

Mid-Michigan Innovation Team (MMIT)

David Hollister CEO

Prima Civitas Foundation

1614 E. Kalamazoo Street

Lansing, Michigan 48912

Phone: 517-999-3382

Email: d.hollister@primacivitas.org

Website: www.mainecareercenter.com

Focus: Renew mid-Michigan's economic prosperity by reorienting and reinventing the region's industrial base, developing next-generation talent and capitalizing on the region's assets, partnerships and networks. The overall project has one central objective: *to catalyze regional economic transformation, creating better opportunities for more Michiganders who are better equipped to take advantage of them—right here in mid Michigan.* Fundamentally, the project aspires to help mid-Michigan firms, inventors, investors, and aspiring entrepreneurs reinvent our economy by fostering innovation wherever we find it, connecting ideas and assets, and engaging people within and across communities.

Geographic Area Served: Mid-Michigan which includes these 13 counties: Bay, Midland, Saginaw, Shiawassee, Clinton, Eaton, Ingham, Livingston, Tuscola, Genesee, Huron, Sanilac, Lapeer

Participant Age Level: Students in the K-12 education system are served in programs designed to help develop an entrepreneurial innovation mind set. Business clients must be of age to be employed.

Funding Sources: The project began with a DOL Wired grant of \$15 million. Since then they have leveraged additional dollars from partners. A \$250,000 grant has been made to focus on how to change the environment of the area so that individuals think more entrepreneurially about their future. Many of the university personnel are doing pro bono work. There is an investment of 1 billion dollars being made \$100 Million per year to focus on developing 21st Century jobs for the region by foundations and the state Venture Michigan Fund.

Key Services Abstract: The Prima Civitas Foundation, supported by Corporation for a Skilled Workforce, is responsible for overall project management, with specific emphasis on governance, connecting new partners, communications and facilitation aimed at shared learning, public choice-making, and structural transformation.

Partners include Michigan State, Saginaw Valley, and Kettering Universities; Mott, Delta, and Lansing Community Colleges; North Coast Ventures; Charles Stewart Mott Foundation; and Center for Automotive Research are helping focus on jobs for the 21st Century.

The work of the Mid Michigan Innovation Team has Targeted the following industries: Alternative Fuels/ Fuel Cells; Advanced Manufacturing, Healthcare, STEM focused education and workplaces after doing some asset mapping for the region.

The MMIT Vision envisions a strong regional economy that:

- **Benefits** the diverse communities across mid-Michigan's 13 counties and fosters regional thought and action.
- **Promotes** existing and emerging assets in alternative fuels and energy, advanced manufacturing, health care, construction and entrepreneurship.
- **Creates** new business, better jobs, top-notch talent and a continuous demand for world-class economic, education and business support services.
- **Is sustained** over time, ensuring that mid-Michigan continues to thrive in the 21st century economy.

This vision will be achieved through completion of the following goals:

1. **INNOVATION**-*Reinventing our industrial base around innovation*—to seed economic activity in Michigan's future industries; accelerate growth in Michigan's entrepreneurial firms; and build strong networks.
2. **TALENT**-*Developing next-generation talent through learning*—including business-based learning opportunities for workers and students, increased region-wide training opportunities in key industries (current and emerging), and communication and engagement with people, firms, and communities about current and emerging opportunities in Mid-Michigan
3. **COLLABORATION**-*Asset-building through connections and partnerships*—specifically, identifying and building key assets *in the region* and making them available and accessible *to the region*; influencing the way key institutions and organizations work within the region; and supporting and promoting learning and networking (at all levels) in the region.

INNOVATION-Reinventing Our Industrial Base

The Project has committed to four interrelated industry-focused strategies:

- Promoting and investing in emerging sectors and clusters that promise high-quality business and job opportunities—alternative energy/biomass, life sciences, homeland security/defense and advanced manufacturing are examples of such clusters.
- Helping high-potential firms develop new markets (domestically and internationally) by growing their customer base, applying existing technologies in new ways and supporting innovation.
- Facilitating the launch of new businesses through accelerated technology transfer, support and training for high-growth firms, improved linkages and collaboration across firms and sectors and increased entrepreneurship.
- Building deep and broad networks within and across stakeholder groups including learning communities, supply chain and business development partnerships and others and promote networking across geographic, professional, business and interest-based communities.

TALENT-Developing Talent through Learning

The Project has identified three key strategies for developing the talent the region will need as the economy changes. These include:

- Investing in the skills of career advancers and changers, in growing industries including healthcare, building and construction, alternative fuels, bio diesel, advanced manufacturing and in career advancement and learning for life.

- Focusing on the region's next generation of talent (K-16) by promoting career exploration, certified job training programs, enterprise, entrepreneurship and technology transfer, particularly in emerging industries.
- Influencing the opinions, attitudes, beliefs

COLLABORATION-Maximizing Assets

Finally, the Project must maximize regional assets in order to achieve and sustain economic advantage. Toward that end, the MMIT Steering Committee has committed to a strategy of forging connections, networking and aligning investments and capacities of key stakeholders in education, workforce, economic development and industry. These include:

Implementing a Regional Innovation Assessment to measure the region's current capacity to support innovative firms, institutions and people. The ultimate goal would be to use this assessment to improve the regional innovation environment.

- Identifying and promoting the transfer of best-practices in reinventing local economies and developing local talent bases so that they become regional practices through summit meetings, town halls, publications, websites, and practice/learning communities
- Encouraging and cultivating a regional identity through the dissemination of resources, trainings and opportunities to change the way organizations and institutions think about their constituency groups leading to the long term sustainability of the Mid Michigan region.
- Maximizing talent development by assuring that programs offered in one region are available across the region through shared enrollments, distance education, and other methods.

Summary of Key Benefits and Results: Mid-Michigan's project has an array of strategic partners including: Michigan State, Saginaw Valley, and Kettering Universities; Mott, Delta, and Lansing community colleges; North Coast Ventures; Charles Stewart Mott Foundation; Center for Automotive Research; major health care systems; home and building associations; intermediate school districts; Michigan Manufacturing Technology Center; the State of Michigan; and regional cities, chambers of commerce, economic development agencies, Michigan Works! agencies, and community development agencies.

The ten MMIT projects funded through the U.S. Department of Labor's WIRED initiative include:

- **Center for Automotive Research:** helping regional automotive suppliers access new markets suppliers.
- **Greater Flint Health Coalition:** helping entry and mid-level health professionals pursue more advanced career alternatives; helping unemployed/displaced workers move into healthcare occupations.
- **Kettering University:** managing the Center for Fuel Cell Systems and Powertrain Integration incubator with a focus on research, education and commercialization of fuel cell systems.
- **Lansing Community College (LCC):** Launching entrepreneurship curriculum designed to prepare the student to own his/her business and a small business service and technology incubator to provide emerging businesses with advice, counseling and mentoring. LCC is also launching a healthcare initiative focused on an accelerated prior-degree nursing program and Fast Track program for certain health professionals.

Lansing Community College will launch an entrepreneurship curriculum (12 sections of entrepreneurship courses will be taught) designed to prepare the student to own his/her business by helping the student identify a specialty area coupled with entrepreneurship, the steps to developing a business plan, financing, launching the business, and managing a new business. Academic course work, seminars for current and potential small business owners, and a business incubator will provide emerging small businesses with services including advice, counseling and mentoring. A small business service and technology incubator will be launched to foster the start up and growth of new companies with ties to the Lansing Community College Small Business

Exploration Certificate of Completion and Associates in Business. The incubator is expected to accommodate up to 40 companies for each year of the grant for a total of 120 companies.

Lansing Community College is working with the Mid-Michigan intermediate school districts, the Michigan Small Business & Technology Development Center, and Saginaw Valley State University in the implementation of this initiative. At the end of the 3 year grant period, the anticipated results are:

-40 new businesses launched

-200 K-12 students introduced to entrepreneurship and 80 graduating seniors will feed into the post secondary credit and non credit entrepreneurship programs

-20 new completers of the Entrepreneurship Studies Certificate and/or Associates Degree program

-240 small business and potential small business owners trained through contracted seminars

-240 occupational program students completing entrepreneurial studies courses

- **Michigan Manufacturing Technology Center:** Assisting mid-Michigan firms to develop new markets and address facility and job retention beyond automotive.
- **Michigan State University:** exploring with various partners ways to grow and process bio-fuels as alternatives to petroleum and fossil fuels and seeding the development of mid-Michigan's bio economy. MSU is the prime contractor for the WIRED grant.
- **Mott Community College:** managing a Building and Construction Technology Employment initiative and an Advanced Manufacturing project providing focused intervention training to 5 regional companies to use productivity-enhancing technology tools.
- **Prima Civitas Foundation, supported by the Corporation for a Skilled Workforce:** managing overall the MMIT/WIRED initiative, with specific emphasis on governance, connecting new partners, communications and facilitation aimed at shared learning, public choice making and structural transformation.
- **Saginaw Valley State University:** managing an Accelerated Entrepreneurship initiative to consult with, network, incubate, train and otherwise support new ventures.

Saginaw Valley State University will manage an Accelerated Entrepreneurship Initiative that will consult with, network, incubate, train and otherwise support new ventures. It will coordinate the services and supports of over 20 partners to focus on new business creation, accelerated market diversification (for existing firms), increase commercialization of intellectual property, new market development, self-employment, industrial retraining, and assistance to schools in targeting entrepreneurship training efforts in Michigan's high-growth or emerging industries.

During the life of the grant, we expect a combined impact of:

-27 firms incubated, 15 of them high-growth;

- 60 firms to receive help with technology integration or market diversification, and eight of those in new economy industries to hire at least one new employee;
- 45 entrepreneurs to receive training/ information in commercialization opportunities in the region; --48 businesses to be assisted in identifying new markets;
- 300 workers to complete workshops in self-employment opportunities,
- 100 workers to be retrained in high level skills in-demand in the region; and
- 60 high-school trainers to be trained in industry-focused entrepreneurship.

The Center for Business and Economic Development at SVSU has a motto of Real people. Real Results. They are open for calls at (989) 964-4475 to discover how CBED can positively impact you and your bottom line through the Center for Business and Economic Development. Harry Leaver is the Executive Director, (989) 964-4047 hlleaver@svsu.edu

There is developed by Dr. Mark Clevey a Michigan Entrepreneurship Score Card that shows how the culture is becoming more accepting of entrepreneurs. Saginaw Valley State University has put in place a minor in Entrepreneurship to connect entrepreneurship to all majors on campus.

Lessons Learned: If we desire to work with business we have to go to them on their turf to learn of their needs and to gain their support of collaborating to enhance the economy of the region.

Teacher training is one thing essential to creating a pipeline of persons with an entrepreneurial mind-set.

Working with the 2 + 2 program high school students can gain appropriate technical skills and see the value of the STEM initiative.

Most of the work in the Auto Industry today is requiring 2 years of post high school training. The graduation promise initiative encourages staying in school until training is appropriate for the work of the future.

Work Readiness testing will be a part of the state testing program beginning in 2010 in order to show that students can meet the skills needed by industry and shown through the WorkKeys assessment.

Economic development today must focus on creating an entrepreneurial friendly region and state. Entrepreneurial innovation is the key to a growing economy.

Universities can provide great assistance to small entrepreneurs through providing market research database capabilities which small businesses could rent time for using them to gain the market information they need.

Rural enterprise networks are focusing on economic gardening and this help communities focus on how they can encourage business development and growth.

The Federal budget has lots of funding for R & D but less than 1% of the budget comes from selling innovations into the market place. There seems to be a huge disconnect in our budgeting process. America needs to be smarter about getting innovation from R & D to the marketplace. Currently Universities don't have incentives to transfer the innovations so they wait until some person comes to them and writes a check to the university for the technology.

Some serial entrepreneurs are housing other entrepreneurs and mentoring (Incur Mentoring) them in their new business ventures. There needs to be a tax credit for this type of work with new entrepreneurs.

There needs to be better connections between SBA and EPA on the Federal level to add capabilities to the system if we are to solve problems rather than regulating things related to the environment.

Daniel Goldstein of Case Western Reserve University has done a lot of work with emotional intelligence which helps with the understanding of entrepreneurs.

There is some support that if a student completes a degree in the state and starts a business that employees persons in the state, there should be forgiveness of college tuition loans just like we forgive teacher loans for those who teach.