

Marcia Black-Watson
Industry Engagement Director
Michigan Department of Labor and Economic Opportunity-Workforce Development



Marcia S. Black-Watson serves as the Industry Engagement Division Administrator for the Michigan Department of Labor and Economic Opportunity, Workforce Development (LEO-WD). Ms. Black-Watson leads a team that promotes demand-driven workforce development strategies to help attract, retain, and develop talent in high growth, high wage industry sectors. The LEO-WD Industry Engagement Division engages employers; the Michigan Works! System; educational entities; economic development organizations, and other local, state, and federal partners to execute programs and initiatives that produce successful recruitment, training, placement, and retention outcomes. The division administers programs such as the Community College Skilled Trades Equipment Program (CCSTEP), Carl D. Perkins Postsecondary (Perkins V), Going PRO Talent Fund, Michigan Industry Cluster Approach (MICA), Michigan Learning and Education Advancement Program (MiLEAP), Michigan Rural Enhanced Access to Careers in Healthcare (MiREACH), Michigan Revolution for Electrification of Vehicles (MiREV) , State Apprenticeship Expansion (SAE), and Talent Development Liaisons (TDLs).

Marcia has worked in the workforce development field since 1998, spearheading a number of state-level taskforces, projects, and initiatives focused on meeting the workforce demands of industry. She has a Bachelor of Arts degree in Materials and Logistics Management with a minor in Accounting from Michigan State University. She is a Certified Business Solutions Professional and has served on several boards and advisory committees, including Center for Advanced Automotive Technology (CAAT) National Visiting Committee; Baker College – College of Business Advisory Board; Flint Genesee Job Corps Industry Advisory Council; Michigan Academy for Greater Mobility Advancement Governance Board; Michigan Apprenticeship Steering Committee, Inc. (MASCI); Michigan Energy Workforce Development Consortium (MEWDC) Executive Committee, and the Michigan Talent Pipeline Management Academy Steering Committee.

In January 2021, Marcia received the State of Michigan Symbol of Excellence Award in recognition of securing \$45 million in competitive federal grants, which will help launch new apprenticeship initiatives and create customized education and training solutions that result in industry-recognized credentials and accelerated career pathways.