



WHAT IS WIRED?

- **Workforce Innovations in Regional Economic Development**
- WIRED West Michigan is a key initiative of the West Michigan Strategic Alliance (WMSA) and encompasses seven counties in the region: Kent, Allegan, Ottawa, Muskegon, Newaygo, Barry and Ionia.
- Supported by a \$15 million grant from Department of Labor, Employment and Training Administration, which concludes February 1, 2010.
- West Michigan is one of 13 regions selected for First Generation WIRED funding.

WHAT WIRED MEANS FOR WEST MICHIGAN

- Aggressively equipping our region's industries and workforce with the jobs, training and vision necessary to compete in a changing economy.
- New ideas in economic development, workforce training and retention, and creating jobs as long-term opportunities.
- Helping the region adapt our thinking, business sense and workforce to shifting economic realities.
- New tools to transform communities at every level – from the boardrooms to the classrooms – to create new thinking about how we live, learn, work and play.

COMPONENTS

- 12 projects – or “Innovations” – all distinct and with the potential to accelerate West Michigan's transformation to a more innovative, knowledge-based economy.
- These Innovations range from programs to create new methods in skills training and measurement to new systems for commercializing groundbreaking ideas.



WIRED WEST MICHIGAN INNOVATIONS

MARKET INTELLIGENCE

- **Emerging Sector Skills Analysis** – an analysis to predict the future and emerging economic sectors in West Michigan (completed June 2007)
- **Global Supply Chain Analysis** – a study of how area companies anticipate redesigning their supply chains and which types of jobs/sectors will likely be subject to outsourcing (completed March 2007)
- **Knowledge Workers & Economic Development (“Third Places”)** – creating an economic development strategy to attract knowledge workers through the creation of “third places”, a place that is neither office nor residence but a dedicated “third place” or workspace

INNOVATIONWORKS

- **InnovationWORKS Design Council** – the launch of a regional or national Design Council whose mission will be to increase the supply and use of design skills in area companies, as well as to position West Michigan as a hub for design and ingenuity, attracting talent and business
- **InnovationWORKS Commercialization Infrastructure** – the development of a region-wide initiative to provide access to the “right” resources to help accelerate the commercialization of intellectual property in West Michigan, fostering entrepreneurship and jobs creation
- **Innovation Curriculum** – the creation of a new curriculum for universities and community colleges so students can develop and learn the skills needed to support innovation

WORKFORCE SYSTEMS TRANSFORMATION

- **Global Education Innovation Incubator and Network** – a concept and prototyping plan to create a new regional capacity focused exclusively on ensuring West Michigan youth develop 21st century knowledge and skills – “global education” competencies – for economic competitiveness
- **WorkKeys & Workbased Learning** – an initiative to foster the adoption of the National Career Readiness Certificate (NCRC) as a credential for employment
- **Regional Tri-sector Workforce Development Initiative (“TEAM”)** – the creation of several clusters of employers throughout the region utilizing resources to successfully transition employees from welfare and other barrier situations into supportive employment (based on The SOURCE model)
- **Health Care Regional Skills Alliance** – an alliance of five Michigan Works! agencies and Workforce Investment Boards to align the region’s workforce development system around the entry-level employment requirements of the health care sector
- **Regional Manufacturing Skills Development Co-op** – the creation of an employer-driven managed skill co-op that drives organizational and skills development around manufacturing “best practices” (co-op members use each other as the training providers)
- **Manufacturing Skills Standards** (Incorporated into Manufacturing Skills Co-op Innovation)

ENTERPRISE DEVELOPMENT

- **Entrepreneurial League System®** – modeled after the farm system of professional sports, ELS creates new system for supporting the development of entrepreneurs (talent) from early stages of business development through business growth

MOVING THE NEEDLE

WIRED West Michigan was designed to transform communities at every level – from the boardrooms to the classrooms – and create new thinking about how we live, learn and work. WIRED West Michigan is focused on aggressively equipping our region’s industries, with the jobs, talent and vision necessary to compete in a changing economy. It is a long-term commitment, requiring communication, collaboration and a shared sense of urgency to ensure hope, opportunity and success at every level.

Contact WIRED West Michigan today to learn more. Visit www.wiredwestmi.org, call us at (616) 331-6967 or e-mail us at admin@wiredwestmi.org