

The logo for TalentFirst, featuring an orange circle with a white 'T' and 'F' inside, followed by the word 'TALENTFIRST' in a dark blue, sans-serif, all-caps font.

CEO Council Meeting

April 30, 2025
Corewell Health Place

Welcome



JULIE LEONARD
**LAKE MICHIGAN
CREDIT UNION**



GREG ELZINGA
CALVIN UNIVERSITY



RHONDA HUISMANN
FIRST RULE



VICTOR STURGIS
FIRST RULE



JASON KUIPERS
MUTUALLY HUMAN



JASON PIASECKI
REVEL



ALISON BLAIR MAST
NORTHERN TRUST



CHRIS HALL
RIDGEVIEW INDUSTRIES



MIKE CLOVER
LACKS ENTERPRISES



JASON VANDERGROUND
BRANDHAVEN





AGENDA

- Welcome
- A Corewell Health Story
- Retirement-Driven Labor Shortage
- Group Discussion
- Future-Focused Workforce Planning
- Group Discussion
- What's Next?





Mission

TalentFirst is a partnership of West Michigan CEOs working with educators, workforce leaders, and policymakers to make West Michigan a talent leader.

Vision

Be the premiere partner for West Michigan business leaders, delivering innovative and effective talent solutions to make the region a national leader in talent creation.

1 Define Skills & Credentials



Talent Demand (1.1)



Alignment (1.2)



Trends & Strategies (1.3)

2 Address Workforce Gaps



Improve Today's Talent (2.1)



Prepare Tomorrow's Workforce (2.2)



Remove Employment Barriers (2.3)



Work Upstream (2.4)

3 Become Talent Leaders



Talent Planning (3.1)



Upskilling (3.2)



Leading Practices (3.3)



Accomplishments

1 Define Skills & Credentials



2 Address Workforce Gaps



3 Become Talent Leaders



A Corewell Health Story



Tracie Morris
Chief People Officer





65,000+
Team Members



300+
Ambulatory/Outpatient
Locations



1.3+ Million
Health Plan Members



12,000+
Affiliated, Independent and
Employed Physicians and
Advanced Practice Providers



21
Hospital Facilities



9,000+
Employers Contracted by
Priority Health



16,000+
Nurses



5,000+
Licensed Beds

Corewell Health

- Hospitals
- Priority Health
Also serving Indiana/Ohio



Corewell Health's pipelines, partnerships and programs

K-12

Outreach focused on creating awareness and interest in health care careers.

HIGH SCHOOLS

Partnering with health care programs and offering a seamless path from school to employment.

PATHWAYS

Upskilling our current workforce through apprenticeship and internal training programs.



COLLEGE

Building stronger relationships with 60+ college/university programs across the state.

GRANTS

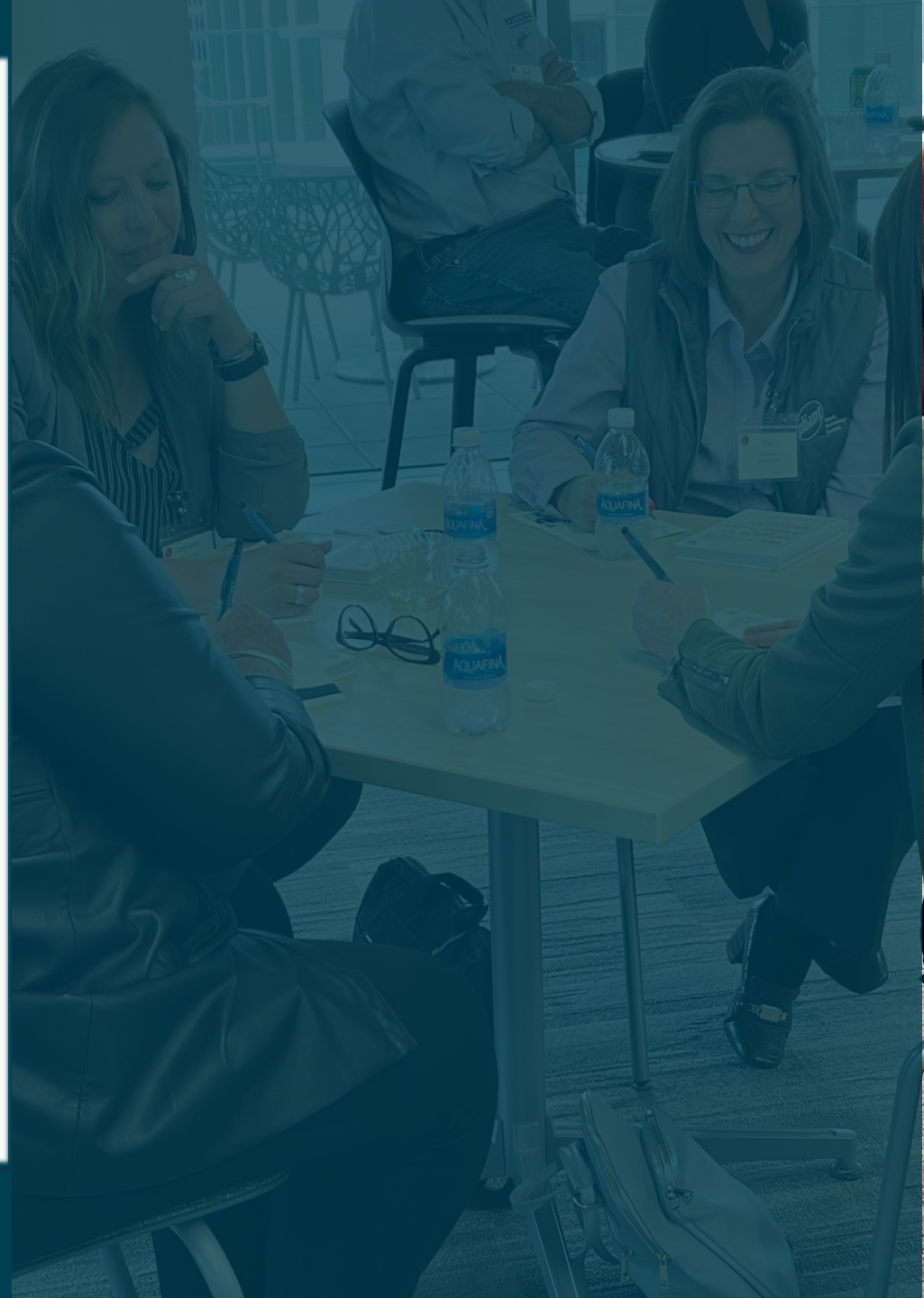
Leveraging workforce development funding to hire, train and upskill talent.

PARTNERSHIP

Building & strengthening relationships with partners to create pathways for entry into careers in health care.

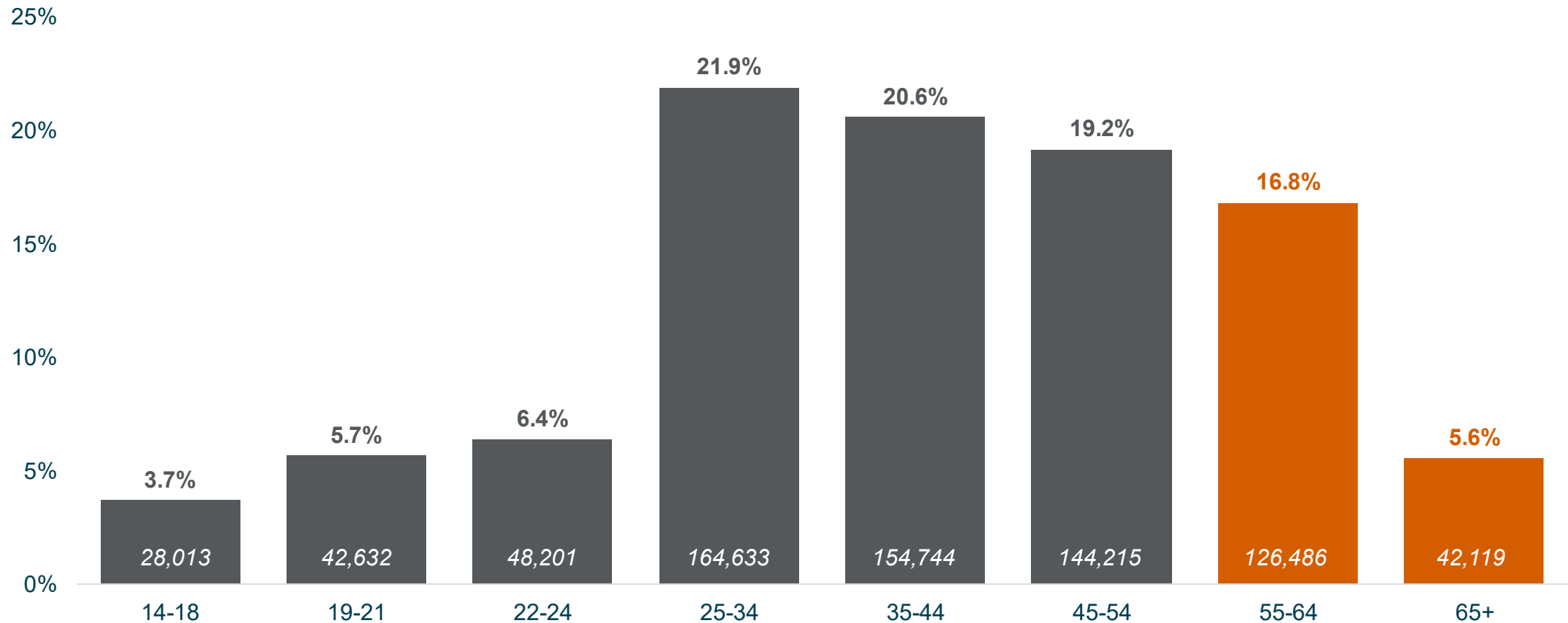
The Seismic Shift

- ~**23%** of workforce is nearing retirement.
- Low birth rates and net migration **haven't kept pace** with workforce demand.
- Fewer jobseekers **intensifies** shortages.
- Many high-skilled jobs are **dominated** by workers aged 55+.
- Business **risk losing** knowledge & skills.



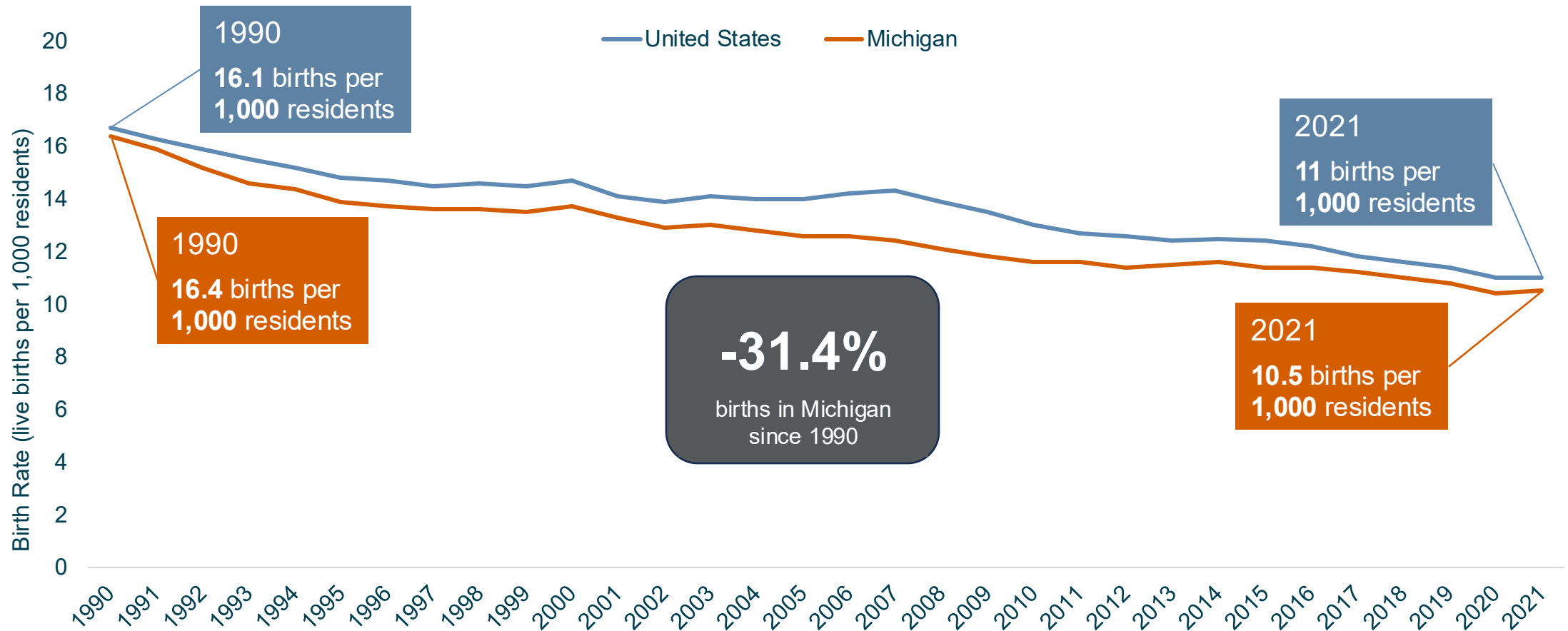
22.4% of the Workforce to Retire by 2035

Age Distribution of the Workforce
(2024)



Birth Rates Historically Low, and Falling

Birth Rates, Michigan vs. U.S.
(1990-2021)



National Center For Health Statistics, Population Estimate



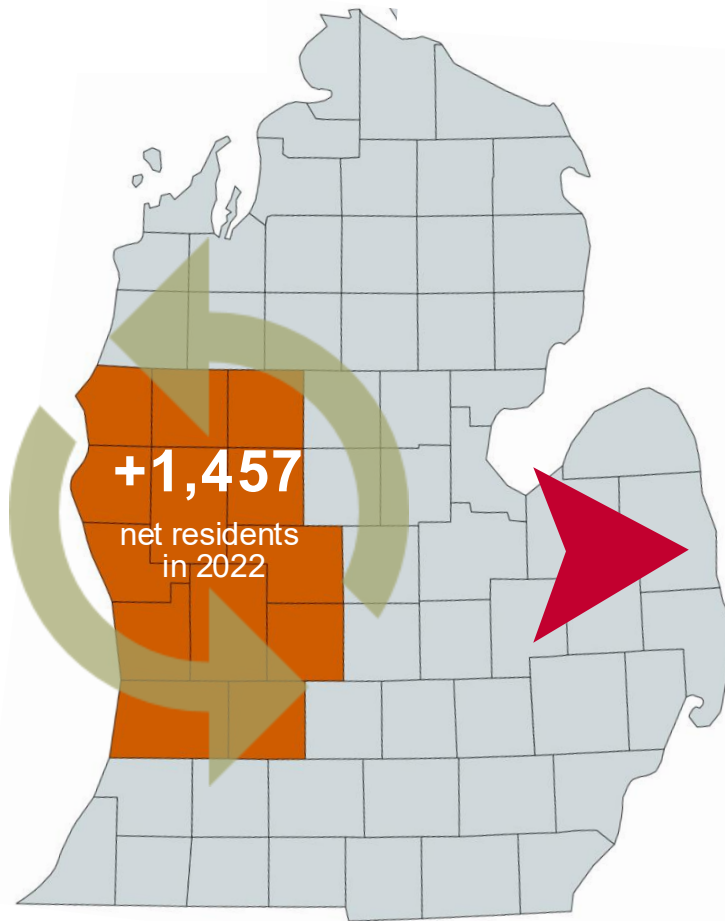
Migration is Not a Strong Source of New Talent

2024's Population

1,654,120

+32,168

moved to West Michigan
in 2022



-30,711

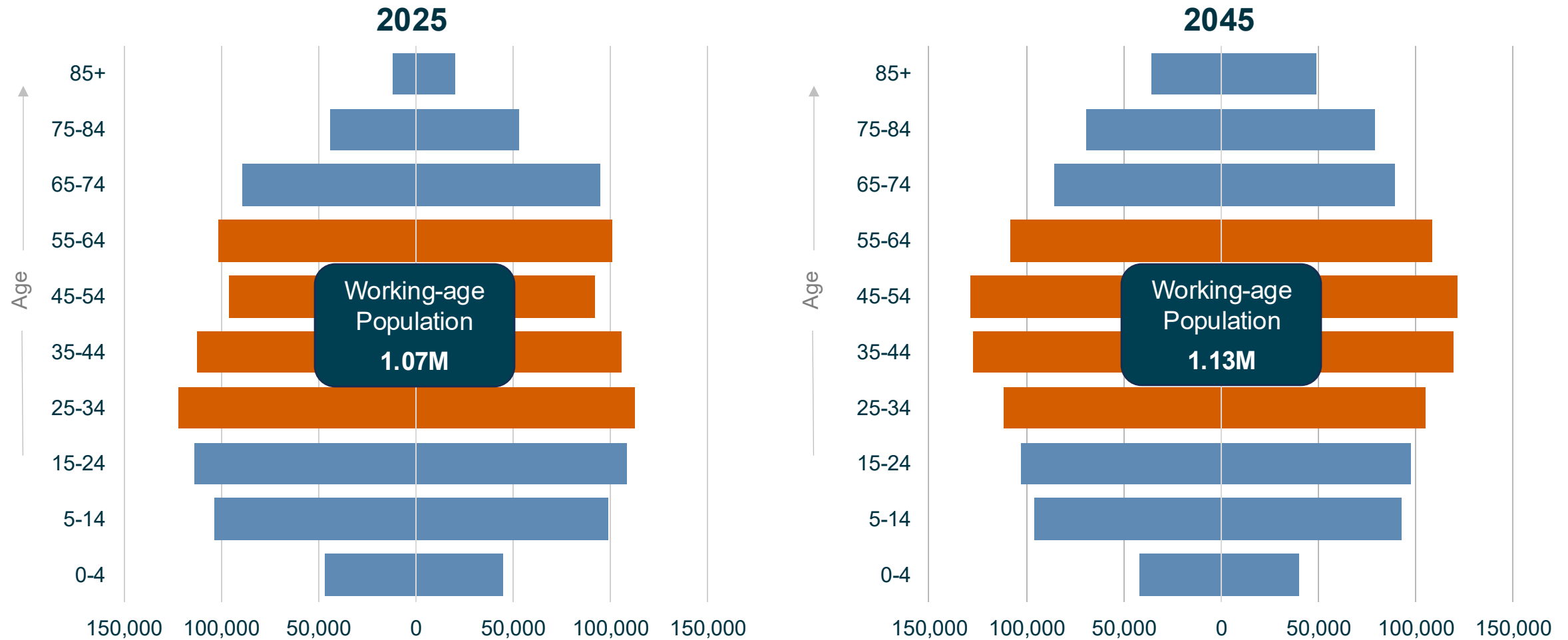
moved away from
West Michigan in 2022

Inflow/Outflow for Individual
Counties
(2022)

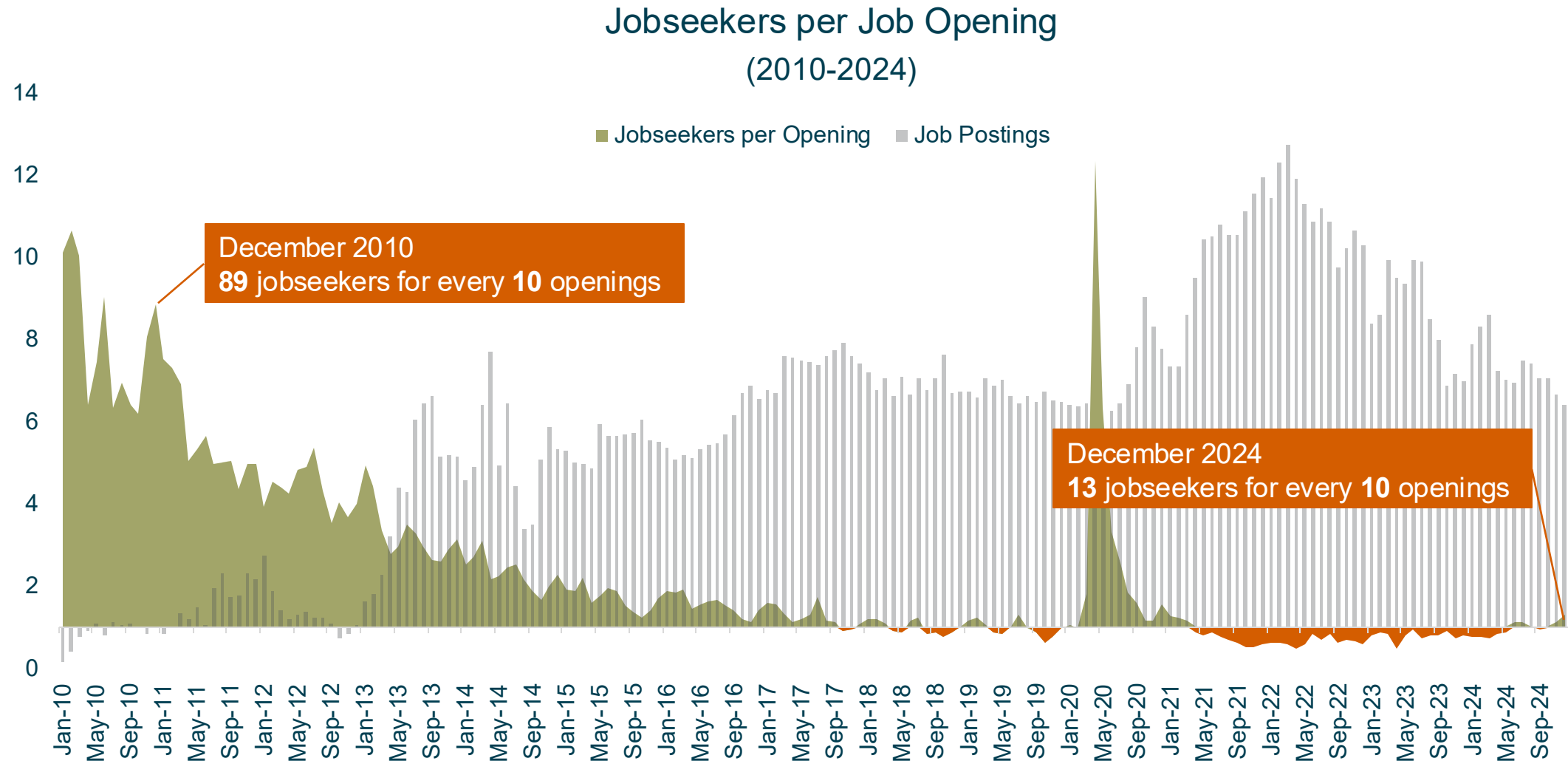
County	Inflow	Out Flow	Net
Allegan	5,829	5,452	+377
Barry	3,237	2,636	+601
Ionia	2,746	2,700	+46
Kent	20,666	23,883	-3,217
Lake	861	656	+205
Mason	1,259	1,095	+164
Mecosta	2,309	1,960	+349
Montcalm	3,247	2,918	+329
Muskegon	5,271	4,659	+612
Newaygo	2,348	2,014	+334
Oceana	1,206	1,089	+117
Osceola	1,271	1,154	+117
Ottawa	12,752	11,330	+1,422
Net	63,002	61,546	+1,456



Aging Population, Plateauing Workforce

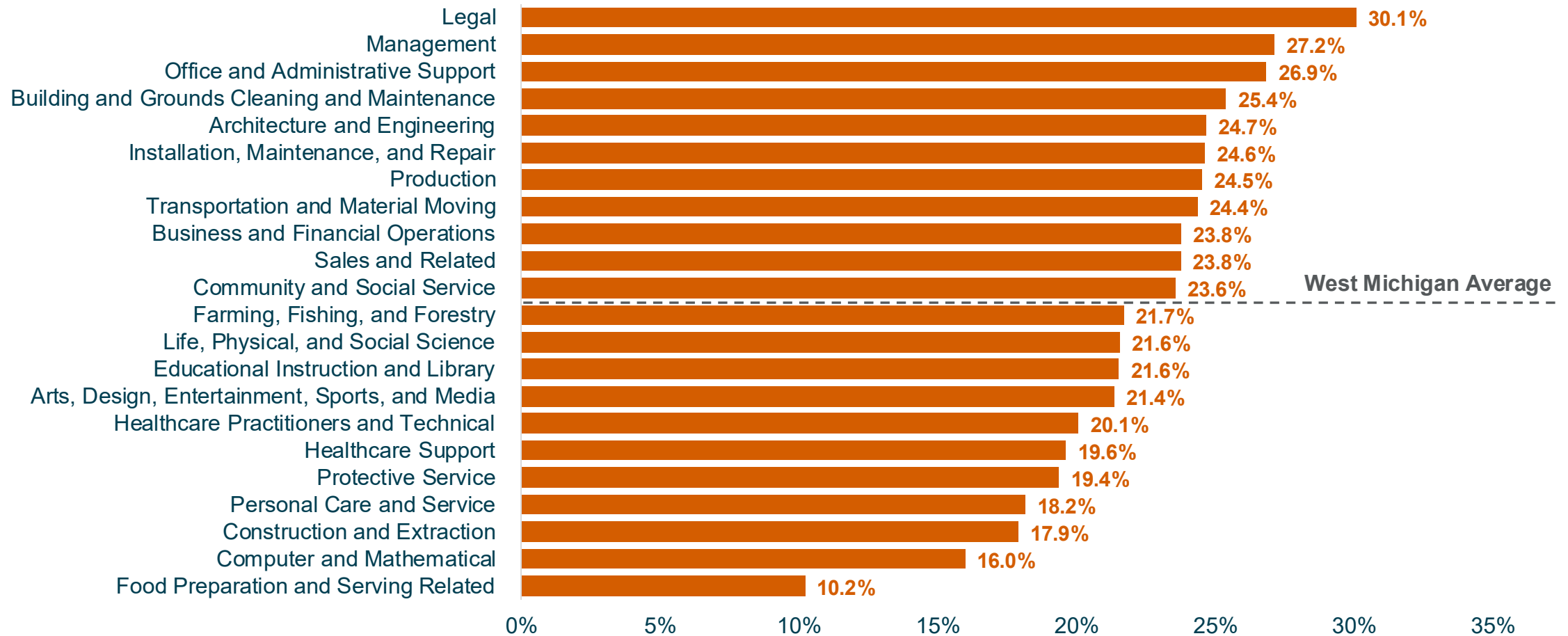


A First: Jobseekers Outnumber Openings



Skilled Jobs Dominated by Aging Workforce

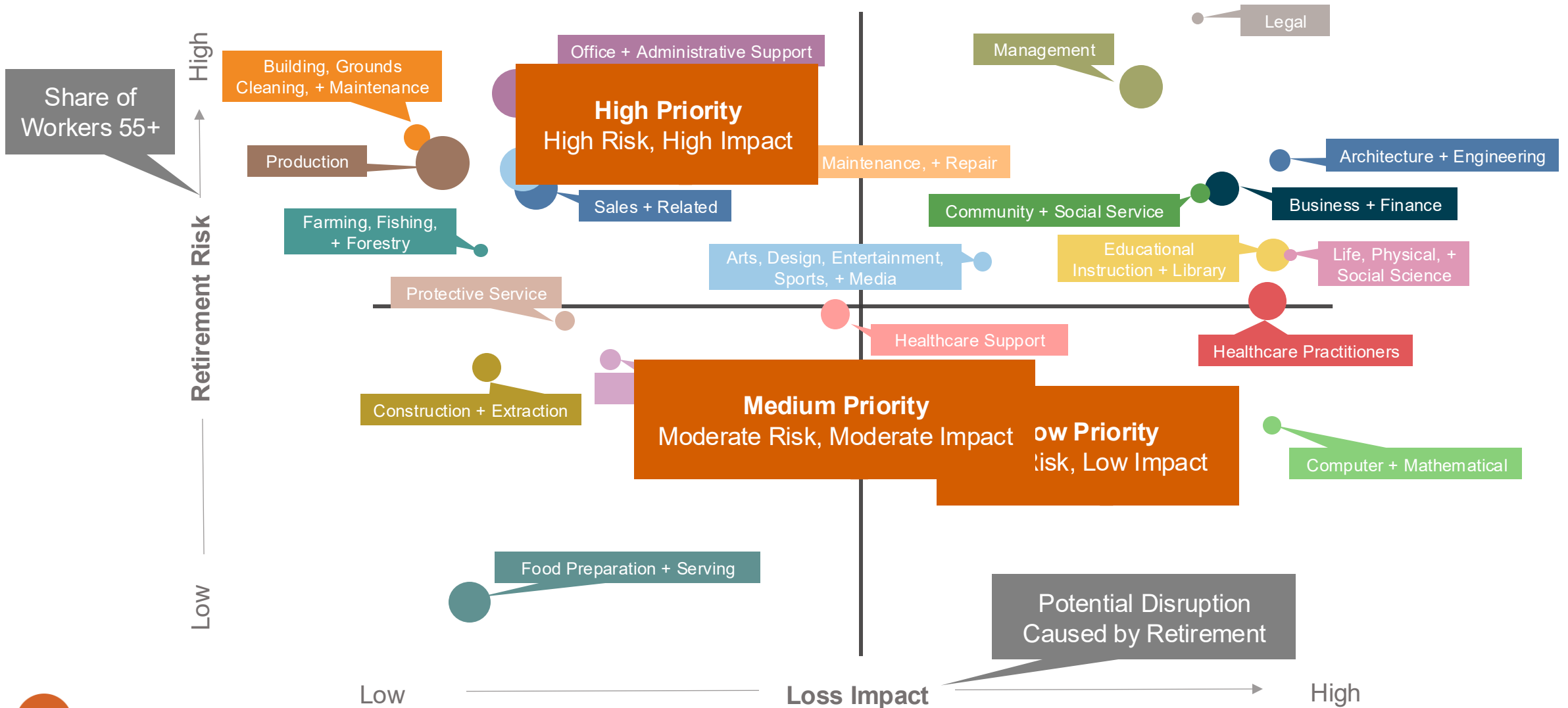
Percentage of Workforce Aged 55+ by Occupation Group
(2023)



U.S. Census Bureau, American Community Survey, 5-Year Estimates (2023)

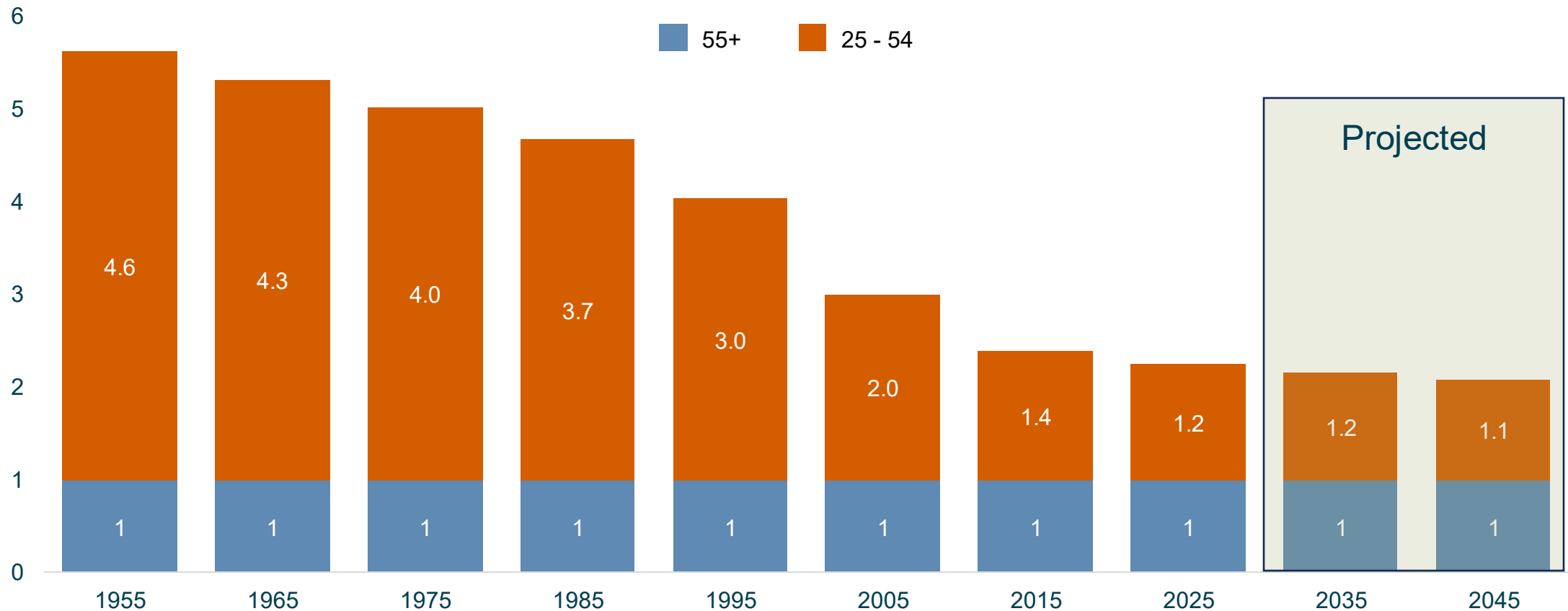


Succession Planning Priority Matrix



Fewer Working-Age Adults for Every Senior

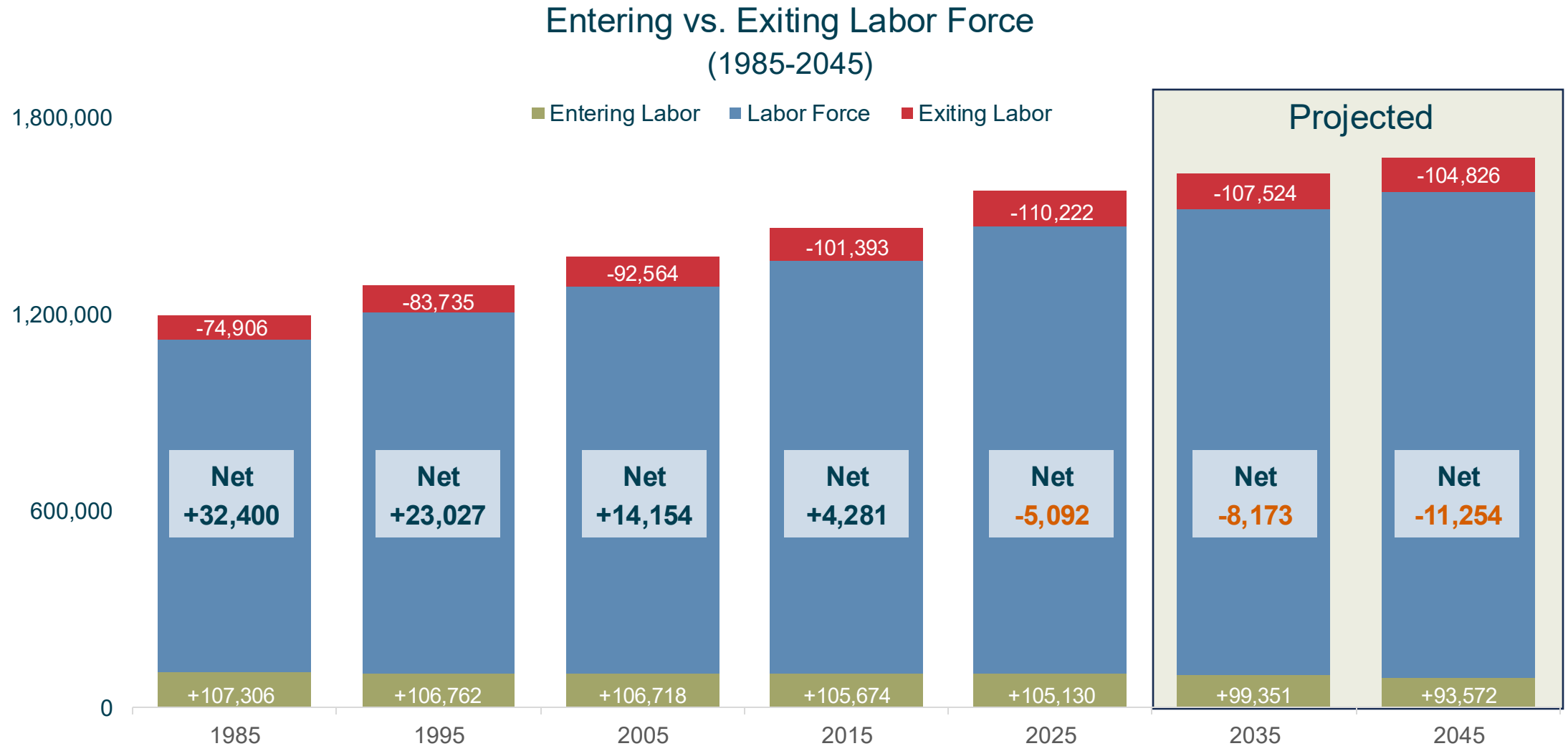
Ratio of 55+ Population to 25-54 Population
(1955-2045)



U.S. Census Bureau, American Community Survey, and Decennial Census (1985-2045)



Fewer Young Workers Entering Labor Force



Bureau of Labor Statistics, Job Openings and Labor Turnover Survey (2010-2024)



Is Your Business Ready?

- Nearly **23%** of our workforce is nearing retirement
- Many high-skilled jobs are **dominated** by workers aged 55+
- **55+ age group** now rivals the prime working-age population in quantity
- Businesses risk **losing** key institutional knowledge to retirement
- **Fewer** jobseekers intensify workforce shortages
- In 2025, **more are exiting** than entering the labor force



Group Discussion

- Are you seeing these trends take shape in your company?
- How so? For example:
 - Loss of institutional knowledge
 - Vacancy in critical roles
 - Shifts in generational dynamics
 - Gaps in expertise



Future-Focused Workforce Planning



Knowledge Transfer

The process by which organizations systematically capture, share, and retain critical information and expertise from one person or group to another.

- Retain institutional knowledge and avoid information loss
- Enhance workforce capabilities and productivity
- Foster continuous learning, innovation, and collaboration across teams and departments
- Support succession planning and smooth role transitions



Upskilling

The process of enhancing employees' existing skills and competencies to meet the evolving demands of their current roles or to prepare them for future responsibilities.

- Enhance current skills
- Keep pace with tech advancements, industry changes, and business needs
- Fill skills gaps
- Support career progression and internal talent mobility
- Increase retention and productivity
- Build a future-ready workforce

Knowledge Management Risk Assessment



Individual Review

- Review the worksheet in your packet.
- Fill in what you can — don't worry about being comprehensive. The goal is to get your wheels turning.



#1: Retirement Risk Snapshot

- What's your process to identify the critical roles vulnerable to retirement?
- What's your level of risk because of these roles?



#2: Knowledge at Risk

- What's your plan to capture the knowledge before it walks out the door?
- What's working when it comes to knowledge transfer?



#3: Knowledge Management Planning

- How are you identifying high-potential talent?
- What internal development strategies are working?
- Have you had success building a culture of internal promotion and upskilling? If so, how?



MiCareerCompass

Explore. Learn. Earn.

An innovative strategy to build your workforce harnessing AI to connect you with a **pipeline of high-potential candidates** whose skills and experience matches your needs.



**FILL CRITICAL ROLES
FASTER**



**EXPAND & DIVERSIFY
YOUR TALENT POOL**



**ALIGN EDUCATION &
TRAINING PROGRAMS**



**SOLVE BARRIERS TO
EMPLOYMENT**



Building an Innovative Solution

Since Launch in March

29

Priority
Occupations

58

Credentialing
Programs

8

Employer
Partners

4

Education
Partners

10

Community
Partners

120+

Jobseekers

34

Coaches



RSVP

Virtual Info Session

May 22nd
9 - 10 AM



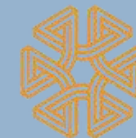
Our model is gaining national recognition



MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**



U.S. Chamber of Commerce
Foundation



**NEW YORK JOBS
CEO COUNCIL**



Manufacturing Talent Alliance

A Partnership Between:

 **TALENTFIRST**

 Michigan Manufacturers Association

ALIGN YOUR TALENT STRATEGY TO YOUR BUSINESS NEEDS

- ✓ Identify critical skills gaps & workforce challenges
- ✓ Align training & education systems with real business needs
- ✓ Build sustainable talent pipelines to secure future growth

PROVEN RESULTS FOR YOUR BUSINESS

- Employer-led Solutions
- Cost Savings
- Data Insights
- Talent Creation
- Targeting Challenges
- Leadership Visibility
- Collaborative Impact
- Measured Success

RSVP

Virtual Info Session
May 13th
- OR -
May 15th



Beyond the Data

Join fellow CEOs in exclusive conversations aligning industry and talent strategy



Vision. Insights. Solutions.

EVENT SCHEDULE

- > June**
 - Retail & Hospitality
 - Healthcare
 - Manufacturing
- > July**
 - Agribusiness
 - Legal Services
 - Finance & Insurance
- > August**
 - Energy & Construction
 - Professional Services

WHAT TO EXPECT



Curated Reports & Live Dialogue

Get early access to detailed reports on industry trends and engage in discussions with regional CEOs to contextualize data and share best practices.



Peer Collaboration & Strategy

Collaborate with fellow executives to address workforce challenges and develop innovative talent solutions.



Insights That Drive Action

Obtain real-time intelligence to guide hiring, retention, and upskilling decisions, supported by thorough analysis and CEO insights.



Vision. Insights. Solutions.



AN EXCLUSIVE, PEER NETWORK FOR HR & TALENT STRATEGY EXECUTIVES



Confirm or update the HR Leader we have on file



Ask your HR leader if they're involved

HR COUNCIL MEETING



Tuesday, June 3rd, 2025
2:00-4:00 PM



Meijer — Walker Campus
Grand Rapids, MI

Striving for Early Literacy Success

Goal: Lead the state in early literacy by increasing reading proficiency 15% by 2027.



STRATEGIES:

- Aligning teacher preparation and professional development to best practices.
- Solving the teacher shortage with "Grow Your Own" programs
- Reducing chronic absenteeism
- Celebrating exemplary schools
- Adopt-A-Library Program

**Thank you
& Enjoy the Reception!**