

Jobs, Talent, and People: Quality of Life and Attractiveness Draft Recommendations

The Growing Michigan Together Council (GMTC) was established by Gov. Gretchen Whitmer as an effort to address the state's stagnating population. The GMTC has four workgroups charged with crafting recommendations that address four key areas relevant to population growth: Jobs, Talent, and People; Infrastructure and Places; Higher Education; and Pre-K–12 Education. Workgroups will craft and propose recommendations for full council approval. Recommendations should help make Michigan more prosperous and increase the state's population by 2050.

Michigan had the weakest population growth of all U.S. states between 2000 and 2020. For more than five decades, our stagnant population has lost the state several seats within the United States House of Representatives and will continue to diminish our influence over time if our population does not grow. If Michigan's population growth is not addressed, the state will begin to lose population, resulting in lower tax revenue and a lower quality of life for Michigan residents. The Jobs, Talent, and People workgroup is tasked with crafting recommendations that address workforce shortages. Addressing Michigan's attractiveness will strengthen Michigan's perceptions of our state and promote a more positive image of the state to all potential residents. By highlighting and strengthening our quality of life we will have a younger and more skilled population. Preliminary recommendations were gathered from the survey distributed to workgroup members and refined below.

Strengthen and Build Community Partnerships

- Develop an integrated community college system
- Strengthen university relationships with community members
- Craft priorities that address issues in various sectors (transportation, child care, universal basic income, etc.)

Develop Inclusive Community Practices

- Highlight worker and community protections afforded by Michigan Law
- Provide driver's license access for immigrant communities
- Create multilingual signs in state parks and other public areas to promote inclusivity
- Determine why immigrants are moving to Michigan and increase initiatives to attract them
- Address structural and systemic barriers for minority communities that limit their potential

- Examine and implement immigration attraction strategies from other communities that promote population growth
- Invest in community building organizations that grow opportunities in diverse communities
- Include diverse populations in economic development opportunities

Strengthen and Elevate Our Quality of Life

- Provide higher wages to early childhood education professionals
- Leverage 2- or 4-year degrees to connect residents with stable housing
- Identify and target developing careers that relate to the lifestyles people would be interested in moving to Michigan for based on previous migration trends
- Develop apprenticeship programs that promote medical occupation growth
- Diversify our state's industries while developing centers of concentrated growth
- Provide incentives for graduates to relocate to Michigan
- Eliminate out of state tuition to attract more

Promote a Positive Image of Michigan

- Increase investment/promotion of existing strong programs that highlight or recreational activities
- Develop strategies to strategically promote and capitalize on Michigan's environmental resources as points of attraction and economic development