

## WORKING TOGETHER, PREPARING 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.

### MAGMA'S MISSION

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

### MAGMA'S 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 talent-related topics and provide networking opportunities.

### HOW CAN I LEARN MORE?

MAGMA is convened by the Workforce Intelligence Network for Southeast Michigan (WIN), a partnership of six Michigan Works! Agencies and ten community colleges in Southeast Michigan. WIN's 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 [www.miautomobility.org](http://www.miautomobility.org) or contact [MAGMA@winintelligence.org](mailto:MAGMA@winintelligence.org).

# 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

HEV and full EV systems, energy storage, power electronics and electric motor drives

## FUELS TECHNOLOGY

Advanced petroleum and alternative fuels

## ADVANCED PROPULSION SYSTEMS

Advanced IC engine systems transmissions, controls, and solid state energy conversion

## CONNECTED & AUTONOMOUS VEHICLES

Sensors and micro-processors, smart transportation systems

## MAGMA Governing Board Members

### Original Equipment Manufacturers & Suppliers

BorgWarner (Co-Chair)  
Fiat Chrysler Automobiles  
Ford Motor Company  
General Motors Corporation  
GKN Automotive (Co-Chair)  
Nissan  
Robert Bosch, LLC  
Toyota  
ZF

### Education and Training Providers

Macomb Community College  
Michigan Technological University  
SAE International  
University of Detroit Mercy  
University of Michigan Ann Arbor  
Wayne State University

### Non Profits, Government, and Workforce Development

Southeast Michigan Community Alliance (SEMCA) Michigan Works!  
State of Michigan – Talent Investment Agency  
Workforce Intelligence Network (convener)

## Past Board Members & Other Attendees

American Axle & Manufacturing\*\*  
Automation Alley  
Corporation for a Skilled Workforce  
Delphi Corporation  
DENSO\*\*  
Engineering Society of Detroit  
Grand Rapids Community College  
Henry Ford 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  
Mobile Comply  
Mobile Technology Association of Michigan

New Horizons Learning Centers  
NextEnergy  
Oakland Community College  
Oakland University  
Schoolcraft College  
SEMCOG  
SME  
University of Michigan, Dearborn  
Valeo  
Volkswagen  
Washtenaw Community College

\*\* Former Governing Board member

## INTERESTED IN BECOMING A MEMBER?

Visit [www.miautomobility.org/members](http://www.miautomobility.org/members) to learn more about MAGMA benefits and become a member.