

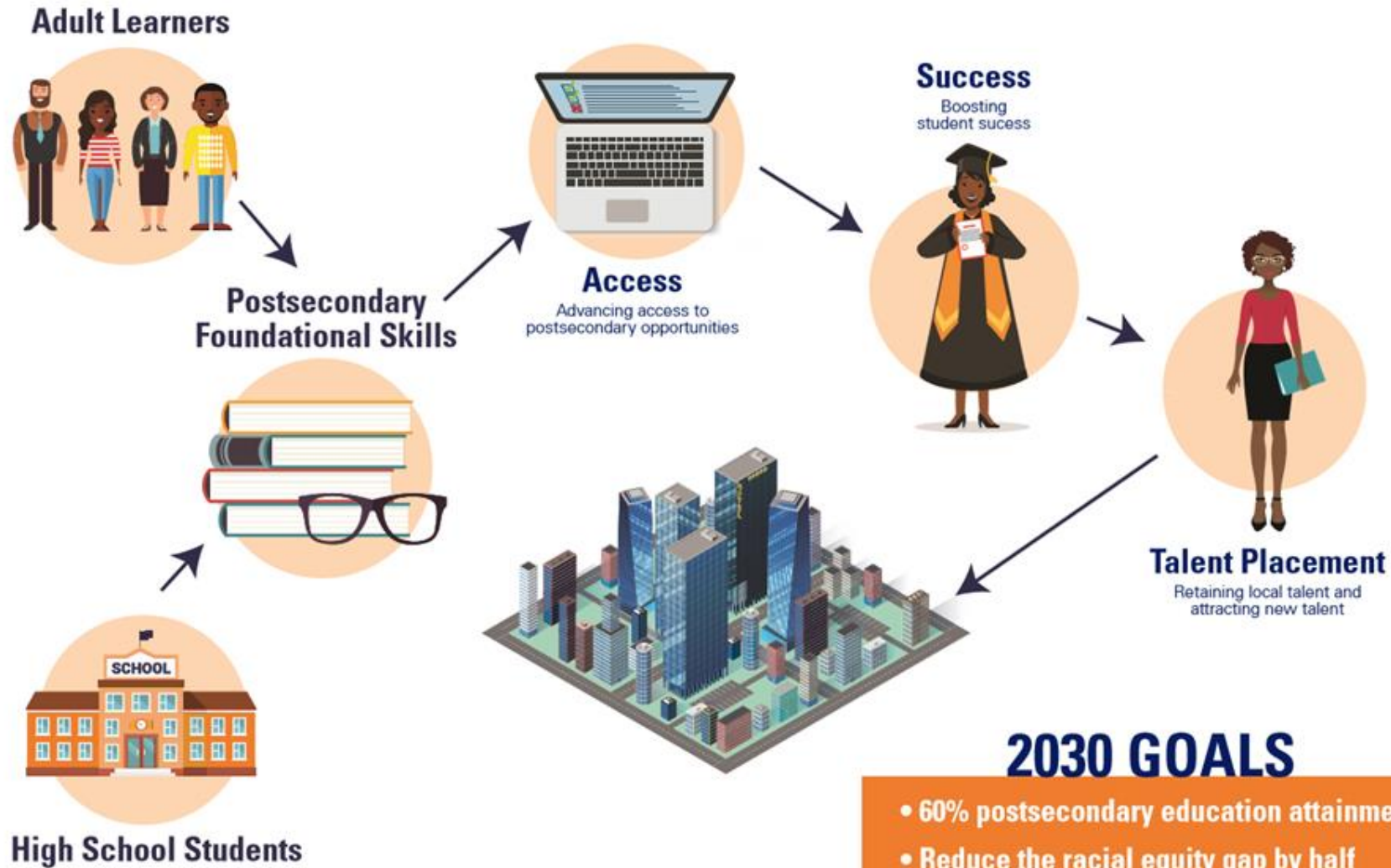


Keep Talent Here!

Why, how & how to move forward together

Sarah Craft
Detroit Regional Chamber

The Detroit Regional Chamber's Talent & Economic Development Strategy



**Why do you need a talent
retention & attraction
strategy?**

We don't have enough talent (obvi)



Percent of college graduates who left Michigan within a year:

- 49% in 2008
- 37% in 2012
- 36% in 2017

**How do you build a really
good talent retention &
attraction strategy?**

1. Explore baseline research

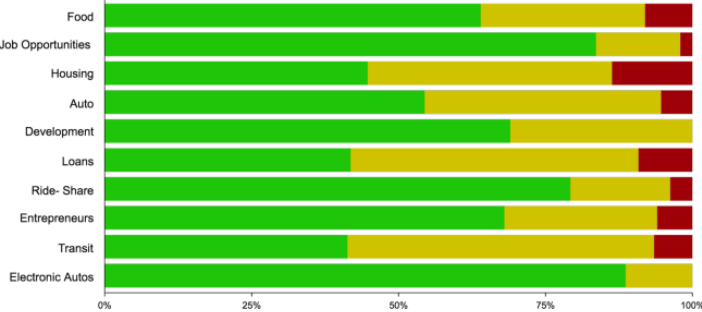


Cool research you'll like



Knight Soul of the Community 2010

Why People Love Where They Live and Why It Matters: A National Perspective



Cities and Prosperity

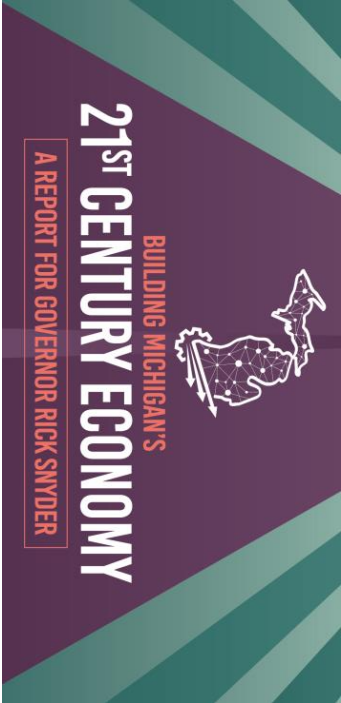
Joe Cortright

Michigan's Recent Graduates: Mobility and Jobs

Executive Summary, May 2013

Deloitte.

Big demands and high expectations
The Deloitte Millennial Survey



Talent platforms across the globe we like (aspects of)



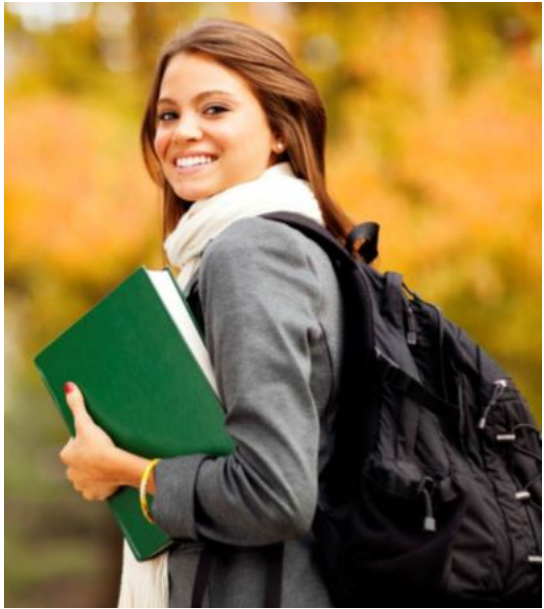
2. Talk to people already doing this work



3. Clarify your target audience



Our primary audiences



4. Create a vision & goals



Achieve 60% postsecondary attainment by 2030



- Improve Michigan college graduate retention rate
- Help talent deeply connect to Detroit and Southeast Michigan
- Cultivate an innovative, engaged and culture-focused business community

5. Build a working group



Our working group had nearly 100 members



Collaborators from across the region including:

- County economic development representatives
- Young professional associations
- HR and recruiting professionals
- Local businesses
- Nonprofits
- Higher education
- TALENT!

6. Talk to your target audience. A lot.



Using our collaborators to talk to talent



7. Map out what you learned in your research



Problems we heard	Potential solutions	Let's Detroit
<p>"I came from out of state and had never visited Detroit before. I didn't think there was anything here except car companies and extreme poverty."</p>	<p>Help improve perceptions of Detroit and our region.</p>	<p>Creative, optimistic and colorful branding</p>
<p>"If I could have just talked to someone for five minutes about the region to get authentic information about the region, I would have had a much better experience."</p>	<p>Create a tool to allow people to get authentic, real time advice and recommendations.</p>	<p>Text a Detroiter</p>
<p>"There weren't great resources for knowing which areas or neighborhoods were best to live in before I got here and explored for myself."</p>	<p>Help showcase diversity of regional communities and help people find a community they'll love if they're not from the region.</p>	<p>Find Your Place</p>
<p>"It feels like my career options outside of auto are limited and I anticipate needing to leave the region because of it."</p>	<p>Showcase the diversity of industries across the region and help people find networks that can lead to professional growth and jobs.</p>	<p>Grow Your Network</p>
<p>"It's hard to get into the community and make friends. Everything feels very underground and disjointed."</p>	<p>Improve access to events and groups and make it easier to access cool things to do in a variety of interest areas.</p>	<p>Explore and Enjoy</p>
<p>"This area attracts people interested in social impact and justice, but I didn't know how to get connected to the community until after several years."</p>	<p>Make it easier for people to learn about political issues, volunteer opportunities and community events.</p>	<p>Make an Impact</p>

8. Create and use a feedback loop





Detroit is
community
focused.

Detroit is the place to live,
work, play, & connect.

Detroit
THE PLACE TO BE.



#DETROITISHOME



Hey Detroit!

Find your place Land your dream job Explore & enjoy Make an impact

Join the conversation: f t i

FUN FACT

There are 416 lakes in southeast Michigan

"I love my job in the design industry!"

- Megan Hart

Need more information? Ask a neighbor!

HOME > LAND YOUR DREAM JOB

THE IMPORTANCE OF GETTING CONNECTED

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Design	Music	Advertising	Finance
Health & Wellness	Engineering	Manufacturing	Non-profit

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<p>Arlene Dickinson SAFETY ENGINEERING AT FORD MOTOR COMPANY CONNECT ></p>	<p>Mandy Stobo ENVIRONMENTAL ENGINEER AT LVI ASSOCIATES CONNECT ></p>	<p>Bob Ross CIVIL ENGINEER AT THE CITY OF DETROIT CONNECT ></p>	<p>Arlene Dickinson GEOTECHNICAL ENGINEER AT INTERTEK CONNECT ></p>
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FIND YOUR DREAM JOB

Find some (but not all!) of the amazing job opportunities in the Detroit area.

SEARCH >

Hey Detroit!

Find your place Land your dream job Explore & enjoy Make an impact

Join the conversation: f t i

FUN FACT

There are 400 registered block clubs in Detroit

"I love living in Ferndale so much, because it is very cool!"

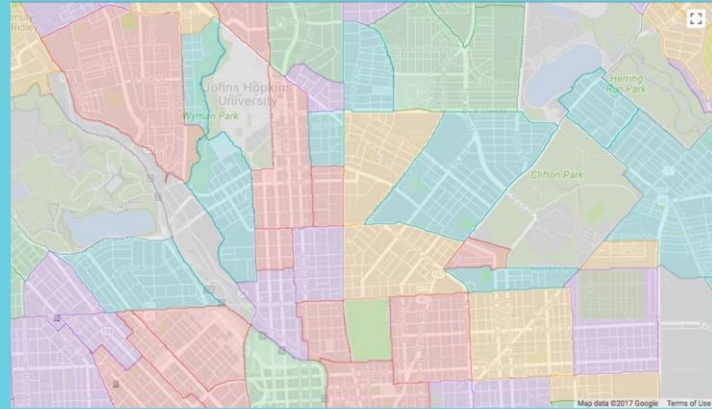
- Michael Parker

Need more information? Ask a neighbor!

HOME > FIND YOUR PLACE

WHAT CITY EXPERIENCE ARE YOU INTERESTED IN?

<p>City of Detroit</p>	<p>Walkable neighborhood</p>	<p>Close suburban</p>	<p>Urban waterfront</p>
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SHARE YOUR FAVES

Want your favorite spots on the map?

[SUBMIT YOUR OWN >](#)

9. Build and pilot



10. Launch with a party and keep moving forward





11. Develop a strategy for long-term, collaborative and iterative implementation



Recommendations as you're getting started

- Don't recreate the wheel
- Listen really well
- Keep things moving
- Everything is iterative
- It's really hard work
- And a lot of fun
- Don't bite off more than you can chew (like we did)
- Don't trust this presentation too much

**How can we move forward
together?**