

FOR IMMEDIATE RELEASE
January 22, 2021

Contact:

Heather Baker
Managing partner
Southwest Michigan First
P.O. Box 50827
Kalamazoo, MI 49005-0827
269.553.9588
hsmithbaker@southwestmichiganfirst.com

\$39M in Going PRO Talent Fund Grants Awarded to Train 30,000 Michigan Workers

Kalamazoo, Michigan – Through \$39,015,052 in grants from the Going PRO Talent Fund, Michigan is helping nearly 30,000 workers across the state to secure employment, industry-recognized credentials and strong wages by providing training grants to more than 850 Michigan businesses to support their high-demand, high-skill talent needs.

“Now more than ever, we need to invest in our talent and businesses to ensure strong economic recovery and growth,” Governor Gretchen Whitmer said. “Programs like the Going PRO Talent Fund allow us to put Michiganders on the path to good paying jobs while helping Michigan employers develop the critical talent they need to compete in the global economy.”

Since the program’s launch in 2014, over 3,000 Michigan businesses have received Talent Fund awards to assist in training, developing and retaining newly hired and current employees. Training must fill a demonstrated talent need experienced by the employer and lead to a credential for a skill that is transferable and recognized by industry.

The Going PRO Talent Fund has supported more than 94,000 workers with training over the years, including new hires and current workers.

“With 545,000 professional trades job openings expected through the year 2026, this fund plays a vital role in helping Michigan employers meet their talent needs by investing in homegrown workers,” Susan Corbin, acting director of the Michigan Department of Labor and Economic Opportunity (LEO) said.

LEO makes Going PRO Talent Fund awards to employers through Michigan Works! Agencies (MWAs). Participating employers play an integral role in defining their key training needs, then work with the local MWAs and other partners to develop appropriate, realistic training plans.

Want to Learn More About the Going PRO Talent Fund?

The Going PRO Talent Fund aligns with [Governor Whitmer’s Sixty by 30 goal](#) to increase the number of working-age adults with a skill certificate or college degree to 60 percent by 2030. To learn more about the Going PRO Talent Fund, visit Michigan.gov/TalentFund.

Who Is Getting Going PRO Grants?

Here in Southwest Michigan, local economic development groups like the economic development catalyst Southwest Michigan First worked closely with companies and Michigan Works! Southwest on the process. Southwest Michigan First's services included providing education to companies during one-on-one business consultations and in training sessions on the application process and benefits of the program, in addition to writing letters of support. Overall, 103 companies located in the seven-county Southwest Michigan Region received \$4,852,270 in grant funding, with an average award of \$47,109. To find out how your company can get involved in the next round of Going PRO grants, contact the Southwest Michigan First team at 269.553.9588.

- [A complete list of statewide grant recipients for the 2021 fiscal year is available online.](#)
- [Regional grant recipients can be found here.](#)

About Southwest Michigan First

Founded in 1999 on the principle that the greatest force for change is a job, Southwest Michigan First is an organization of privately funded economic development advisors who act as the catalyst for economic growth in Southwest Michigan. For more information about Southwest Michigan First, please visit us at www.southwestmichiganfirst.com, or call 269.553.9588.

###