



**DETROIT**  
**DRIVES**  
**DEGREES**

A decorative graphic consisting of two wavy, horizontal lines. The top line is dark blue and the bottom line is a lighter green, both curving across the width of the page.

# **Why Business Should Invest in Talent**



**DETROIT**  
**DRIVES**  
**DEGREES**

# **Sandy Baruah**

President & Chief Executive Officer

Detroit Regional Chamber

# Imperative to Societal Success: Meeting Existing and Future Talent Demand





# Postsecondary Credential

- Four-year university degree
- Two-year associate degree
- High value certificate or credential

# Moving Toward a Knowledge Economy

TODAY



**44%**

of Michigan residents have a postsecondary credential

TODAY



**56%**

of Massachusetts residents have a postsecondary credential

WHERE WE NEED TO BE



**65%**

of all U.S. jobs will require a postsecondary credential by 2020

# Talent Supply and Demand Gap



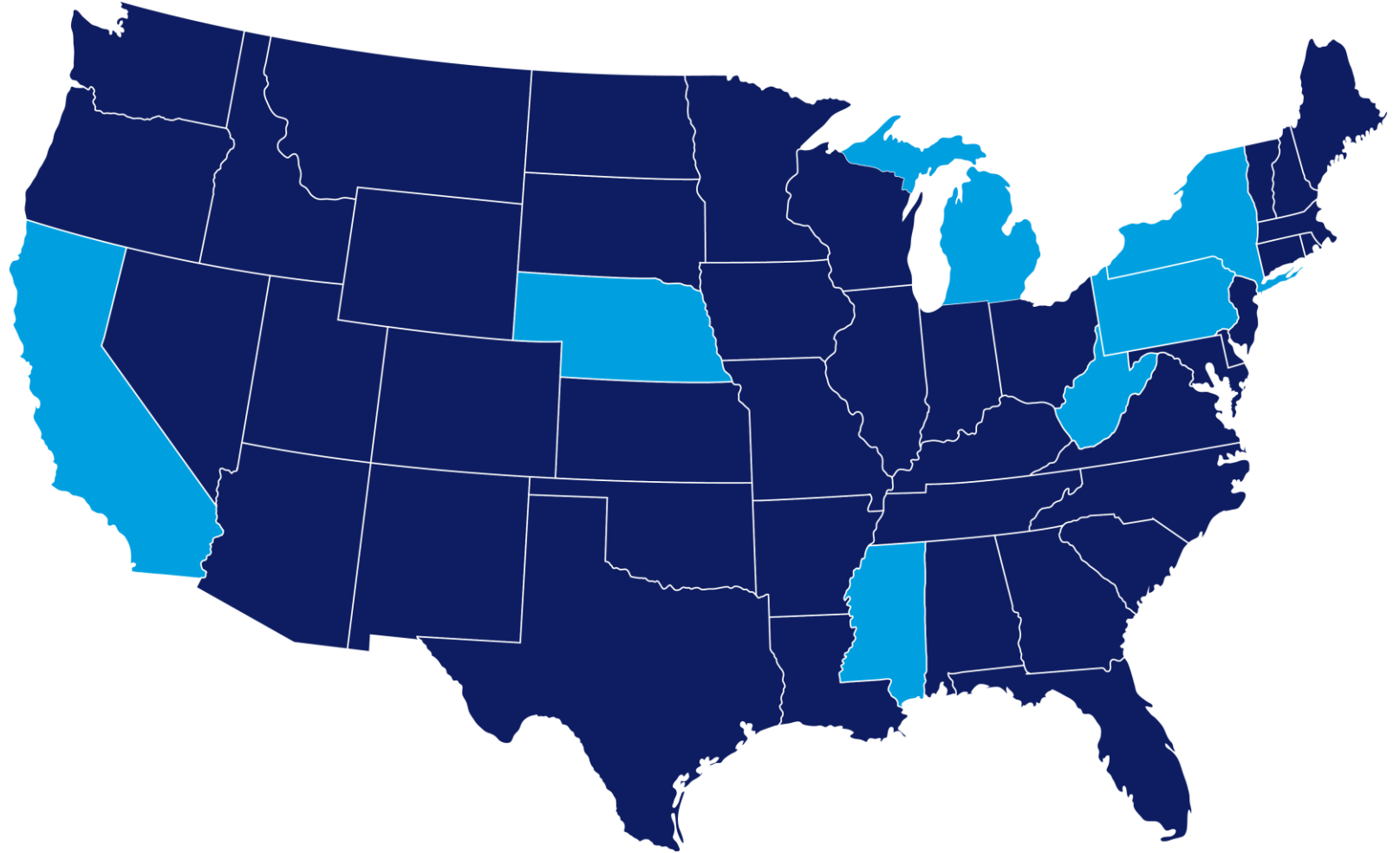
**188,000**

open jobs in September in  
the Detroit region

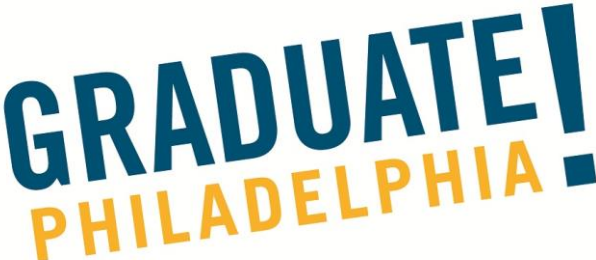
The Detroit MSA is **15<sup>th</sup>**  
in the nation for job postings

# Michigan Can't Be Left Behind

Michigan is  
**one of only  
seven states**  
that do not have a  
state-led goal to  
increase education  
attainment



# States Are Creating Best-in-Class Strategies to Upskill Adult Workers





**Launched in June 2018**



# **MARSHALL PLAN FOR TALENT**

**INVEST • DEVELOP • ATTRACT**

# Out-of-Pocket Cost to Attend College in Michigan

2000  
**41%**

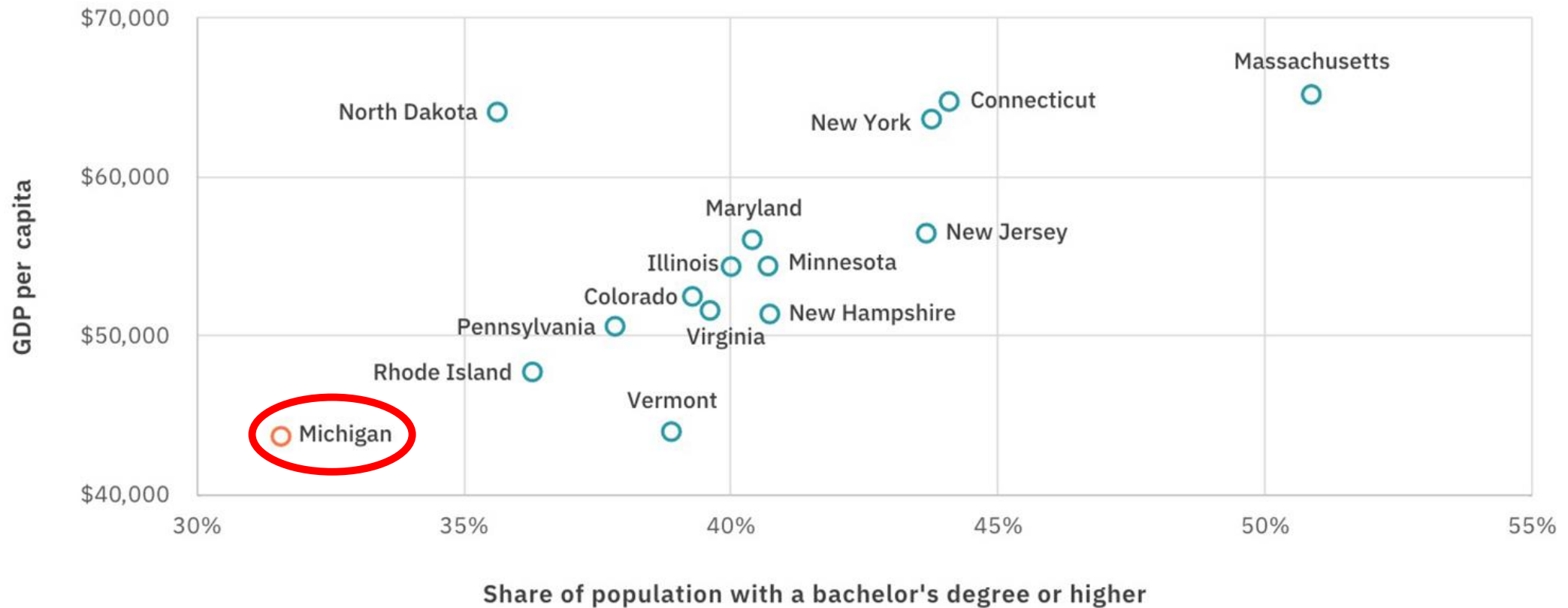
2017  
**70%**

of the total cost to attend college in Michigan is levied on students and families

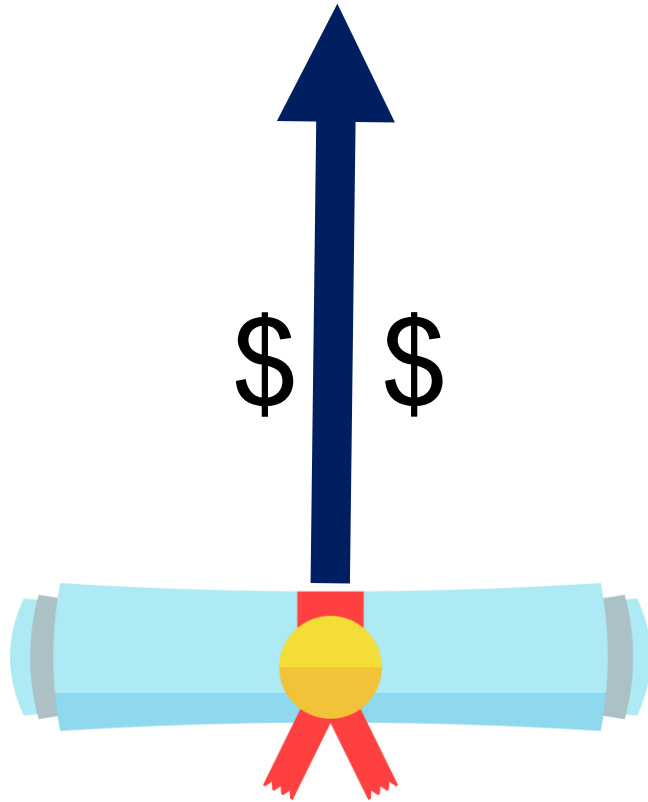


Michigan ranks **sixth highest** in the nation for student share of college tuition

# Top 15 States by Higher Education Attainment and GDP Per Capita

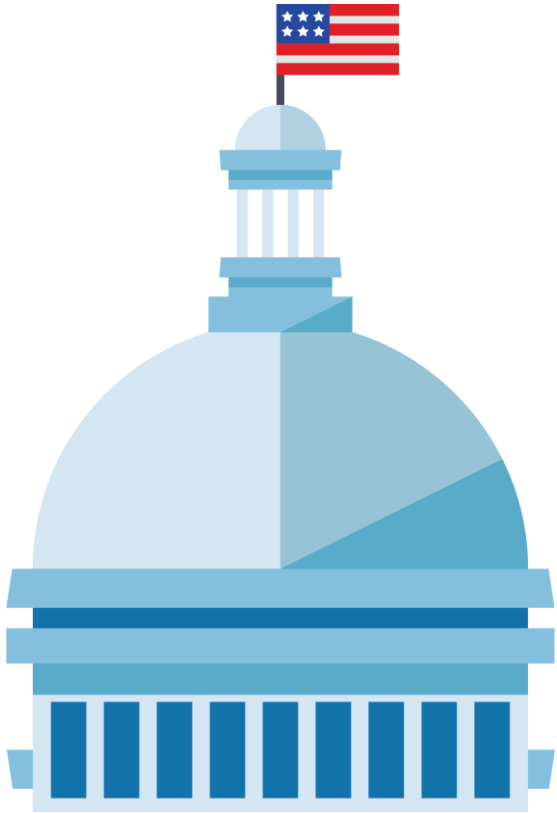


# Why This Matters to...Everybody



Odds are **five times** greater for the poorest Detroit residents to rise from poverty with a postsecondary education

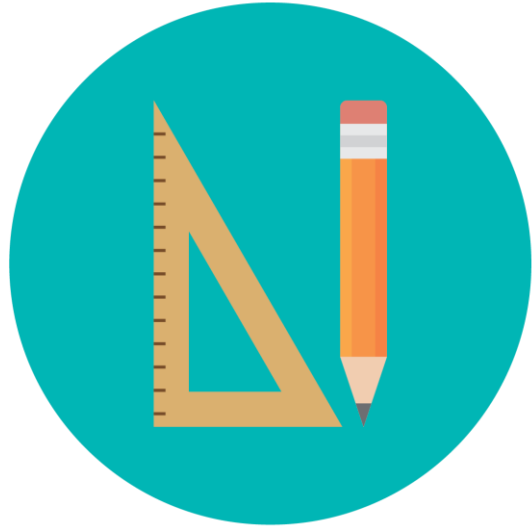
# What the Chamber Is Doing: Policy Agenda



## Connect adult workers with postsecondary credentials in high-demand fields

1. Educate lawmakers on expanding state and federal aid for adults
2. Work with business community to incentivize investment in employee assistance

# What the Chamber Is Doing: Talent Agenda



By 2030, **60%**  
postsecondary  
education attainment



Add **570,000**  
postsecondary credentials



**Reduce** the racial  
equity gap by half



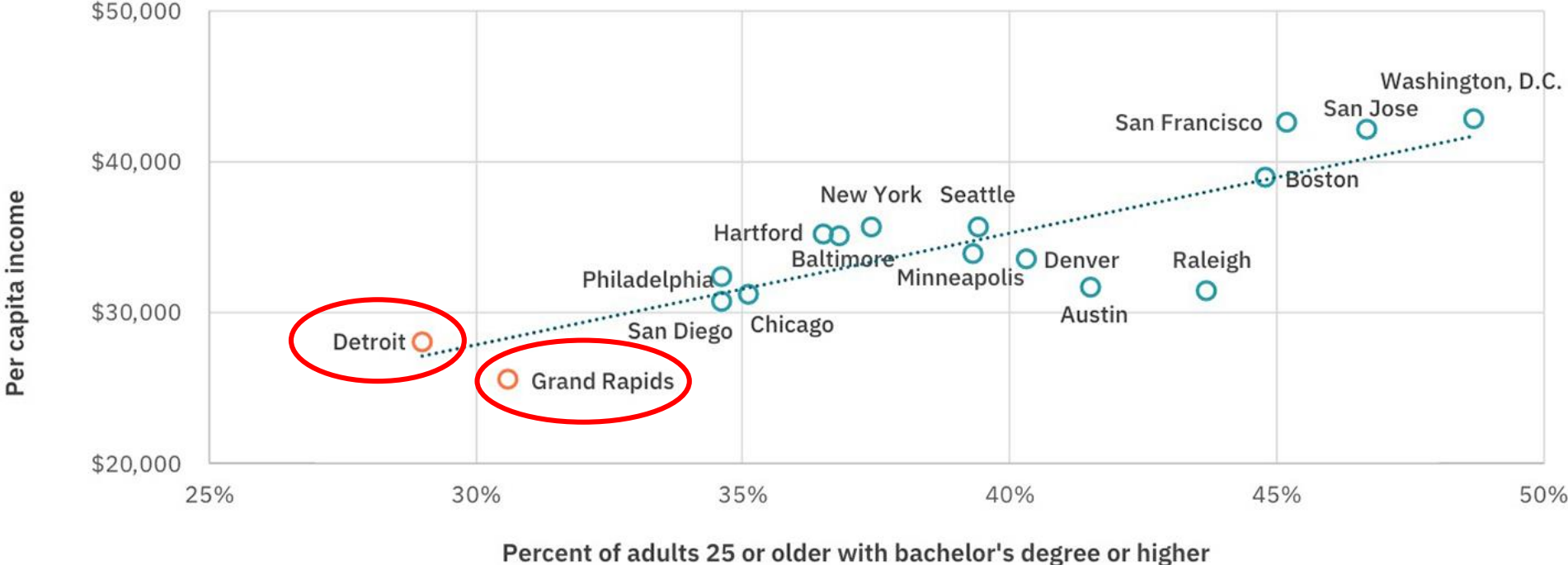
**DETROIT**  
**DRIVES**  
**DEGREES**

# **Richard Rassel**

Chairman, Butzel Long

Co-Chair, Detroit Drives Degrees Leadership Council

# Higher Education Drives Community Prosperity



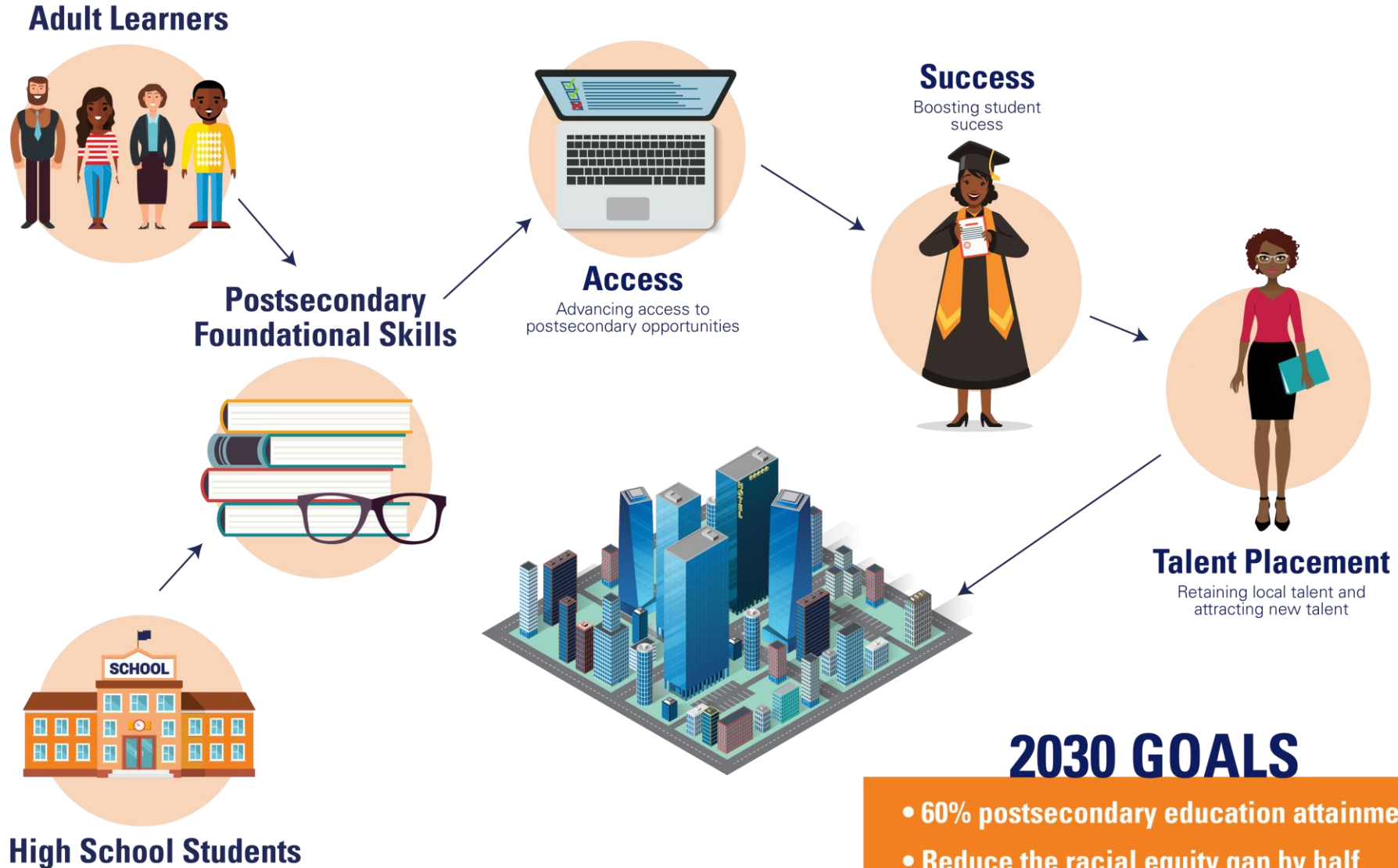
Notes: Data for this chart are drawn from the American Community Survey (educational attainment) and from the Bureau of Economic Analysis (per capita income). The four-year college attainment rate is a proxy for the overall skill level of the population.

City Observatory. Talent & Prosperity: Education and Income. <http://cityobservatory.org/talent-and-prosperity/>

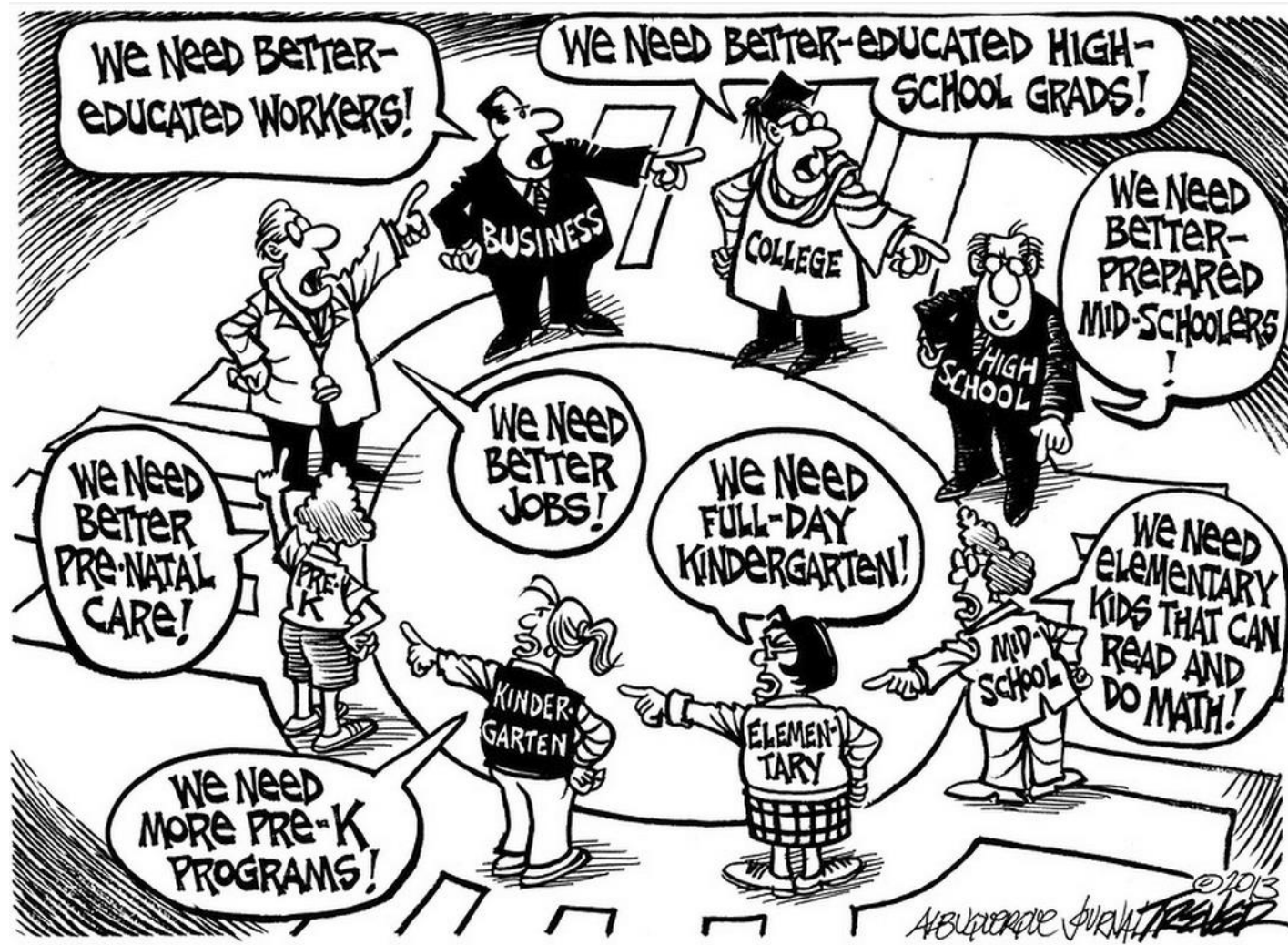




# Mobilize Collective Impact to Close Talent Gap



# Rise Above Finger-Pointing to Collaborate



# Why Business Is Most Significant Player in Postsecondary Training



Employer-based training constitutes **63%** of postsecondary spending



**59%** of employers offer a formal tuition assistance program but only **8%** measure their return

# Chamber's Commitment to Talent Agenda



## Postsecondary Access

- Detroit Promise Scholarship
- Race to the FAFSA Line



## Postsecondary Success

- Campus coaches at community colleges



## Talent Retention and Attraction

- “Let’s Detroit” platform



## Upskilling Existing Workforce

- Talent Hub initiative to re-engage adults with “some college, no degree”

# Detroit Talent Compact

*Data-driven strategy to improve outcomes at each stage of talent pipeline*



## Postsecondary Access

- Average ACT score
- High school graduation rate



## Postsecondary Success

- Graduation rates for university students
- Graduation rates for community college students



## Talent Retention and Attraction

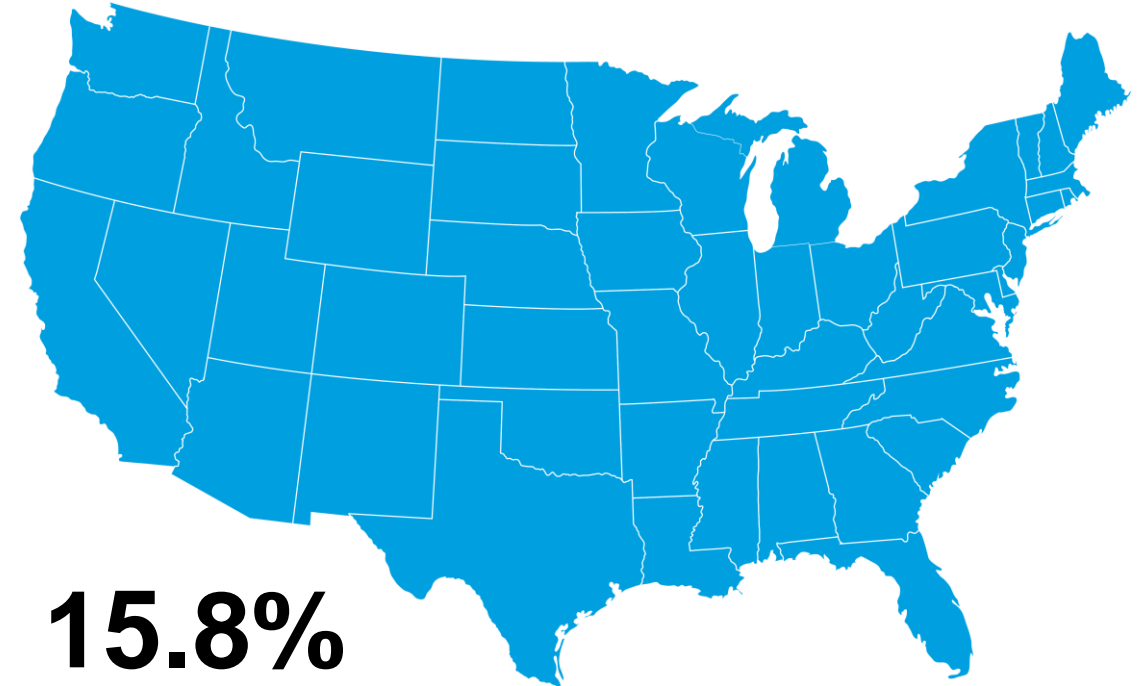
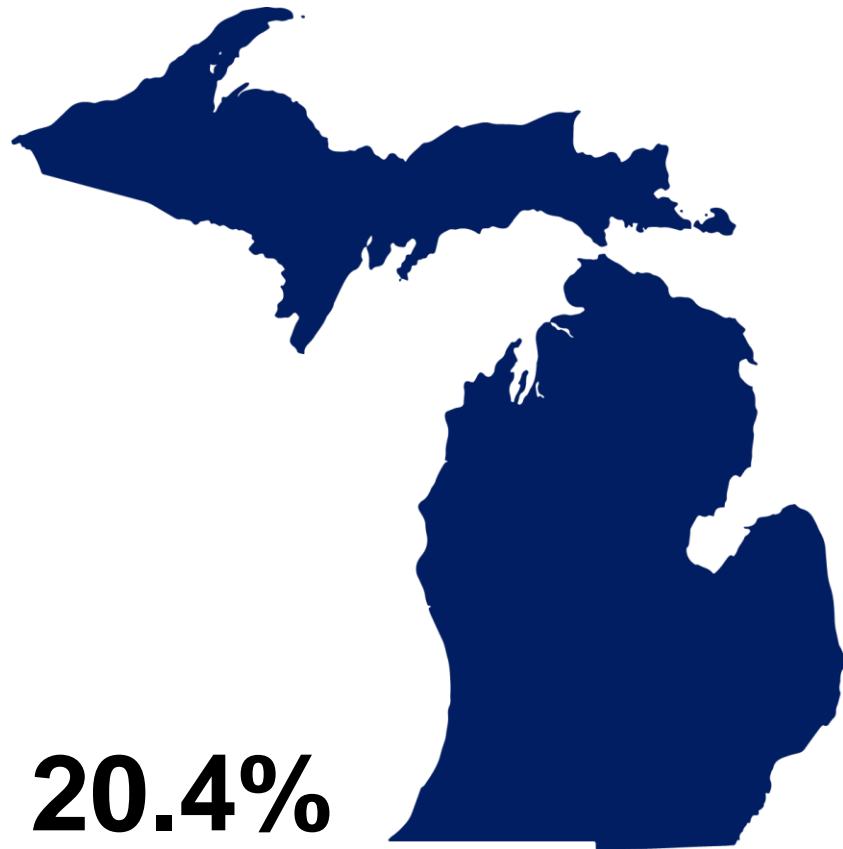
- Percent of graduates who remain in Southeast Michigan



## Upskilling Existing Workforce

- Percent of the adult population with a postsecondary credential

# Michigan Has 5th Highest Share of Population With Some Postsecondary, No Credential



# Programming to Upskill Adult Workers



Conducting outreach  
to returning students



Removing financial barriers



Providing ongoing student support



Strengthening academic pathways

# Detroit Designated a “Talent Hub”





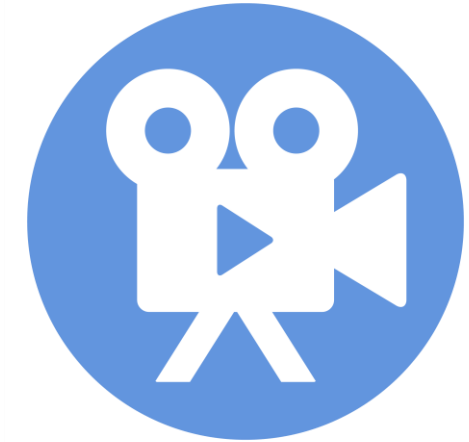
# How Can You Get Involved?



Sign the Detroit Compact



Employer survey, "Bridging the Talent Gap," on Jan. 8, 2019



Video campaign of inspiring adult student stories



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For more information, visit:  
[detroitdrivesdegrees.com](http://detroitdrivesdegrees.com)

**Thank you for joining us**