



**WORKFORCE  
DEVELOPMENT**

## **Overview of MWA Business Services**

Michigan Works! Agencies (MWAs) administer a variety of programs that assist local businesses. Many MWAs align their services with employer-led, industry-based talent groups, including Information Technology & Media, Manufacturing, Healthcare, Energy, Agriculture and other locally identified priority industries. Business services are provided in a demand-driven system. A demand-driven system contributes to the state's economic vitality through the provision of workforce training and services that meet the needs of targeted business sectors and employers. A demand-driven system establishes employers – the “demand” side - as the primary customers of the workforce system. The employer creates a “pull” based on the demand they have and provides information including identifying what jobs exist, job vacancies, positions hard to fill, relevant training programs, and job candidate screening factors.

Using this information, MWA business service professionals help companies with their talent needs. Business service professional's job duties include, helping develop job descriptions or orders, identifying appropriate candidates, running job fairs, assisting with direct hires, writing and maintaining on-the-job training contracts, obtaining employer feedback to better prepare the job seeker pool, promoting the talent pool, and more. The services are robust, comprehensive, customizable, and fall into the following general categories:

➤ Talent Recruitment

- Outreach to colleges, universities, Michigan Works partners, community and professional groups, and veterans
- Use of social media, on-site interviewing, and job fairs

➤ Candidate Pre-Screening Services

- Facilitate candidate/business match
- Pre-screen resumes and applications

➤ Workforce Assessments

- Identify talent and workforce needs and challenges
- Develop a plan of action
- Identify key talent partners

- Training Support
  - On-the-job, classroom, and incumbent worker training
  - Internships; apprenticeships; and other work experience opportunities
  - Just-in-time or customized training to address current talent gaps
- Access to and technical assistance for using Pure Michigan Talent Connect
- Labor Market Information
  - Occupational wage data
  - Local job market statistics
  - Workforce analysis
- Business Attraction, Development, and Retention
  - Partnership with local Economic Development and Community Affairs for new hires, company launch, retention and expansion information
- Hiring Incentives
  - Worker Opportunity Tax Credit
  - Fidelity Bonding
- Layoff Support and Early Warning Systems
  - Rapid Response to mass layoffs and closures
  - Worker orientation to educate employees on outplacement and retraining assistance, unemployment and Michigan Works information, and access to Trade Adjustment Assistance information
- Networks
  - Access to Chambers of Commerce, county-based economic development and community affairs, business accelerators and incubators, local industry-led talent groups, Michigan Economic Development Corporation, Small Business and Technology Development Center, and the Procurement Technical Assistance Center
- Other Resources
  - [MiTradeSchool.org](http://MiTradeSchool.org)
  - Emerging Sectors
  - Skilled Needs Assessment
  - Apprenticeship Information

To contact the nearest MWA Business Services Professional, call the toll-free number 1-800-285-WORKS (9675) to be automatically routed to the nearest Michigan Works! Service Center.