan Future Talent Council** - We will bring businesses into the fold with the new Michigan Future Talent Council, a group of employers, policymakers and educators that will meet every year to determine which skills and credentials are in high-demand now and in the future. This will allow businesses a way to directly have an impact on how the state creates talent and provide educators with direct feedback on the skills students need to succeed.



**Expand Cybersecurity Opportunities** - We will offer incentives for increasing the number of students with skills and credentials to pursue careers in the emerging field of cybersecurity, including additional support for the nation's only cybersecurity competition, the Governor's High School Cyber Challenge, created by Gov. Rick Snyder.

## CAREER EXPLORATION FOR STUDENTS



**Career Navigators** - We will help students explore available career pathways and develop meaningful learning plans. We will provide resources for schools to hire career navigators who can work with and support school counselors who are helping students find career-based learning opportunities.



**MI Bright Future and Career Cruising Expansion** - This statewide expansion of MI Bright Future and Career Cruising will allow for every student in Michigan to use these integral career exploration tools to assist in planning their educational road map to rewarding careers.



**Awareness and Outreach Campaign** - Awareness and outreach campaign to promote career opportunities in the state of Michigan.

## INVESTING IN STUDENTS & TEACHERS



**Talent for Tomorrow** - We will create a program that provides scholarships and stipends toward the completion of certifications in high-demand fields for low-income Michiganders. It will be an investment in Michiganders who might be left behind by the old way of doing things and who represent an untapped portion of the new economy's labor force. Investing in these Michiganders can break the cycle of poverty by getting them the skills they need to succeed in high-salary, high-demand careers. We will even help overcome obstacles such as transportation or childcare by providing them with a stipend. And if Michiganders still aren't able to succeed in a job with their newly acquired skills, our education partners will be encouraged to provide a talent guarantee and retrain them for free.



**Teacher Shortage Relief** - We will help solve our teacher shortage by providing incentives for current teachers to gain additional certificates and move into critical shortage areas, such as high school physics and career technical education.

# CLOSING THE TALENT GAP



**Michigan Innovative Teacher Corps** - We will find and honor pioneering teachers and give them the means to replicate their programs across the state. Who better to improve our teaching practices than the great teachers that Michigan already has? These educators will no longer have to leave the classroom and go into administration to have an impact. They will engage with policymakers, mentor new teachers and provide professional development across Michigan.



## EXISTING PROGRAMS



**Michigan Career Pathways Alliance** - This alliance brings together educators, employers, labor leaders and other stakeholders for recommendations to help students gain awareness of all the pathways that lead to rewarding careers, and give teachers and counselors more resources through increased partnerships with businesses.

TOP 10



**Top 10 in 10** - The Michigan Department of Education's strategic plan is focused on ensuring all students have access to high-quality educational opportunities supporting all career choices.



TOP 10



**MiSTEM Network** - Supports educators to create a culture focused on the importance of science, technology, engineering and math, and in building robust STEM programs in schools across Michigan.



**Career and Technical Education per-pupil payment** - Incentive payments to high schools to support growing technical programs for students.



**Going PRO** - A statewide campaign that shatters stereotypes and promotes professional trades pathways to young people, their parents and educators.



TOP 10



**Dual Enrollment** - This growing program allows students to get a jump on careers by taking college classes at no cost to them while in high school, allowing them to earn postsecondary credit and/or certification.



**Jobs for Michigan's Graduates** - This innovative program with a 98 percent success rate helps lower high school dropout rates and connects students with career opportunities.

**Skilled Trades Training Fund** - Nationally recognized, this program has assisted thousands of workers to be trained to retain jobs that require new skills or obtain new positions.



**FIRST Robotics** - Schools across the state have been able to expand and create FIRST Robotics teams, allowing students to use STEM skills to compete head-to-head with robots they have designed, built and programmed. Michigan also supports Square One Education Network and Skills USA - highly valuable programs that help develop our future STEM professionals.

# CLOSING THE TALENT GAP



**Michigan Advanced Technician Training (MAT<sup>2</sup>)** - Innovative apprenticeship program where students earn an associate degree without tuition debt and a certification in mechatronics, technical product design or computer numerical control.

**Community Ventures** - This highly innovative economic development effort helps people who face obstacles to employment gain skills for careers by promoting employment and social enterprise in the state's most distressed urban areas.

**LINKED** - A free, adult education and training program offering participants a direct path to job skills, a high school diploma or GED and a job within the local manufacturing or health industry.



**Adult Education** - Providing adults with opportunities to improve their education levels and obtain a high school credential.



**GEAR UP** - Academic advising that helps low-income students prepare for and succeed in post-secondary education.



**Post-secondary Perkins funding** - Professional development, class development and support services to students so they get a comprehensive education.



**21<sup>st</sup> Century Education Commission**



**Michigan Career Pathways Alliance**

**TOP 10**  
IN 10

**MDE's Top 10 in 10**



**New initiative**



**Federal programs**