MARSHALL PLAN FOR TALENT

INVEST • DEVELOP • ATTRACT
An Action Plan Based on:

- 21st Century Education Commission Report
- Career Pathways Alliance
- MI Dept. of Education Top 10 in 10
- Other reports on education
WHAT IS THE MARSHALL PLAN?

The Marshall Plan for Talent is a revolutionary approach to better prepare Michigan students and adults for the jobs of today and tomorrow.

THE PILLARS

- Increase career exploration
- Evolve to competency-based learning
- Foster business and education collaboration
- Create multiple pathways
Why Now?

• More than 800,000 jobs in fields facing a talent shortage
• Many students lack exposure to careers opportunities
• Lack of awareness on pathways to those careers
• Need for multiple pathways to careers and continuing education
  • Career ladders with lots of on/off ramps
  • NOT “training” students for “just a job”
  • Life-long learning critical to successful careers, now and in the future
• Needs are across the spectrum from certificates to PhD’s
HIGH-WAGE, HIGH-DEMAND CAREERS

IT and Computer Science
- Manufacturing
- Healthcare
- Other Professional Trades
- Business and Other

AVERAGE GROWTH RATE TO 2024

Source: Based on Workforce Intelligence Network and DTMB Labor Market Information Data
HIGH-DEMAND CAREER OPENINGS THROUGH 2024

811,055

INFORMATION TECHNOLOGY
270,690*

COMPUTER SCIENCE

MANUFACTURING
109,410

HEALTHCARE
212,247

OTHER PROFESSIONAL TRADES
56,287

BUSINESS AND OTHER
162,421

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives | *Based on Workforce Intelligence Network data
THE LEARNING PARADIGM

CURRENT SYSTEM

K-12  Higher Ed.  1st Career  2nd Career  3rd Career  Retirement

EMERGING REALITY

Basic Skills  Entry Competency  Second Competency  Third Competency  Fourth Competency  Fifth Competency
Seeking Revolutionary Approaches in:

- Talent Consortiums
- Curriculum Development
  - Career-Focused
  - Competency-Based
- Program Expansion and/or Creation
- Equipment
- Cybersecurity Competitions
- Career Navigating – Counselor support & career planning tools
- Innovative Educator Corps
- Critical Teacher Shortage Relief & Teacher Externships
INVESTMENT OUTCOMES

150 NEW COURSES
developed to teach the skills needed for a 21st Century economy.

55,000 STUDENTS AND ADULTS
educated for in-demand, 21st Century economy jobs.

OUTFIT 65 CAREER CENTERS
with state-of-the-art equipment for learners.

5,000 CYBERSECURITY STUDENTS
trained for 21st Century careers in information technology/computer science.

16,000 LOW-INCOME/AT-RISK STUDENT SCHOLARSHIPS
and stipends for education in high-wage, in-demand career pathways.

150 CAREER NAVIGATORS
employed to help students explore career options.

EDUCATION AND CAREER PLANNING TOOLS
available to all students.

HIGHLIGHT CAREER OPPORTUNITIES
to students, parents and educators.

150 TEACHERS TO MENTOR OTHERS
and share best-practices on implementing new, in-demand courses and teaching methods.
THE REVOLUTION STARTS WITH YOU!
JOIN US FOR A STRONGER MICHIGAN.

www.michigan.gov/MarshallPlan
www.michigan.gov/MiCareerPathways