MAGMA

Michigan Alliance for Greater Mobility Advancement



WORKING TOGETHER FOR GROWTH

The Michigan Alliance for Greater Mobility Advancement (MAGMA) is a consortium of original equipment manufacturers (OEMs), tier suppliers, educational institutions, workforce organizations, and state government, whose goal is to collectively assess and address the automotive industry's skills and training needs, particularly around connected, autonomous, shared, and electric vehicles.

THE MAGMA MISSION

To provide rapid skill growth in emerging technologies for advanced mobility to meet industry needs.

MAGMA OBJECTIVES

1. Prepare individuals for emerging technologies in connected, autonomous, lightweight, hybrid, electric, alternative fuel, and other advanced vehicle technologies through rapid/accelerated training and re-training.

2. Target training to incumbent and displaced workers and students seeking opportunities in the mobility and automotive sectors.

3. When possible, seek and provide funding to help employers or individuals access training.

VALUE PROPOSITION

Through a proven partnership approach, MAGMA provides a neutral platform for industry to collectively assess their talent skills gaps across all vehicle systems, technologies, and processes.

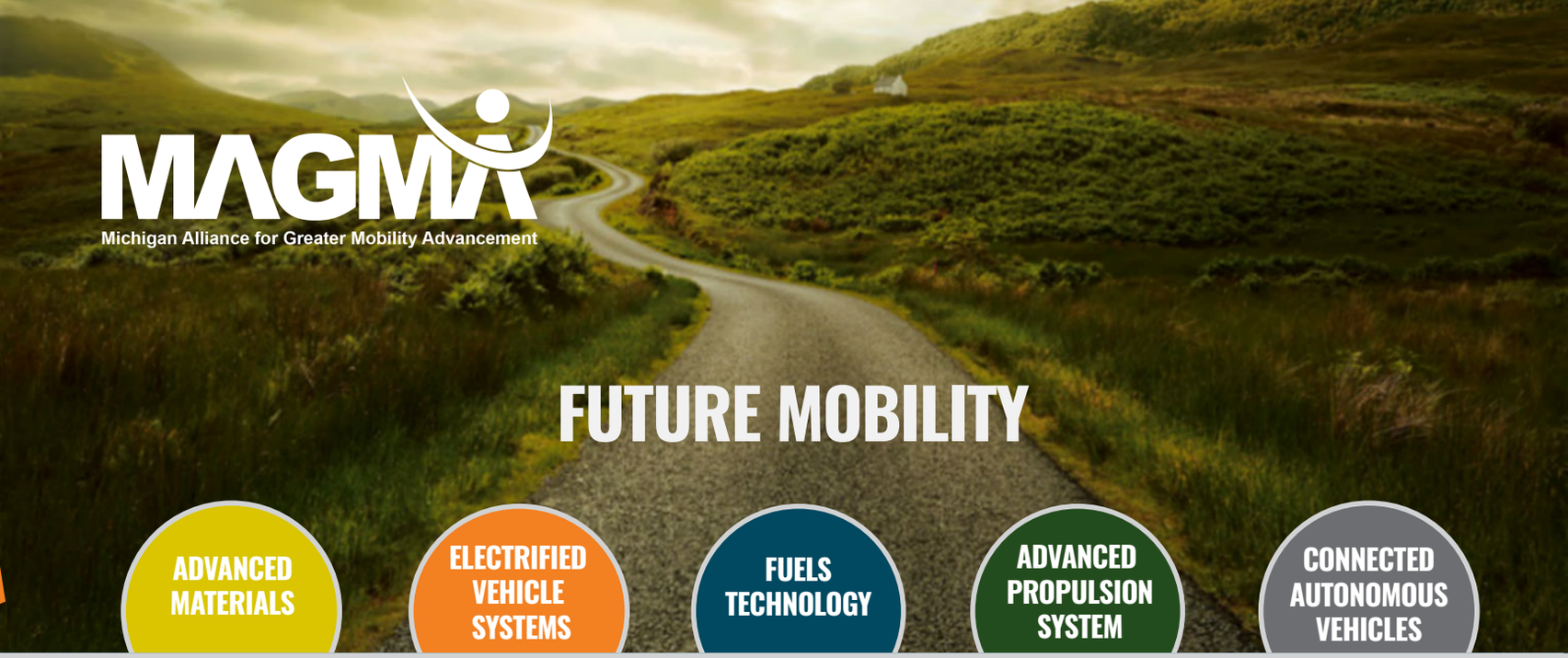
JOIN MAGMA AND OBTAIN:

- The opportunity to be part of an Industry-Led Collaborative (ILC) application for the Going Pro! Talent Fund, which makes awards to employers to assist in training, development, and retaining current and newly hired employees and apprentices
- MAGMA-approved training for incumbent and future-hire workforce
- Real-time labor market data and intelligence on mobility occupations and trends from the through the Workforce Intelligence Network's research team
- No-cost and discounted rates for admission to quarterly MAGMA Advisory Council meetings, which feature presentations from industry leaders and experts on relevant technical and talentrelated topics and

HOW CAN I LEARN MORE?

MAGMA is convened by the Workforce Intelligence Network for Southeast Michigan (WIN), a partnership of seven Michigan Works! Agencies and nine community colleges in Southeast Michigan. The WIN mission is to help cultivate a cohesive talent system by facilitating data-driven workforce solutions to ensure responsiveness to changing labor market demands. For more information about MAGMA visit **miautomobility.org** or contact **info@winintelligence.org.**

WIN WORKFORCE INTELLIGENCE NETWORK



MAGMA
Michigan Alliance for Greater Mobility Advancement

FUTURE MOBILITY

ADVANCED MATERIALS
Lightweight / alternative materials; non-destructive testing; conventional testing; design; joining processes for multi-materials, stamping high strength steel or aluminum; rapid prototyping; additive manufacturing

ELECTRIFIED VEHICLE SYSTEMS
ZEV and EV systems, energy storage, power electronics and electric motor drives

FUELS TECHNOLOGY
Advance petroleum and alternative fuels

ADVANCED PROPULSION SYSTEM
Advanced IC engine systems, tranmission, controls, and solid state energy conversion

CONNECTED AUTONOMOUS VEHICLES
Sensor and mircroprocessors, smart transportation system

MAGMA GOVERNING BOARD MEMBERS

Original Equipment Manufacturers & Suppliers
DENSO
Ford Motor Company
General Motors
LG Energy Solutions
Magna International
Nissan
Roush Industries (Co-Chair)
Robert Bosch GmbH
Stellantis (Co-Chair)
Toyota Motor North America

Education & Training Partners
Downriver Career Technical Consortium (DCTC)
Henry Ford College
Macomb Community College
Michigan Technological University
Oakland Community College
SAE International
Schoolcraft College
University of Michigan Economic Growth Insitute, Ann Arbor
Washtenaw Community College

Non Profit, Government & Workforce Development
Detroit Regional Workforce Partnership (DRWP)
SEMCA Michigan Works!
State of Michigan Infrastructure Office
Workforce Intelligence Network (convener)

PAST BOARD MEMBERS & OTHER ATTENDEES

American Axle & Manufacturing**
Automation Alley
BorgWarner **
Center for Automotive Research (CAR) **
Corporation for a Skilled Workforce
Delphi Corporation
Engineering Society of Detroit
GKN Automotive **
Grand Rapids Community College
HEV Technology Center
IEEE
Isuzu
Kettering University
Lawrence Technological University
Lear Corporation
Macomb County Planning & Economic Development
Magna International
MAHLE Industries, Inc.**
MIAT College of Technology
MICHauto
Michigan Department of Transportation
Michigan Economic Development Corporation
Michigan Labor & Economic Opportunity**
Mobile Comply
Mobile Technology Association of Michigan
New Horizons Learning Centers
NextEnergy
Oakland University
SEMCOG
SME
University of Detroit Mercuy **
Valeo
Volkswagen
Wayne State University **
ZF **

**Former Governing Board member

INTERESTED IN BECOMING A MEMBER?

Visit **miautomobility.org/members** to learn more about MAGMA benefits and become a member.

WIN WORKFORCE INTELLIGENCE NETWORK