

Jobs, Talent, and People Recommendations

Recommendation Topic: Talent Attraction and Retention

Recommendation: Develop a robust talent retention and attraction program including novel incentives, workforce development program expansion, community placemaking investments that support shared cultural experiences, and targeted marketing.

Description:

1. Offer targeted incentives to retain and attract young talent.

Specific strategies may include:

- a. Provide first-time homebuyer, relocation, and alternative underwriting incentives to encourage new graduates or members of the workforce to stay in Michigan and new workers to migrate to Michigan.
- b. Pilot a reverse scholarship program, providing financial reimbursement to retain Michigan post-secondary grads and attract talent, also exploring how refinements to the Michigan Reconnect program could help grow the talent pipeline.

2. Expand programs and resources to ensure all Michiganders have the skills and opportunities to participate in the workforce.

Specific strategies may include:

- a. Establish a workforce activation fund that provides flexibility to offer training and support services based on critical employer and workforce needs.
- b. Improve coordination of resource delivery to veterans, including mental and physical health services, training, and job placement.
- c. Expand opportunities for formerly incarcerated residents to obtain job skills training and other services to support reentry and fill workforce gaps until they are Clean Slate eligible.
- d. Support workers who are negatively affected by the electric vehicle transition, including retraining and education programs, temporary insurance coverage, counseling, and short-

term wage replacement if workers lose their incomes before finding a new job or being eligible for full retirement benefits.

3. Support regional marketing efforts to maximize the unique opportunities regions offer in growing Michigan's talent pool, including supporting placemaking efforts and messaging that will contribute to attracting and retaining talent.

Specific strategies may include:

- a. Amplify regional marketing under the Pure Michigan program that demonstrates a region's commitment to diversity, equity, and inclusion and connects its unique natural, historical, and place-based community assets to messaging aimed at attracting talent.
- b. Expand support for arts and culture programs and initiatives and build on existing MiPlace and regional placemaking programs to support the growth of vibrant, diverse, and resilient communities that contribute to a sense of inclusion and belonging.

Rationale:

Michigan ranks seventh nationally for its percentage of college and university graduates who stay in the state. The greater Detroit metro area has the highest retention rate for two- and four-year college grads of any metro area in the country. However, the state lags significantly in attracting college grads from other states. Just three percent of Michigan's college-educated adults moved from other states annually in recent years (Source: Michigan's Great Inflection: A Strategy for the Age of Technology and Talent, May 2023, Richard Florida and the Creative Class).

Michigan's outmigration of talent critical to our economic future continues to be an issue, too. For example, just one-quarter of University of Michigan's computer-related majors are working in the state five years after graduation. In 2022, the state ranked 19th in wages for computer programmers.

Recent polling conducted by the Detroit Regional Chamber in partnership with Business Leaders for Michigan indicates that jobs with competitive salaries and welcoming places are major factors in the decision on where to locate amongst Michigan adults 18-29 years of age. College-educated adults are most likely to leave the state according to the poll, and 64% can see themselves returning to Michigan in 10 years. Michigan has an opportunity with its natural amenities and beauty, its commitment to policies that create a welcoming environment, its abundance of higher learning institutions, and its opportunity to market "a better way of living" to take the lead nationally in talent attraction and retention.