Muskegon Business Leaders

June 8, 2022

OTALENT 2025

Agenda

7:30 a.m. Welcome and introduction

7:40 a.m. Muskegon & West Michigan's Talent Challenge

The Role of Talent 2025

7:55 a.m. Muskegon Impact: PK4Al

8:10 a.m. Discussion





Five Year Goals and Strategies

Labor force Participation (16+) +6,000 to labor force

Adults (25+) Post-Secondary Credential +25,700 with a credential

Households above ALICE +6,250 households

Eliminate racial/ethnic gaps

- +3,150 (Labore force participation)
- + 3,850 (Employment)
- +\$15,900 (Per capita income)

1. Education

Improve the quality of education for all student and prepare them for career success.

2. Workforce Development

Make our adult education and training efforts the best in the nation in meeting the goals of individuals and employers.

3. Employer Engagement

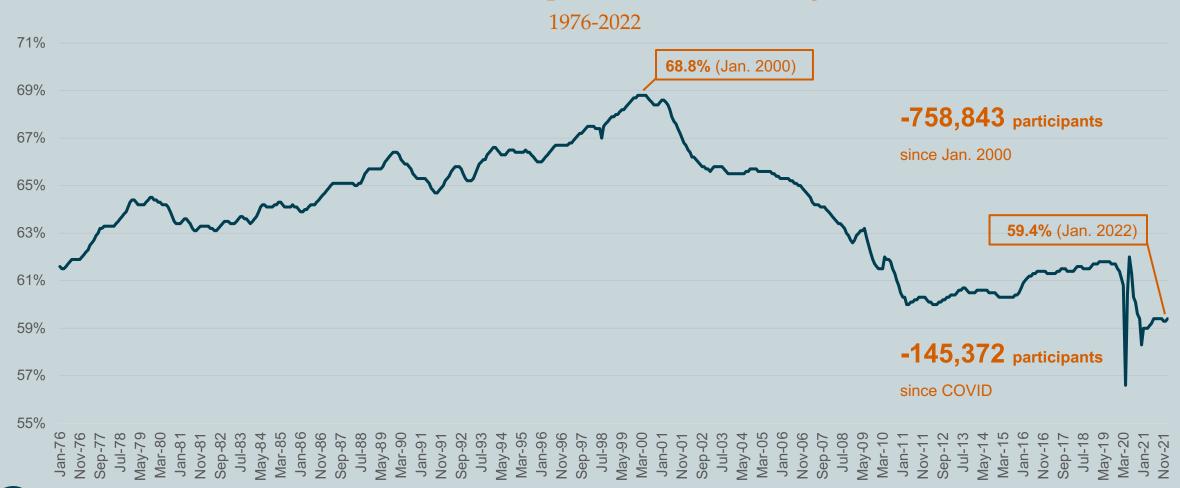
Advance leading practices by employers to attract, retain, and develop the best talent in the nation.



Demographics & Workforce

Labor force participation rate declining since 2000

Labor Force Participation Rate (16+), Michigan

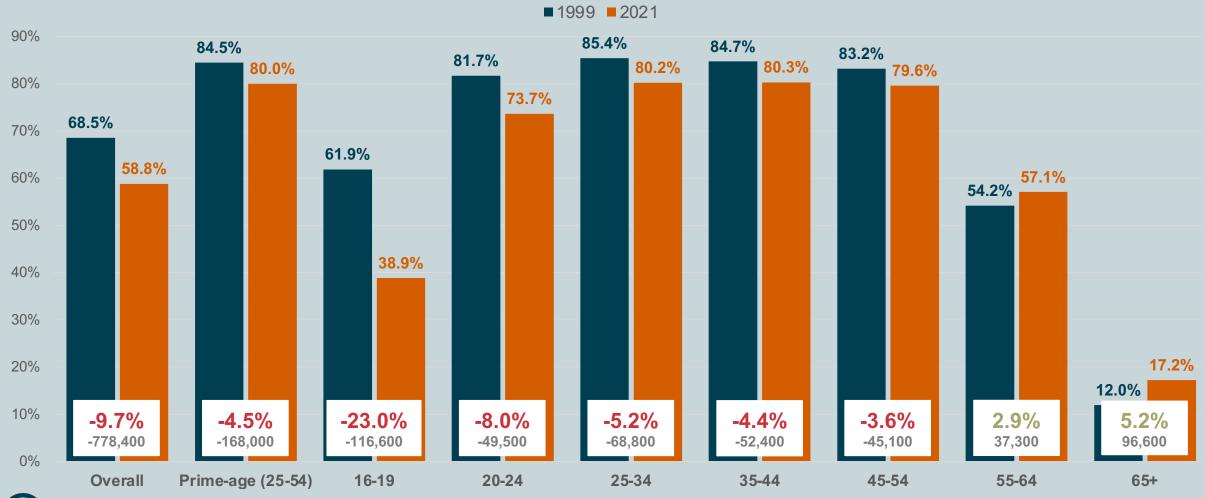




Declining participation in every age group, except 55+

Change in Labor Force Participation Rate by Age Group, Michigan

1999 v. 2021

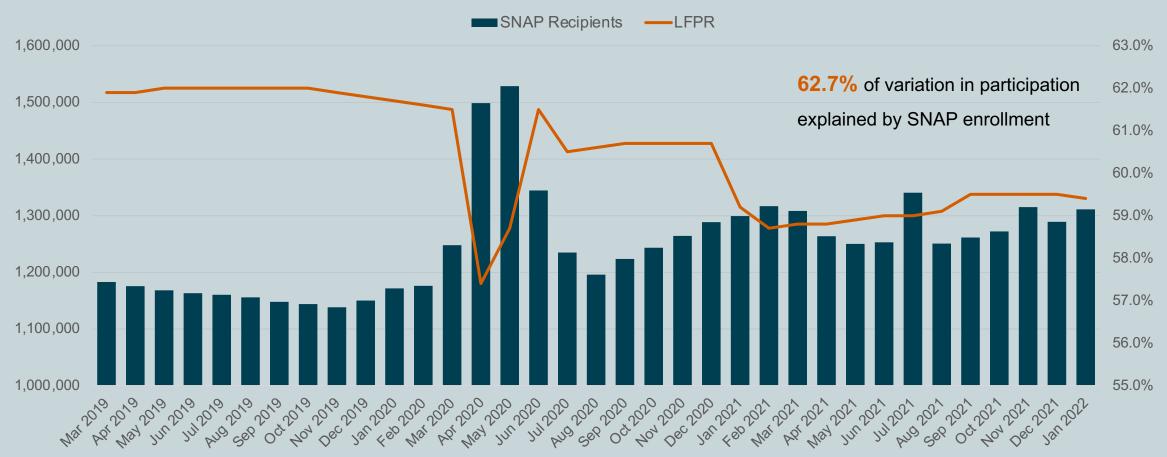




Expanded SNAP Benefits Contribute to Slow Recovery

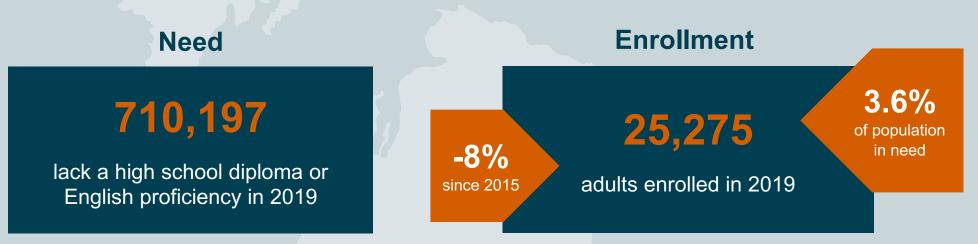
SNAP Recipients and Labor Force Participation, Michigan

March 2019 - Jan 2022





Adult Basic Education in Michigan









Agriculture in Muskegon County

Employment		Projected Growth	Average Earnings	Avg. Annual Openings
2022	2032	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		(2022-2032)
648	637	-1.8%	\$45,075	81
0-10	001	(11 jobs)	Annual, 2021	01

Health Care in Muskegon County

Employment		Projected Growth	Average Earnings	Avg. Annual Openings
2022	2032			(2022-2032)
9,717	9,756	4.0%	\$62,002	1,217
0,111	3,700	(39 jobs)	Annual, 2021	1,211

Manufacturing in Muskegon County

Employment		Projected Growth	Average Earnings	Avg. Annual Openings
2022	2032	,		(2022-2032)
11,845	11,681	-1.4%	\$76,524	1,542
11,040	11,001	(164 jobs)	Annual, 2021	1,042

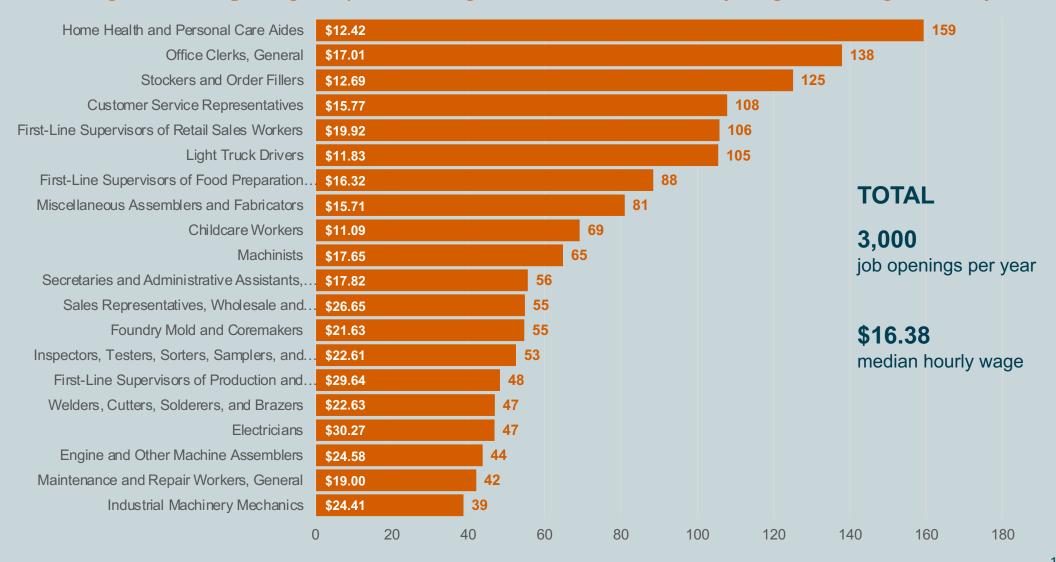
Professional Services in Muskegon County

Em	oloyment 2032	Projected Growth	Average Earnings	Avg. Annual Openings (2022-2032)
4,841	4,567	-5.6%	\$59,730 Annual, 2021	496

Source: Emsi Burning Glass

Top jobs requiring a high school diploma or equivalent

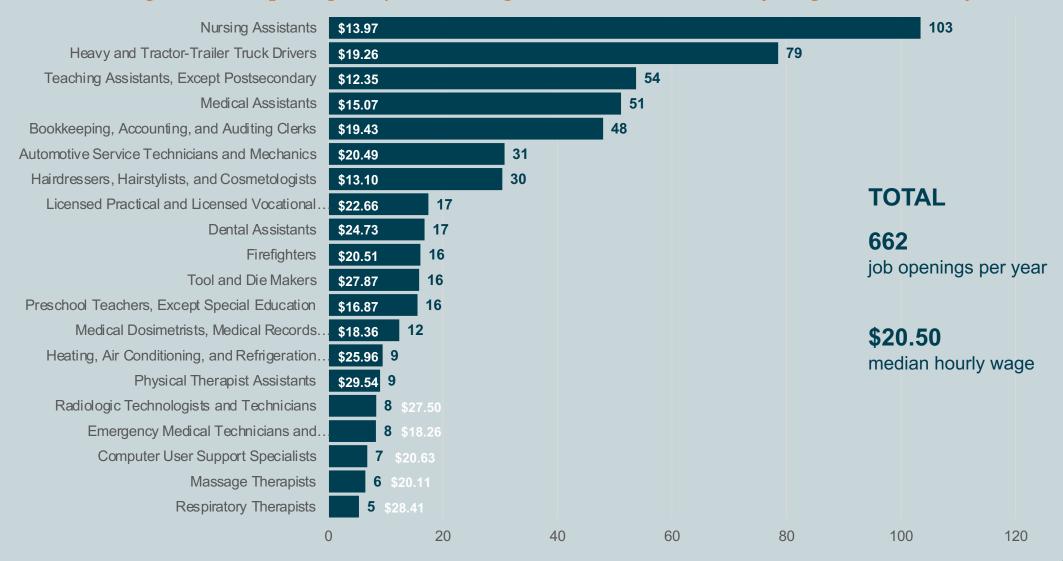
Average Annual Openings Projected through 2032 and Median Hourly Wages, Muskegon County





Top jobs requiring a certificate or associate degree

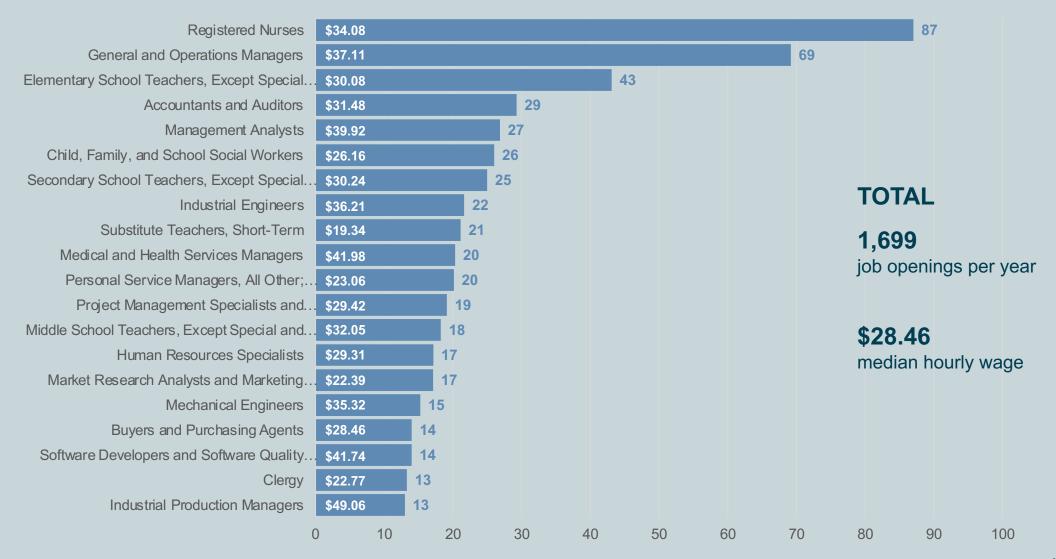
Average Annual Openings Projected through 2032 and Median Hourly Wages, Kent County





Top jobs requiring a bachelor's degree

Average Annual Openings Projected through 2032 and Median Hourly Wages, Kent County





Talent Solutions Series

Connect with an expected 300+ business leaders in West Michigan as we examine key strategies for success:

- Employer Branding | August
- Building a Diverse & Inclusive Workforce | September
- Hiring for Attitude, Training for Skills | September
- Upskilling Your Workforce | October
- Embracing Automation & Al | November
- Establishing Talent Pipelines | December

Grand Valley State University, DeVos Campus Downtown GR | 12:00-1:30 p.m.





Timely and accurate regional data drives alignment



Talent Demand Reports

 Quarterly insights on population, labor force, and employment trends in West Michigan

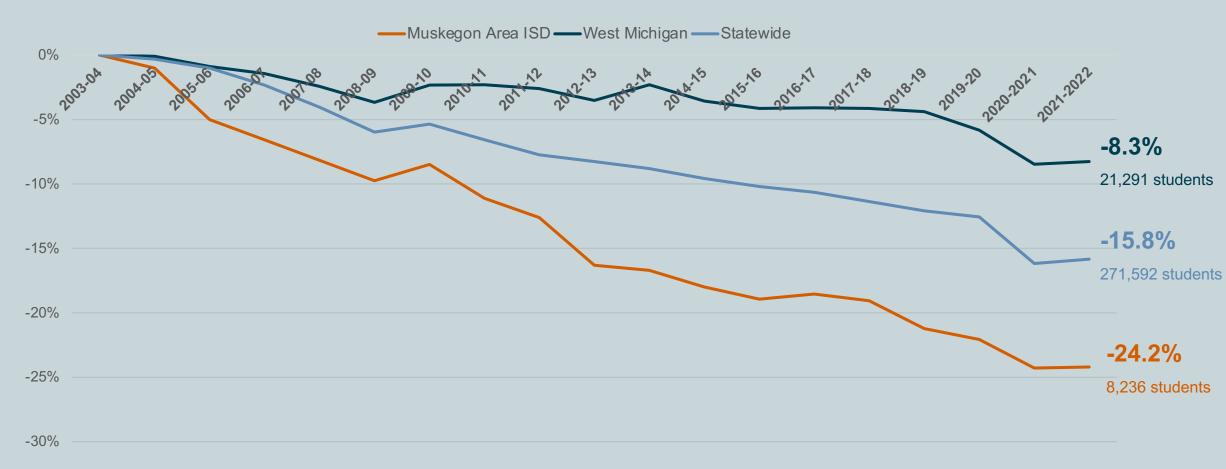
Special Reports

- MCC Talent Outlook Report (2021)
- Future of Work Report (2021)
- West Shore Community College Report (2020)
- Grand Rapids Racial Equity Initiative (2018-2019)

Education

Declining K-12 enrollment across the state

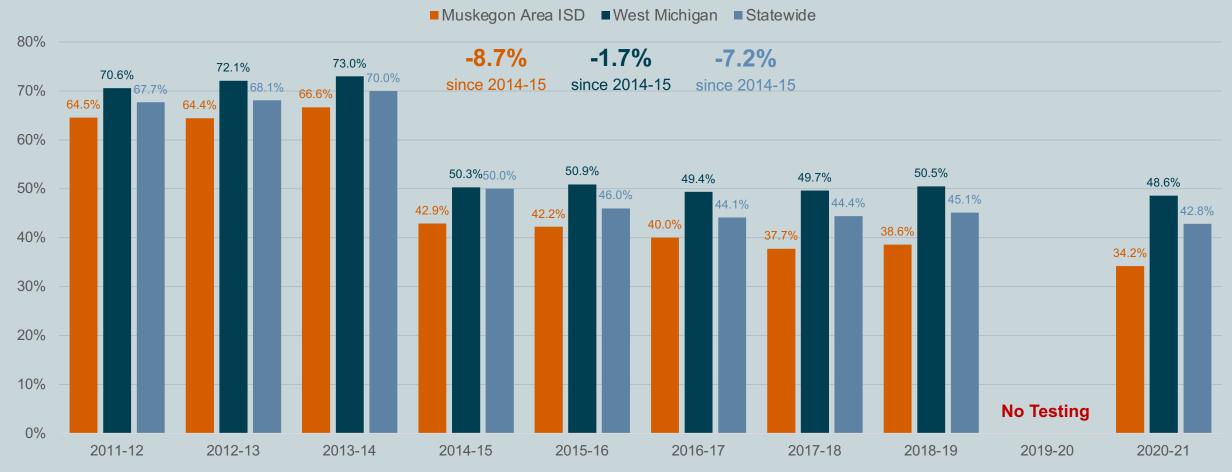
Growth in K-12 Enrollment (Indexed to 2003-04)





Reading proficiency rates gradually dropping in Muskegon, but not significantly in West Michigan

Percentage of 3rd Graders Proficient/Advanced in ELA





Note: Data from 2014/15 and beyond are from M-STEP, earlier years are from MEAP.

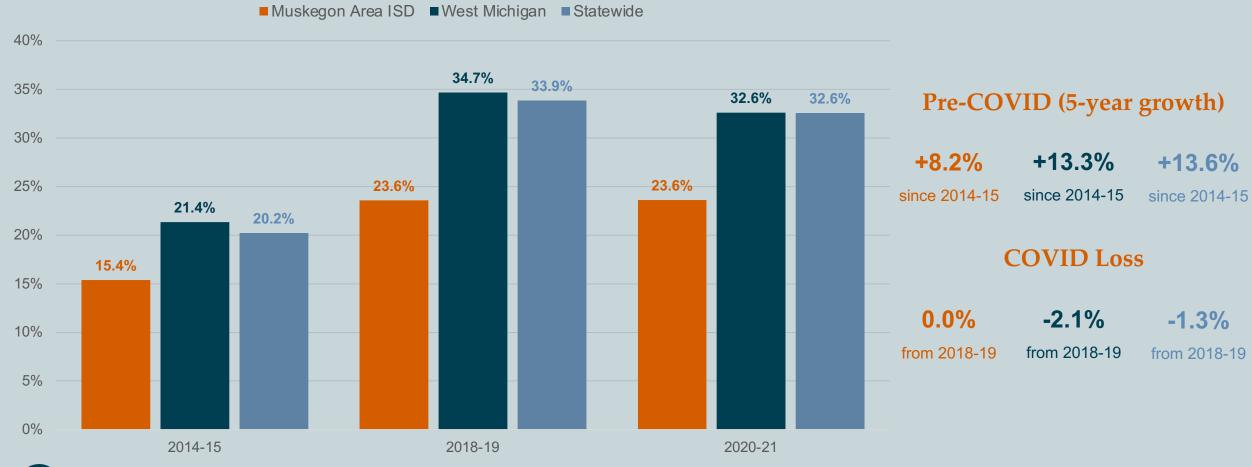
Math proficiency rates were rising Pre-COVID, but learning loss is evident

Percentage of 8th Graders Proficient/Advanced in Mathematics on M-STEP



College readiness remained unchanged since the pandemic, but demonstrates long-term progress

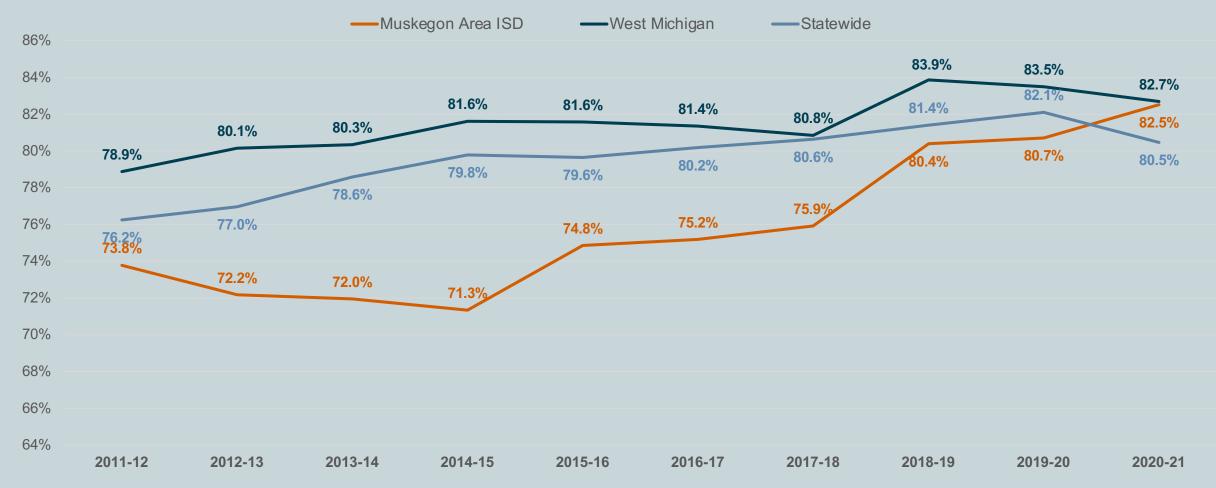
Percentage of 11th Graders Scoring 'College Ready' on SAT





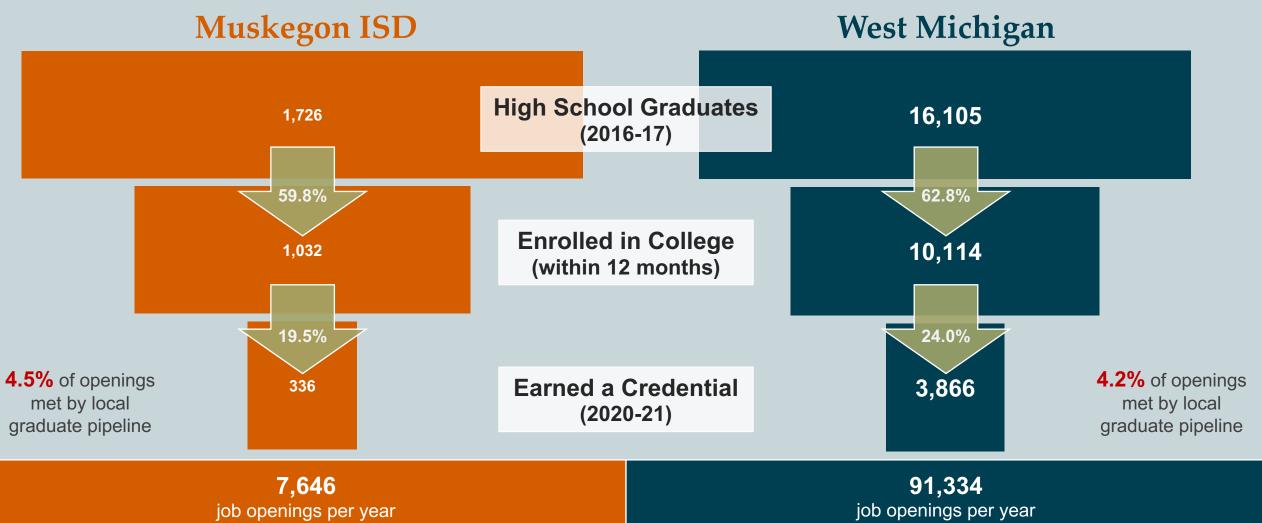
Sharp rise in graduation rates in Muskegon compared to West Michigan and the state

Percentage of Students in a Cohort Graduating High School within 4-Years





1 in 5 graduates in Muskegon County earn a postsecondary credential in 4 years, meeting just 12.7% of demand





Our Strategies | K-12 Education

Competency-based Education

- Personalized and flexible learning
- Skills-based, rigorous and relevant
- Increased student engagement & academic achievement
- Greater teacher satisfaction & less teacher burnout
- National support to develop a statewide framework

Career Exploration

- Career awareness and exposure to local industries, businesses, job opportunities and the training required
- High quality instruction through PBL and employer case studies with logical connections to academic standards
- Dynamic student portfolio of artifacts, soft skill development and technical competencies













Our Strategies | Early Childhood

Reach Out and Read

- Scaling across West Michigan to:
 - 13 counties
 - 330 medical providers
 - 50 sites
 - 31,500 children







Childcare

- Expanded access for working families.
- Addressing the regulatory burden on providers

Preschool

 Led efforts to expand the Great Start Readiness Program. Michigan now ranks in the top 10 states for quality preschool for at risk kids.





Establish a preschool/daycare program to offer preschool for all children in Muskegon County:

- Great Start Readiness (GSRP)/ Head Start (HS)
- II. Preschool for All (PK4ALL)
- III. Non-public Preschool (Parent funded)

PK4ALLFree Preschool

Close the Gap

2,100 Children Each Year

-1,000 Great Start/Head Start Seats

- 400 Private School

700 Students in the Gap

Partnerships Include



















\$500,000 and raised from our community

- ☐ To date, only \$50,000 has been used.
- ☐ PK4ALL used ESSER funding from the federal government to preserve private funds raised.
- Length of PK4All pilot can now be extended to a 3rd year.

PK4ALL 21-22 Stats

☐ Flexibility was very important for the pilot. We have replaced entire staff during the year.

- 22 students during the year
 - 20 of 22 are registered for Kindergarten(2 completing paperwork)

Mobilization of multiple resources in school setting aided instruction and student achievement





PreK4All Parent Satisfaction Survey Results - Spring 2022

Overall Five Star Rating



All eight respondents rated PreK4All a 5 out of 5 in the following areas:

- My child enjoyed PreK4All.
- My child benefitted from PreK4All.
- I am satisfied with the services my child received at PreK4All.
- Staff helped me understand my child's needs.
- Staff explained the goals and objectives of my child's program.
- Preschool staff acted in a professional manner.
- Preschool staff expected positive outcomes for my child.
- Preschool staff valued my ideas.

"Thank you for everything that you have been able to do with my child. His English has improved so much. He also loves to come to school. You are doing great things."

Lessons Learned & Future

2022-23 School Year

Proof of Concept

- > The pilot proved that it can fill the gap.
- Certified teachers in early childhood increase achievement results.
- After School and Summer Daycare not utilized by the majority of families.

Future Growth

- MPS continues PK4ALL and collaborates with Early Childhood program through ISD.
- Muskegon Heights is working to open PK4ALL in Fall 2023.

Thank you

