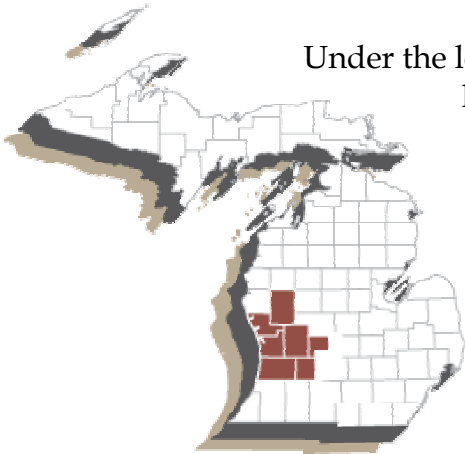


West Michigan Workforce Innovations Lab



Under the leadership of the West Michigan Strategic Alliance, a regional leadership organization covering seven counties, West Michigan will develop and manage an innovations lab designed to advance and spawn a wide range of innovations in the regional workforce education system. These include four categories of innovations:

1. **Market Intelligence** – Initiatives will be designed to better understand the detailed structure of regional employment clusters and the emerging requirements for the innovation economy. These include: an analysis of the skill development needs of West Michigan’s emerging life sciences, alternative energy and sustainable manufacturing sectors; analysis of the evolution of the global supply chains in the region’s industries and how it affects skill development demand; development of a strategy for attracting and retaining knowledge workers through new workplace designs and a system for regional outreach and engagement.
2. **Innovation** – Initiatives in this area will integrate West Michigan's initiatives focused on building awareness and knowledge about innovation; implementing innovation systems in regional companies; and developing innovation skills in our current and emerging workforce. Initiatives under this category will include InnovationWORKS, which is developing a regional infrastructure for intellectual property commercialization and launching a Design Council; and the development of a comprehensive innovations skills curriculum in collaboration with a national network of 23 community colleges from the Continuous Quality Improvement Network.
3. **Workforce System Transformation** – Initiatives designed to restructure key elements of West Michigan’s workforce investment and education system for emerging, existing and transitional workers include: 1) performance-based credentialing; 2) development of a model Global School; 3) accelerated engineering program; 4) implementation of a manufacturing skills standards systems; 5) development of an employer-owned manufacturing skill development cooperative; 6) a regional model for entry-level employment retention and advancement for disadvantaged populations; and 7) a regional model for skill development for the health care sector.
4. **Enterprise Development** – Initiatives will be designed to stimulate entrepreneurship and new business creation in key sectors of the innovation economy. West Michigan will launch a regional model of the successful Entrepreneurial League System.



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West Michigan's partnership members represent both sectoral and geographic diversity. They include West Michigan Strategic Alliance; Grand Valley State University; Grand Rapids Community College; The Right Place, Inc.; Lakeshore Advantage; Newaygo County Economic Development Office; Muskegon/Oceana County Consortium; Ionia County Economic Alliance; Delta Strategy; New Urban Learning; Work Design Collaborative, LLC; W.E. Upjohn Institute for Employment & Research; Metrics Reporting; Collaborative Strategies LLC; IRN; Michigan Small Business & Technology Development Center; Alliance for Health; the Council for Adult and Experiential Learning (CAEL); Continuous Quality Improvement Network (CQIN); Best Michigan; Lambert, Edwards & Associates; Strategic Communication Group and 2GTech.



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