Industry Collaboration
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: 0.7%
- Construction Industry: 3.5%

Employment (in OODs)

<table>
<thead>
<tr>
<th>Year</th>
<th>Employment</th>
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<tbody>
<tr>
<td>2014</td>
<td>25</td>
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<td>2015</td>
<td>30</td>
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<td>2016</td>
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<td>2030</td>
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</tbody>
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- Construction Industry (all occupations)
- Construction Trades Occupations
West Michigan Construction Survey

Path to Employment

- Referral
- Online Job Posting
- Social Media
- Recruiting Firm
- Newspaper Ad
- Walk On
- Temporary Staffing Agency

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
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

- Construction Month
- Summer Camps
- MiCareerQuest
- Industry Field Trips
CWDA Strategy Projects

Preparation

- Construction Career Jump Start
- Referrals
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