



2021 COMMUNITY IMPACT REPORT





Growing a Stronger West Michigan Workforce

The Agribusiness Talent Council (ATC) is a collaborative of agribusiness employers, educators, workforce development and economic development organizations working together to meet West Michigan's current and future agribusiness talent needs.

STRATEGIES

- **Promote the Industry:** We are focused on promoting agribusiness as a great career pathway for all ages.
- **Recruit and Retain Talent:** We create and join efforts to bring new talent into the industry and maintain talent long term.
- **Train:** We connect businesses with resources to upskill their current workforce.
- **Connect to Resources:** We create and share beneficial resources for the agribusiness industry.

COUNCIL EMPLOYER PARTICIPANTS

Hearthside Foods, Kent Quality Foods, Leprino Foods, Dykhuis Farms, Revolution Farms, Koeze Company, Herbrucks Poultry Ranch, Riveridge Produce Marketing, Ottawa County Economic Development, Michigan State University, Kent County ISD, and West Michigan Works!

ADDITIONAL PROJECT PARTNERS

Michigan Department of Agriculture and Rural Development, Department of Labor and Economic Opportunity, Shady Lane Farms, Jawor Brother Blueberries, Double L Enterprises, Tender Lawn Care, Landscape Design Solutions, Zeeland Farm Services, Ceres Solutions, Litehouse Food, Michigan Turkey, Sietsema Farms, Telamon, Burch Partners, Cargill, PMSI, Arbre Farms, Kellogg's, Roskam Baking Company, House of Flavors Premium Ice Cream, Peterson Farms, Right Management



The Agribusiness Talent Council:

- is employer-led and convened by West Michigan Works!
- is collaborative in nature.
- supports local efforts to connect individuals with employment opportunities in agribusiness.
- creates new programming when needed.
- provides opportunities for employers to engage in growing the region's talent pool.

INITIATIVES





Agribusiness Job Fair

The job fair was held, in partnership with the Michigan Department of Agriculture and Rural Development, during the Agribusiness Spotlight Week. **The event connected:**

-  **13** agribusiness employers with
-  **36** job seekers.




Agribusiness Spotlight Week

The industry-specific spotlight week helped us shine a light on the great careers available in agribusiness. **The week featured:**

-  **7** participating agribusiness employers.
-  The premier of a video highlighting agribusiness careers that was viewed over **180** times on YouTube.
-  Media coverage in the **Grand Rapids Business Journal, WZZM 13, MLive, and Second Wave Media.**
-  **6** career exploration workshops through the Michigan State University Institute of Agricultural Technology.



MiCareerQuest

MiCareerQuest is an innovative, experiential, one-day career event that was developed in response to employers' needs for future talent. Agribusiness participated as a stand-alone sector for the first time in 2021. **The event featured:**

-  **11,493** registered middle and high school students.
-  **19** agribusiness employers who collaborated on **12** exhibits.
-  **15,657** unique visits to booths in the agribusiness sector.


West Michigan Works! Training Grant Expansion

Through the Going Pro Talent Fund, incumbent, and on-the-job training, **the ATC was able to:**

-  Invest over **\$630,000** in training grant awards.
-  Make training accessible and affordable for **486** individuals.

Custom Leadership Training

The agribusiness industry provides advancement opportunities for production workers to become managers and leaders. These workers may not have formal leadership training, and this project was created to develop critical leadership skills, reduce turnover, and improve production. In partnership with Right Management, **the ATC piloted a training for first-line supervisors, making it possible for:**

-  **18** employees at **5** local agribusiness employers to develop their leadership skills.

“

If the past year taught us anything, it's that everyone needs to eat, and our local food systems are the most reliable. Even during economic booms and busts, our farms need to be able to produce food, which makes agriculture a near recession-proof industry. Agriculture-related businesses need more young talent interested in all aspects of ag so that we can continue to grow and produce healthy food here in Michigan.”

- Allison Brink, executive director
Michigan Allied Poultry Industries

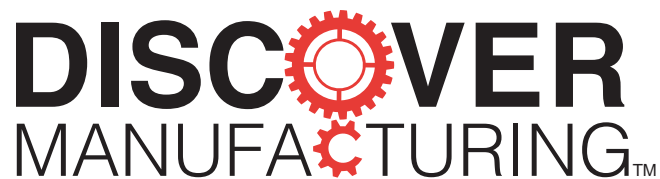


West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.

DISCOVER
MANUFACTURING™

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We exist to inspire and expand manufacturing talent in West Michigan

We are a talent council collaboration between manufacturers, education, economic development and workforce development recognized as a critical resource to our region's manufacturers in supporting their long-term talent needs.

Our project-based initiatives take a three-pronged approach:

- **Promote manufacturing careers.**
- **Develop training opportunities.**
- **Share best practices across our region.**

MEMBERS

Over **280** companies/organizations involved in project-based initiatives.

Over **600** companies/organizations within our network.

ORGANIZATIONS REPRESENTED ON OUR BOARD

West Michigan Works! The Right Place, NN Mobile Inc, Herman Miller, Wolverine Coil Spring, Scherdel Sales, Flex Fab, Kent ISD, and Muskegon Community College

Discover Manufacturing's leadership team is comprised of additional representation from 22 employers.

Discover Manufacturing:

- **Supports collaborative participation.**
- **Is focused exclusively on talent.**
- **Is employer led.**
- **Is regionally focused.**

Today's
manufacturing jobs
are high-tech,
high-skilled, and
high-demand.

INITIATIVES

Manufacturing Week

Manufacturing Week is a national initiative to expose students to careers in advanced manufacturing. Our 2020 virtual event engaged:

- ⚙️ **35** manufacturers
- ⚙️ **65** schools
- ⚙️ **12,839** students

Notable:

26% growth in the number of students.

DM YouTube channel launched to house Manufacturing Week digital content.

Five \$500 scholarships awarded to high school seniors pursuing a career in manufacturing.

Adopt-a-School

In partnership with Talent 2025, this initiative was designed to connect manufacturers with local schools to build long-term engagement and increase awareness of manufacturing career opportunities.

Resources for employers are now available on the DM website.

- ⚙️ **11** schools adopted.

West Michigan Works! Expansion of Training Grants

- ⚙️ **\$106,032** awarded for incumbent worker training, resulting in **78** upgraded skill certifications.

Industry Spotlight Week

A West Michigan Works! initiative to build awareness of career opportunities in five high-demand industries.

A video highlighting manufacturing's impact and career opportunities was created and promoted on the West Michigan Works! and Discover Manufacturing websites, social media, and the Discover Manufacturing YouTube channel.

A live virtual discussion with four industry experts highlighted the benefits of automation from a talent perspective.

Two manufacturers were interviewed on a WZZM segment.

Going PRO Talent Fund

- ⚙️ **\$5,471,376** awarded to manufacturers in West Michigan.
- ⚙️ Resulted in training for **2,259** new hires.
- ⚙️ Created **206** new apprentices.

Career Pathways Development

Job analysis sessions continue as the first step in creating career pathway maps for all manufacturing jobs identified as high demand in wmw's 2020 hot jobs.

- ⚙️ **2** job families verified (3 additional job families scheduled).

“

Discover Manufacturing’s project-based initiatives are designed to positively impact the regional talent pool and provide pathways to highly skilled and high-demand manufacturing jobs.”

- Jerry Hill

Discover Manufacturing Lead



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wmihealth  careers

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Building a pipeline of qualified health care talent for West Michigan

The West Michigan Health Careers Council (WMHCC) is an employer-led, collaborative council of health care employers, educators, and workforce development and economic development organizations working together to meet West Michigan's health care talent needs.

STRATEGIES

- **Outreach & Promote:** We work with employers and community partners to encourage careers in the health care industry.
- **Education & Trainings:** We provide opportunities for individuals to learn about and enter the industry, as well as work effectively in the field.
- **Funding & Resources:** We connect employers to funding opportunities and resources that support West Michigan's health care talent needs.
- **Retention:** We create solutions to help health care employees stay within the industry or at their organization.

ENGAGEMENT



Onboarded **5** new employer members this year.



Engaged over **115** employers through partner meetings, newsletters, events, and more!

COUNCIL EMPLOYER PARTICIPANTS

Spectrum Health, Mercy Health, Holland Home, Clark Retirement, Metro Health – University of Michigan Health, Hope Network, Pine Rest, Forest View Hospital, Illuminate/SKLD, Kent Intermediate School District, Grand Rapids Community College, Metrics Reporting, Western Michigan University, and West Michigan Works!

West Michigan Health Careers:

- is employer-led and convened by West Michigan Works!
- is collaborative in nature.
- supports local efforts to connect individuals with employment opportunities in health care.
- creates new programming when needed.
- provides opportunities for employers to engage in growing the region's talent pool.

INITIATIVES

Apprenticeships



WMHCC continued to support existing apprenticeship programs for sterile processing, surgical tech, and medical assistant. In addition, we began developing programs for electroencephalographic tech and general insurance agents.

The Medical Assistant Registered Apprentice program (MARAP) provides job seekers in West Michigan the opportunity to become a certified MA. Through hands-on clinical training and classroom work at Grand Rapids Community College or Muskegon Community College, **MARAP:**

-  had **60** inquiries from interested individuals.
-  graduated **22** participants.
-  Leveraged funding from **6** sources to provide **\$80,000+** in tuition assistance.

Community Health Worker Training






WMHCC funded the three-month training through GRCC and Spectrum Health. The credential earned through the training can help participants secure a job as a community health worker or allow those already in the field to better serve their community. **The training provided important job skills to:**

-  **7** job seekers in programs at West Michigan Works!
-  **6** health care workers employed at the Hispanic Center of West Michigan, Mercy Health, SHMG Zeeland Family Medicine, and Spectrum Health.

Item #7





Health Care Spotlight Week

The industry-specific spotlight week helped us shine a light on the great careers available in health care. **Highlights include:**

-  Online content reached over **6000** individuals.
-  **Video highlighting health care careers** premiered on the WMHCC website, social media and YouTube.
-  Media coverage on **WZZM 13**.
-  An **industry-specific job fair**.
-  An **employer-led panel** that highlighted the benefits of working in the industry.

MiCareerQuest



MiCareerQuest is an innovative, experiential, one-day career event that was developed in response to employers' needs for future talent. **The 2021 event featured:**

-  **11,493** registered middle and high school students.
-  **6** health care organizations participated.
-  **68,807** unique booth visits in the health care sector.
-  information on **Over 20** health care occupations.

Implicit Bias Training

In response to the COVID-19 pandemic's disproportionate impact on people of color, Governor Whitmer issued a directive for health care professionals to receive implicit bias training.

WMHCC funded and hosted the training, with the following impact:

-  Over **50** individuals received mandatory training.
-  **27** health care organizations were represented at the training.

“

West Michigan Health Careers Council allows us to partner with others in a similar industry, share our experiences and challenges, hear best practices that others have developed, and identify ways we can influence the labor market through partnerships with community organizations.”

- Michael Hill, Council Member
Hope Network



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Item #7

FUELING THE IT INDUSTRY IN WEST MICHIGAN

WMTT is a collaborative of technology employers, educators, workforce development, and economic development organizations working together to meet West Michigan's current and future technology talent needs.

GOALS

- Work as a region to expand the IT talent pool.
- Create a network of IT employers focused on talent initiatives.
- Connect IT employers to resources available to upskill their talent.
- Connect IT employers with local non-profits, initiatives, and events that promote tech careers.

MEMBERS

100+ companies/organizations within our network

BOARD & SPONSORING ORGANIZATIONS

The following organizations have supported the work of WMTT through board membership and funding. All funding goes directly to support local projects.

Farmers Insurance, Gordon Food Service, Grand Circus*, Grand Valley State University, JADEx, National Nail, Open Systems Technologies, Randstad Technologies, SpartanNash, Spectrum Health, Tech Defenders, The Right Place, and West Michigan Works!

**Non-board member - provided financial support in 2021.*

WEST MICHIGAN TECH TALENT:

- Provides employers the opportunity to be involved in expanding their talent pool.
- Creates programming when a need is identified.
- Supports West Michigan organizations through partnerships and sponsorships.
- Encourages local projects that align with our efforts.
- Is collaborative in nature.
- Is employer led and convened by West Michigan Works!

INITIATIVES

IT'S HAPPENING NETWORKING EVENT

In partnership with Hello West Michigan, WMTT hosted the first-of-its-kind networking event for West Michigan IT employers and tech talent to connect virtually. **Through IT's Happening, WMTT connected:**

- ▶ **6** IT employers with
- ▶ **37** local tech professionals

AFA CYBERCAMP

In partnership with the West Michigan Center for Arts + Technology (WMCAT), WMTT made it possible for middle and high school students to build fundamental technical skills for a career in cybersecurity while exploring STEM careers. **Because of WMTT's support:**

- ▶ **30** students were able to attend virtual camp.

STEM GREENHOUSE

STEM Greenhouse provided STEM curriculum to students in grades six, seven and eight during the 2020-21 school year. The program was offered at two schools in the Grand Rapids Public Schools district, which do not have middle school science teachers. **Because of WMTT's support:**

- ▶ **35** students participated in a rigorous STEM curriculum to build knowledge and interest in the field.

HOUR OF CODE

WMTT organizes local participation in this global initiative to bring introductory coding to elementary students in our region. **Through Hour of Code, WMTT engaged:**

- ▶ **2400** West Michigan elementary students
- ▶ **81** West Michigan teachers
- ▶ **12** West Michigan IT employers

INDUSTRY LED COLLABORATIVE TRAINING

GOINGPRO TALENT FUND (GPTF)

The GPTF program provides employers with support to train new staff and upskill current employees in high-demand occupations to meet their talent needs. **Because of the GPTF:**

- ▶ **17** IT companies/departments received grants.
- ▶ **\$500k +** in training GPTF grant dollars were awarded.

EXPANSION OF TRAINING FUNDS

The expansion of grants, including GPTF, incumbent worker training, and on-the-job training funds, **resulted in:**

- ▶ **\$847k** in funding
- ▶ **498** total trainees

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“West Michigan Tech Talent acts as a catalyst to make connections between employers of IT professionals and the community. We aim to grow, develop, recruit and retain top tech talent in our region. We want to accelerate this process by promoting IT careers to K-16 students, upskilling our current workforce and adult career changers, and partnering with Hello West Michigan to create IT specific recruitment campaigns to fill in-demand occupations.”

- Anne Pentiak
West Michigan Tech Talent Lead



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