

***Turkey-Michigan Forum:
Research and Development Trends In
Advanced Manufacturing***

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Mission & Vision

Mission

Automation Alley exists to grow the innovation cluster of Southeast Michigan. We believe in a bright technology future for our state. We create business development opportunities and results for our members and stakeholders who share our values. By helping our members achieve success, Automation Alley increases the quality of life in Michigan.

Vision

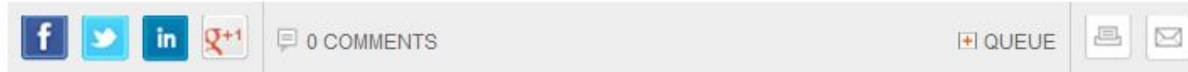
Southeast Michigan will be globally acknowledged as the leading technology and innovation region in the United States by 2020.

The Challenge

An increasing demand for a high-tech workforce

Detroit Outgrows Silicon Valley In Technology Jobs As Ford Binges On Hires

By Ryan Flinn and Jeff Green - Mar 24, 2011 4:28 PM ET



As a group of [Ford Motor Co. \(F\)](#) managers in blue jeans sat down to interview a suit-wearing candidate from a [California](#) technology company this month, they jokingly offered to cut off his tie to put him at ease.

Auto industry executives are trying to make Silicon Valley engineers feel at home in Detroit. With a burgeoning number of technology job openings to fill, they're scouring Internet companies for workers, wining and dining applicants, and seeking promising students at schools such as [Stanford University](#).

Source: Bloomberg

The Potential

Tech job postings in the Detroit area increased by 101% between 2010 and 2011

Fastest Growing Metro Areas for Technology Jobs

Based on number of jobs posted by zip code on Dice February 2011 vs. February 2010

Detroit	101%
Cincinnati	75%
Cleveland	62%
Columbus	57%
Seattle	54%
Pittsburgh	45%
Miami	43%
Jacksonville	41%
Chicago	40%
Silicon Valley	40%

Source: dice.com

Meeting the industry need with Automation Alley



Niko Dawson
Director of Economic & Workforce Development
Oakland Community College (OCC)

"We need a partner to help us provide IT learning solutions for high-demand occupations."

Technology's Matchmaker for Business™

With Southeast Michigan's rapidly changing workforce, demands are high for automated manufacturing, specialty engineers and technicians, med techs and more. Enter Automation Alley. We connect businesses with the programs, training and resources needed to develop and grow our economy. Join today and let us do the same for you. Call (800) 427-5100 or go to automationalley.com.

 **Automation Alley®**

Gary Abernathy
General Manager
New Horizons Computer Learning Centers

"We help OCC develop customized technology training programs."

IT Career Pathways Program

- **Providing eligible youth and dislocated workers with IT training and industry recognized certifications**
- **Career readiness training, job placement assistance and internship opportunities**
 - **131 people enrolled**
 - **81 people certified**
 - **34 jobs obtained**
- **The story of Ms. A, an IT Career Pathways student**

Ms. A had a steady work history, yet had been unemployed for more than two years. Her home was in foreclosure and she had applied for Social Security benefits (her only income after her unemployment benefits expired). After participating in the ITCP program, Ms. A began work as a full-time project manager at a computing company. Ms. A now makes \$70,000/year.

Technical Talent Development Program

- **\$5 million from the U.S. Dept. of Labor to fund high-level technical training for new and incumbent employees of participating area companies**
 - Software developers
 - Database administrators
 - Computer specialists
 - Computer user support specialists
- **Partner employers, committed to hiring local talent:**
 - HP Enterprise Services
 - Lakeside Software
 - Open to additional employers interested in participating
- **Training partners (including, but not limited to):**
 - Oakland Community College
 - Michigan Works! Oakland County

Additional Programs & Initiatives

- **Education & Workforce Development Committee**
 - 25 members
 - Promoting initiatives that develop and retain Michigan's technical workforce
- **Talent Summit/Workshop (Fall 2012)**
 - Automation Alley's Technology Committee, Manufacturing Committee and Education & Workforce Committee will collaborate to address the talent skills gap and worker shortage for our members
- **Modeling, Simulation & Visualization (MSV)**
 - Partnering with MSV industry representatives to brand Southeast Michigan as a center for MSV excellence
 - Working to establish MSV degree and certification programs at local universities and colleges

Additional Programs & Initiatives

- **LTU Graduate Certificate Program**
 - Graduate certificate in defense engineering
 - Transitioning displaced engineers into the defense industry
- **Voice of Business Series**
 - Industry panels and roundtable discussions joining employers and educators to address current talent needs
 - Information Technology (September 2011)
 - Modeling, Simulation & Visualization (April 2012)
 - Manufacturing (coming Fall 2012 or Winter 2013)



Thank you!

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