



**Urban League**  
of West Michigan

*Empowering Communities.  
Changing Lives.*

Your Success  Our Passion

**“If you want to go fast, go alone. If you want to go far go together”**



## Serving Our Community for Over 80 Years!

The ***Urban League***-traditionally an African American organization, assists all people in achieving self-sufficiency and equality. It is a place where everyone is empowered through economic independence and is an organization that helps people help themselves to a better way of life.

All are welcome at the ***Urban League*** and everyone belongs-a place where people come together to creatively solve issues and become champions of their own advancement and empowerment.

The ***Urban League of West Michigan***, formerly Grand Rapids Urban League, was organized in 1942 and is one of 92 affiliates located in 36 states and the District of Columbia and is the second largest affiliate in Michigan.

Education



## Where We Want to Be

### VISION

To be The Leader—and preeminent agency in West Michigan—effectively utilizing diverse and abundant resources to redress racial injustice and promote racial equality.



## What We Do

### MISSION STATEMENT:

The mission of the Urban League of West Michigan is to provide the means to empower African Americans and other minorities to achieve full economic self-reliance, parity and civil rights.



# Serving Our Community for Over 80 Years!

**Effective, high performing organizations** identify and develop a clear, concise and shared understanding of those values that shape their character, define their direction, and influence their choices.

The following core values to which the **Urban League of West Michigan** subscribes collectively form the cornerstone or prism of those principles and beliefs that define who we are and guide our decisions, actions and behaviors. They permeate what we **think, do, believe and accomplish**.

- ❖ **INTEGRITY**
- ❖ **EXCELLENCE**
- ❖ **LEADERSHIP**
- ❖ **INNOVATION**
- ❖ **DIGNITY**
- ❖ **COLLABORATION**
- ❖ **ACCOUNTABILITY**
- ❖ **TRANSPARENCY**

Education



# Serving Our Community

Our Five Pillars of Service



## Urban League Empowerment Goals

- **Economic Success**: “Every person in West Michigan has access to a thriving Economic Success Pathway”
- **Housing & Community Development**: “Every person in West Michigan lives in a safe, decent, affordable and energy efficient housing on fair terms in thriving neighborhoods”
- **Health & Wellness**: “Every person in West Michigan has access to quality and affordable health care solutions”
- **Education & Youth Innovation**: “Every West Michigan child is ready for college, work and life”
- **Justice**: “Every person in West Michigan has an equal right and responsibility to fully participate in our democracy and civic process, and all people in West Michigan have a right to justice and fairness, and full participation in the its economy.”





## Observations in the Energy Cluster

- Employment in the Energy cluster has experienced strong growth since 2011. After decreasing slightly in 2020, Energy cluster employment has since recovered to exceed pre-pandemic levels and currently employs just over 119,300 individuals.
- The Energy cluster is high paying with an average annual salary of \$90,100—substantially higher than the statewide average of \$61,700. At the subcluster level, average salaries range from \$74,300 for the *Energy efficiency* subcluster to \$115,00 for the *Utilities* subcluster
- Most of the key occupations in the Energy cluster only require a high school diploma or less along with some on-the-job training and have the potential to offer wages exceeding the statewide median of \$21.73.
- Nearly 75 percent of employees in the Energy cluster are men, similar to other male-dominated clusters such as Construction, Manufacturing, and Mobility. Men also earn more than women in this cluster at every educational attainment level. To earn what a man with less than a high school diploma makes, a woman in Energy typically requires a bachelor's degree or higher.
- Black or African American workers have a share of cluster employment that is 4.5 percentage points lower than the statewide share.
- Source: Michigan Energy Industry Cluster Workforce Analysis



## Employment Numbers and Growth Opportunities

- ❖ The U.S. advanced energy market generated \$200 billion in revenue in 2015
- ❖ Together the oil and petrochemical industries alone employed 1.4 million people within the U.S. in 2015
- ❖ Projections indicate that electric and natural gas utilities may see 38% of their personnel retire within the decade.
- ❖ **Both direct and indirect employment in the electric utility, gas utility, oil industry, and natural gas industry is expected to grow by 1.9 million jobs by 2035**
- ❖ **Electric companies are investing over \$100 billion annually to deploy smart infrastructure and develop renewable sources of energy.**



## Clean Energy Industry Growth

- ❖ CEI is a \$350 Billion industry representing 5% of the U.S. GDP and supporting 7 million jobs.
- ❖ In 2021, CEI job compensation averaged \$75,000 and the forecasted number of potential replacements for retirement was 44,000 jobs over the next 5 years.
- ❖ **CEI is projected to create 1.9 million jobs across the country by 2035 across all levels and stakeholders.**
- ❖ **The expansions and demands from the climate crisis, increasing dependence on energy, the introduction of new technology, and emphasis on renewable power have created an opportunity for underrepresented populations to capitalize on this demand.**



## Identifying Barriers, at a Macro Level

- ❖ We mustn't allow history to repeat itself by redlining urban communities from the new opportunities that are coming with the expansion of the energy sector and the implementation of new technology.
- ❖ Four massive barriers must be addressed for urban communities and communities of color to benefit.
  1. Technical and infrastructure barriers to full access and utilization
    - a. For example, insufficient charging infrastructure in cities.
  2. Policy and regulatory barriers
  3. Economic barriers
    - a. High upfront costs of replacing older technology.
  4. Social barriers
    - a. Lack of customer awareness, Job Readiness, and lack of binding goals to achieve higher levels of deployment and employment.



## Barriers Continued, On a Micro Level

- ❖ Less than  $\frac{1}{3}$  of public schools serving predominantly African American Students offer calculus.
- ❖ Only about 40% of public high schools that serve predominantly African American students offer physics.
- ❖ African Americans represent 16% of all high school students, but only makeup 9% of those enrolled in Advanced Placement courses.
- ❖ No African American Student took the AP computer science exam in any of these nine states: Idaho, Montana, New Hampshire, New Mexico, North Dakota, South Dakota, Utah, Wyoming, and Mississippi which has the highest share of African Americans in any state.
- ❖ African Americans have low representation in overall college STEM programs, making up only 7.6% of STEM bachelor's degrees and 4.5% of doctoral degrees in STEM.



# The role of Urban League of West Michigan

- ❖ Our goal is to ensure that African Americans and those in underserved communities can receive full benefits from the expansion of the energy sector and new technologies.
- ❖ ULWM continues to build and strengthen partnerships with energy companies, educational institutions, and others to promote training programs that not only promote jobs but serve to promote Diversity Equity and Inclusion (DEI) industry-wide.
- ❖ ULWM draws on decades of experience as multi-service agency, and the experience of 90 plus other affiliates nationwide, which provide a variety of wrap-around support services to individuals to remove barriers to employment.
  - Case managers build long-term relationships with participants to create development plans uniquely built around their short and long-term employment goals and evolving needs.
  - Grant funding expands these case management services to support participants as they begin their new career path by covering costs of pre-apprenticeship requirements, such as getting a GED or a DL, and *can* even cover other necessary costs, such as childcare or transportation.



## Workforce Development in the Energy Sector

- ❖ The Urban League of West Michigan will like expand equity in registered apprenticeships, within the energy industry, which can serve to transform the economic prospects of Black America.
- ❖ Through Registered Apprenticeship Programs (RAPs) we can promote and lead individuals to professional skill development, technical training, apprenticeships, and ultimately job placement opportunities.
- ❖ By partnering with energy industry stakeholders, we will capitalize on the transformation and investment of the energy industry to support underserved communities.



## Lets go to Work

- ❖ Urban League of West Michigan will create a targeted marketing campaign to raise awareness around pre-apprenticeship and RAP enrollment.
- ❖ ULWM will seek funding for expansion of existing proven apprenticeship programs with acquired Apprenticeship Building America (ABA) funding.
- ❖ ULWM will collaborate with MEWDC to create a pipeline of diverse talent from existing pre-apprenticeship programs to enrollment in RAPs.
- ❖ ULEM will capitalize on expertise in workforce development and community trust to remove barriers to RAP enrollment by individuals in underserved communities.
  - These will include STEM preparatory training, tutoring, pre-enrollment “boot camps”, flexible training, and the utilization of online instruction at the organization level to increase access to these resources for individuals.





# Program Principles

## ❖ **Equity**

- Combat racial disparities that exclude minoritized people from economic opportunities by facilitating the transition of participants from underrepresented populations and underserved communities through apprenticeship-readiness programs, RAPs, and employment.

## ❖ **Job Quality**

- Build the necessary skills for underrepresented populations and underserved communities to gain dignified work in CEI which can lift them out of poverty and build generational wealth.

## ❖ **Support for high-quality, sustainable programs**

- Develop high-quality pre-apprenticeship programs operated by ULWM based on years of tested methodologies.

## ❖ **Evidence-based approaches**

- Utilize demonstrated connections with successful pre-apprenticeship programs, proven best practices for placing participants in emerging industries, and strong connections to underserved communities and underrepresented peoples.

## ❖ **New opportunities for innovation, engagement, and ease of access**

- Targeting CEI for its high capacity to innovate and potential to engage underrepresented populations and underserved communities.

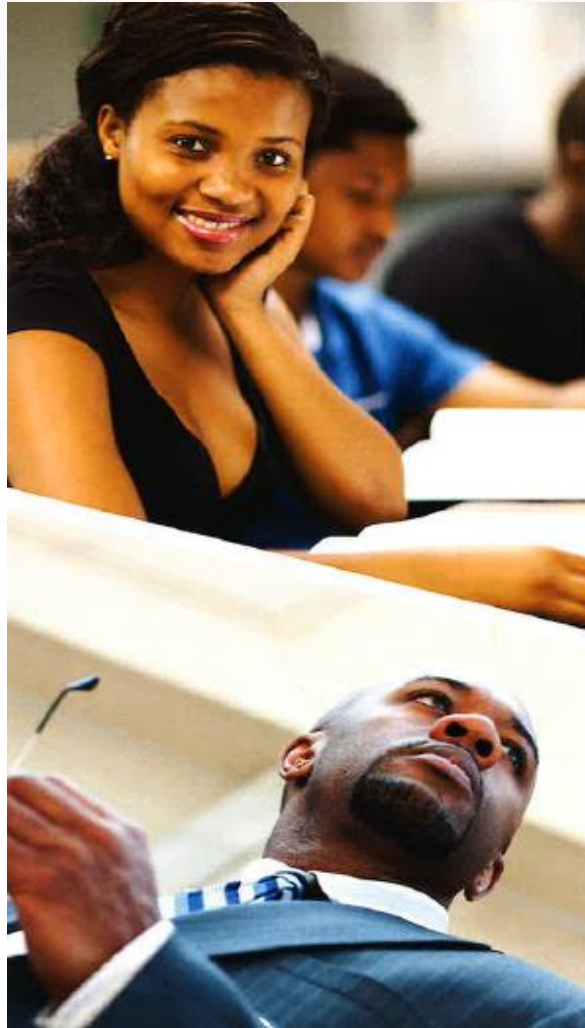


# Urban League of West Michigan Center for Employment and Workforce Development

- Specialize in:
  - ❖ Recruitment
    - ❖ Job Seekers – untapped markets
    - ❖ Employment assessments
  - ❖ Referral
    - ❖ Employment Counseling & Placement
  - ❖ Retention
    - ❖ Partnership Services for employers
    - ❖ Broader Business Community



# The Urban League of West Michigan is here to support Your company



## OUR SERVICES

- Career Coaching
- Career Exploration and Planning
- Case Management
- Educational and Vocational Counseling/Evaluation
- Employment Barriers Assessment
- Employment Referrals and Screenings
- Interview Preparation and Coaching
- Job Search Strategies and Development
- Job Placement and Job Creation Services
- Job Retention and Success Services
- Online Job Search Assistance
- Resume Preparation and Review
- Skills Identification
- Onsite Employer Interviews via Employer Marketplace
- Access to Career Fairs
- Access to the Center for Housing and Community Resources
- Access to the Center for Education Innovation and Youth Development
- Access to the Center for Health, Wellness and Tobacco-Free Living (Tobacco Prevention/Smoking Cessation)
- Client support for up to two-years
- Client Networks

# Urban League of West Michigan Wrap Around Services

- Wrap Around Services
  - Assist with other needs that lead to employee success and retention
    - Housing, Health, etc.
- Development of Talent Pipeline
  - ULWM Education & Youth Innovation pillar
    - Exposure to careers in energy to African American youth (14 – 24 years of age)
    - Certificate and Apprenticeship programs
    - College and Bachelors degrees



## Tobacco Impact - Workplace

- 1 pack of cigarettes is equal to \$40 in future healthcare costs.
- For people who smoke, they can expect more costs from: illnesses (that lead to missing work), productive work time lost due to taking smoking breaks, and more costs to their employer due to occupational diseases and workers compensation payments.
- For people who smoke, they lose \$5,816 annually due to: lost productivity (from smoking breaks), excess health care costs, and pension benefits.





# Urban League of West Michigan Energy Cluster Community



- Marcia Black-Watson, Director, Michigan Energy Workforce Development Consortium (MEWDC)
- Angela Thompkins, Vice President and Chief Diversity Officer, Consumers Energy
- Nate Henschel, Community Affairs Manager, Consumers Energy
- Katrina Springer-Fiddler, Inclusion Culture Team II / Inclusion Champion, Consumers Energy
- Johnathan Wilson, Regional Manager, DTE Energy
- Monique Holliday-Bettie, Manager, Workforce Development, Human Resources, DTE Energy
- Julie Parks, Interim Dean, School of Business & Industry, Dean & Executive Director, Workforce Training, Grand Rapids Community College



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## **Thank You! Michigan Energy Workforce Development Consortium**

**Presented by: Eric D. Brown, President & CEO**

**Urban League of West Michigan**

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