

wmihealth  careers

**2022
COMMUNITY
IMPACT
REPORT**



Building a pipeline of qualified health care talent for West Michigan

The West Michigan Health Careers Council (WMHCC) is an employer-led, collaborative council of health care employers, educators, and workforce development and economic development organizations working together to meet West Michigan’s health care talent needs.

West Michigan Health Careers Council:

- is convened by West Michigan Works!
- is collaborative in nature.
- supports local efforts to connect individuals with employment opportunities in health care.
- creates new programming when needed.
- provides opportunities for employers to engage in growing the region’s talent pool.

STRATEGIES

Outreach & Promote: We work with employers and community partners to encourage careers in the health care industry.

Education & Training: We provide opportunities for individuals to learn about and enter the industry, as well as work effectively in the field.

Funding & Resources: We connect employers to funding opportunities and resources that support West Michigan’s health care talent needs.

Retention: We create solutions to help health care employees stay within the industry or at their organization.

COUNCIL EMPLOYER PARTICIPANTS

Spectrum Health, Trinity Health, Holland Home, Clark Retirement, University of Michigan Health West, Hope Network, Pine Rest, Forest View Hospital, Mary Free Bed Rehabilitation Hospital, Kent Intermediate School District, Grand Rapids Community College, Metrics Reporting, and West Michigan Works!.

INITIATIVES

Apprenticeships

The West Michigan Health Careers Council has a storied history of supporting apprenticeship programs for in-demand health care programs across West Michigan. The council has assisted in the creation of six health care apprenticeship programs:

- Medical Assistant*
- Home Health Aide
- Health Insurance Agent
- Electroneurodiagnostic Technician (EEG Tech)
- Surgical Technologist*
- Sterile Processing Technician*

Italics = new this year
* = first of its kind in the U.S.

Medical Assistant Registered Apprenticeship Program

The Medical Assistant Apprenticeship program (MARAP) was not only the first of its kind in the U.S., it was also the reason the West Michigan Health Careers Council was formed in 2016. MARAP provides job seekers in West Michigan the opportunity to become a certified MA through hands-on clinical training and classroom work at Grand Rapids Community College or Muskegon Community College.

- ✓ graduated **15 participants** from the 2021 cohort.
- ✓ **28 individuals** enrolled in the 2022 cohort.

Highlight: Irene Roede, Medical Assistant Apprentice with Mercy Health



I have worked at Mercy Health as a business office coordinator but have always had an interest in the clinical side of things. I was always asking the nurses about this and that and googling things about their role. So, I was super excited to hear about the [medical assistant registered apprenticeship] program and that there was a path I could take that seemed attainable. I like the busy-ness, more interaction with patients and the gratification of knowing you are helping someone along the way! The opportunities feel endless as there are so many different avenues that I can go into now. I am absorbing it all and learning all I can."



MiCareerConversations

MiCareerConversations was an innovative career exploration event that allowed K-12 students to learn about six in-demand health care careers in a safe, virtual setting. Students were given the opportunity to interact with individuals in the following fields:

Occupation	Growth	Average Pay
Medical Assistant	18%	\$17.05
Certified Nurse Aide	8%	\$14.46
Registered Nurse	9%	\$33.27
Respiratory Therapist	23%	\$28.55
Surgical Technologist	9%	\$20.55
Orthotist/Prosthetist	18%	\$36.27

✓ **504 students** registered to attend.

Student feedback was positive. One student stated they “liked how you get the inner part of how people handle their jobs. You get to see the perspective you don’t usually see on things like shows and movies you get the real experience of how people handle their jobs and what they do there.”

Hot Jobs & Career Guides

West Michigan Works! analyzes job posting data to create a list of the 100 most in-demand jobs in West Michigan. The West Michigan Health Careers Council provided feedback and confirmation on the 33 health care jobs on the list. Additionally, West Michigan Works! provides funding assistance for individuals seeking training in jobs on the Hot 100. This year, TBD \$\$\$ was invested in training assistance for health care industry professions.

In addition to the hot jobs, career guides were introduced this year as a complementary resource. The career guides contain a wealth of additional data on the hot 100 jobs. Data for the career guides was collected through in-depth interviews and analysis with employees of West Michigan Health Careers Council organizations. These guides are meant as a starting point for job seekers and students to explore the in-demand occupations in West Michigan.



The Hot Jobs List and career guides can be found at westmiworks.org/hot-jobs.

Training Grants

The West Michigan Health Careers Council supports and raises awareness for several grants that provide training funds to health care workers. Funds are available through programs such as Going Pro Talent Fund, incumbent worker training grants, and on-the-job training grants. Trainee numbers and grant dollars invested in training for the health care industry are highlighted in the table. These numbers represent:

- ✓ **34.85% increase** in total training funds
- ✓ **110.70% increase** in total number of trainees

	Total Training Cost	Number of Trainees
Classroom	\$181,435.50	200
New Hires	\$2,586,998.25	1,723
Apprenticeship	\$428,000.00	136
Industry-led Collaboratives	\$43,500.00	29
TOTAL	\$3,239,933.75	2,088

“

West Michigan Health Careers Council allows us to partner with others in a similar industry, share our experiences and challenges, hear best practices that others have developed, and identify ways we can influence the labor market through partnerships with community organizations.”

- Michael Hill, Council Member
Hope Network



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/.