



2022 COMMUNITY IMPACT REPORT





Building the Talent Pipeline in West Michigan

The Construction Careers Council (CCC) is a collaborative of construction employers, educators, workforce development agencies, union representation, association representation working together to meet West Michigan’s current and future construction talent needs.

The Construction Careers Council:

- is employer-led and convened by West Michigan Works!.
- is collaborative in nature.
- supports local efforts to connect individuals with employment opportunities in construction.
- is focused on career exploration.
- provides opportunities for employers to engage in growing the region’s talent pool.

COUNCIL EMPLOYER PARTICIPANTS

Wolverine Building Group, Christman Company, Kent Companies, Summit Point Roofing, Dan Vos Construction, International Brotherhood of Electrical Workers – Local 275 (IBEW 275), The Associated Builders and Contractors of West Michigan (ABC), Grand Rapids Community College (GRCC), West Michigan Construction Institute (WMCI), and West Michigan Works!



Construction Traveling Roadshow

INITIATIVES

Careers in Construction Month

As part of Careers in Construction Month, a nationwide campaign through Build Your Future, the Construction Careers Council took the pledge to spread the word about the wide range of construction careers, inspire the next generation of craft professionals, and promote a positive perception of the industry. To that end, the council created a new initiative: the Construction Traveling Roadshow.

Construction Traveling Roadshow

The Construction Careers Council offered a traveling roadshow for schools interested in construction career exploration. The council created a 45-minute curriculum that included opportunities for students to speak directly with industry professionals, participate in a hands-on activity, and take a quiz to find out which construction career would be a good fit for them based on personal interests!

In its first year the Roadshow:

- ✓ engaged **115+ high school students** and **five employers**.
- ✓ highlighted **5 trades**.



Awesome job! It was so well put together and beneficial for our students. Thanks again for your work yesterday, our kids were still talking about it this morning!

- Drew Klopoc, Director of Northview Next High School



Participating in the traveling roadshow was an incredibly inspirational and fulfilling experience. It allowed our company to reach almost 75 students in hopes of playing a part in their decision-making process as they branch into the next phase of their lives. Leaving the discussion with a handful of students saying how impacted they felt by what we shared was really a full-circle moment and exactly what we had hoped to accomplish when signing up.”

- Brooke Mahlebashian, Summit Point Roofing



Women Who Built West Michigan

The Construction Careers Council celebrated Women in Construction Week with another new initiative, the Women Who Build West Michigan series. Employers nominated women within their organizations to recognize their efforts and hard work. The council wanted those within the industry to be celebrated and acknowledge the work they have done in a male dominated field!

- ✓ **7 employers** nominated **17 women** across West Michigan.

The council will continue to build this initiative and recognize more women in 2023!

MiCareerConversations

MiCareerConversations was an innovative career exploration event that allowed K-12 students to learn about six in-demand construction careers in a safe, virtual setting. Students were given the opportunity to interact with individuals in the following trades: roofer, chief experience manager, safety manager, electrician, project manager/estimator, and engineer.

- ✓ **385 students** from **18 schools** registered to attend.

Training Grants

The Construction Careers Council supports and raises awareness for several grants that provide training funds to construction workers. Funds are available through programs such as Going Pro Talent Fund, incumbent worker training grants, and on-the-job training grants. Trainee numbers and grant dollars invested in training for the health care industry are highlighted in the table. These numbers represent:

	Total Training Cost	Number of Trainees
Classroom	\$477,278.00	316
New Hires	\$474,000.00	251
Apprenticeship	\$576,000.00	192
TOTAL	\$1,527,278.00	759

Hot Jobs & Career Guides

The Construction Careers Council is committed to providing resources to those interested in joining the construction industry. Over the past year the council, along with West Michigan Works!, did extensive research to map out career pathways within the industry. Career Guides are now available for the following job families:

- Installation and repair
- Construction trades
- Mechanics
- Construction labor



The Hot Jobs List and career guides can be found at westmiworks.org/hot-jobs.

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The work that the Construction Careers Council has done in its first year has been nothing short of inspirational. It is incredible to see the passion that our council members have for the industry. The council accomplished a lot in its first year: going through a strategic planning process, creating new initiatives, participating in career exploration, building out projects for the future, and adding partners regularly. I can't wait to see what's in store for next year."

*- Mac Dodds, industry council lead
Construction Careers Council*



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/.