

Purpose:

What does our community need to attract and retain employees in all employment sectors?

How will the needs change from today to 2050 and beyond?

Help us plan for Novi's workforce today, 10, and 25 years into the future. Consider all aspects that make Novi a great community to live.

Instructions:

1. **Download** the Labor Profile Activity (three (3) sheets including this instruction sheet).
2. **Print** out the materials for discussion or **type your responses** directly into page three of this document.
3. **Review** the labor profiles on the following page, which are representative stories to portray the general trends and characteristics of several employment sectors.
4. **Discuss** as a group what each employee will need today and into the future.
5. **Record** your ideas on the last sheet in one of two ways, whichever is most convenient:
 - *if printed* - use a pen in the white boxes provided, or
 - *if digital* - use the text/comment tools in Adobe Acrobat (or similar digital editing PDF program)
6. **Submit** your great ideas, along with your group's sign-in sheet, in one of two ways:
 - *if printed* - drop-off your worksheets to Novi City Hall, ATTN: Danielle Mahoney, or
 - *if digital* - email or take pictures of your materials to: Shockey Consulting Project Manager Grant Mayfield, grantm@shockeyconsulting.com
7. **Share** a picture of your group via email or by posting on social media with [#Novi2050](#) and encourage others to engage too!
8. **Thank you** for helping us move forward together!!!



Meet Edward:

Edward is a senior at Novi High School and lives at home with his family. Edward works at Walmart part time to save money for college next year as a first-generation college student. As college expenses have continued to rise, Edward is considering community college or a trade school but wants to ensure he can make a good living.



Gender: Male
Age: 17
Race / Ethnicity: Hispanic / Latinx
Residence: Novi, MI
Education Attainment: In High School
Occupation: Cashier
Employment Sector: Retail
Employer: Walmart
Location: Novi, MI
Employment Status: Part-Time
Hourly Wage: \$11
Commute: 1 mile (3 minutes, car), 5 minutes, bike; 20 minutes, walk

Meet Lauren:

Lauren drives into Detroit to work as a Pediatric Nurse at Children's Hospital of Michigan. Her spouse is a software engineer who works remotely, and they do not have children. They decided to live in Novi because of the single-family home options and to enjoy the parks with their dog, Biscuit. On the weekends they drive into Detroit for entertainment.



Gender: Female
Age: 33
Race / Ethnicity: White
Residence: Novi, MI
Education Attainment: Bachelor's Degree
Occupation: Pediatric Registered Nurse
Employment Sector: Healthcare
Employer: Children's Hospital of Michigan
Location: Detroit, MI
Employment Status: Full-Time
Annual Wage: \$126,000
Commute: 31 miles (40 minutes), one-way by car

Meet Mary:

Mary and her husband moved to Novi a couple of years ago from Minnesota due to her husband's job transfer. They have two children attending Novi High School and have another child in college back at Michigan State University. In a few years they will be empty nesters and looking to downsize and are deciding where to land.



Gender: Female
Age: 48
Race / Ethnicity: Asian
Residence: Novi, MI
Education Attainment: Associates Degree
Occupation: Personal Trainer
Employment Sector: Arts, Entertainment, Recreation
Employer: Life Time Fitness
Location: Novi, MI
Employment Status: Full-Time
Annual Wage: \$55,000
Commute: 6 miles (13 minutes), one-way by car

Meet John:

John and his wife, Linda, have lived in Livonia for over 15 years and have benefited from having Linda's parents nearby to help with childcare. John makes a brief commute to work in sales at Harman while his wife commutes to Henry Ford West Bloomfield Hospital as a Physician's Assistant.



Gender: Male
Age: 41
Race / Ethnicity: White
Residence: Livonia, MI
Education Attainment: Bachelor's Degree
Occupation: Sales
Employment Sector: Wholesale Trade
Employer: Ellisville Chrysler Dodge
Location: Novi, MO
Employment Status: Full-Time
Annual Wage: \$85,800
Commute: 15 miles (25 minutes), one-way by car

Meet Judy:

Judy has been an elementary school teacher in Novi for 30 years. She loves the school and staff but will be retiring soon and is not sure she will be able to afford to stay in her home. She would like to still be close to her new grandchildren that live in Novi and be able to enjoy fun activities with them.



Gender: Female
Age: 60
Race / Ethnicity: White
Residence: Farmington, MI
Education Attainment: Bachelor's Degree
Occupation: 3rd Grade Teacher
Employment Sector: Education
Employer: Novi Woods Elementary
Location: Novi, MI
Employment Status: Full-Time
Annual Wage: \$57,500
Commute: 7.5 miles (20 minutes), one-way by car

Meet Robert:

Robert has a graduate degree in engineering and enjoys the ability to work from home often. Robert grew up in Novi and returned to his home town after graduating college to start a family. His children are currently in college and his wife enjoys volunteering at their local community church.



Gender: Male
Age: 54
Race / Ethnicity: White
Residence: Novi, MI
Education Attainment: Graduate Degree
Occupation: Vehicle Manufacturing Manager
Employment Sector: Manufacturing
Employer: Yanfeng
Location: Novi, MI
Employment Status: Full-Time
Annual Wage: \$145,000
Commute: 8 miles (15-20 minutes), one-way by car

What are the future needs of these employees?



Cashier
Retail

Name:
Edward

Age:
17

In 2026 (age 16):

In 2040 (age 30):

In 2050 (age 40):



Realtor
Real Estate

Name:
Judy

Age:
60

In 2026 (age 60):

In 2040 (age 74):

In 2050 (age 84):



Sales
Wholesale

Name:
John

Age:
41

In 2026 (age 41):

In 2040 (age 55):

In 2050 (age 65):



Manager
Manufacturing

Name:
Robert

Age:
54

In 2026 (age 54):

In 2040 (age 68):

In 2050 (age 78):



Personal Trainer
Arts, Entertainment, Recreation

Name:
Mary

Age:
48

In 2026 (age 48):

In 2040 (age 62):

In 2050 (age 72):



Nurse
Healthcare

Name:
Lauren

Age:
33

In 2026 (age 33):

In 2040 (age 47):

In 2050 (age 57):