

Community-Based Job Training Grants

Detroit Workforce Development Department

Grantee: Detroit Workforce Development Department (DWDD)

Industry Focus: Hospitality and Retail

Key Partners: Detroit Workforce Development Department One-Stop Career Service Centers and Hospitality/Retail Career Center; Wayne County Community College District; CVS Caremark/CVS Pharmacy; Greektown Casinos; and Goodwill Industries of Greater Detroit

Grant Amount: \$1,850,000

Leveraged Amount: \$5,465,921

Location of Grant Activities: Wayne County and the City of Detroit, Michigan

Challenge: In 2004, more than 200,000 workers were employed in the retail industry, and more than 180,000 were employed in the leisure and hospitality industry in metropolitan Detroit. For the first time in 40 years retail development is increasing, and the need for managerial level workers in retail/hospitality is projected to grow. However, the local community college does not have an industry-driven program devoted to meeting the workforce needs of the retail and hospitality industries, nor does it have the resources to support its own curriculum development.

Addressing the Challenge: Detroit Workforce Development and its partners will address the need for a qualified workforce through a Hospitality and Retail Management Apprenticeship Program (HRMAP). The program will build the capacity of the Wayne County Community College District to provide industry-driven training in retail and hospitality management, and will create a management-training curriculum allowing students to earn a certification or an associate's degree in Retail/Hospitality Management. HRMAP will also develop a new USDOL Registered Apprenticeship Program in retail management, and create a new career track within DWDD's Hospitality Career Service Centers. The program will offer training opportunities to low-income Detroit residents that will allow them to advance to management/supervisory level positions in the retail and hospitality industries.

Projected Outcomes:

- 338 individuals will complete training activities
- 200 individuals will enroll in the Apprenticeship Program
- 25 CVS incumbents and 75 newly hired employees will be placed in the Apprenticeship Program
- An additional 100 candidates will enter the program from Greektown Casinos and other hospitality businesses
- 200-250 additional students will enroll in Wayne County Community College's retail and hospitality curriculum
- 162 individuals will attain a portable, nationally recognized industry credential.