



2024

COMMUNITY IMPACT REPORT

DISCOVER
MANUFACTURING™

ABOUT THE COUNCIL



MISSION AND VISION

Discover Manufacturing is a regional network of hundreds of manufacturers dedicated to addressing both the current and future talent needs of West Michigan's manufacturing industry. In collaboration with partners in education, workforce development and economic development, we are focused on training the current workforce, promoting the industry to future generations, and sharing opportunities and best practices within the sector.

INDUSTRY IMPACT

Michigan's manufacturing sector leads the state's economy with \$124.1 billion in output and employs nearly 586,900 people. Projected to grow by 6.1% by 2030, it offers competitive salaries, with an average of \$71,700, surpassing statewide averages.



Discover Manufacturing gives our manufacturers a unified voice, and the ability to actively participate in activities that make a difference. Our project-based initiatives are designed to positively impact our talent pool and provide the career pathways to in-demand manufacturing jobs requiring high skill levels.

- Jerry Hill, Discover Manufacturing Industry Talent Council Lead

OUR STRATEGY

TRAIN • PROMOTE • COMMUNICATE



DEVELOP TRAINING OPPORTUNITIES

Informing curriculum development and spearheading initiatives that provide ongoing training for incumbent workers and introductory training for new manufacturers.



PROMOTE MANUFACTURING CAREERS

Executing initiatives to promote advanced manufacturing careers to students and young adults showcasing career paths and growth.



SHARE BEST PRACTICES ACROSS WEST MICHIGAN

Creating initiatives aimed at informing our membership of the best practical strategies to attract and maintain a skilled workforce.



BE THE CHANGE



DM WEEK

Last year, 8,360 students from around the region were able to see manufacturing in person on a Discover Manufacturing tour. We heard positive feedback from educators, students, and employers who hosted the tours. There is an increased demand from schools and we are looking for ways to expand the project to allow even more students to explore the diverse career paths in manufacturing across West Michigan.

Enterprise Tool and Die did an incredible job with our students. The various stations and continual movement kept them engaged. At each station students were able to participate in hands-on activities and see real people at work. We even had a few students say they want to work there in the future and asked about next steps.

- Emily Herro, Grandville Middle School



87
EMPLOYERS

8,360
STUDENTS

9,687
ENCOUNTERS



\$16,252,662
TRAINING
DOLLARS
INVESTED



7,518
PROFESSIONALS
TRAINED



135
ENGAGED
EMPLOYERS



748
PROJECT
VOLUNTEERS

CAREER FAIR CARNIVALS

The four Discover Manufacturing and Agribusiness Talent Council Career Fair Carnivals in June stand as an example of how thoughtful planning, strategic partnerships and innovative event design can significantly impact outreach. The successful family-friendly carnivals included employers with immediate job openings, and were held in Muskegon, Montcalm, Kent and Ottawa Counties. The events also enhanced the visibility of careers in manufacturing and food processing.



The Career Fair

Carnivals provide job seekers and their families a fun and engaging way to be informed decision-makers about their careers. Discover Manufacturing was excited to collaborate with the Agribusiness Talent Council to connect eager candidates with the exciting, well-paid opportunities awaiting them in the industry!

- Steve Heethuis, Praeco Skills, LLC



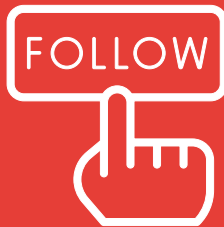
37
EMPLOYERS
ATTENDED

126
JOB SEEKERS
SERVED

71%
EXPECTED
HIRES



15,982
K-12 STUDENTS
EXPLORED
CAREERS



1,051
LINKEDIN AND
NEWSLETTER
FOLLOWERS



BE THE DIFFERENCE

DM SCHOLARSHIPS

Discover Manufacturing will award up to \$12,000 in scholarships in 2025. The council has awarded over \$40,000 in scholarships since 2018 to exceptional industry professionals and students planning to use their skills and education to pursue a rewarding career in advanced manufacturing.

I'm a maintenance mechanic working nights and going to school in the morning for a degree in industrial maintenance. I hope to look back at all these sleepless nights and hard mornings with a feeling of pride and confidence as I take that walk on graduation day. Thanks to scholarships and grant funding I can pursue this path with a little less financial burden. Not only have I obtained a certificate in welding through my knowledge gained on this path, but I will receive a nice pay increase upon completion as well.

- Ryan Wheeler, Bay Valley Foods



13
STUDENTS AWARDED

50+
APPLICANTS

\$13,000
AWARDED

MICAREERQUEST

Six years after exploring the manufacturing sector at MiCareerQuest as a student, Kelly Kroll had come full circle. Her journey from a curious student to a dedicated HR professional at Bradford White Corporation exemplifies the power of career exploration and the impact of community engagement. Kelly's story is a testament to the importance of events like MiCareerQuest and the difference they can make in shaping the futures of young individuals.

Never in a million years did I think I would wind up in manufacturing, but now as a member of the Bradford White HR team for the last three years, I am grateful for the opportunities and the exposure I received from this event. It was great to be on the other side of the table speaking with students and educators about the great careers in manufacturing.

Kelly Kroll, Bradford White Corporation

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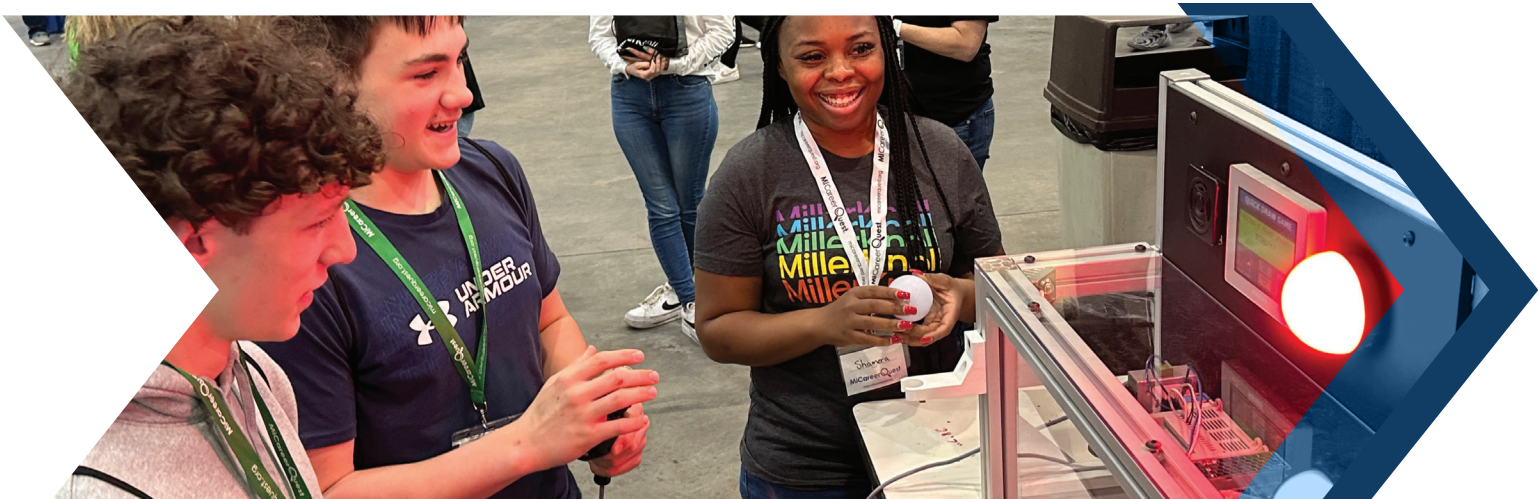
MANUFACTURING EXHIBITS

186

VOLUNTEERS

78

**OCCUPATIONS
SHOWCASED**





COUNCIL MEMBERS

- STEVE HEETHUIS
COUNCIL CHAIRPERSON
PRAECO SKILLS
- KATE BAUMGARDNER
BRADFORD WHITE
- JAY DUNWELL
WOLVERINE COIL SPRING
- KRISTEN TJALSMA
MILLER KNOLL
- KACEY REGAN
DeWys MANUFACTURING
- SARAH GARDNER
NN MOBILE INC
- SANDER SCHOOF
SCHERDEL SALES AND TECHNOLOGY
- RYAN GRAHAM
KENT ISD
- STEPHANIE BRIGGS
MUSKEGON COMMUNITY COLLEGE
- VICTOR JOAQUIN
THE RIGHT PLACE
- AMY LEBEDNICK
WEST MICHIGAN WORKS!

FUNDERS

- MICHIGAN DEPARTMENT OF LABOR AND ECONOMIC OPPORTUNITY
- WEST MICHIGAN WORKS!
- THE RIGHT PLACE MANUFACTURERS COUNCIL
- DISCOVER MANUFACTURING EARN AND LEARN DIRECTORY MEMBERS



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