

## Invest in the future of West Michigan



"I can't get 9,000 students into my company, but what I can do is collaborate with my peers, my competition and educators and I can showcase [my industry] in a way that is far beyond anything that I can do as an individual."

- Participating Employer

MiCareerQuest is hosted by West Michigan employers, West Michigan Works! and regional ISDs.

## MiCareerQuest by the numbers

	REGISTERED STUDENTS*	PARTICIPATING EMPLOYERS	EMPLOYER SATISFACTION**	EDUCATOR SATISFACTION***
2024	7,930	111	97%	98%
2025	8,486	89	97%	98%

\* Students from Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa counties.

\*\* Survey Question (employers): Overall, MiCareerQuest met my expectations.

\*\*\* Survey Question (educators): This was a valuable career education activity for my students.

To support MiCareerQuest  
contact Chad Patton at [cpatton@westmiworks.org](mailto:cpatton@westmiworks.org).

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# MiCareerQuest is Employer-Driven



Discover Manufacturing is a collaborative of manufacturers, educators, workforce development, and economic development organizations working together to meet West Michigan's manufacturing talent needs.



The Construction Careers Council is dedicated to creating beneficial retention programs and projects aimed at keeping current talent in the construction industry and promoting the construction industry as a sustainable career pathway for all ages.



The West Michigan Health Careers Council is an employer-led collaborative effort to build a pipeline of health care talent by developing pools of qualified candidates, utilizing proven assessment tools, engaging in training programs, opening access to raining funding streams and more.



West Michigan Tech Talent is a collaborative effort by local employers to expand and enhance the IT workforce by supporting existing local resources.



The Agribusiness Talent Council - West Michigan is an employer-led collaborative that seeks to expand the talent pool by promoting career pathways and opportunities in West Michigan's agribusiness industry.



Explore Hospitality is an industry talent council whose goal is to elevate one of West Michigan's leading employment sectors by developing careers, cultivating talent, and promoting a thriving, dynamic hospitality industry.



"I like that it helped spark new interests in things that I never knew that I was interested in or I never knew existed.

- Participating Student

## Support for MiCareerQuest

There is no cost to individual employers to participate in MiCareerQuest, but each industry is responsible for raising funds. The remaining costs associated with hosting MiCareerQuest are covered by funding from West Michigan Works! and event sponsors who understand the importance of exposing young people to career opportunities in our region.

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