TALENT 2025

Great Talent • Great Life • West Michigan

A REGIONAL TALENT SYSTEM

Our Mission

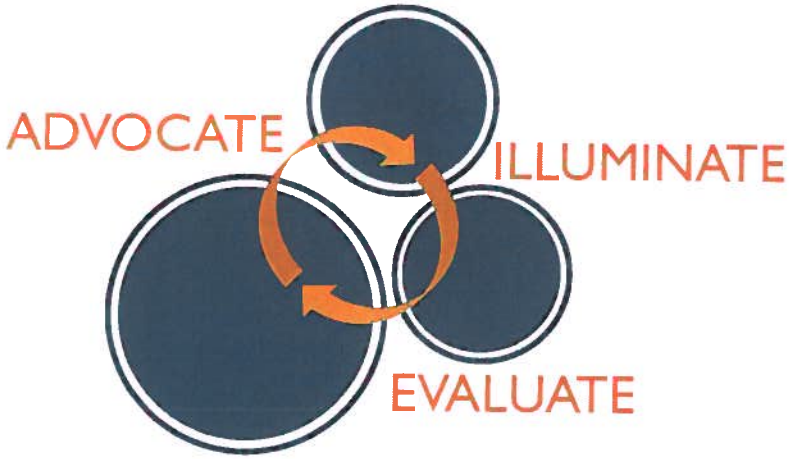
TALENT 2025 is a catalyst to ensure an ongoing supply of world-class talent in West Michigan

Our Vision

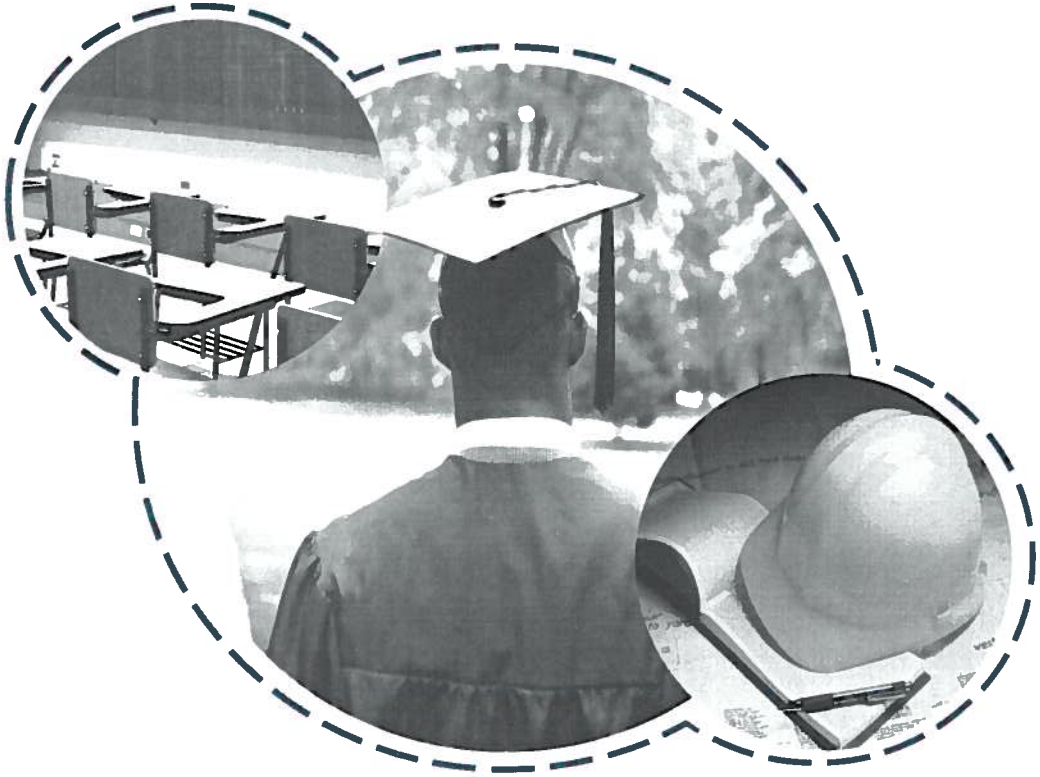
To make West Michigan become a top 20 Region by the year 2025

PERFORMANCE IMPROVEMENT

- TALENT 2025's CEOs convene stakeholders and facilitate collaborative working groups to achieve the following:
  - Illuminate performance gaps within West Michigan's talent system
  - Evaluate potential solutions to address these gaps
  - Advocate for leading practices to be implemented across the region



AN EDUCATED WORKFORCE



2025: 64% of all jobs will require a post-secondary credential.

Today: 57% of adults have a post-secondary credential.

WORKING GROUPS

Career Preparation/Transition
Advanced Manufacturing Program
College and Career Readiness
Regional Labor Market Data
Veteran Employment
Workforce Development
Work Ready Communities

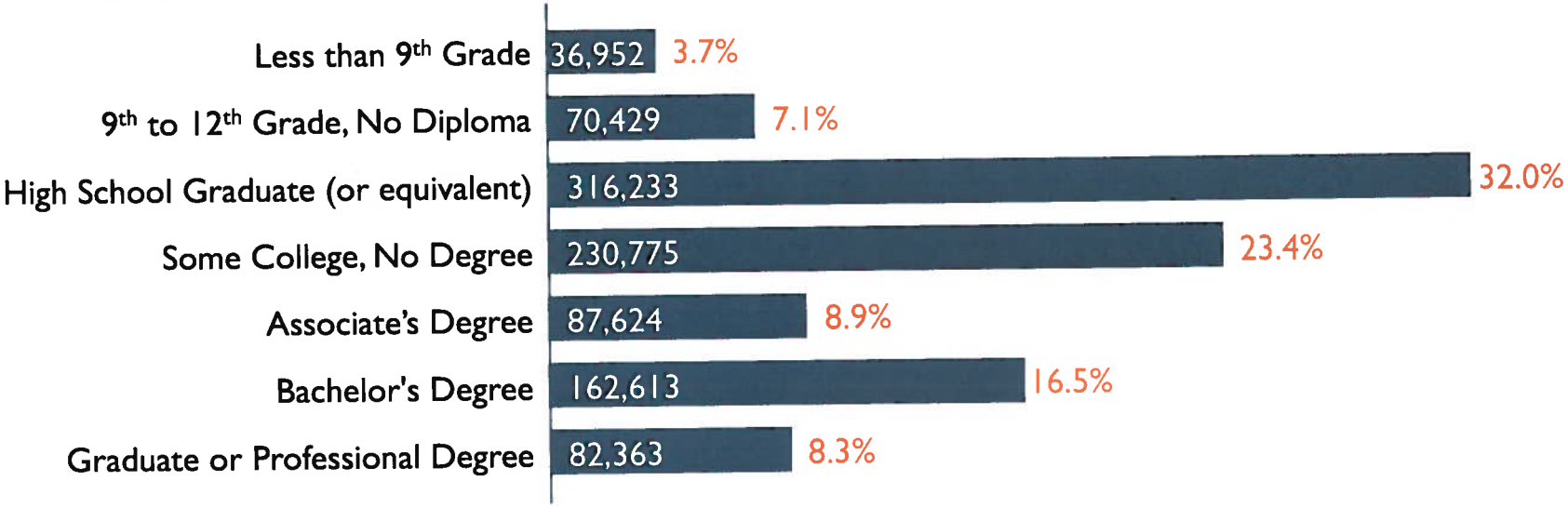
Formal Education
Early Childhood
K-12 Education
Higher Education

Talent Enhancement
Entrepreneurship
Talent Attraction & Retention
Diversity and Inclusion

These working groups represent over 30 CEO Co-chairs and 250 talent system stakeholders

EDUCATIONAL ATTAINMENT

West Michigan Residents, 25 years and older (2013) **986,989**



Source: U.S. Census Bureau, American Community Survey, 5-Year Estimates (2009-2013)

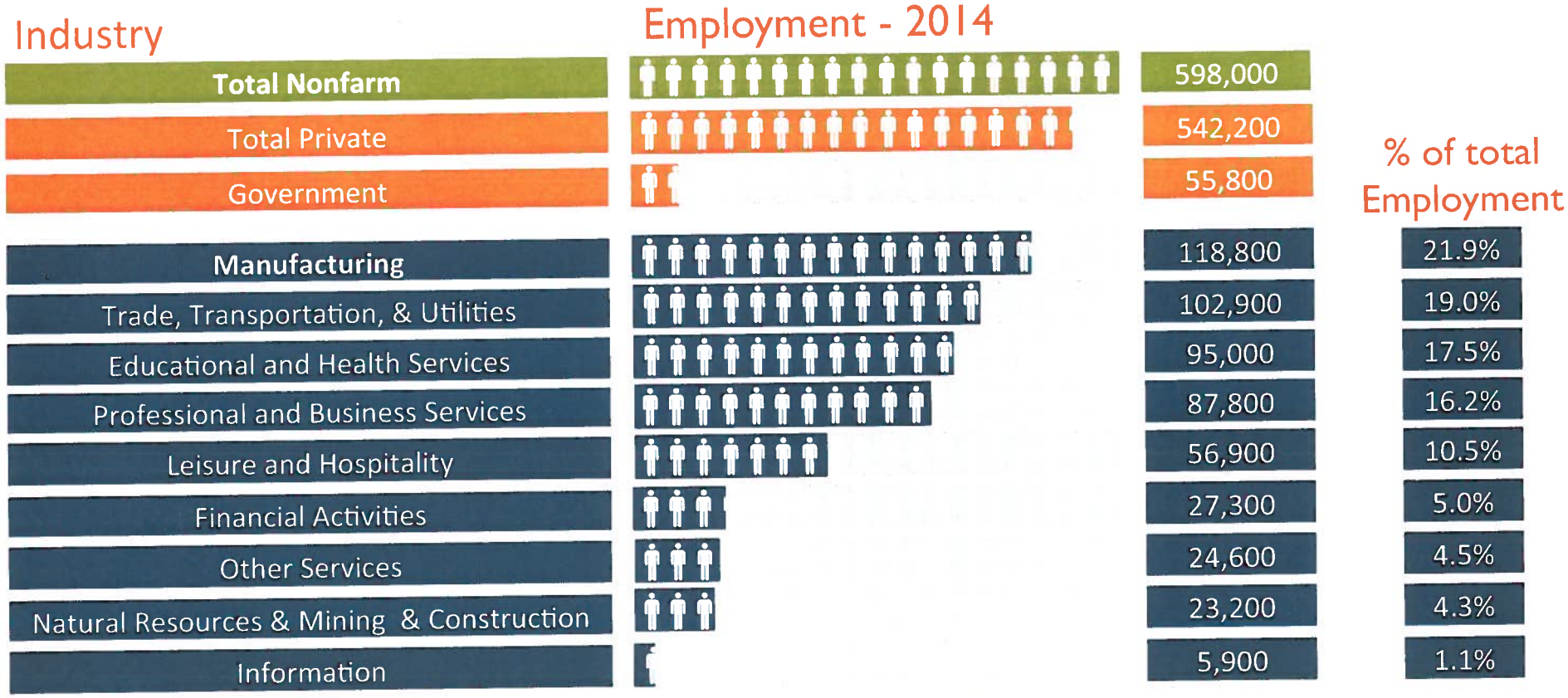
JOBS BACK TO PRE-RECESSION LEVELS

West Michigan Numerical Job Change During and Since the "Great Recession"

Notable Growth Industries (by level change)	2007-09	2009-13
Manufacturing	-22,750	21,875
Health Care and Social Assistance	2,650	8,125
Accommodation and Food Services	-2,925	5,675
Wholesale Trade	-1,750	2,975
Retail Trade	-4,925	2,275
Finance and Insurance	-2,500	2,175
Transportation and Warehousing	-1,350	2,175
Other Services	-975	1,950

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages

INDUSTRY EMPLOYMENT

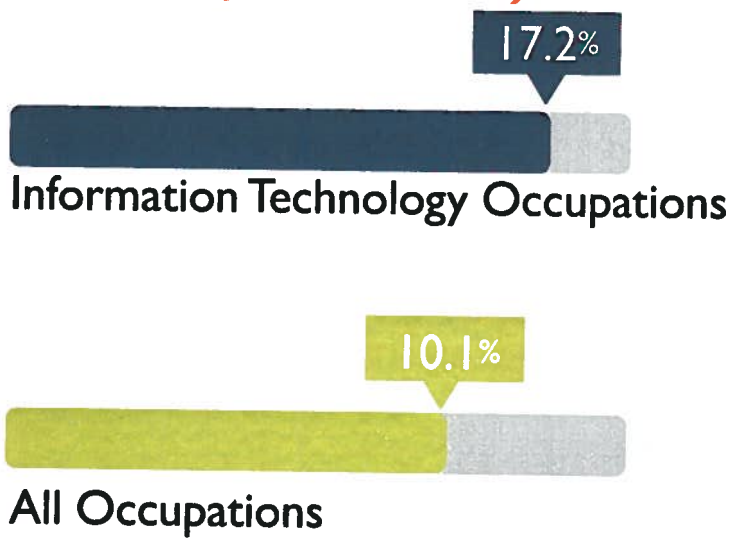


Source: State of Michigan, DTMB, Current Employment Statistics (Vintage 2013)

Notes: Geography includes the six counties which make up the Grand Rapids-Wyoming, Holland-Grand Haven, and Muskegon-Norton Shores MSAs.

INFORMATION TECHNOLOGY

Growth in West Michigan (2010 – 2020)



Key IT Occupations (Mean Hourly Wage)

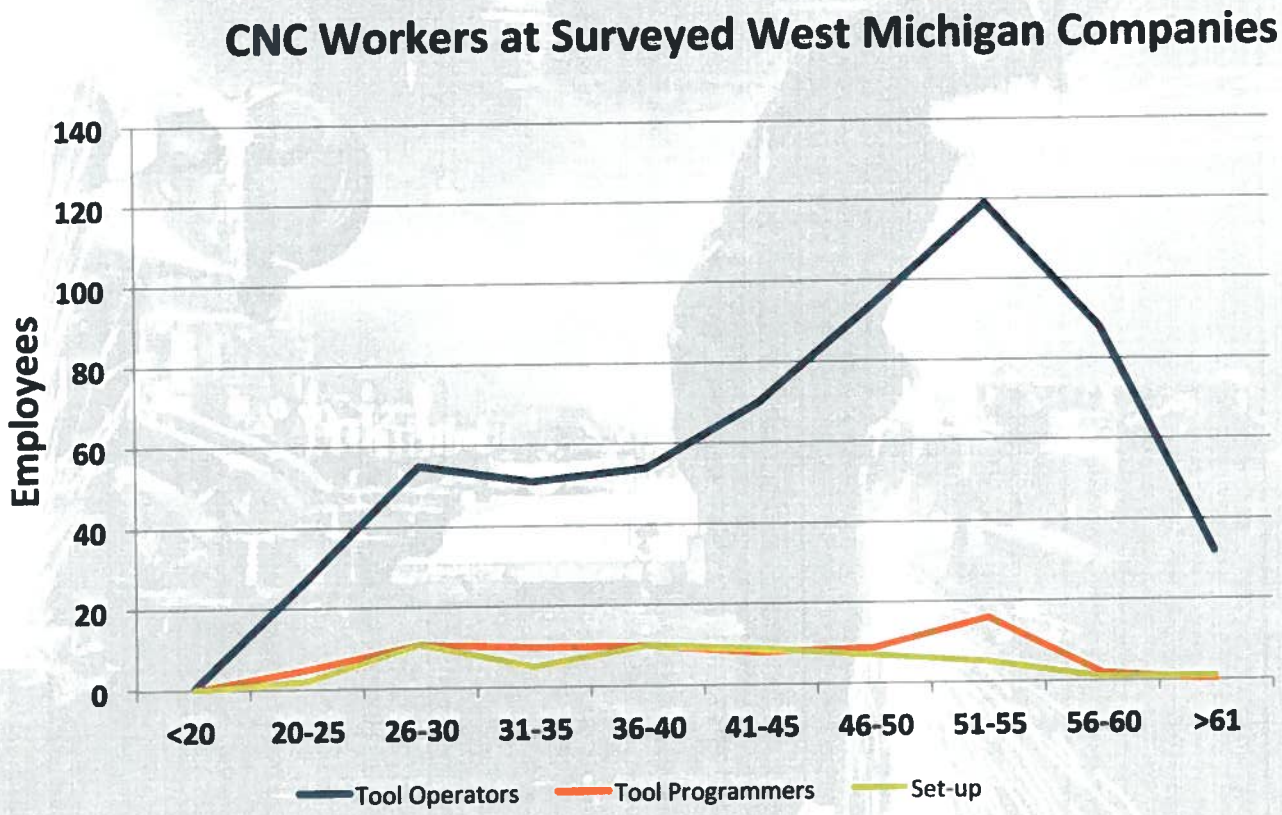
Computer User Support Specialists	$22.12
Software Developers, Applications	$36.84
Computer Systems Analysts	$37.87
Network and Computer Systems Administrators	$35.07

Source: State of Michigan, DTMB, Occupational Long-Term Projections / Bureau of Labor Statistics, OES
Notes: Mean Hourly Wages for Grand Rapids-Wyoming MSA, 2013

MANUFACTURING

Industry Employment in West Michigan MSAs, 2014

118,800 jobs



Source: State of Michigan, DTMB, Current Employment Statistics (Vintage 2013) / Upjohn Institute, April 2014

ESTABLISHING A COMMON LANGUAGE

Knowledge	Organized sets of principles and facts applying in general domains.
Skills	Developed capacities that facilitate learning or the more rapid acquisition of knowledge.
Abilities	Enduring attributes of the individual that influence performance.
Work Activities	General types of job behaviors occurring on multiple jobs.

COMMON TRAITS

Top Ten Work Activities Required in Information Technology Occupations

1. Interacting With Computers
2. Getting Information
3. Making Decisions and Solving Problems
4. Updating and Using Relevant Knowledge
5. Thinking Creatively
6. Communicating with Supervisors, Peers, or Subordinates
7. Processing Information
8. Identifying Objects, Actions, and Events
9. Analyzing Data or Information
10. Establishing and Maintaining Interpersonal Relationships

Top Ten Work Activities Required in Manufacturing Occupations

1. Getting Information
2. Communicating with Supervisors, Peers, or Subordinates
3. Inspecting Equipment, Structures, or Material
4. Identifying Objects, Actions, and Events
5. Controlling Machines and Processes
6. Monitor Processes, Materials, or Surroundings
7. Making Decisions and Solving Problems
8. Handling and Moving Objects
9. Performing General Physical Activities
10. Updating and Using Relevant Knowledge

Source: O*Net Online
Note: Key occupations in each cluster identified by TALENT 2025 were included in this analysis

RECOMMENDATIONS

1. Increase the participation rate of adults in the labor force.
2. Acknowledge employers who are leading by example.
3. Organize solutions by region.