Workforce Intelligence Network: Working at Every Level

This document outlines a project proposal for the Prosperity Region 9 Challenge Grant. An overview of WIN and relevant expertise is followed by the proposal. In accordance with space limitations, WIN staff bios are available for reference at www.win-semich.org.

Overview of WIN

The Workforce Intelligence Network (WIN) is a southeast Michigan collaborative effort between nine community colleges, seven workforce boards and economic development partners.

Mission: To create a comprehensive and cohesive workforce development system in Southeast Michigan that provides employers with the talent they need for success. To accomplish this mission, WIN centers activities on three goals:

Data

Provide current and actionable labor market intelligence to allow for greater regional talent system effectiveness

Employer Engagement

Strengthen and sustain an employer-driven talent system that serves as a resource hub and connection point in the region

Policy

Improve institutional, local, state, and federal talent development policy through research, thought leadership, and innovative practice.

Outreach and Communications

WIN Background

The Workforce Intelligence Network (WIN) is a partnership of nine community colleges and seven Michigan Works! agencies in greater Southeast Michigan. Southeast Michigan Community Alliance (SEMCA), a 501(c)3, is WIN's fiduciary. WIN's mission is dedicated to cultivating a regional talent system, and is dedicated to helping employers find the talent they need for success. WIN was launched in May 2011, with funding from the New Economy Initiative, a partnership of 10 foundations.

WIN specializes in fostering collaboration among talent partners, including workforce development, community colleges, four-year postsecondary institutions, K-12 schools, economic development organizations, government, community based organizations, employers, and others. WIN manages data-driven cluster strategies in the areas of advanced manufacturing, information technology, health care, and retail/hospitality, and works with over 200 major employers and dozens of talent partners through its cluster initiatives.

WIN has unique expertise related to talent, federal and state programming related to labor, and the economics of education and workforce. As the lead partner on the InnoState initiative, WIN is working with partners to deliver training and technical assistance to roughly 50 firms with unique expertise in new product development, including rapid-prototyping, design and engineering, product testing, etc. As the lead convener and facilitator for the Michigan Academy for Green Mobility Alliance (MAGMA), WIN is working with employers, colleges, and universities to identify talent needs, including career awareness and curriculum development, related to automotive efficiency and safety. WIN will serve as the Michigan talent-partner lead on the Advanced Lightweight Metals Manufacturing Innovation Initiative (ALMMII) recently funded by the U.S. Department of Defense. The work includes partner engagement around talent-need identification, asset mapping, curriculum mapping and alignment. This work ties WIN directly to national credentialing partners in Michigan and five other states. Finally, WIN is the lead staff for Advance Michigan, a 13-county effort designated as one of 12 national Investing in Manufacturing Communities Partnership regions. Under the designation, WIN will convene employers and partners in a fully integrated economic and workforce development strategy to grow manufacturing jobs and talent.

WIN's team is comprised of individuals with expertise in labor market data, industry sectors, strategic career pathways, career awareness and readiness, communications, collaboration, facilitation, and resource development. Several WIN staff possess professional consulting backgrounds, having worked on the local, state, and national projects. Others have worked directly in community college and workforce development settings.

Together, WIN's experience in data-driven solutions, partner engagement and collaboration, and consulting ensure that talent partners and their supporters have the tools needed to support Michigan's growing economy.

Region 9 Talent Grant Proposal

Introduction

The award of this proposal will directly benefit Prosperity Region 9. Access to LinkedIn Recruiter resources and data will provide new and useful insights to WIN and Ann Arbor SPARK. Access to this data will help better inform where graduates of Michigan colleges and universities migrate to after they leave higher education. Macro talent data will be an important addition to WIN's quarterly labor market reporting. It will also assist SPARK in augmenting customized recruiting efforts for companies around the region in need of hard-to-find talent.

LinkedIn is the largest professional network in the world, with over 380 million members. Over 118 million of those members are based in the United States. According to the Pew Research Center[1], 46% of adults who have graduated from college have active LinkedIn accounts. It is the only social media site that is more popular with 30-49 year olds than 18-29 year olds. According to

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[1] Duggan, Maeve. "The Demographics of Social Media Users." Pew Research Center. 8/19/15. http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/

the same study, 22% of LinkedIn users visit the site daily.

LinkedIn users develop professional profiles that include major components of a resume. This includes work history, employer information, educational attainment and specialized skills. Account holders self-report this information, generally on public profiles. As an individual user, one can make connections with professionals that they know, making it easier to keep track of colleagues as they move on to new positions and new employers.

Users that create free individual accounts can view the profiles of their connections, and the 2nd degree connections of their associates (friends of friends). As an individual's profile grows, it becomes easier to reach deeper into the LinkedIn profile database to meet new professionals of interest. For example if a user had a need for a copywriter, but did not know one personally, they could easily search their network to get a soft introduction to someone with that skill.

This is a useful tool for individuals, but an even more useful tool when utilized for recruiting and macro labor market research. With a Recruiter account, a user is granted access to the entire network of LinkedIn members and can pull reports on many of the data points that users self-identify. For example, a user could search the network for all of the University of Michigan graduates who have worked as Java developers, or all of the Wayne State graduates that are transportation engineers. This information could be aggregated by city, region or state and is integral to making direct contact with talented persons of interest.

Proposal

WIN and SPARK propose to purchase LinkedIn Recruiter accounts to meet the following Challenge Grant Criteria:

1. Regional focus and impact

   WIN publishes quarterly labor market reports for Washtenaw County, and Region 9. These reports focus on real-time job posting data for IT, Health Care, Advanced Manufacturing and Retail/Hospitality. The information gleaned from LinkedIn research will, for example, provide the ability to supplement published graduation rates with information on how working adults shift the focus of their career over time. Perhaps a retail sales person who has an interest in IT changes careers without having earned a public certificate to become a programmer. This career change would not be captured in currently available public data. LinkedIn data could better inform the available pool of qualified workers in ways that traditional government data collection cannot. This data also supplements location quotient (LQ) reports that WIN analyzes to determine the concentration of talent in greater Southeast Michigan as compared to other parts of the nation. LinkedIn data could show the migration of skilled workers as they move from one part of the state or country to

another. From WIN's perspective, this additional data source has nearly limitless potential to better inform the ongoing regional conversation on talent.

SPARK, via its mission, is charged with advancing the economy of the Ann Arbor region. Staff works with companies from around the world to locate new businesses in Region 9, and collaborates with existing companies to help them grow in Region 9, and greater Southeast Michigan. LinkedIn Recruiter access will allow SPARK to micro-target candidates that may be a good fit for expanding companies in our region, especially those who currently reside outside the region or state. SPARK will continue to leverage WIN data and analysis to inform their work on current in-demand jobs. Access to this LinkedIn resource will allow SPARK to better target key talent needed by start-ups and established businesses in the region.

2. Address Region 9 Prosperity Strategies

Grow future talent: this service will help WIN and SPARK better understand and identify the educational aspirations of college students just starting on career pathways. It could also assist with matchmaking between companies seeking interns, coops and entry-level talent with those who espouse those career pathways.

Prepare and upskill current talent: LinkedIn Recruiter access will provide the ability for WIN and SPARK to better project talent in the development pipeline. It will also allow WIN to assess those who are seeking work to look for trends in ongoing education or the need for upskilling.

Attract and retain talent: The ability to proactively attract new talent to the region is a key benefit of this service to SPARK and WIN. From software developers to Registered Nurses, LinkedIn Recruiter access will grant instant person-to-person outreach opportunities. In addition to direct connections, macro level data will help to better inform SPARK's out of state advertising and event planning by being able to identify those cities and regions with skill and talent density in the areas of work that are of interest to local companies.

3. Includes a broad range of stakeholders

WIN stakeholders include the nine community colleges and seven workforce development agencies in Southeast Michigan. WIN convenes employer groups throughout Southeast Michigan that touch hundreds of companies and public entities.

SPARK has been working to build a prosperous region for over a decade. The companies served are a who's who of start-up and national brands, including over 2600 companies and $1.8 billion in new investment commitments. Access to this service will allow SPARK to better service new and existing clients.

4. Scope of work & expected outcomes

    A. Obtain LinkedIn Recruiter license in November 2015
    B. Expected outcomes
        a. (WIN & SPARK) Improved access to macro and micro labor market data
        b. (SPARK) Direct high-skill, high-demand, recruiting opportunities for use in Region 9, and greater Southeast Michigan as necessary
        c. (WIN) Establish and maintain enhanced special reports on Michigan talent migration patterns and regional specialty skill concentrations (eg: cyber security, analysts, embedded vehicle software systems, etc)
        d. (SPARK) Improved access and direct contact with regional and national talent in high demand
        e. (WIN) Improved access to an extensive data source of national talent to augment traditional labor market data and real time job posting data
        f. Region 9 partners will be granted access to reasonable custom data requests to be performed by SPARK and WIN; reasonable is defined as open access to reports made available to the public and special requests that take less than 30 minutes of WIN staff time to compile and deliver. Detailed custom requests and reporting taking longer than 30 minutes will be billed at a standard consulting rate of $150/hour. Custom data requests will be discussed, and clear expectations will be set and defined on a case-by-case basis.
    C. Metrics
        a. WIN and SPARK will collaborate to develop a tracking system for SPARK's direct candidate outreach. This tracking system will note success/failure rates for micro-targeting candidates with in-demand skill sets.
        b. WIN and SPARK will track, aggregate, and provide a summary report for data requests from Region 9 partners within 60 days of the end of the grant period.
        c. WIN seeks to develop at least 3 new reporting tools that will enhance their quarterly labor market reports.
    D. WIN and SPARK expect the licenses will be renewed on an annual basis.

5. Budget

- One-time purchase of (2) LinkedIn Recruiter licenses (quote attached): $9000
    - RPI Challenge Grant request: $4500
    - 1:1 matching provided by WIN: $4500.

Please notify David Palmer, WIN Director of Business Partnerships (David.Palmer@win-semich.org, (734) 478-0736) if you have any questions.