



OF WEST MICHIGAN



**Western Michigan
Chapter**

Industry Collaboration



Partners

West Michigan Construction Survey

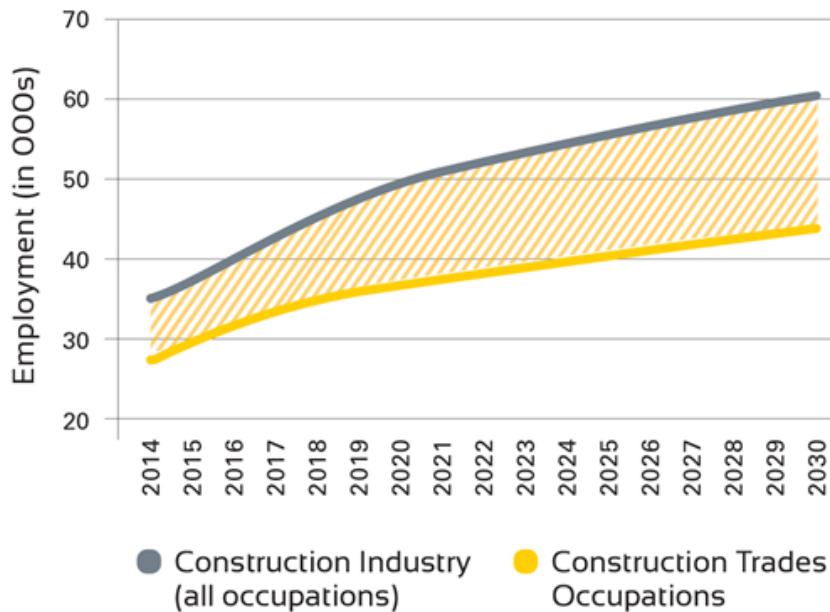


- Collaboration between CWDA, TALENT2025 & the Upjohn Institute
- The demand for construction trade occupations in this region is much higher than that of other industries, in both the short and long term
- There are many more construction jobs available than people to fill them
- CWDA is taking action now to attract, train and retain workers into the industry pipeline

West Michigan Construction Survey



Construction Industry Forecast through 2030



Projected Annual Growth Rate



Total Employment in Region

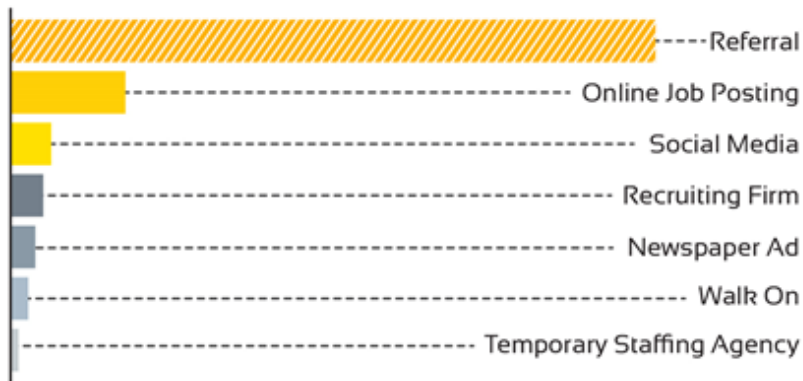


Construction Industry

West Michigan Construction Survey



Path to Employment



Difficulty Filling Vacancies



- Very Hard
- Somewhat Hard
- Neither Hard nor Easy
- Somewhat Easy
- Very Easy



68%

of firms surveyed have had to **delay work** due to talent shortages

CWDA Mission



The CWDA exists to develop and implement a plan to redefine the image of construction and to promote careers within the industry.

CWDA Strategies



Awareness

Exploration

Preparation

Transition

CWDA Strategy Projects



Awareness

www.webuildmi.org

CWDA Rally

MiCareerQuest

CWDA Strategy Projects



Exploration

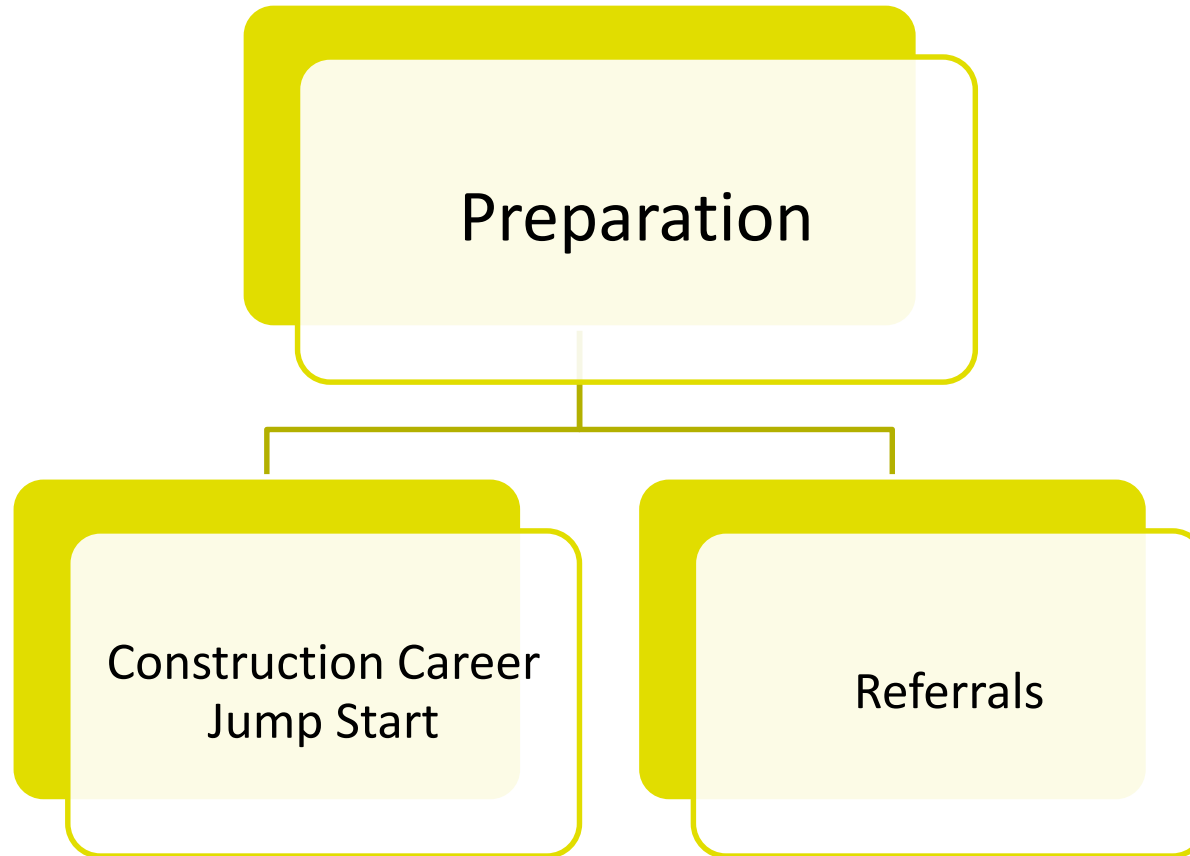
Construction
Month

Summer
Camps

MiCareerQuest

Industry Field
Trips

CWDA Strategy Projects



CWDA Strategy Projects



Transition

Referral to Hiring
Companies



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