



COUNCIL MEMBERS

- ROB GEER
COUNCIL CHAIRPERSON
RANDSTAD DIGITAL
- MALI UNGER
COREWELL HEALTH
- BRIAN ANDERSON
AUGUSTO DIGITAL
- STEVE BAAR
NATIONAL NAIL
- RODD LOWELL
GVSU COLLEGE OF COMPUTING
- LISA FRICANO
GORDON FOOD SERVICE
- TARITA JOHNSON
THE RIGHT PLACE
- AMY LEBEDNICK
WEST MICHIGAN WORKS!
- CHARLES ELWOOD
SOLISMATICA
- GARRY VONMYHR
TECH DEFENDERS
- ELIZABETH WILSON
VERVINT
- ROBERT WRIGHT
SPARTANNASH



FUNDERS

- MICHIGAN DEPARTMENT OF LABOR AND ECONOMIC OPPORTUNITY
- WEST MICHIGAN WORKS!
- AUGUSTO DIGITAL
- BIZSTREAM
- COREWELL HEALTH
- GORDON FOOD SERVICE
- GRAND VALLEY STATE UNIVERSITY
- MENTAVI HEALTH
- NATIONAL NAIL
- RANDSTAD DIGITAL
- SPARTANNASH
- TECH DEFENDERS
- VERVINT



2025

COMMUNITY IMPACT REPORT



WEST MICHIGAN
TECH TALENT



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/.



WEST MICHIGAN
TECH TALENT

ABOUT THE COUNCIL

MISSION AND VISION

West Michigan Tech Talent connects local employers, educators, community organizations and workforce experts who are invested in creating a strong tech workforce. By sharing best practices, leveraging resources and collaborating on innovative solutions, we are addressing the tech talent gap.



INDUSTRY IMPACT

West Michigan’s tech sector continues to expand, with growing demand across software development, cybersecurity, data analytics and IT infrastructure. According to The Right Place’s 2022 Tech Strategy Report, the greater Grand Rapids area is aiming to add 20,000 new tech jobs by 2033, growing our tech sector to comprise 10 percent of the regional workforce and positioning itself as a leading Midwest tech hub. West Michigan Tech Talent is working to ensure emerging and existing talent across our region are equipped to meet this demand.

Whether it’s through employer training, youth coding programs, or community-driven events, West Michigan Tech Talent plays a vital role in preparing our region for what’s next in technology and in workforce development.

- Rob Geer, West Michigan Tech Talent Chair

TECH TRENDS

Hosted by Keith Brophy, Tech Trends brings together industry professionals to explore the future of technology, workforce and innovation. This year special guest Dre Wallace assisted Keith in presenting a thought-provoking roadmap on where tech is headed next. From AI-powered self-repair to immersive learning, Keith and Dre discussed how tech is evolving fast. This year’s event also gave back—ticket proceeds raised \$1,400 for STEM Greenhouse, a nonprofit helping underrepresented youth access meaningful STEM education and career pathways.



It was a great event filled with many, many talented people from West Michigan. Inspiring to learn and think about the changes happening now and coming at us faster than ever!

- Rebecca Dutcher, RED66 Marketing

\$1,400
RAISED

45
EMPLOYERS REPRESENTED

165
PROFESSIONALS
ENGAGED



BE THE DIFFERENCE

MICAREERQUEST

At this year's MiCareerQuest, 13 tech employers introduced more than 8,500 students to interactive exhibits featuring careers like software developer, UX designer, information security analyst, podcaster and data engineer. Students also explored how apps are built, how digital tools shape creative work and how tech supports everything from business systems to environmental protection.

My students loved the wide range of hands-on activities available.

Many were excited about the tech and robotics booths. From my perspective, it was great to see the variety of potential careers and have the chance to connect directly with professionals in those fields. This was a fantastic opportunity, and I'm already looking forward to the next one.

- Emily Hildebrant, Baldwin Street Middle School



OUR STRATEGY

GROW • DEVELOP • RECRUIT • RETAIN



GROW

Providing students, families and educators with opportunities to engage with computing and technology careers.



DEVELOP

Helping employers upskill the current workforce to meet our region's talent demands. By connecting employers to training and funding opportunities, we make developing West Michigan's workforce accessible and affordable.



RECRUIT & RETAIN

Building a welcoming tech community through sponsoring and leading local meetups, conferences and events. We connect local employers with organizations that actively recruit top talent from outside areas to West Michigan.



37
CAREERS HIGHLIGHTED

13
EMPLOYERS REPRESENTED

100
VOLUNTEERS



BE THE CHANGE



{Mi}CODE EXPERIENCE

{Mi}Code Experience introduced 1,075 third through fifth grade students to the world of coding through hands-on classroom activities. In partnership with local educators and tech professionals, students explored basic programming skills, problem-solving and real-life applications of computer science. The program helped to show young learners that they too can pursue a future in tech.

« *This is my second year doing {Mi}Code and it is so fun. The kids are still working on getting further and further with their levels during extra independent work time, and students have continued to earn the certificate after the event.*

- Emily Hildebrant,
Reeths Puffer Elementary School



37
CLASSROOMS

1,075
STUDENTS
ENGAGED

28
VOLUNTEERS

TECH TRAILS

Tech Trails is an outdoor networking series that blends community with nature. These guided hikes, hosted at different trails across West Michigan, invite tech professionals to unplug, recharge and engage in casual conversations—with an opportunity for a sponsor to speak to the group. We are thrilled by the number of people who joined our 2024 hikes and is looking forward to growing the series.



« *As someone new to West Michigan and the tech scene, Tech Trails has been an approachable, fun alternative to traditional networking—especially for someone like me who loves the outdoors.*

- Kyra Moore, Ottawa Area ISD

224
PROFESSIONALS
ENGAGED

8
TRAILS


\$371,500
TRAINING
DOLLARS
INVESTED

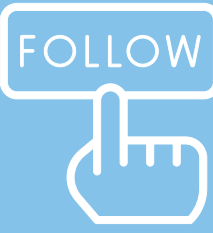

170
PROFESSIONALS
TRAINED


106
ENGAGED
BUSINESSES


140
PROJECT
VOLUNTEERS


10,060
K-12 STUDENTS
EXPLORED
CAREERS


590
EVENT
ATTENDEES


3,360
LINKEDIN AND
NEWSLETTER
FOLLOWERS

