

GOAL 2025



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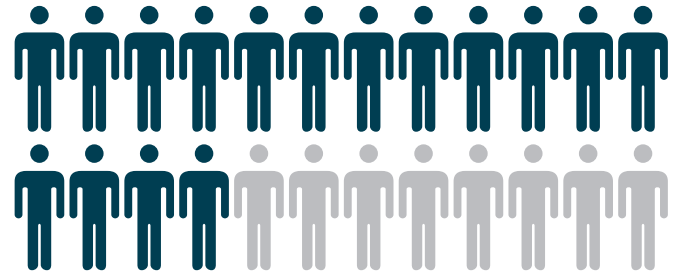
Hitting 64%

To understand the future demands of the West Michigan workforce, Talent 2025 worked with the W.E. Upjohn Institute to create an economic forecast for the year 2025. This forecast was created using a Regional Economic Models Incorporated (REMI) computer model to look at expected job growth by industry sector, as well as employment forecasts for specific industry sectors.

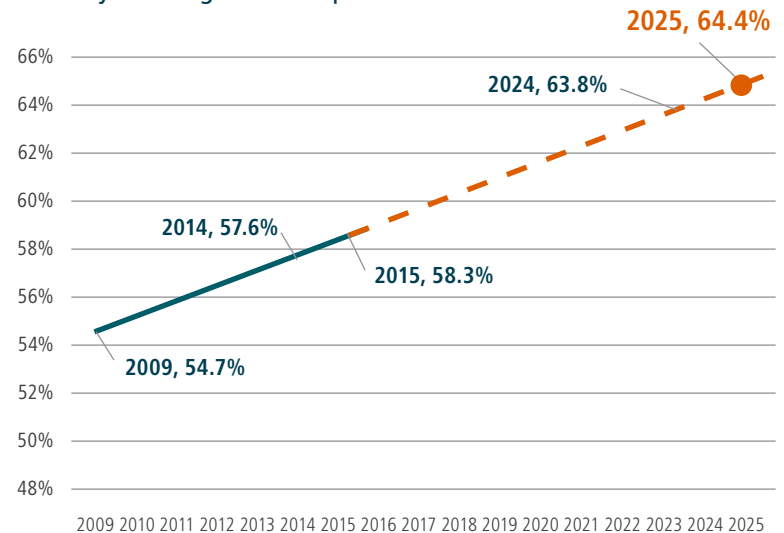
The analysis forecasts 64 percent of jobs in 2025 would require some education beyond a high school diploma.

Using this forecast, Talent 2025 set a goal to meet employer demand for employees educated beyond high school by aiming for 64 percent of adults over the age of 25 in the region to have at least some college (including non-degree certificate programs) by 2025.

In 2011, the Talent 2025 region stood at a Post-Secondary Education/Credential attainment rate of 56.9 percent, and in 2015 that number had risen to 58.3 percent. The good news is that if we continue our current trend, the region is on track to surpass our goal and reach 64.4 percent in 2025.



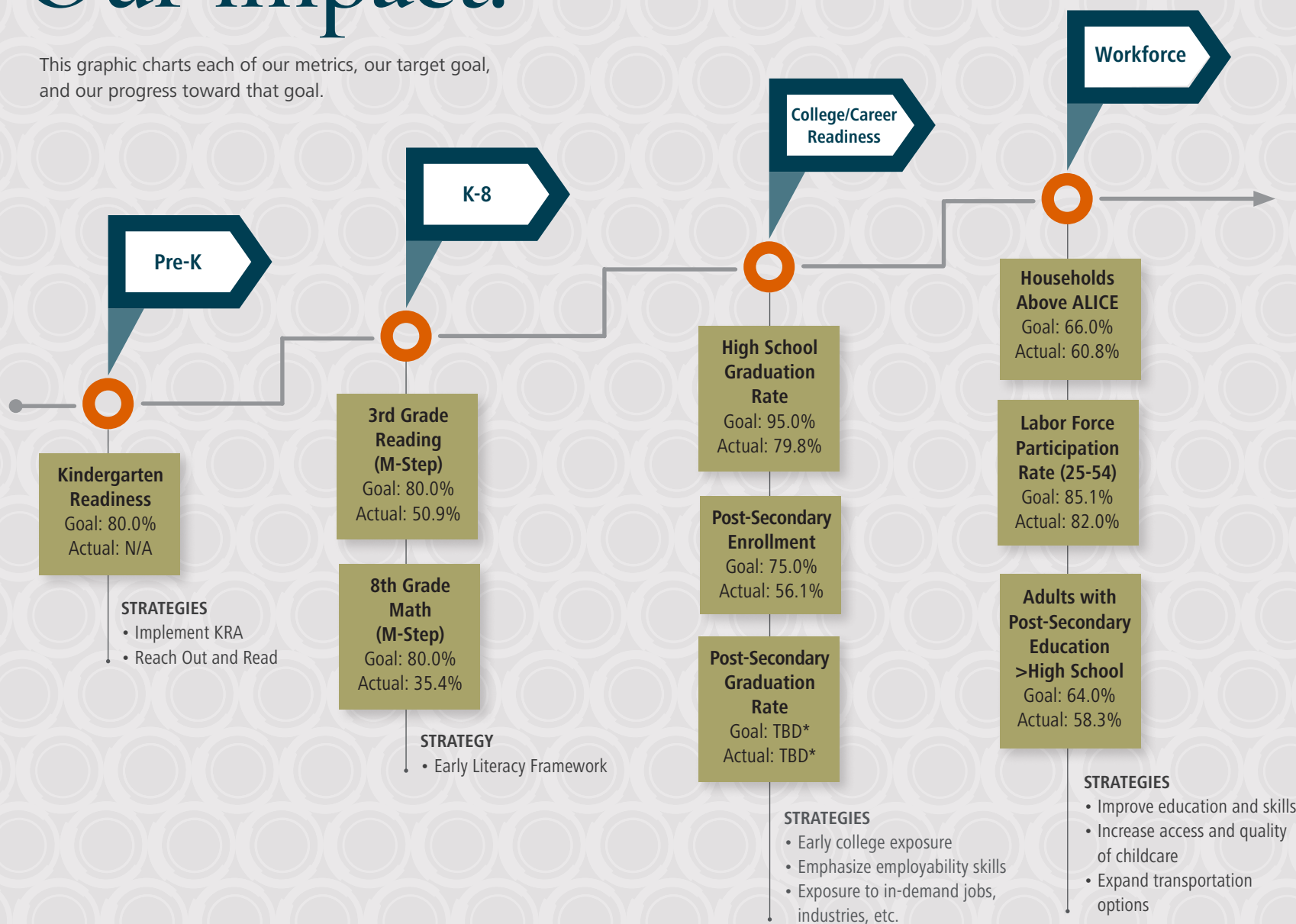
Percent of adults in West Michigan with education beyond a high school diploma or GED.



Source: U.S. Census Bureau, American Community Survey, 2009-2013 through 2011-2015 5-Year Estimates.

Our impact.

This graphic charts each of our metrics, our target goal, and our progress toward that goal.



* Region-level data available Summer 2017.

How we compare.

We are comparing ourselves, in the data below, to eleven peer Combined Statistical Areas (CSAs) with populations within 30 percent of the Grand Rapids-Wyoming-Muskegon CSA and over 10 percent of employment in manufacturing.

| Median Household Income | | | |
|---|---|----------|------------|
| Rank | Region | Value | Nat'l Rank |
| 1 | Hartford-West Hartford, CT | \$71,065 | 6 |
| 4 | Grand Rapids-Wyoming-Muskegon, MI | \$54,484 | 54 |
| 12 | Greensboro-Winston-Salem-High Point, NC | \$44,386 | 130 |
| Percent of Adults with Education Beyond High School | | | |
| Rank | Region | Value | Nat'l Rank |
| 1 | Hartford-West Hartford, CT | 63.0% | 40 |
| 4 | Grand Rapids-Wyoming-Muskegon, MI | 59.8% | 72 |
| 12 | Harrisburg-York-Lebanon, PA | 50.5% | 136 |
| Population Change (5 year) | | | |
| Rank | Region | Value | Nat'l Rank |
| 1 | Greenville-Spartanburg-Anderson, SC | 5.0% | 42 |
| 2 | Grand Rapids-Wyoming-Muskegon, MI | 4.2% | 55 |
| 12 | Hartford-West Hartford, CT | -0.9% | 142 |
| Labor Force Participation Rate (16+) | | | |
| Rank | Region | Value | Nat'l Rank |
| 1 | Hartford-West Hartford, CT | 66.5% | 28 |
| 3 | Grand Rapids-Wyoming-Muskegon, MI | 65.2% | 43 |
| 12 | Greenville-Spartanburg-Anderson, SC | 59.4% | 116 |
| Individuals in Poverty | | | |
| Rank | Region | Value | Nat'l Rank |
| 1 | Hartford-West Hartford, CT | 10.2% | 6 |
| 3 | Grand Rapids-Wyoming-Muskegon, MI | 13.4% | 46 |
| 12 | Knoxville-Morristown-Sevierville, TN | 16.9% | 112 |
| Management, Business, Science, and Arts Occupations | | | |
| Rank | Region | Value | Nat'l Rank |
| 1 | Hartford-West Hartford, CT | 42.7% | 13 |
| 4 | Birmingham-Hoover-Talladega, AL | 36.3% | 63 |
| 12 | Grand Rapids-Wyoming-Muskegon, MI | 31.9% | 112 |

What can you do?

Talent 2025 is built on the belief that West Michigan business leaders can positively impact the region's talent attraction, development, and retention efforts by acting as advocates and accountability partners to ensure West Michigan is a Top 20 region for talent. Employers can act on one or more of the following strategies to improve the metrics noted here and those on our dashboard at Talent2025.org.

- 1 Support kindergarten readiness and early literacy efforts.
- 2 Highlight career pathways in your industry for middle and high school students with student tours and career events.
- 3 Offer work experience such as co-ops, internships, etc. to teach soft skills to post-secondary students.
- 4 Develop the knowledge and skills of your existing workforce.
- 5 Champion diversity and inclusion efforts within your company to attract and retain diverse talent.



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