Environmental Scanning Report for SLT
West Michigan Region (Kent, Ottawa, and Allegan Counties) Trends
March, 2012

Additional detail regarding these trends can be requested from IRP.

1. Educational Accountability
   a. State Accountability linked to performance Indicators
   b. Governor’s Education Dashboard
   c. Changes in Financial Aid
   d. Gainful Employment
   e. IPEDS changes and NetPrice Calculator

Implications:
   B. Unless reporting systems are automated, the amount of time spent on State and Federal reporting will continue to grow.

2. Demography
   a. Growth for Kent, Ottawa, and Allegan (KOA)
      i. Although the 3-county area will hold greater than 1 million residents by 2021 overall growth rate will slow, then stall by the end of 2021.
      ii. 2002-2011: The 3-county area’s population grew 5% compared to a State decline of (-1%)
      iii. 2012-2021: The 3-county area’s population will grow approximately 2% compared to a State decline of (<1%)
      iv. 2016-2021: The 3-county area’s population will grow less than 1% compared to a Michigan growth rate of (<-1%)

<table>
<thead>
<tr>
<th>County</th>
<th>Percent Growth 2002-2011</th>
<th>Percent Growth 2012-2021</th>
<th>Percent Growth 2016-2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kent</td>
<td>4%</td>
<td>2%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Ottawa</td>
<td>8%</td>
<td>3%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Allegan</td>
<td>4%</td>
<td>2%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Combined</td>
<td>5%</td>
<td>2%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

b. Aging population (KOA)
   i. In 2002 10% of the population was 60 or older
   ii. In 2012 18% of the population will be 60 or older
   iii. In 2021 23% of the population will be 60 or older
c. Shrinking 0-24 year old population (KOA)
   i. In 2002 40% of the population was less than 25
   ii. In 2012 37% of the population was less than 25
   iii. In 2021 34% of the population will be less than 25
   iv. A net loss of 15,210 residents in this age range will occur between 2010 and 2020

d. Population Growth between 2012 and 2021 will occur among residents of White Hispanic ethnicity and those of two or more races.
   i. This includes youth of White Hispanic Ethnicity and those residents with two or more races.
   ii. The only significant positive growth of those residents less than 25 will be in the above two categories.

Implications:

A. Enrollment of those students 18-24 will continue to decline.
B. Attracting older students for transfer, training and retraining will be necessary to maintain or increase enrollment.
C. These demographic conditions could change if there is a change in immigration policy which allows more highly skilled immigrants into the State or by a positive migration into Michigan from other States.

3. Occupational Forecast (KOA)
      i. 10 out of 23 Occupational Sectors lost jobs, including:
         1. Architecture and engineering (-11.9%)
         2. Farming, fishing, and forestry occupations (-13.3%)
         3. Construction and extraction occupations (-13.4%)
         4. Production occupations (-19.9%)
      ii. Production Occupation in the Service Area declined by 16,788.
      iii. The net loss of jobs in the Service Area was 7,270 or (-1.2%).
      iv. Healthcare practitioners and technical occupations and Healthcare support occupations were the only two occupational sectors showing significant growth (24% and 31% respectively).
      v. 9 out of 23 occupational sectors during the same period had significant annual job openings (>1,000) due mostly to replacement.
      vi. Topping the list of job opening were:
          1. Sales and related occupations (2,907)
          2. Production occupations (2,398)
          3. Office and administrative support occupations (2,226)
      vii. Many of these jobs were left unfilled because qualified candidates could not be found to take these jobs.

b. Forecast: Growth and Replacement 2010-2020
i. Over the next 8 years all area occupational sectors will see growth except for military jobs.

ii. High growth occupations (>20%) include:
   1. Healthcare practitioners and technical occupations
   2. Healthcare support occupations
   3. Business and financial operations occupations
   4. Arts, design, entertainment, sports, and media occupations
   5. Legal occupations

iii. Most available jobs will exist because of the need to fill vacancies due to an increasing number of baby boomer retirements.
   1. 9 out of 23 occupational sectors during the same period will have significant annual job openings (>1,000) due mostly to replacement.
   2. As in the past job openings will be most plentiful in:
      a. Sales and related occupations (2,779)
      b. Office and administrative support occupations (2,437)
      c. Production occupations (2,206)

Implications:
The above forecast and noted economists and educators firmly believe that manufacturing will remain the source of many jobs in the near future.

Challenges:
1. Public perception strongly holds that manufacturing is a dying industry.
2. Manufacturing jobs lost in the last decade do not have the same skill set as do the jobs needed in the next decade.
3. Further research and continued conversation with regional manufacturers needs to occur in order to fill the area’s “skills gap”.
4. Due to a decline in the 18-24 y.o. population innovative ways to train and retrain existing workers as well as those not currently in the workforce are needed.
5. Growth in health care occupations should be examined cautiously and that growth in terms of GRCC programs could be disrupted by:
   a. Extreme regional competition for training
   b. Disruptive technologies such as “lab on a chip” and robotic health care assistants (>10 years out).

4. Other Trends:
   a. Entrepreneurship and Innovation continue to receive community attention.
   b. Design theory spurs innovation and idea creation
   c. Rapid Prototyping and 3-D printing
   d. Experiential Learning/Service Learning experiences are emerging as valid and effective educational pedagogy.
   e. The impact of Technology on Education
f. Digital Textbooks (IPAD announcement)
g. Mobile Computing and phone applications speed toward mass adoption.
h. Cloud Computing
i. Increased use of on-line learning (MIT offers degrees on-line)
j. Alternative Energy Issues
k. Negative push back on wind energy
l. Closing of solar photovoltaic manufacturer
m. Green skills emerge as necessary, Green jobs not so much
n. Emerging Battery and Composite industries
o. Micro-Mechanical Electronic Systems (MEMS) become more prevalent.
p. Robot in every shape and size are poised to proliferate into the mainstream