



2023 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 and association representation working together to meet West Michigan's current and future construction talent needs. We are:

- Employer-led and convened by West Michigan Works!.
- Collaborative in nature.
- Supporting local efforts to connect individuals with employment opportunities in construction.
- Focused on career exploration.
- Providing opportunities for employers to engage in growing the region's talent pool.

STRATEGIES

- **Campaign:** Creating beneficial retention programs and projects to retain talent.
- **Train:** Providing resources for employers looking to upskill new or current employees and create a sustainable talent pipeline for the construction industry in West Michigan.
- **Sustain:** Promoting the construction industry as a sustainable career pathway for all ages.

COUNCIL PARTICIPANTS

Christman Company, Control Solutions Inc., Dan Vos Construction, Eastbrook Homes, EV Construction, Freedom Construction, Kent Companies, Summit Point Roofing, 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

STRATEGIES IN ACTION

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 is offering a traveling roadshow for schools interested in construction career exploration. The council constructed a readymade curriculum that is about 45 minutes in length. Students speak directly with industry professionals, do a hands-on activity with our professionals, and take a quiz to find out which career would be a good fit for them based on personal interests! The council believes that this initiative has had a positive impact on those that have participated, and the project will continue to grow in the coming years.

Highlights from year two are:

- ✓ Reached over 600 high school students
- ✓ 17 different employers took part in a roadshow
- ✓ Each employer represented a different trade



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 Kloplic, 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 in Construction Week

The Construction Careers Council celebrated Women in Construction Week by starting a blog titled: The Who Build West Michigan Series. The council wanted women within the industry to be celebrated and acknowledge for the work they have done in a male dominated field! This project is designed to increase career awareness and exploration for the next generation of women workers in the construction industry. To date the council has posted six articles highlighting seven different women within the industry.

The council will continue this project for the foreseeable future. The blogs can be found [here](#).

MiCareerQuest

The Construction Careers Council partook in MiCareerQuest, an in-person career exploration event. Local employers and partners were able to highlight a multitude of different occupations and give students insight into what a day in their industry might look like. Some highlights from the event were:

- **8,000 students**
- **72 West Michigan schools**
- **34 employers and partners**
- **24 hands-on exhibits**
- **72 occupations highlighted**

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.

	Total Training Cost	Number of Trainees
Classroom	\$1,456,074.00	1096
New Hires	\$1,139,988.00	570
Apprenticeship	\$2,506,000.00	716
TOTAL	\$5,102,062.00	2,382

Careers in Construction Month

We will be partaking in Careers in Construction Month, an initiative through Build Your Future. This is a nationwide campaign held in October to increase public awareness of construction careers, inspire the next generation and improve the perceptions of construction careers.

The Council pledged to showcase the range of successful construction career paths while improving perceptions of construction in 2022. The council has approved the following projects to promote careers in construction:

- **Traveling Roadshow:** A career exploration event with a hands-on demonstration from participating employers
- **Before the Jobsite Workshops:** Helping students prepare for applying and interviewing for jobs.
- **Inclusion Week:** Bringing awareness and celebrate those of diverse backgrounds in the construction industry.

“

“The Construction Careers Council continues to make strides towards creating a more diverse and qualified construction workforce. In our second full year since its inception our council continues to grow both in popularity and in membership. This year we were able to bring on five new council members, continue our traveling roadshow success, start the Women Who Build West Michigan blog series, take the lead on MiCareerQuest, take part in Career Days and approve three new projects. I am confident that the groundwork our council has laid will lead to a stronger workforce within the construction industry here in West Michigan. I am very excited to see what the future holds for the industry and our council!

*- 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/.