



2024


COMMUNITY IMPACT REPORT



west michigan
health careers

ABOUT THE COUNCIL


MISSION AND VISION



The West Michigan Health Careers Council is an employer-led, collaborative council of employers, educators and workforce development organizations that work together to meet West Michigan's health care talent needs. Our initiatives strengthen the West Michigan health care industry by identifying, developing and promoting health care career opportunities. We believe that working together to identify and meet the short and long-term needs of the industry will support creating a workforce with the skills to keep health care organizations thriving in West Michigan.

INDUSTRY IMPACT

Forty of the 100 hottest jobs in West Michigan relate to health care. Additionally, health care is Michigan's largest employment sector, accounting for over 650,000 individuals. Our coordinated effort to attract, develop and retain talent is vital to long-term organizational sustainability.



The council gives health care employers a space to work collaboratively for the greater good of the industry. Members share best practices, create meaningful initiatives that address industry pain points, and create a better environment for health care workers. Participation on the council creates a synergistic effect for its members, resulting in increased positive impact on their communities compared to what can be done by any individual employer alone.

- Charlotte Byndas, Corewell Health

OUR STRATEGY

PROMOTE • TRAIN • FUND • RETAIN



OUTREACH & PROMOTE

Promoting healthcare careers through education and advocacy.



EDUCATION & TRAINING

Providing opportunities for individuals to enter the industry and thrive in their careers.



FUNDING & RESOURCES

Connecting employers to funding opportunities and resources.



RETENTION

Creating solutions to help workers stay within the industry.



BE THE CHANGE



HEALTH CARE CAREER FAIR CARNIVAL

After seeing the success of last year's innovative West Michigan Health Care Careers event, two other councils held four career fair carnivals this year. WMHCC expanded our reach this summer to host two Health Care Career Fair Carnivals, one in Muskegon County and one in Kent County. Combined, over 375 individuals attended and 77 job seekers were expected to be hired.

We liked that it was family-friendly and engaging, and located where people could walk or take the bus.

- Liliana Flores, Kent County Human Resources



375
ATTENDED

77
EXPECTED
HIRES

26
EMPLOYERS
PARTICIPATED



\$3,279,454
TRAINING
DOLLARS
INVESTED



1,584
PROFESSIONALS
TRAINED



70+
ENGAGED
EMPLOYERS



378
PROJECT
VOLUNTEERS

PROJECT-BASED LEARNING OUTPATIENT MEDICAL OFFICE VISIT SIMULATION

Forty-one 11th grade students broke into teams and scheduled, examined, diagnosed and treated volunteer patients in a month-long simulation of an outpatient medical office visit. Medical professionals advised the students and provided critiques on final projects through grand rounds-style presentations. Student and medical professional feedback was overwhelmingly positive, with each interested in being involved in future projects.



I thought the project was a great experience and I would love to do it again. I loved being able to contact the actual doctors and how they were involved. It gave me understanding of the work they do.

- Student Participant, Muskegon Area Career Tech Center



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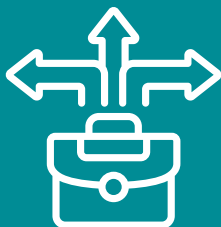
CLASSES

41

STUDENTS
ENGAGED

4

MEDICAL
PROFESSIONALS



9,515
K-12 STUDENTS
EXPLORED
CAREERS



375
EVENT
ATTENDEES



574
LINKEDIN AND
NEWSLETTER
FOLLOWERS



BE THE DIFFERENCE

MICAREERQUEST

Health exhibits included surgical robots, ambulances, human organs and a mammography bus at MiCareerQuest, where over 160 exhibitors from 19 unique health care employers showcased 69 health care occupations to nearly 8,000 students. Each year, MiCareerQuest offers middle and high school students across seven counties the opportunity to learn about careers in five high-demand industries through interactive experiences.



Since exhibiting at

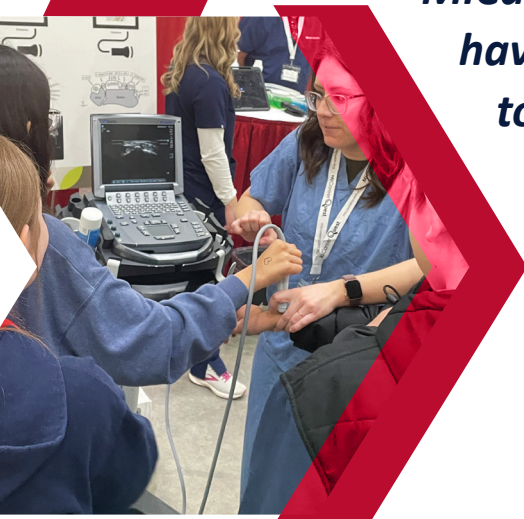
MiCareerQuest, we

have been invited

to some local school hiring

events. We actually were able to hire a student from one of these events! They are still working with us and doing great!

- Alex Kelly, Sunset Senior Communities



19
EMPLOYERS
PARTICIPATED

69
OCCUPATIONS
HIGHLIGHTED

160
EXHIBITORS



WORK-BASED LEARNING TRAUMATIC INJURY SIMULATION

High school students and teachers had the opportunity to participate in a simulation of a traumatic injury from onset to full recovery, with each step of the recovery as a station that students rotate too. At each station, participants learned about a different area of medicine and available occupations. Afterwards, participants had the chance to have lunch with staff and ask follow-up questions.

This project was a great opportunity for students and teachers to interact with medical

professionals on-site at a local hospital. Attendees were exposed to over 50 careers in the health sciences industry through hands on experiences with real medical equipment.

*- Trevor Mier, Industry Council Lead,
West Michigan Works!*

137
STUDENTS

19
TEACHERS

60
MEDICAL STAFF





COUNCIL MEMBERS

- CHARLOTTE BYNDAS
COUNCIL CHAIRPERSON
COREWELL HEALTH
- TONYA SPENCER
CHERRY HEALTH
- DOUG HIMMELEIN
HOLLAND HOME
- MICHAEL HILL
HOPE NETWORK
- BILL GUEST
METRICS REPORTING
- AMY PIERCE-DANDERS
PINE REST
- KELLY ELKINS
TRINITY HEALTH
- STEVE SMITH
UNIVERSITY OF MICHIGAN
HEALTH – WEST
- BRENDA HENNINK
AQUINAS COLLEGE
- LISA RADAK
GRAND RAPIDS
COMMUNITY COLLEGE
- RYAN GRAHAM
KENT ISD
- AMY LEBEDNICK
WEST MICHIGAN WORKS!

FUNDERS

- BAKER COLLEGE
- COREWELL HEALTH
- GRAND RAPIDS
COMMUNITY COLLEGE
- HOLLAND HOME
- HOPE NETWORK
- MICHIGAN DEPARTMENT
OF LABOR AND ECONOMIC
OPPORTUNITY, WORKFORCE
DEVELOPMENT
- KENT ISD
- MOKA
- NETWORK180
- PINE REST
- TRINITY HEALTH
- UNIVERSITY OF MICHIGAN
HEALTH – WEST
- WEST MICHIGAN WORKS!



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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/.

