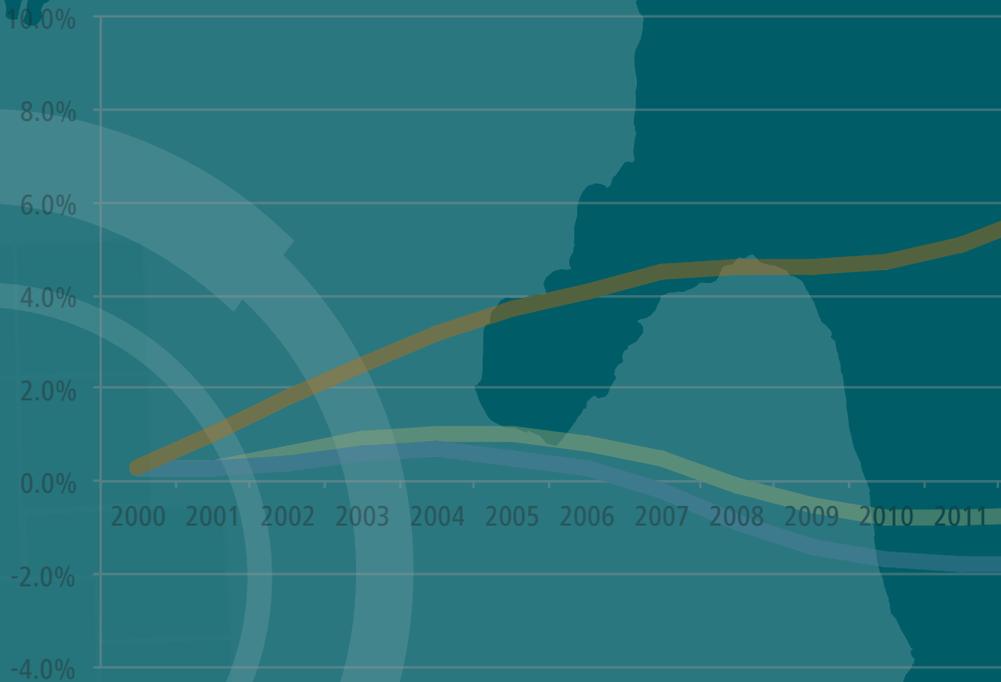




FALL 2016

Talent Demand Executive Summary

West Michigan Talent Assessment and Outlook

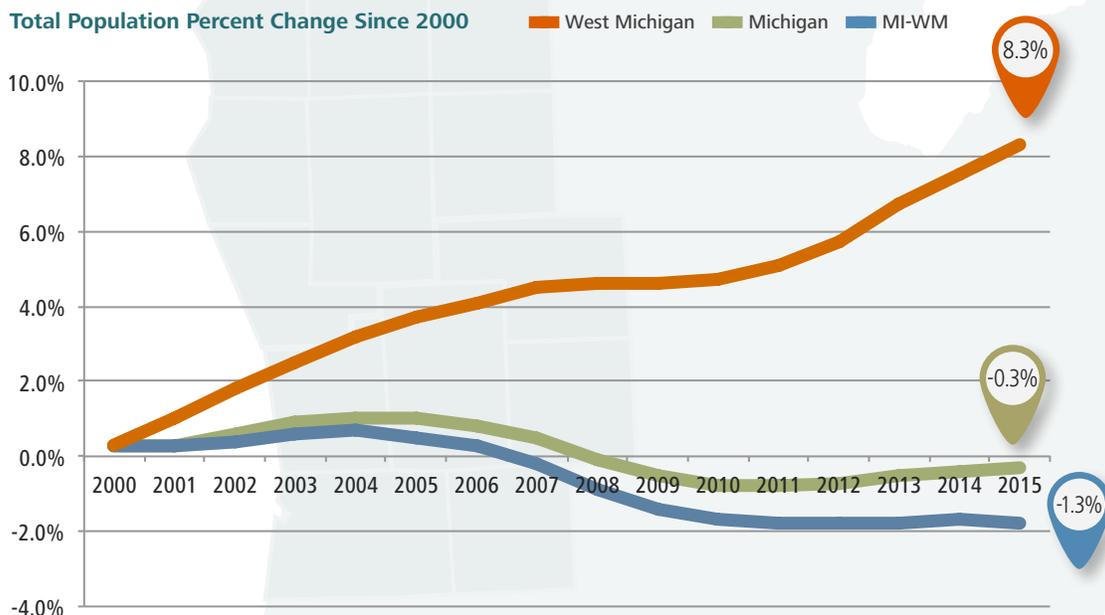


The needs picture.

The U. S. economy has continued to expand since the recession at the end of the last decade, and this growth has been especially prominent here in West Michigan. Yet with lower unemployment also comes a smaller pool of talent from which our employers can draw, and it becomes vital for the employers in our region to quantify and understand their current and future talent needs.

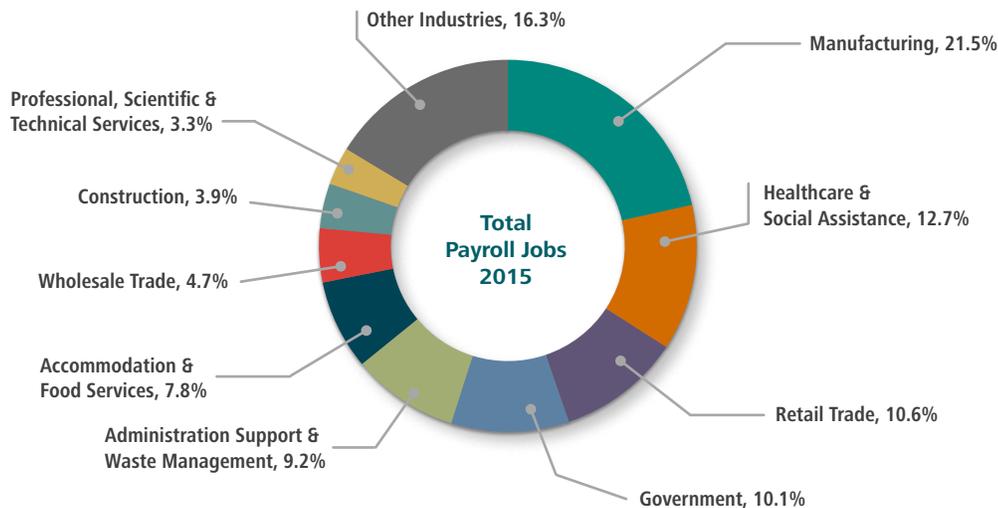
POPULATION PATTERNS

Our region continues to thrive on a macroeconomic and demographic level. From 2010 to 2015, the West Michigan population has grown by 3.4 percent to a level of just over 1,570,000 individuals. This means that nearly 1 in 6 Michigan residents now live in our 13-county West Michigan region. Moreover, the unemployment rate continued to drop since last summer, averaging 3.7 percent through the first half of 2016. This is more than a full percentage point lower than the overall Michigan unemployment rate.



INDUSTRIES AND JOBS

West Michigan's largest industry employs over 1 in 5 workers, and has added over 33,000 jobs since the end of the recession in 2009. Several sub-industries within Manufacturing also continue to be highly concentrated in the region, including Leather and Allied Product Manufacturing, Furniture and Related Manufacturing, Computer and Electronic Manufacturing, and Food Manufacturing.



The manufacturing industry in West Michigan has added over 33,000 jobs since the end of the recession in 2009.

One fifth of jobs are expected to come from West Michigan during the next ten years.

Of the job families that Talent 2025 was able to gather data for with an acceptable level of confidence, many show large shortages in the supply of talent from local training institutions. Although the gaps can partially be filled through internal hires and recruitment of talent from outside the region, employers have cited a lack of talent as a current or future constraint to business growth.

Job Growth by Industry Group, 2012-2022

Occupation Group	Job Growth	Percent Growth
Total, All Occupations	83,945	12.0%
Healthcare Support	4,890	23.0%
Healthcare Practitioners and Technical	8,510	22.1%
Construction and Extraction	4,490	19.1%
Computer and Mathematical	2,085	18.5%
Community and Social Services	1,540	15.2%
Installation, Maintenance, and Repair	3,845	14.6%

THE FUTURE

The job outlook in West Michigan through 2022 continues to look promising, with over a fifth of jobs created in Michigan during the ten-year forecasting period expected to come from the region. Among the top expected growth job categories are Healthcare Support (with 23.0 percent growth over the period), Healthcare Practitioners and Technical (22.1 percent), and Construction and Extraction (19.1 percent). Across all occupations, the region expects to see a ten-year growth rate of 12.0 percent, and talent pipelines for these high demand occupations need to expand.



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About Talent 2025

Talent 2025 is a catalyst for enhancing the integrated talent development system for West Michigan. Composed of nearly 100 CEOs from the region's 13 counties, the organization strives to be a driving force for an ongoing supply of world-class talent by convening leaders and organizations who will help shape a thriving economy.