

DISCOVER
MANUFACTURING™

**2023
COMMUNITY
IMPACT
REPORT**



DISCOVER MANUFACTURING™

Inspiring and expanding manufacturing talent in West Michigan

Discover Manufacturing is a regional talent council collaboration between manufacturers, education, economic development and workforce development, convened by West Michigan Works! and recognized as a critical resource to our region's manufacturers in supporting their long-term talent needs.

Our project-based initiatives take a three-pronged approach:

- Promote manufacturing careers.
- Develop training opportunities.
- Share best practices across our region.

ORGANIZATIONS REPRESENTED ON OUR BOARD

West Michigan Works!, The Right Place, Gentex, Miller Knoll, Wolverine Coil Spring, Scherdel Sales, Bradford White, Kent ISD and Muskegon Community College

Discover Manufacturing's leadership team is comprised of additional 32 members representing 22 employers.

MEMBERS

Over **280 companies/organizations** involved in project-based initiatives.

Over **600 companies/organizations** within our network.

Today's
manufacturing
jobs are high-tech,
high-skilled &
high-demand.

INITIATIVES

Discover Manufacturing Scholarship Project

Scholarships are available to students pursuing training in skilled trades or a four-year degree and are renewable for a second year, allowing the Discover Manufacturing leadership team to track student progress in obtaining their certifications.

The selection committee scored and evaluated applications that include an essay "Why manufacturing is the right career path for me and how I plan to make a difference in a manufacturing environment."

Four scholarship renewals and five new scholarships totalling \$9k were awarded this year to deserving students.

Highlight: Landen Wybenga, 2022 scholarship recipient

Landen Wybenga is a recent graduate of Comstock Park High School and Kent Career Technical Center pursuing a degree in Welding Engineering at Ferris.

When asked what sparked his interest in a manufacturing career, Landen told the team about attending MiCareerQuest as an eighth-grade student and having the opportunity to try welding for the very first time with Laura Preuss and DeWys Manufacturing. He was hooked and decided to incorporate welding into his studies at KCTC.

Not only had MICQ sparked the interest of Landen but all five of the award recipients this year indicated they had participated in Discover Manufacturing Week and MICQ events. All five new recipients were working in manufacturing, pursuing additional degrees and certifications, and four new recipients were already employed by Discover Manufacturing team members.



Discover Manufacturing Week

Manufacturing Week is a national initiative to expose students to careers in advanced manufacturing.

In its eighth year, the 2022 event returned to fully in-person after a three-year disruption.

- ✓ **114** manufacturers
- ✓ **56** schools
- ✓ **9,989** students representing **11** counties
- ✓ **74%** growth of students impacted from previous year.
- ✓ **81%** increase in manufacturer participation over the previous year.

Adopt-a-School

In partnership with Talent 2025, this initiative was designed to connect manufacturers with local schools to build long-term engagement and increase awareness of manufacturing career opportunities. Resources for employers are available on the DM website.

Plans in 2023 include registration options for adopt a school and SME Prime Initiatives in conjunction with the Michigan Manufacturer's Association on Discover Manufacturing Website.

Earn and Learn Website Directory

The Earn and Learn Directory was designed as a resource for students, parents and educators to explore manufacturing opportunities and connect them with potential resources to further a student's education.

It contains a listing of West Michigan manufacturers with a formal tuition reimbursement program and features links to the company's website. The directory key also highlights companies with Apprenticeship, Internship, Job Shadow, Mentorships, Scholarships and Summer Employment Opportunities.

2022 Going PRO Talent Fund

- ✓ **127** applications
- ✓ **\$11,680,354** awarded
- ✓ **2,937** new hires
- ✓ **619** new apprentices
- ✓ **2,644** classroom trainings

Grant Expansion through WMW!

2022 incumbent worker training:

- ✓ **\$96,956** awarded
- ✓ **118** certifications for upgraded manufacturing skills

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Discover Manufacturing convenes regional manufacturing, education and business partners committed to the goal of promoting the industry and addressing the talent shortage in West Michigan. Our project-based initiatives are designed to positively impact our talent pool and provide the career pathways to highly-skilled and high-demand manufacturing jobs.

We give our manufacturers a way to actively participate and make a difference. Our manufacturers need to have a unified voice when creating pathways and promoting the occupations in our industry.

- Jerry Hill
Discover Manufacturing Lead



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/.