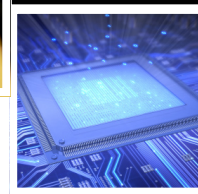
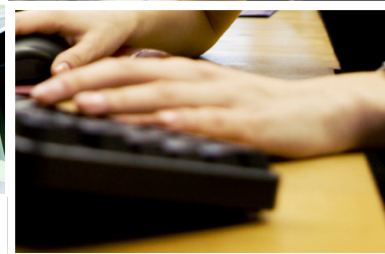
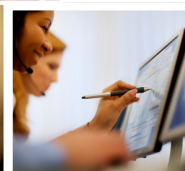
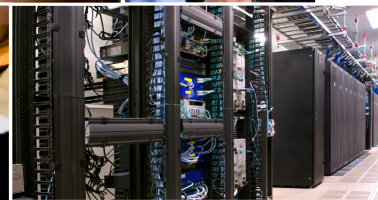
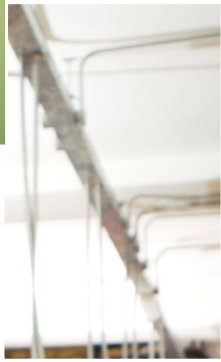


# Learn IT Use IT

2009 *forum*



# Dear Colleagues,

During these tough economic times, it is now more important than ever to offer technology resources and training for Michigan citizens.

Michigan's workforce needs the opportunity to build technology skills to become successful, regardless of their employment status. The purpose of the 2009 Learn IT Use IT Forum is to raise awareness of the importance of information technology (IT) skills in connection with jobs and education.

An unprecedented number technology-related jobs are expected to emerge as a result of President Obama's American Recovery and Reinvestment Act (ARRA) of 2009. These jobs will be information technology specific, however, other jobs that will emerge as a result of the ARRA will require some level of technology preparedness.

In order to turn Michigan's unemployment numbers around, we must first evaluate the skills gap facing our workforce today. By reevaluating the current inventory of Michigan's workforce programs and education system, we can learn how to integrate technology instruction and training to provide robust, comprehensive opportunities.

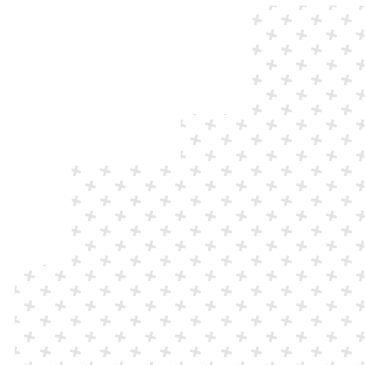
Microsoft, Michigan Works! and other partners have already anticipated these needs and taken a proactive approach to ensure a skilled workforce today for the 21st century jobs of tomorrow.

This event emphasizes available educational, training and retraining opportunities for citizens in Michigan, including Governor Granholm's No Worker Left Behind initiative. The goal of this event is to create action steps and pathways for Michigan citizens to access educational resources and technology training opportunities

I look forward to your participation in the journey to strengthen Michigan's workforce and sustain economic vitality.



Luann Dunsford  
Chief Executive Officer  
Michigan Works! Association



# Learn IT

In order to compete in the global economy, Michigan's current and future workforce must have access to educational and training opportunities and the necessary technical, digital and work behavior skills for success in a career of their choice and lifelong learning.

The first step in ensuring a prepared workforce is creating these educational opportunities and exposing students to technology at all levels of education.

Students in Michigan's Career Pathways (high school) programs, which integrates technology, applied learning and career exploration into high school curricula, have improved grade-point averages, state test scores, attendance rates, graduation rates, and enrollment in postsecondary programs. Career Pathways provide a useful framework to aid both students and educators in making meaningful connections to the working world.<sup>1</sup>

A two- or four-year college degree, other postsecondary training or credential, or on-the-job training is increasingly important for Michigan workers looking to secure and maintain a good job. Nationwide, two-thirds of all growing, good paying jobs will require some postsecondary education and only one-third of workers in declining or low paying occupations have postsecondary education.<sup>2</sup>

The fastest growing, highly paid jobs (\$40K+) in the United States that require education beyond high-school also require a basic understanding of technology. These jobs include managers, engineers, legal professionals, licensed medical professionals, teachers, financial, insurance, and real estate professionals, and technical knowledge workers.<sup>3</sup>

In Michigan, 32% of workers have an associate's degree or above.<sup>4</sup>

Less than 9th grade	3.7%
9th-12th grade, no diploma	9.3%
High school graduate (includes GED)	32.2%
Some college, no degree	22.5%
Associate's degree	7.8%
Bachelor's degree	15.1%
Graduate/professional degree	9.3%

A two- or four-year college degree, other postsecondary training or credential, or on-the-job training is increasingly important for Michigan workers looking to secure and maintain a good job.

<sup>1</sup> "Career Pathways in Michigan Schools: A Success Story." Michigan Department of Career Development. December 2002.

<sup>2</sup> Carnevale, Anthony P. and Donna M. Desrochers, *Standards for What? The Economic Roots of K-16 Reform*, Educational Testing Service, 2003.

<sup>3</sup> *American Diploma Project: Workplace Study*. Source: Analysis of Bureau of Labor Statistics Employment Projections, 2000-2010 as cited in *Improving High School Graduation Requirements*, Michigan Merit Curriculum, Research Says That... v.12.01.06, Michigan Department of Education.

<sup>4</sup> *Selected Social Characteristics in the United States: 2005-2007 (Michigan)*. Data Set: 2005-2007 American Community Survey 3-Year Estimates. Survey: American Community Survey (<http://factfinder.census.gov>).

# Use IT

During this economic downturn, it is integral for all Michigan workers to keep technology skills up-to-date, regardless of their employment status. More than 50% of today's jobs require some technology skills.

As the new economy emerges, the number of high-paying blue-collar jobs available to workers with high school diplomas is shrinking. In Michigan, this is largely due to the decline of the automotive industry and manufacturing-based companies moving overseas.

Michigan workers need to leverage technology skills to improve processes, and prove their relevance and effectiveness by using these skills.

Michigan citizens can access a core set of services at no cost through Michigan Works!. These services include creating or updating resumes, developing a cover letter, and computer overviews including keyboard and mouse training. Michigan Works! Service Centers also provide introduction to computer classes for those unfamiliar with computers.

Job seekers looking to enhance their technology skill-set through career retraining can access workforce training programs, including No Worker Left Behind (NWLB), through Michigan Works!.

The NWLB initiative helps Michigan workers gain the skills and credentials for new careers in high-demand occupations, emerging industries or to start a business. NWLB is Governor Granholm's vision for accelerating the transition of thousands of workers into good-paying jobs by providing up to two years worth of tuition at any community college, university, or other approved training provider.

Jobs that appear on the list of fastest growing occupations in Michigan require some level of technology skills.

According to Michigan Labor Market Information, IT will be a fast growing career area through 2014.<sup>5</sup>

Jobs in this sector include computer system managers, computer software engineers, computer systems analysts, support specialists, and database administrators.

Health care occupations are also among the fastest growing occupations in Michigan through 2014 and include home health aides, dental hygienists and assistants, registered nurses and physical therapists.

In addition to health care and IT, other fast-growing occupations include customer service representatives, and teachers.<sup>6</sup>



<sup>5-6</sup> Michigan Career Outlook Through 2014. Bureau of Labor Market Information & Strategic Initiatives. Michigan Department of Energy, Labor & Economic Growth (DELEG), 2008.



# Microsoft's Commitment

Microsoft is committed to strengthening the U.S. economy and increasing global competitiveness by improving access to education and workforce readiness skills required for 21st century jobs.

Through two programs, Microsoft works to provide access to training and education from the basic to advanced technology skills that provide people the skills they need to be successful in the jobs of today and tomorrow.

The **Microsoft Unlimited Potential–Community Technology Skills Program** is a global effort that promotes workforce development and IT skills training programs in underserved communities. Microsoft provides cash grants, software, and specialized curriculum to nonprofit community technology centers (CTCs) around the world.

The **Community Technology Skills Program** provides support for technology skills training, ranging from basic computer literacy to the use of advanced business productivity applications. This training helps individuals learn about technology and gain the skills they need for employment in today's workforce. Microsoft supports these opportunities through donations of cash, software, curriculum, and technical expertise, with a focus on nonprofit CTCs that make IT skills training a priority, enable community members to share the learning experience, and are open and accessible to the public.

In February, Microsoft launched **Elevate America**, an initiative designed to provide one million vouchers for Microsoft E-Learning courses and select certification exams at no cost to recipients. **Elevate America** will be implemented in cooperation with states across the country as part of our overall effort to help train two million people over the next three years.

In addition to training and certification vouchers available through states, Elevate America offers a variety of free and low cost resources to help get individuals workforce ready.

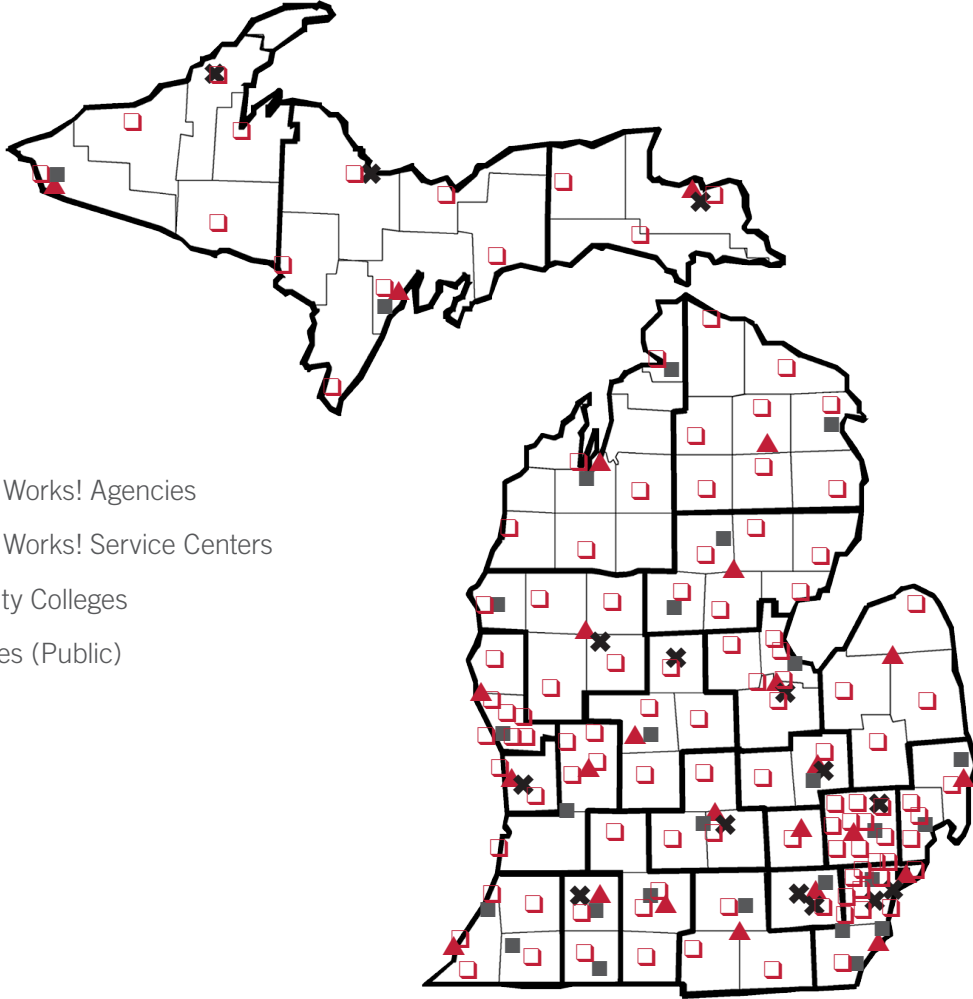
Visit [www.microsoft.com/elevateamerica](http://www.microsoft.com/elevateamerica) to learn more.

Since 2003,  
Microsoft has given  
and matched  
employee gifts  
totaling more than  
\$44.7 million in cash,  
curriculum and  
software in the state  
of Michigan.



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# Michigan Works! Educational Partnerships



- ▲ Michigan Works! Agencies
- Michigan Works! Service Centers
- Community Colleges
- ✕ Universities (Public)



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