



# MWSE-GPTF FY25 Cycle 2 Partner Informational Session 4/10/25

MWSE: Our Mission: To Grow Today's Workforce and Tomorrow's Economy by Engaging Employers, Job Seekers & Partners.



## Today's Agenda

- Meet The TEAM
- GPTF Overview/History
- MWSE Role
- GPTF Statewide Statistics
- MWSE FY25 Cycle 1 Economic Impact
- Partners/Partner Roles
- Budget History/Maximum Dollar Amounts
- USDOL Registered Apprentice Eligibility
- Spread The Word- Social Media
- Timeline
- Your next steps
- Q&A- IF you have questions you may put them in Chat at the end



# MEET OUR BUSINESS SERVICES TEAM!!!

Now Serving: Hillsdale, Jackson, Lenawee, Livingston and Washtenaw  
Counties and the surrounding areas.

# Richard Scott-Business Services Manager All Five Counties-[rscott@mwse.org](mailto:rscott@mwse.org)



# All Five Counties

Stacy Reese- BS Program Administrator  
[sreese@mwse.org](mailto:sreese@mwse.org)



# Jackson County

Katie Bertke-Business Service Representative  
[kbertke@mwse.org](mailto:kbertke@mwse.org)





## Livingston County

**Will Williamson- Business Services  
Coordinator- [Wwilliamson@mwse.org](mailto:Wwilliamson@mwse.org)**



## Lenawee County

**Chelsea Baxter-Business Services  
Coordinator- [Cbaxter@mwse.org](mailto:Cbaxter@mwse.org)**



# Washtenaw County

Curtis Tober- Business Services  
Coordinator- Ctober@mwse.org



# Washtenaw County

Octavia Crum-Business Services  
Coordinator- Ocrum@mwse.org



## All Five Counties

Amber Keyes- Business Services  
Specialist – [akeyes@mwse.org](mailto:akeyes@mwse.org)



## All Five Counties

Carly Coxon-Business Services  
Specialist- [ccoxon@mwse.org](mailto:ccoxon@mwse.org)





## All Five Counties

Sandy Saltz- Business Services  
Assistant– [Ssaltz@mwse.org](mailto:Ssaltz@mwse.org)



## All Five Counties

Marsha Meadows-Business Services  
Assistant- [Mmeadows@mwse.org](mailto:Mmeadows@mwse.org)





# Talent Fund

## Why was the Talent Fund developed?

The Talent Fund brings many benefits to Michigan's employers and employees. The Talent Fund:

- Helps ensure Michigan's employers have the talent they need to compete and grow, while also ensuring individuals have the skills they need for in-demand jobs.
- Expands and improves employees' skills and develops their opportunities for growth or promotion within the company and for economic advancement.
- Addresses skills shortages by reskilling and upskilling Michigan workers based on employers' needs.
- Supports an increase in credentials, certificates and degrees through employer-responsive training that enhances talent attraction, productivity and retention.



# GPTF Process

- There are 3 Award Cycles Annually
- Employer relays need for Short Term Training
- Applications are reviewed and submitted by MWSE
- A Competitive review is conducted by WD
- Employers are awarded and trainings approved
- Results of trainings: Credentials, Certificates or Degree's
- Employer/Employee success



# GPTF- Independent/ELC Awards

The GPTF (Talent Fund) is a competitive award for employers to utilize needed trainings that they have identified to address their skills gap. This also assist in training and developing Current Employee's and New Hires.

ELC( Employer Led Collaboratives)- Work very much the same as Independent except they involve 2 or more employer's sharing training needs that come together in a collaboration to upskill their employee's. ELC's have their own scoring criteria and they are not for NEW HIRE OJT but Current workers Only(Exception is shared holding of USDOL Apprenticeship training Standards. *Application dates are also separate.*

*\*All awards are competitive- Successful completion and submission of application does not guarantee approval.*





# Multiple Application Award Cycles

- 12 Month training cycles, where each training must be completed within one year of the date of the award- no extensions will be approved
- FY25 Cycle 2 Training Dates-July 1,2025-June 30,2026
- FY 25 Cycle 2-Application start date- April 14, 2025
- FY25 Cycle 2- Employer Submission to MWA Deadline- May 2, 2025 4:59PM
- May have no more than 1 independent and 1 ELC award at a time
- Employers may apply for FY26 cycle 1 if not awarded in FY25 Cycle 2
- ELC Applications opened March 24, 2025 and will close when funds have run out. (Leo/WD will inform MWA's)

## Budget History FY20-FY25

- FY20-not funded (all resources were used for Covid-19)
- FY21-\$43 million (with admin)
- FY22-43 million (with admin)
- FY23-\$55 million
- FY24-\$55 million
- FY25-\$55 million



## Statewide Performance-2014-2025

- Total number of awards: 8,170
- Average Award amount: \$40,268
- Average training cost per person: \$1,532



## FY25- Cycle 1-Statewide Dashboard

- Total number of New Hires Trained: 6,927.....43% Target
- Total number of Current Employees trained:13,237.....69% Target
- Number of companies benefitting: 635
- Average cost per trainee: \$1,861
- First Year USDOL Registered Apprentices: 3,405
- Statewide Awards: 723





## GPTF MWSE FY25 Cycle 1

- \$2 Million + awarded to Southeast Michigan businesses
- Submitted 66 Applications
- Awarded 50
- Included New Hire/Current Works and USDOL Apprentice Trainings

VISIT [WWW.MWSE.ORG/GOING-PRO](http://WWW.MWSE.ORG/GOING-PRO) to learn more



# MWSE-Role and Responsibilities

- MWSE host region wide talent fund info sessions
- Conducts fact finding sessions to determine talent skills gap, approvable training providers and appropriate training funds.
- Employer Applications are done online (WBLOMS) and submitted to the state by their local MWSE representative.
- IT is LEO/WD who approves or denies Applications.



# Referral Partners

Any of the following partners can identify eligible employers that have a documented need for recruitment and/or development of talent; however, final project approval lies with LEO-WD.

- MWAs as the lead partner
- Michigan Economic Development Corporation (MEDC)
- Local economic development organizations
- Michigan community colleges and other eligible training providers
- Labor Unions
- Industry collaboratives
- Chambers of commerce

# Partner Roles

- Training Providers- Listen to employer training needs and work closely with them to meet those needs by providing the training and producing credentials
- Economic Developers & Chambers-Referring, promoting GPTF, engaging with MWSE to get the word out about GPTF
- Help MWSE get the FY25 GPTF Cycle 2 word out to employers, other partners & Job seekers





### **WHO IS AN ELIGIBLE EMPLOYER?**

- Non-government private entity; for profit or non-profit with a Michigan Presence
- Compliant with all state tax obligations
- The Majority of Federally Qualified Health Centers **(Non Gov Entities)**

### **NOT ELIGIBLE TO APPLY**

- Federally recognized governments (Native American Tribes) including tribal casinos
- Federal, State and Local Governments
- Public institutions or entities
- Local and Intermediate School Districts
- Municipally owned Utilities
- County Road Commissions
- Government Community Mental Health Authorities

**\* Unions are not eligible employers but may be eligible training providers**



## **Eligible Training Providers**

- Michigan community colleges
- Private and public college and universities
- Private training providers
- Labor unions
- Vendors providing training on their equipment or systems
- Proprietary Schools as licensed in the state of Michigan
- Registered USDOL joint apprenticeship training centers (JATC)



# TRAINING

- All training will be approved by MWSE prior to submission to LEO/WD
  - Funding will be utilized to provide short-term training to meet current, documented needs of employers.
  - All classroom/customized training & apprenticeship training should conclude within one year from the date of award
  - New employee On-the-Job training **including** the 90-day post training retention period should be completed within one year from the date of the award
- 
- **ALL Scoring Criteria Points must be validated by MWSE Representative before reimbursement\***



# Types of Eligible Trainee's

- Current Workers- Employee's on your current payroll system at date of application.
- New Hires- Employee hired 30 days, prior to, on or after award date (exact date will be on Award Letter)
- Apprentice- ALL USDOL Registered Apprentice From 1st year through Completion
- ALL Employee's must be full time/permanent and working at least 32 hrs/wk.

\*Per Person Cap- \$2,000 per person

USDOL Registered Apprentice-\$3,500

\*No more than \$500,000 may be awarded to an individual employer site



# Classroom Training

## Classroom or Customized Training

- May be for current or new employees
- Must lead to a credential for a skill that is transferable and recognized by industry. The credential should allow the individual to retain employment, or in the case that they become unemployed, gain employment in a shorter timeframe
- Conducted by a 3<sup>rd</sup> party unless exclusive in nature (Now omits Employers)
- May take place at the training provider or on-site at the employer
- May take place online but must provide rationale to support online learning

# OJT Training

## On The Job Training (OJT)

- Employee's hired 30 days prior to, on or after award date, (90 day retention does apply)
- USDOL Registered Apprentices and non-apprentice 90 day post training retention begins upon completion of training and must be completed within 1 year of the date of the award (ie June 30, 2026) in order to receive full reimbursement.
- \* REIMBURSEMENT- 50% if employee retained 30 days after training completion, 75% if employee retained 60 days and 100% if employee is retained for the full 90 day retention.
- \* This applies only to the OJT portion of training



# USDOL APPRENTICE

## USDOL Registered Apprentice OJT/ Classroom Training (First-Completion)

- Current Worker and New Hire USDOL Registered Apprentices are eligible
- Individuals at risk of not being USDOL registered in time to be recognized on the Talent Fund training plan should not be included on the application
- Employer must submit names of apprentices and who holds the standards for that apprentice to their MWSE Business Services Coordinator before employer can Re-imbursed



## **Examples of Eligible Training topics and activities:**

- ABS Welding
- Advanced IT Networking
- Air Pollution Control Systems
- Alphacam
- American Sign Language (ASL)\*
- Assembly Technician
- AutoCAD
- Blueprint Reading
- Certified Nursing Assistant (CNA)
- Certified Surgical Cleaning Technician
- Child Development Associates (CDA) certification
- Computer Numeric Control (CNC) Operator
- Computer Numeric Control (CNC) Programmer
- Drill Press
- Electrical Equipment
- Emergency Medical Technician
- Engine Diagnostics
  
- English as a Second Language (ESL)\*
- Financial Accounting
- Foam Fabrication
- Food Safety Modernization
- Geometric Dimensioning and Tolerancing (GD&T)
- Human Resources, as defined\*- ONLY FOR APPRENTICES



## **Examples of Ineligible Training topics and activities:**

- Adult Education (High School Completion / Equivalency) \*
- Adult Education (Remedial Education and Soft Skills Training)
- Consulting to improve company processes
- Continuing Education\*
- Curriculum Development
  
- Certification Maintenance, Re-certification, or License Renewal\*
- Human Resources (non-apprenticeship)
- In-house
- Introductory Process Improvement\*
- Language\*
- Laws, Regulations and Taxes\*
  
- Literacy
- Microsoft Office\*
- Online Resource Libraries\*
- On-the-Job Training (OJT)\*
- Safety Training\*
- Seminars, Conferences, Webinars (stand-alone),
- Workshops, etc.\*
- Subscriptions for eLearning
- Vendor/Equipment\*
- Soft Skills\*



## **SOFT SKILLS**

- Active Shooter
- Adapting to Change
- Anger Management
- Assessments
- Bankruptcy Laws
- Branding
- Business Policies and Procedures
- Business Writing
- Coaching/Mentoring
- Conducting Effective Meetings
- Constructive Feedback and Criticism
- Conflict Resolution
- Customer Service
- Decision Making
- Drug and Alcohol Education
- Drug Testing
- Email skills
- Employee Relations
- Emotional Intelligence Facilitation
- Foreign Culture and Customs
- Foreign Languages
- Forums
- Generational Divide
- Habits of Successful People
- Non-apprentice HR Training



# Mi-Talent Account

- Employers will need to have an active Pure Michigan Talent Connect (Mi-Talent) account before you can apply for GPTF Awards.
- Website: <https://www.mitalent.org>
- Contact your local Business Services Coordinator for assistance



This site is used to apply for a Going PRO Talent Fund (Talent Fund) Independent Employer or Employer-Led Collaborative (ELC) award. The Talent Fund provides funding to employers in order to assist in training, developing and retaining current and newly hired employees.

In order to submit an application through this website, you must be pre-approved by an authorized representative of a local Michigan Works! Agency (MWA), with a documented need for recruitment and/or development of talent in the next year.

For additional information, including MWA Talent Fund Key Contacts, please go to [www.michigan.gov/talentfund](http://www.michigan.gov/talentfund).

If this is your first visit, click [Sign Up Today](#) to request system access and credentials.

## Sign In

User ID

Password

[Trouble logging in?](#)

Sign In

## NEW THIS YEAR GPTF FY2025

- Creating or preserving affordable housing units
- Increasing household access to high-speed internet
- Industry recognized certification or license (Technical Training's) Within training period
- Industry recognized certification or license
- Employer has NOT received an independent or ELC Award in FY2023 or FY 2024



# Scoring Transparency

- Scoring Criteria: Focuses Only on Objective Categories
- Scoring results will be published post application process

\* Possible 50 pts

# SCORING

# CRITERIA

Scoring Criteria	Points FY25
High Priority Industry Sector	9
Application includes training directly applicable to Electric Vehicles (EV), Mobility, or related infrastructure.	1
Application includes training directly applicable to increasing household access to high-speed internet.	1
Application includes training directly applicable to creating or preserving affordable housing units.	1
Application includes training in partnership with a community college, university, or a 3 <sup>rd</sup> party (as defined).	Up to 6
Application includes technical (hard skills) training that results in an industry recognized certification or license within the training period (as defined).	3
Diversity, Equity, and Inclusion (DEI)  Allowance for minority-owned, women-owned, veteran-owned, Individual with a Disability (IWD) owned and controlled; or is a Geographically Disadvantaged Business Enterprise.	5
Application includes USDOL Registered Apprentices (1 <sup>st</sup> year through completion) leading to the nationally recognized, portable Certificate of Completion.  > 0 and up to 25% of trainees = 2 points > 25% and up to 50% of all trainees = 5 points > 50% of all trainees = 7 points	Up to 7
Hourly median wage of trainees is equal to or above Regional Median Wage.	11
Employer has not received an Independent or ELC award in past two fiscal years (2023 and 2024).	2
Size of amount of funding requested.  <div>Up to \$60,000: 4 points \$60,001 to \$120,000: 3 points \$120,001 to \$180,000: 2 points \$180,001 to \$220,000: 1 <u>points</u> \$220,001 and above: 0 points</div>	Up to 4
36	Total 50

Targeted Population	Incentive	Explanatory Notes
Veteran (U.S. Armed Forces)	\$500	A person who served in the United States Armed Forces and who was discharged or released under conditions other than dishonorable
Active Military Reservist (U.S. Armed Forces)	\$500	An actively serving member of a reserve component military branch (U.S. Armed Forces)
Older Worker	\$500	An individual age 55 or older
Justice Involved Citizen	\$500	An individual who has recently been released from a federal, state, or local correctional facility, or a person who, while not recently incarcerated, has a criminal record or history
Individual With Disability (IWD)	\$500	An individual with a self-reported disability
Public Assistance Recipient	\$500	An individual on public assistance
High School Diploma/Equivalency (HSE) Path	\$1,000	An individual who achieves at least 75% (or completion) of High School Diploma/Equivalency program requirements during work hours. On the Job (OJT) training and/or classroom training would need to be on the plan and associated with the particular trainee on the HSE path.



# COMPLETION OF TRAINING

## EMPLOYER MUST SUBMIT TO MWSE- INVOICING DOCUMENTS

- Invoice to MWSE/Must have invoice # and Training/Trainee Names/Cost
- Copy of Training Providers Invoice to Employer
- Copy of Certification/Completion of Training Cert or Grades
- For New Hire OJT- Need Payroll Query from Payroll System for New Hire
- **PER PERSON MAX WILL BE ENFORCED, ANY OVERAGE WILL BE EMPLOYERS COST (\$2,000 Max For Current Worker/New HIRE NON-APPRENTICE & \$3,500 MAX for Approved USDOL Registered Apprentice Trainings).**
- **IF YOU ARE A TRAINING PROVIDER PLEASE BE READY TO PROVIDE THE EMPLOYER WITH THE INVOICING DOCUMENTS NEEDED AFTER TRAINING COMPLETION.**



# MWSE, Partners & Employers



- Working together...., MWSE, Partners & Employers can make a difference.
- With your support, we are looking forward to another successful year of GPTF trainings.



# YOUR NEXT STEPS

- Make sure to share GPTF FY25 Cycle 2 Application Dates/Scoring Criteria with Employers and Partners that may not be aware.
- Contact your local MWSE Business Service Representative with any Employer Referrals.
- If you are a training provider, be ready to work with your employers on their specific training needs.



# MWSE Business Service Representatives

## Jackson County-

Katie Bertke [kbertke@mwse.org](mailto:kbertke@mwse.org)

## Hillsdale County-

Chelsea Baxter- [cbaxter@mwse.org](mailto:cbaxter@mwse.org)

## Lenawee County-

Chelsea Baxter- [cbaxter@mwse.org](mailto:cbaxter@mwse.org)

## Washtenaw County-

Octavia Crum [ocrum@mwse.org](mailto:ocrum@mwse.org)

Curtis Tober [ctoiber@mwse.org](mailto:ctoiber@mwse.org)

## Livingston County-

Will Williamson [wwilliamson@mwse.org](mailto:wwilliamson@mwse.org)



# Q & A



Creating Connections to a Better Future!

**[WWW.MWSE.ORG](http://WWW.MWSE.ORG)**



Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1