



7 WAYS FOR YOUR BUSINESS TO  
**ENGAGE**  
WITH EDUCATION AND TALENT

The Detroit Regional Chamber's Education and Talent Strategy fills business demand in the Region by helping employers find, develop, and retain talent. Further, it works toward the Chamber's goal of increasing the Region's postsecondary attainment rate to 60% by 2030, which would help improve its overall attractiveness and economic prosperity by providing a \$42 billion return on investment. By collaborating with the Chamber, you have the power to make a lasting impact on Detroit's economic landscape and unlock endless possibilities for both your business and the community.



## 1 SUPPORT DETROIT PROMISE STUDENTS THROUGH INTERNSHIPS

The **Detroit Promise** is a last-dollar scholarship that provides a tuition-free opportunity for Detroit students to earn an associate degree, bachelor's degree, or technical certificate. Businesses have succeeded in hosting Promise students through internships. Additionally, companies can strengthen partnerships between colleges and create unique career opportunities for Detroiters upon graduation.



## 2 PARTNER WITH HIGHER EDUCATION TO CREATE A CUSTOM TRAINING ROADMAP

The Region's institutions of higher education stand ready to provide training and instruction to upskill and educate the future workforce. It takes collaboration and ingenuity, but there is opportunity for customization with the diverse postsecondary providers in the area. The Chamber works as an intermediary to connect education and industry to help generate dialogue to create a custom training roadmap.



## 3 JOIN THE DETROIT REGIONAL COMPACT'S WORK TO INCREASE EDUCATIONAL ATTAINMENT

Unveiled in October 2020, the **Detroit Regional Talent Compact** set the blueprint to increase educational attainment to 60% and decrease the racial equity educational attainment gap by half by 2030. With 40+ stakeholders in diverse industries, The Compact serves as the vehicle to drive change and convene the Region's top players to implement initiatives and strategies to reach these goals.



## 4 HOST A DISCOVER AUTO TOUR AND EXPOSE STUDENTS TO EXCITING AUTOMOTIVE CAREERS

**Discover Auto**, a talent attraction program led by MICHauto in partnership with Square One and Project Lead the Way, connects Michigan high school students with automotive and mobility companies to learn about exciting, high-tech careers. Through this, companies can connect students to their workforce and future careers through presentations and school tours.



## 5 PROMOTE THE REGION TO YOUNG PROFESSIONALS VIA LET'S DETROIT

The Chamber created **Let's Detroit** to increase Southeast Michigan's retention of graduates while helping engage those who wish to return or move to Detroit Region. Businesses can leverage Let's Detroit talent pool of active young professionals who want to live, work, and play in the Region to promote their company and career opportunities.



## 6 UPSKILL EXISTING WORKERS TO IMPROVE RETENTION

Existing workers present a huge opportunity to develop talent from within. **Detroit Reconnect** provides tools and navigation support to adults looking to further their education. The Chamber can work with businesses to provide these services to employees interested in upskilling opportunities.

## WORKFORCE SUCCESS TOOLKIT

### 7 PUT THE CHAMBER'S EMPLOYER TOOLKIT TO WORK FOR YOU

The Chamber has created several tools to help organizations understand the benefits of upskilling and developing talent. Its **online toolkit** is one instrument in an arsenal of available learning opportunities to assist companies in creating a learning culture for staff, including tuition assistance policies and internship opportunities. Businesses should contact the Chamber to discuss custom one-on-one assistance and support options.



LET'S WORK TOGETHER TO BUILD  
THE WORKFORCE OF THE FUTURE.

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