

# WEST MICHIGAN EMPLOYER TALENT NEEDS

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SLT – November 15, 2013

# Michigan's Sector Strategy

- Agriculture (and agri-business)
- Healthcare (and medical device)
  - Information Technology
  - Advanced Manufacturing
- Energy



# Job Outlook

## — West Michigan through 2018

- Projected additional 49,550 jobs in our region
- Increase of 7.4%

### High Growth/High Demand Occupations

- **Registered Nurses** (24.% growth, 462 annual openings)
- **Home Health Aides** (46.7% growth, 216 annual openings)
- **Customer Service Representatives** (16.8% growth, 494 openings)
- **Accountants and Auditors** (18.4% growth, 180 openings)

- Regional Prosperity Initiative: Labor Market Information Supplement, State of Michigan, 2013.

# High Growth/High Wage Occupations

- **Accountants and Auditors** 18.4% growth \$28.55 median wage
- **Management Analysts** 18.8% growth, \$28.85 median wage
- **Dental Hygienists** 29.2% growth, \$27.90 median wages
- **Industrial Engineers** 12.2% growth, \$32.09 median wages
- **Physical Therapists** 27% growth, \$35.60 median wages

# REAL TIME DEMAND OCCUPATIONS

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*There were **23,160** online advertised job vacancies in the 3<sup>rd</sup> quarter of 2013 in west Michigan.*

**Over 10% of these jobs in west Michigan were online for over 120 days or more, signaling that employers may be having difficulty filling the vacancies.**

*State-wide 11.9% of advertised positions are active for 120 days or longer.*

Regional Prosperity Initiative: Labor Market Information Supplement, State of Michigan, 2013

# WHY CAN'T EMPLOYERS FILL THE VACANCIES?

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September 2013 Unemployment rate – 9%  
(an increase over August's rate)

“PEOPLE DON'T HAVE  
THE SKILLS WE ARE  
LOOKING FOR.”

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# Skills employers want most in new hires:

1. Work effectively in a team.
2. Make decisions and solve problems.
3. Plan, organize and prioritize work.
4. Communicate verbally with people inside and outside an organization.
5. Obtain and process information.
6. Analyze quantitative data.
7. Have some technical knowledge related to the job.
8. Proficiency with computer software programs.
9. Create and/or edit written reports.
10. Sell and influence others.



# What's different in 2013?

- The needs and abilities of the employers
- The needs and abilities of the community college



# Information Technology :

- Need subject matter expertise (in manufacturing, healthcare, education).
- *Need project management experience*
- Collaboration experience
- *Need to understand human centered design.*
- Need to know how to learn.
- Software has major changes every 6 months –
- So how can you “PROVE” that you can learn quickly so my company can make money?”



# Advanced Manufacturing Example

Medical Device,  
Food Processing,  
Automotive,  
Energy Production



- Technology Skills
- Problem Solving Skills
- Safety
- Sustainability and how it relates to manufacturing and the bottom line.
- Lean implementation, quality techniques and continuous improvement

# Agriculture Example

- High technology level.
- Planning ability.
- Additional languages
- Tracking, food safety and yield management.
- Financial Management
- Sales & Marketing Skills



SO,

WHAT DO EMPLOYERS  
WANT FROM GRCC?

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“We want everything and we  
want it yesterday!”  
(This is supposed to be funny.)

# But seriously.....



1. Become more responsive. Time is money.
2. Make connecting with higher education less confusing.
3. Prove it! Competency based education.
4. Supply the “right” workforce.
5. Create sector/industry career pathways that are clear, attainable, and flexible
6. Do it 24/7 – interest in sharing/providing space (and maybe even costs) to do this.
7. A clear and detailed explanation of costs.

This is the challenge we face!



*How will respond to these concerns from our employers and meet both our needs, our students needs and theirs in the next 3-5 years?*