

## **Agenda**

### **West Michigan Regional Prosperity Alliance Steering Committee Meeting**

**2:00 – 4:00 p.m.  
February 15, 2016**

**GVMC Offices  
678 Front Ave NW, Ste. 200  
Grand Rapids, MI 49503**

1. Introductions
2. Public Comment
3. Approval of Minutes - Attachment
4. Revised Budget – Attachments
5. Update on Watershed Funding Study – Steve Bulhuis
6. Port of Muskegon Economic Impact – Erin Kuhn
7. Update on Economic Analysis / Data Development / Dashboard – Rick Chapla
8. Discussion of 2016 Project Funding Process
9. Next Meeting – March 21, 2016
10. Adjourn

## Minutes

West Michigan Prosperity Alliance  
Administrative Committee  
November 4, 2015

WMSRDC

### 1. CALL TO ORDER:

The meeting was called to order by John Weiss.

Present: John Weiss - GVMC  
Dave Bee – West Michigan Regional Planning Commission  
Erin Kuhn – WMSRDC  
Steve Bulthuis – MACC  
Paul Griffith – Michigan Works West Central  
Jacob Maas – Michigan Works  
Kevin Stotts – Talent 2025  
Rick Chapla – The Right Place  
Dave Riley – The Right Place  
Brad Comment – The Right Place  
Dan Rinsema-Sybenga – Muskegon CC  
Doug Wood – Orchard View Public Schools  
Brenda Nyhof – Allegan Adult and Alternative Ed  
Dan Peterson – 8 CAP  
Jim Sandy – Mecosta County Development Corp.  
Jim Fisher – Padnos  
Kathy MacLean – Ludington / Scottville Chamber of Commerce  
Bonnie Gettys – Barry County Foundation  
Bob Chapla – Community Foundation for Muskegon County  
Ed Gardner – Muskegon Area First

### 2. Public Comment

None

### 3. Approval of Minutes

**MOTION – To Approve the Corrected Minutes of the September RPI Steering Committee. MOVE – Jim Fisher. SUPPORT – Rinsema-Sybenga. MOTION CARRIED**

### 4. New Members

**MOTION – To Approve the Addition of Kathy Maclean, Brenda Nyhof and Kiesha Guy. MOVE – Maas. SUPPORT – Griffith. MOTION CARRIED.**

## 5. Review of RPI Application

- Rick Chapla reviewed the Minneapolis regional dashboard and discussed doing one for Region 4 which the Right Place would control. He asked for \$50,000 in funding.

It was decided \$50,000 of the grant request would be dedicated to this effort.

- Erin Kuhn reviewed a request for \$10,000 from MAR to create a statewide prosperity plan. Support from the other regions has been mixed with some opting out entirely. Questions arose regarding accountability and implementation of the plan if it were to be funded.

It was decided the Region 4 would not dedicate funding for a statewide plan.

- Kevin Stotts & Jacob Maas presented on a request for \$10,000 for the cost of data for the Talent Assessment Supply and Demand analysis.

It was decided \$10,000 of the grant request would be dedicated to funding this data cost.

## 6. Application Review

John Weiss reviewed the draft grant budget and application. Adjustments were included for two previously agreed upon items.

Discussion ensued regarding how much of the grant should be dedicated to funding projects and how much should be spent on hiring a consultant to review and update the prosperity plan.

**MOTION – To Approve the Proposed Grant Budget with Adjustments for \$50,000 for a Regional Dashboard and \$10,000 for Data Costs for the Talent Assessment Analysis. MOVE – Fisher. SUPPORT – Chapla. MOTION CARRIED.**

## 7. Adjourn – 4:30 p.m.



RICK SNYDER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF TECHNOLOGY, MANAGEMENT & BUDGET  
LANSING

DAVID B. BEHEN  
DIRECTOR

January 22, 2016

Mr. John Weiss  
Grand Valley Metro Council  
678 Front Ave. Ste 200  
Grand Rapids, MI 49504

Mr. Weiss:

I wish to thank you for applying for grant dollars from the Regional Prosperity Initiative, a grant program administered by the Department of Technology, Management and Budget (DTMB).

Your fiscal year 2016 application was for a Regional Prosperity Collaborative level grant. Based on a review of your application, Region 4 continues to illustrate success within the region and collaborative support. The fiscal year 2016 total appropriation for the Regional Prosperity Initiative is \$2.5 million to be spread between applicants statewide. The amount of requested dollars significantly outpaced the available expenditure and no application will be granted at its full requested amount. As such your grant request has been approved for an amount totaling \$235,000.

I acknowledge this approved amount is a reduction from your requested grant. Please notify me if you intend to accept this grant at its reduced amount and I ask that you submit a revised spending plan and timeline to reflect the award amount and dollars carried forward from previous grants. Attached you will find a brief contract which I ask you submit with the revised spending plan. When your revised timeline, spending plan, and contract are submitted, our staff will ensure that the DTMB is able to make the grant payment to your organization in a timely manner.

Sincerely,

A handwritten signature in black ink, appearing to read "Ch - Harkins".

Christopher Harkins  
State Budget Office  
Department of Technology, Management & Budget

RPI BUDGET

Revenues

2015 Carry Over	\$ 149,721.51	<u>2016 Amended Budget</u>	\$ 149,721.51
WMSA Donation	\$ 2,650.71		\$ 2,650.71
2015 Request	\$ 250,000.00		\$ 235,000.00
Total Available	\$ 402,372.22		\$ 387,372.22

Expenses

Grant Administration/RPI Leadership	\$ 32,000.00	<u>2016 Budget</u>	\$ 32,000.00	<u>2016 Amended Budget</u>	\$ 32,000.00
Communications/Public Education	\$ 24,000.00		\$ 24,000.00		\$ 20,000.00
Region to Region Collaboration	\$ 10,000.00		\$ 10,000.00		\$ 2,500.00
Regional Economic Analysis/ Data Development/Regional Dashboard	\$ 60,000.00		\$ 60,000.00		\$ 50,000.00
Strategic Planning and Plan Refinement	\$ 30,000.00		\$ 30,000.00		\$ 30,000.00
Regional Collaboration, Cooperation, RPI Meetings, Collaboration Efforts	\$ 50,000.00		\$ 50,000.00		\$ 25,000.00
Priority Project Support/Financial Assistance/Staff Support of Projects/Leveraging	\$ 196,372.22		\$ 196,372.22		\$ 213,172.22
Talent 2025 Regional Data Collection Reimbursement (already paid)	\$ -		\$ -		\$ 10,000.00
Statewide RPI Inventory, Processes, Products, Impacts	\$ -		\$ -		\$ 4,700.00
Total Available	\$ 402,372.22		\$ 402,372.22		\$ 387,372.22

February 2, 2016

Grand Valley Metro Council  
Attn.: John Weiss  
678 Front Ave NW, Suite 200  
Grand Rapids, Michigan 49504

Mr. Weiss,

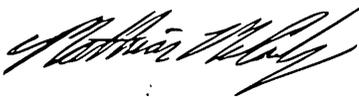
The Regional Prosperity Initiative (RPI) has yielded a great deal of success thanks to hard work by Michigan's Prosperity Regions. And, there's no doubt that Michigan's success with RPI is due in large part because of your region's incredible efforts and outcomes. As we embark upon the third grant year for this program, I think we have an emerging opportunity to also showcase the results in a statewide format.

This year I propose that RPI Grant Recipients provide even more value to Michigan by creating a comprehensive, statewide plan comprised of our regional efforts. The State does not currently have a statewide economic strategy- which gives the Prosperity Regions the opportunity to develop one that is based on local priorities and goals.

I am writing today to request that Region 4 consider its assistance in financially supporting such an effort. I recognize that dollars are limited, but if the interest is there please consider reserving an amount equal to 2% of your 2016 grant award. Networks Northwest is committed to doing so and has allocated \$8,400 in its budget using the 2% formula. Other regions across the state have stated their financial commitment as well.

I strongly believe that we would all gain by working together to complete this work and ask that you give careful consideration to the proposal. Should you have any questions or comments, please feel free to contact me at [mccauley@networksnorthwest.org](mailto:mccauley@networksnorthwest.org) or 231-357-2777. Thank you.

Sincerely,



Matt McCauley  
Director of Strategic Initiatives



January 18, 2016

West Michigan Regional Prosperity Alliance  
678 Front Avenue NW, Suite 200  
Grand Rapids, MI 49504

Dear John Weiss,

Thank you for your investment in Talent 2025’s second annual West Michigan Talent Assessment and Outlook Report. This project is an important part of the region’s efforts to create a vibrant regional economy by providing actionable labor market data and insights to help educators, workforce development and economic development organizations work together to meet the current and future talent needs of West Michigan’s employers.

The project is a great example of the collaboration encouraged by Governor Snyder and is the result of a collaboration between Talent 2025, the State of Michigan, Michigan Works!, economic developers, educators, and employers across West Michigan.

The 2015 report collects demographic data, employment numbers, job demand statistics, and outlook information, and then delivers analysis that is useful for employers, educators and a variety of workforce development professionals. Using both numerical and qualitative data, the report, which debuted in 2014 — is an insightful and timely measure of the demand for talent in West Michigan as well as the traits and nature of that demand.

“As an employer in the area, this report tells me both where we are today, and it helps me anticipate the needs and challenges I might be facing down the line in the competition for local talent,” observed Jay Dunwell, President at Wolverine Coil Spring. “It’s a very useful barometer for planning.”

With this letter I have attached the invoice for your investment in this report and the executive summary for the report. We sincerely appreciate your financial support for this project.

Sincerely,

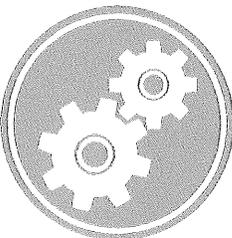
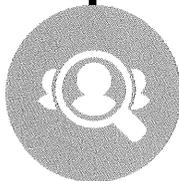
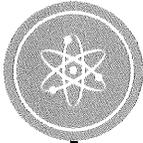
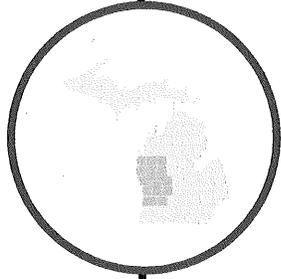
Kevin Stotts  
President

Thank you to WMRPA's  
investment in this project!

# 2015 West Michigan Talent Assessment and Outlook:

Supply and Demand Analysis and Insights

## Executive Summary



# Executive Summary

## PURPOSE

The West Michigan Talent Assessment and Outlook report is intended to be a tool to help align the region's education and workforce development efforts to the current and future needs of the region's employers. Using numerical and also qualitative data, this year's report is intended to be an accurate and timely measure of the demand for talent in West Michigan.

## FOR EMPLOYERS

- To help employers retain talent and find ways to increase their skills
- To assist individuals find employment and identify career pathways
- To address common barriers in matching needed skills with the skills offered in the workforce

## FOR EDUCATORS

- To guide programs and curriculum based on industry and occupation trends
- To affect skill-building opportunities for the region's unemployed
- To drive systematic change in the way we measure success for education graduates

## FOR WORKFORCE DEVELOPMENT

- To inform program decisions that will be offered to area job seekers
- To illuminate gaps in training opportunities for those with less experience
- To understand current and future trends with regards to job postings and growth

## Topics found in the Report

- 1 Population and Demographics**
- 2 Identifying Commuting Patterns**
- 3 Labor Force and Employment**
- 4 Industry Jobs**
- 5 Cluster Focus**
- 6 Measuring Real-Time Demand**
- 7 Occupational Outlook**
- 8 Forecasting In-Demand Skills**

# Conclusions

After five years of economic recovery, West Michigan has returned to pre-recessionary levels in payroll jobs and the unemployment rate.

Employers are feeling the constraints of a falling supply of talent as regional unemployment has fallen below five percent and demographic trends show a coming wave of retirements. The Construction industry has already started to scale back output because of labor shortages, while others like Energy and Manufacturing foresee future labor constraints as the pending wave of retirement approaches as the economy grows.

## Insights from the Report

### Energy

Energy employers offer positions at various skill levels, including Customer Service Representatives which require a high school diploma through Environmental Engineers which typically require a four-year degree. Many of these occupations pay high wages, with an average annual wage of \$59,800 within the cluster.

### Agriculture and Food Processing

Although there has been a significant shortage of skilled talent to be found for food processors, employment within the Agriculture and Food Processing cluster increased from 2013 to 2014, from 30,275 to 31,650 employees in West Michigan.

### Manufacturing

While not all Manufacturing employers use temporary workers, those who do have seen the protocol for hiring from staffing firms has become fairly straightforward: when a temporary worker reaches the required threshold of 480 hours, they're almost always hired at hour 481.

### Construction

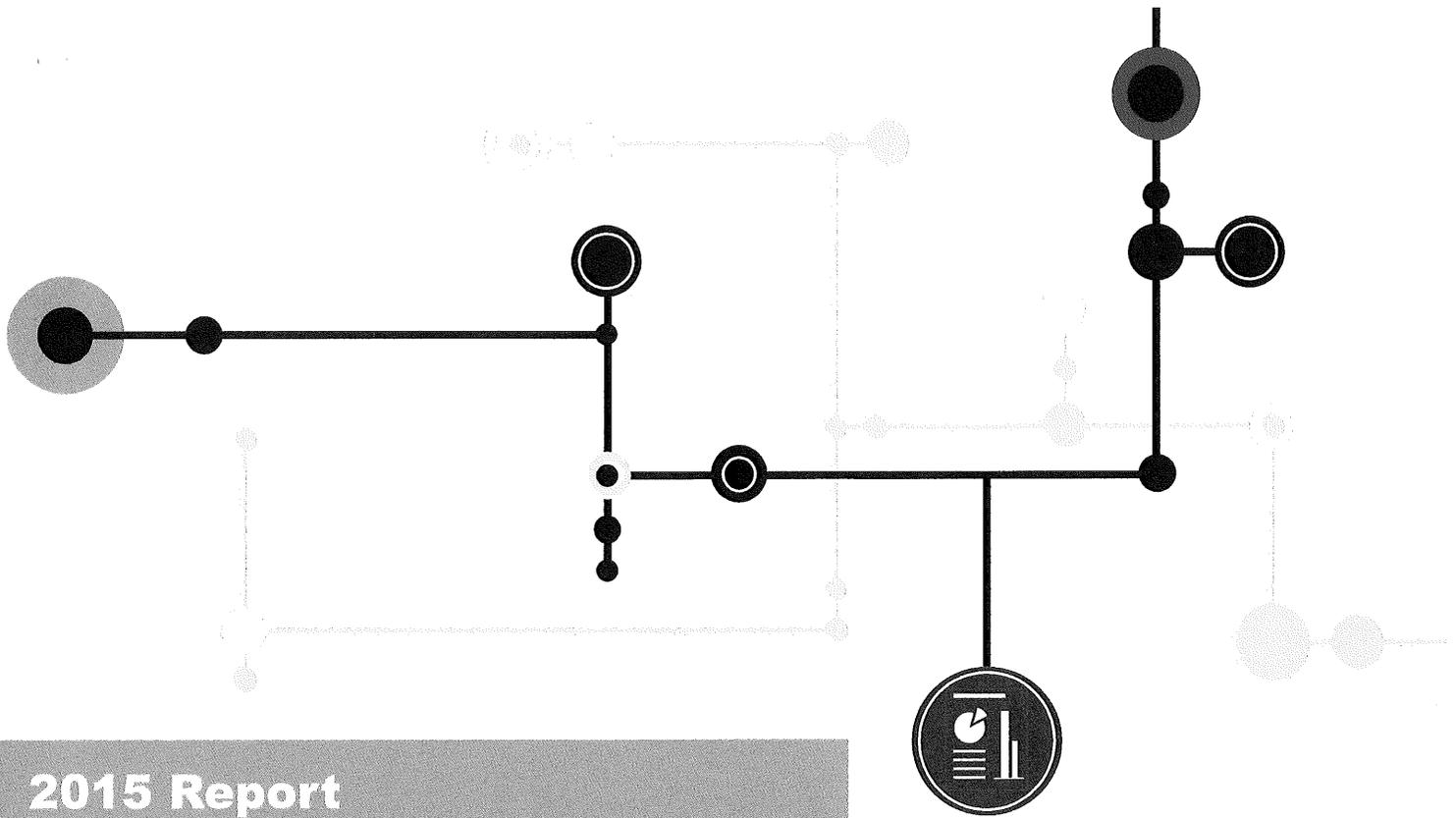
As the labor market has tightened over the past several years, Construction employers have seen their competitors for talent broaden to include manufacturers. This is at the same time that one West Michigan employer stated that they expect to ramp up general labor by 25 to 30 percent in the coming years.

### Information Technology

Employees in the IT cluster garner the highest wages of the six clusters studied. In 2014, employees in West Michigan made over \$68,000 annually on average. This was an increase of over \$500 from the year before.

### Health Care

Employers in Health Care are putting as much effort into talent retention as they do in attraction. One West Michigan employer stated that turnover for early-in-career talent used to be around 4%, but has jumped as of late to as high as 25%.



## 2015 Report

The 2015 edition of the West Michigan Talent Assessment and Outlook report is the result of a collaboration between Talent 2025, the State of Michigan, Michigan Works!, economic developers, educators, and employers across West Michigan.

In addition to this Executive Summary, the report also includes a Data Supplement. All of these materials, along with the report itself, can be found on our website.

## About Talent 2025

TALENT 2025's vision is for West Michigan to be globally recognized as a top 20 region in the U.S. where entrepreneurship thrives, and employers want to be, because diverse talent wants to work, learn, and live here. TALENT 2025 is a catalyst to create a truly integrated talent development system designed to make West Michigan a magnet for both talent and jobs.

## Contact Information

 48 Logan Street SW Suite 124  
Grand Rapids, MI 49503

 Phone: 616.871.2450

 [www.talent2025.org](http://www.talent2025.org)