

## OUR STRATEGY



### CAMPAIGN

Implementing initiatives to promote construction careers across all age groups, showcasing opportunities and benefits.



### SUSTAIN

Creating projects focused on the individuals in construction and implementing retention strategies to maintain a skilled workforce.



### TRAIN

Developing programs for skill enhancement of current workers and introductory training for newcomers interested in construction.

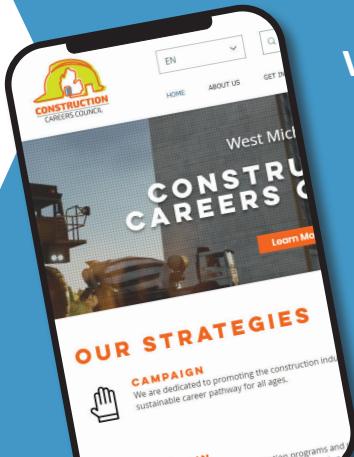
## MAKE AN IMPACT

We have many ways for you to get involved. Last year's impact included:

**8,445** students inspired

**1,264** employees trained

**60** employers engaged



### VISIT OUR WEBSITE:

- Learn more
- Sign up for our newsletter
- Connect with your Industry Council Lead



*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/](http://westmiworks.org/about/).*