Keep Talent Here!

Why, how & how to move forward together

Sarah Craft
Detroit Regional Chamber
The Detroit Regional Chamber’s Talent & Economic Development Strategy

2030 GOALS
- 60% postsecondary education attainment
- Reduce the racial equity gap by half
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

Deloitte.

Big demands and high expectations
The Deloitte Millennial Survey

THE RISE OF INNOVATION DISTRICTS:

Michigan’s Recent Graduates: Mobility and Jobs

Executive Summary, May 2013
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
<table>
<thead>
<tr>
<th>Problems we heard</th>
<th>Potential solutions</th>
<th>Let’s Detroit</th>
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<tbody>
<tr>
<td>“I came from out of state and had never visited Detroit before. I didn't think</td>
<td>Help improve perceptions of Detroit and our region.</td>
<td>Creative, optimistic and colorful branding</td>
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<td>there was anything here except car companies and extreme poverty.”</td>
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<td>“If I could have just talked to someone for five minutes about the region to</td>
<td>Create a tool to allow people to get authentic, real time advice and recommendations.</td>
<td>Text a Detroiter</td>
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<td>get authentic information about the region, I would have had a much better</td>
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<td>experience.”</td>
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<td>“There weren’t great resources for knowing which areas or neighborhoods were</td>
<td>Help showcase diversity of regional communities and help people find a community</td>
<td>Find Your Place</td>
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<td>best to live in before I got here and explored for myself.”</td>
<td>they’ll love if they’re not from the region.</td>
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<td>“It feels like my career options outside of auto are limited and I anticipate</td>
<td>Showcase the diversity of industries across the region and help people find networks</td>
<td>Grow Your Network</td>
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<td>needing to leave the region because of it.”</td>
<td>that can lead to professional growth and jobs.</td>
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<td>“It’s hard to get into the community and make friends. Everything feels very</td>
<td>Improve access to events and groups and make it easier to access cool things to do</td>
<td>Explore and Enjoy</td>
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<td>underground and disjointed.”</td>
<td>in a variety of interest areas.</td>
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<td>“This area attracts people interested in social impact and justice, but I</td>
<td>Make it easier for people to learn about political issues, volunteer opportunities</td>
<td>Make an Impact</td>
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<td>didn’t know how to get connected to the community until after several years.”</td>
<td>and community events.</td>
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8. Create and use a feedback loop
Detroit is the place to live, work, play, & connect.
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?