

# TALENT 2025

Great Talent • Great Life • West Michigan

# THE TALENT SUPPLY CHAIN

Early  
Childhood  
Development

K-12  
Education

Post-  
Secondary  
Education

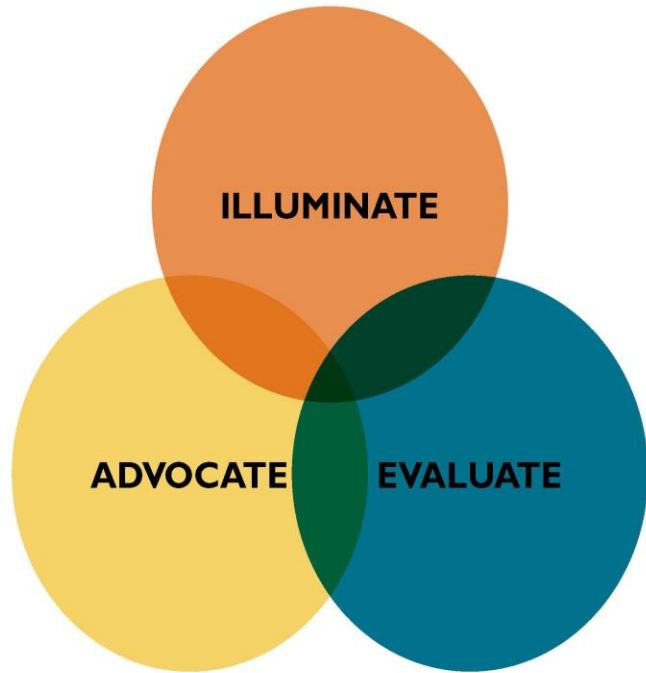
Adult  
Workforce  
Development

West  
Michigan  
Employers

West Michigan's  
Big Goal:

64% of workforce  
with a post-secondary  
credential by 2025





# Veteran Task Force

- Employers
- Educators
- Veteran Service Providers

# Challenges to Employers

- Translation of military skills
- Stereotypes (PTSD)
- Perceptions of military personalities
- Future deployments
- Too many (different) resources

# Collaborating Training

- Employer training
  - SHRM
  - VA and Michigan Chamber of Commerce
  - Workshops in conjunction with HoH job fairs

# The Business Case for Hiring Veterans

- Reduced training costs
- Dependability
- Increased productivity
- Diversity and inclusion
- Customer loyalty
- VA benefits
- Tax credits



# What Sets Them Apart?

- 97% of all Armed Forces are high school graduates, compared to 76% of general population
- 73% of Post 9/11 veterans have some college, compared to 65% of general population
- Attrition rate for veterans is 7% lower than general population
- More females in management than non-veterans
- Higher median earnings than non-veterans

# Marketing Skillsets

- Active listening
- Critical thinking
- Oral/written expression
- Reasoning
- Reading comprehension
- Complex problem solving
- Calm under pressure
- Originality
- Management of personnel resources
- Leadership
- Global perspective

# Collaborating Materials/Statistics

- Presentations
- Sourcing
- Veteran Hiring Guide for employers

# Identifying the Gaps in Veteran Education

- 10 of 13 T2025 schools are Military-Friendly
- Lack of military-specific advertising on webpages
- Many T2025 schools do not have anyone specifically targeting veterans for school admission
- Half of T2025 schools do not have a point person for veteran issues in career service centers
- In-state tuition is not offered by every school

# Obstacles Veterans Face

- Transferrable skills **translation**
- From team to one
- Professional norms
- Lack of **job seeking skills** prior to military
- Too many (different) resources

# Collaborating Resources

- Veteran workshops in conjunction with HoH job fairs
- Veteran workshops sponsored by Meijer
- New web portal
- Marketing to the youngest unemployed population

# Building a military-friendly workplace

- Sign **Statement of Support** for Employer Support of the Guard and Reserve (ESGR)
- Promote **military-friendly branding**
- Attend regional **training** on veteran employment
- Post jobs on [www.H2H.jobs](http://www.H2H.jobs)
- Participate in Hiring our Hero **job fairs**

The logo features a circular icon on the left, composed of two concentric circles with a teal outer ring and a white inner circle, and a teal-to-orange gradient segment on the left side. To the right of the icon, the word "TALENT" is written in a bold, teal, sans-serif font. The year "2025" is written in a white, sans-serif font inside a solid orange rectangular box.

**TALENT 2025**

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