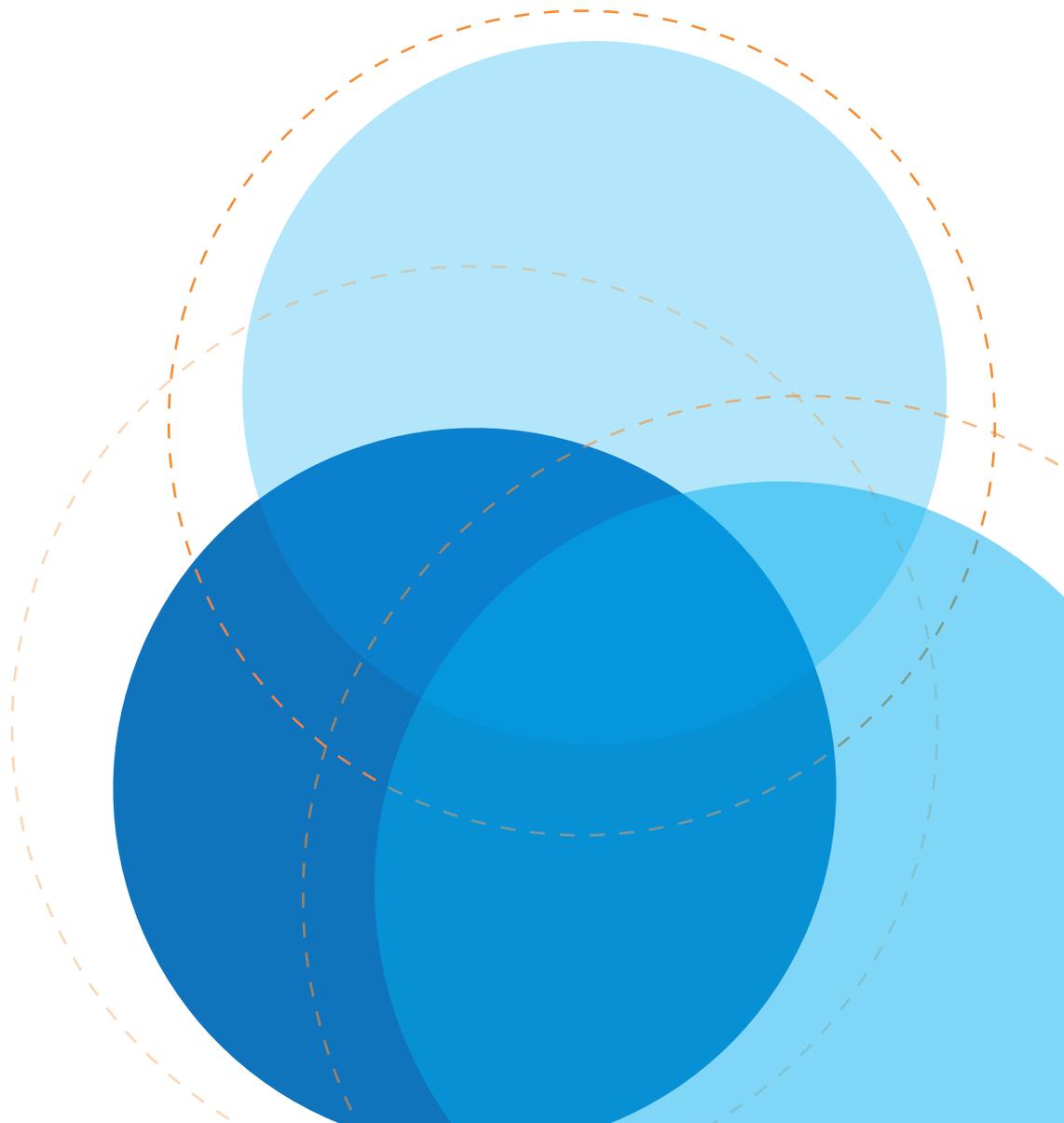
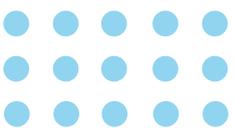




# STATE OF EDUCATION AND TALENT



2024



## Bold Business Leadership to Increase Educational Attainment

TalentEd is the premier business-led talent development initiative for Southeast Michigan. Led by the Detroit Regional Chamber, it is shaped by leading Chief Executive Officers to develop tomorrow's talent now and create a more prosperous future for the Detroit Region.

**GOAL:** INCREASE POST-HIGH SCHOOL EDUCATIONAL ATTAINMENT TO 60% AND CUT THE RACIAL EQUITY GAP IN HALF BY 2030.

### CEO TALENT COUNCIL

Peter Quigley, President and Chief Executive Officer, Kelly; Incoming Chair, Chamber Board of Directors

### DETROIT DRIVES DEGREES LEADERSHIP COUNCIL

Ora Hirsch Pescovitz, President, Oakland University  
Jamie Jacob, Chief Executive Officer, Ajax Paving

## INCREASING ACCESS to post-high school education.



## BOOSTING STUDENT SUCCESS and college graduation rates.



## HELPING GRADUATES STAY and thrive in the Detroit Region.



## EMPOWERING EMPLOYERS to lead talent development.



## A Policy- and Advocacy- Driven Strategy at All Levels of Government

The Chamber's Public Policy and Business Advocacy team works at local, state, and federal levels on issues impacting pre-K-12, higher education, and skilled training.

The Big Takeaway:

# Perception and Enrollment Crises Likely to Increase Employers' Talent Challenges



The Detroit Regional Chamber's State of Education and Talent report examines trends and outcomes related to the talent pipeline in the Region and what that means for employers. This report tells the story of how a perception crisis of education is emerging as enrollment in education beyond high school continues to decline — all which means fewer students in the talent pipeline, which threatens to exacerbate employers' talent shortages in the years ahead.

1.

### Perception of Value of College Has Hit Crisis Levels



Michigan parents of high school students do not feel college is worth the cost.



of Michigan voters think a college education is important to land a successful job.

2.

### Talent Pipeline is Drying Up Due to Continued Enrollment Declines



of regional high school graduates do not opt to further their education after graduation.



of students that enrolled in a post-high school education do not have a credential or are no longer enrolled after six years.

3.

### Employers' Talent Shortage Likely to Get Much Worse



Michigan's population growth, making it stagnant over the past decade compared to the nation (6%).



of the adult population in the Detroit Region has a post-high school credential, while nearly 70% of all Michigan jobs will require it by 2031.

# The Goal for Increased Educational Attainment: **Sixty by 30**

## Progress Toward 60% by 2030 Continues as Enrollment Challenges Loom

In the innovation economy, the need for highly skilled talent is evolving, and so must efforts to increase education beyond high school. That is why the Detroit Regional Chamber set the 60% by 2030 and racial equity goals for the Region — work that is gaining importance as enrollment challenges emerge.



Wayne State University is one of the Detroit Region's 34 colleges and universities that provide students a chance to earn post-high school education.



### GOAL:

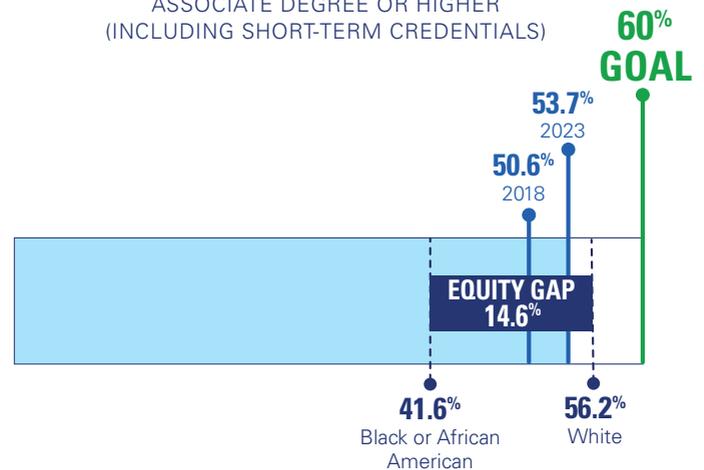
Increase post-high school educational attainment to 60% and cut the racial equity gap in half by 2030.

Since the Detroit Regional Chamber set the 60% by 2030 educational attainment goal for the Detroit Region:

- ➡ Post-high school attainment in the Detroit Region has **increased three percentage points**.
- ➡ Gov. Gretchen Whitmer announced the **60% goal for Michigan**.
- ➡ **Regional and statewide initiatives** — such as the Michigan Achievement Scholarship and Michigan Reconnect — **have been launched and expanded** to help reach the overall 60% attainment goal.

### PROGRESS TO GOAL

ASSOCIATE DEGREE OR HIGHER (INCLUDING SHORT-TERM CREDENTIALS)



Source: Lumina Foundation, U.S. Census Bureau  
 Note: Attainment for adults 25-64 years old. Short-term credentials are for the State of Michigan, as regional data is not available.

# K-12 + 2: An Overdue Cultural Shift in Learning and Education

## The lack of good jobs for those with only a high school diploma requires change.

Gone are the days of graduating high school and walking into a lush job. Michigan needs to set the expectation that every Michigander should complete formalized training and education beyond high school, such as a skilled certificate or associate or bachelor's degree.

### Why It Is Needed

The economy is continuously more complex.

Jobs and careers are becoming more complex and high tech in the innovation economy.

Good-paying jobs require more skills than ever.

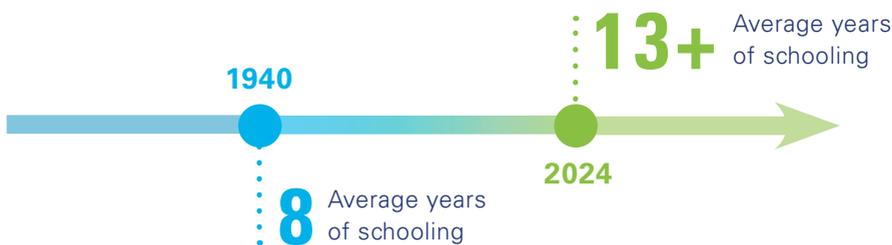
Those without current skills will find it increasingly difficult to live prosperous lives and support their families and communities.

Michigan needs a competitive workforce.

Businesses looking for talent will be forced to look outside of Michigan, which will exacerbate a negative economic cycle costing the state jobs and investment.

### We've Been Here Before

As the world became more technologically complex following World War II, the U.S. moved from a seventh grade to a 12th-grade standard of compulsory education. Relatedly, during the war, the U.S. recognized that 16 million men and women serving in the armed forces would be unemployed – which led to the creation of the G.I. Bill.



### Between 1940 and 1950

U.S. college and university degree-holders more than doubled between 1940 and 1950 as 8 million veterans took advantage of the G.I. Bill.



A lack of good-paying jobs for those with only a high school diploma means there's a need for all students to pursue additional education.

Source: Barro and Lee (2015); Lee and Lee (2016) – with major processing by Our World in Data  
 Source: "75 Years of the GI Bill: How Transformative It's Been," Department of Defense, Jan. 9, 2019.

# Achieving 60% by

1

**THE JOBS OF THE FUTURE REQUIRE HIGHER EDUCATION.**

Data continues to show that future jobs require education beyond high school.

By 2031,

**69%**

of jobs in Michigan will require post-high school education.



2

**ECONOMICALLY PROSPEROUS REGIONS ARE HIGHLY EDUCATED.**

Regions with higher post-high school educational attainment have higher per capita income and are more prosperous. Those that do not will continually fall behind as the high-tech, knowledge economy evolves.



## REALITIES THAT MUST

3

**COLLEGE GRADUATES FAR OUTEARN HIGH SCHOOL GRADUATES.**

A bachelor's degree, valued at **\$3 million**, underscores the long-term economic security that education provides. In comparison, Michigan residents with only a high school diploma stand to earn **\$1 million less** in their lifetime.

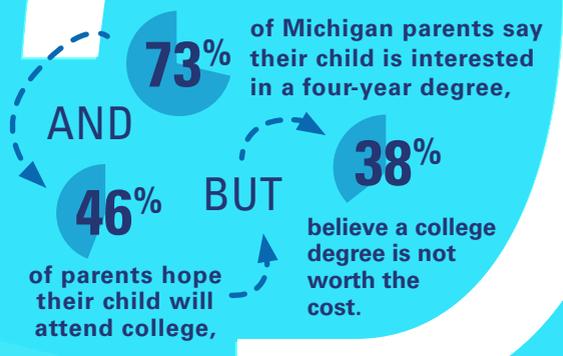




5

### TOO MANY PEOPLE BELIEVE COLLEGE IS NOT WORTH IT.

A statewide poll conducted by the Chamber of parents of high school students produced concerning results.



6

### THE DECLINE IN WORKING-AGE ADULTS DEMANDS URGENT ATTENTION.

Compounding Michigan's population crisis is the decline of working-age adults in the Detroit Region. While the percentage of the Region's working-age population with an associate degree has increased over the past five years, we remain behind our peers and the nation.

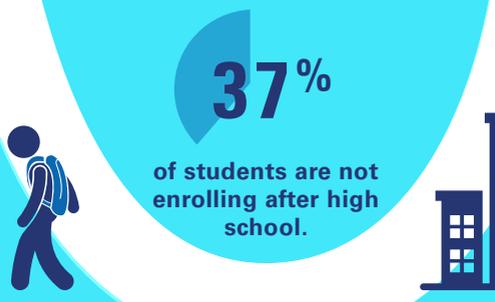


# GUIDE EDUCATION POLICY

4

### FEWER STUDENTS ARE ENROLLING IN AND GRADUATING FROM COLLEGE.

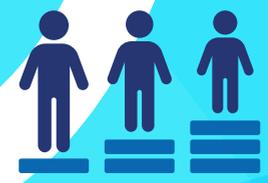
Even though high school graduation rates have returned to pre-pandemic levels, more students need to enroll in and graduate college to fulfill future workforce needs.



7

### ACHIEVING 60% BY 2030 IS NOT POSSIBLE WITHOUT CLOSING RACIAL EQUITY GAPS.

While Black adults experienced the most significant year-over-year increase in educational attainment, a 16-point gap remains between Black adults and white adults with an associate degree or higher, spotlighting the need to focus on equity.



# Education's Perception Crisis

Detroit Regional Chamber



GLENGARIFF GROUP, INC.

## MICHIGAN VOTER POLL

### Voters Do Not Think College is Worth the Cost, Believe it Costs More Than it Does.

Concern about the cost of college is overshadowing the value and return on investment that post-high school credentials, particularly four-year degrees, deliver over a lifetime.

**ONLY 8%** OF MICHIGAN VOTERS CONSIDER A FOUR-YEAR COLLEGE DEGREE AS THE **MINIMUM LEVEL OF EDUCATION NEEDED** TO BE SUCCESSFUL IN MICHIGAN.

**ONLY 27%** OF MICHIGAN VOTERS SAY A **COLLEGE EDUCATION IS VERY IMPORTANT** TO LANDING A SUCCESSFUL JOB IN MICHIGAN.

**58%** BELIEVE AVERAGE STUDENT LOAN DEBT IS **OVER \$50K.**

**ALMOST HALF** GRADUATE **WITHOUT DEBT**, AND THOSE WHO DO CARRY **LESS THAN \$25K** AT WAYNE STATE UNIVERSITY.

Detroit Regional Chamber



GLENGARIFF GROUP, INC.

## HIGH SCHOOL PARENT POLL

### Michigan Parents Say Cost is the Single Greatest Concern.

Parent interest in pursuing higher education does not match their child.

**46%**

of Michigan parents "hope" their child will pursue a four-year degree, while 73% say their child is interested in a four-year degree.

The cost of college is parents' biggest concern and the largest perceived barrier.

**57%**

of Michigan parents said their biggest concern about their child pursuing a four-year degree is the cost and financial strain.

Parents have significant influence over whether or not the child or children will attend college.

**76%**

of Michigan parents said they will have the greatest influence on what their children do in terms of attending college.

Source: Detroit Regional Chamber and The Glengariff Group Inc., March 2023, May 2024, and August 2024



Despite the cost concerns, the **value of a degree is indisputable.**

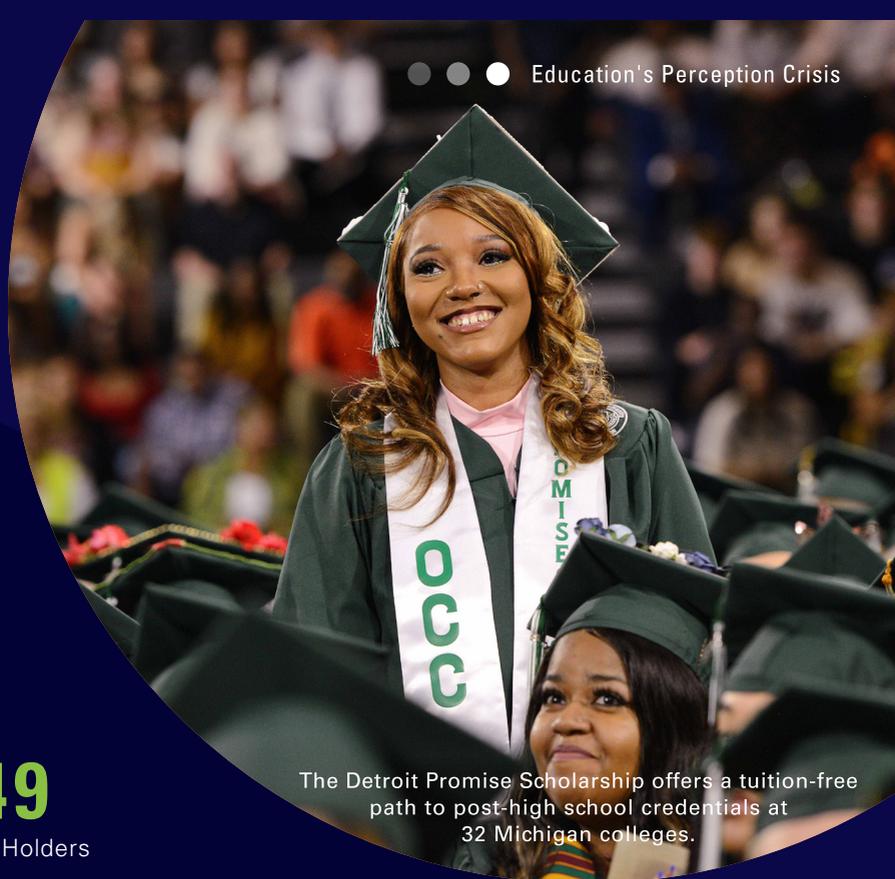
Average annual earnings are higher with post-high school credentials.

**\$37,494**

High School Graduates

**\$71,349**

Bachelor's Degree Holders



The Detroit Promise Scholarship offers a tuition-free path to post-high school credentials at 32 Michigan colleges.

Higher education leads to lower unemployment levels and higher labor participation.



Unemployment rates are almost **3x higher** for high school graduates.



Labor force participation rate is **15.2 points higher** for individuals with a bachelor's degree or higher.

Michigan college graduates achieve a positive return on investment, as measured by graduates earning wages that are higher than those that did not earn post-high school degrees.



and



say they are **better off financially** because they went to college.

Higher education linked to greater well-being.

- ➡ Higher education is linked to **increased life satisfaction and better health.**
- ➡ Highly educated adults are **more likely to vote.**
- ➡ Higher levels of education facilitate **increased entrepreneurship and business creation.**

Source: Lumina Foundation, Gallup, 2023 Education for What?, Strada Education Foundation, 2024 State Opportunity Index, U.S. Census Bureau

# High Schoolers See Value of College, But Uninformed on the Cost or Resources



In October 2024, the Detroit Regional Chamber and Glengariff Group, Inc., hosted virtual focus groups of 44 Michigan high school students who expressed an interest in college. While many respondents say college is worth the cost, few have researched or understand what it actually costs. Additionally, students were unaware of existing tuition programs that provide community college at no cost and many believe they do not need to go to college.

## High Schoolers Who Expressed Interest in College

57%

said they are definitely going to college.

43%

said they are hopefully or probably going to college.

“

*I can probably learn on the job. I don't have to go to college for me to learn how to code.*

”

“

*I have seen that college costs between \$50,000 and \$100,000 per year.*

”

61%

of students said college was worth the cost.

Of those who said college wasn't worth the cost, **the respondents believed the accumulated debt was not worth it**, and there were future paths that did not require a college degree.

ONLY  
29%

of students said they had done the math to know how much college would cost.

## Cost Impacts Decisions About Attending College



The four major factors impacting a student's decision to go to college:

- 1 Money and **the cost** of college.
- 2 **Where** they will go to college.
- 3 **What they would study** and if they can make that decision.
- 4 Whether or not they can **get a good job without college**.

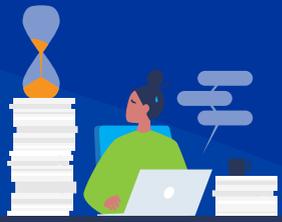


*The cost is definitely a big factor for me.*



## Debt Among Students' Four Major Worries About Going to College

1



College is a more difficult education workload and they won't keep up.

2



Being away from home and not knowing anyone will be difficult.

3



The student will choose the wrong major or wrong college.

4



Students are worried about accumulating debt.

**DetroitRegionalChamber** Perspective:

### Efforts Needed to Raise Awareness About College Affordability Programs

Students' excitement about higher education and the recognition of its value is positive, but it is countered by their concerns about the cost of college. While students' worries are understandable, too many students are ill-informed about the actual cost of college and have not researched it or have wildly exaggerated the costs. They also lack knowledge of the many financial supports available to significantly reduce their financial burden, such as the Detroit Promise Scholarship and Michigan Achievement Scholarship.

There needs to be continued work to create systemic changes to improve college affordability while better promotion of existing resources to counselors, parents, and students on the opportunities available to reduce the out-of-pocket cost of college.



Case Study

# Chamber Spurs Michigan to Take on Educational Attainment

Programs like Michigan Reconnect offer a tuition-free or deeply discounted pathway for students to complete an associate degree or skills certificate at Michigan community or tribal colleges. They are essential to achieving the 60% post-high school educational attainment by 2030 goal set by the Chamber and later adopted by the State of Michigan. The Chamber also was an early advocate of Michigan Reconnect, galvanizing business support for the authorizing legislation and launching Detroit Reconnect.

## Problem

The Detroit Region and Michigan are trailing their peers in educational attainment which jeopardizes its future workforce and ability to compete economically.

## Solution

Set a 60% post-high school educational attainment by 2030 goal while creating mechanisms to achieve that goal, like Detroit and Michigan Reconnect. These programs can help the 489,700 adults in the Detroit Region with some college credit but no degree return to school and earn a degree.

## Chamber in Action

**2015**

Detroit Regional Chamber sets regional goal of achieving 60% educational attainment and cutting racial equity gap in half by 2030.

**2020**

Chamber launches Detroit Reconnect to help adults return to higher education in anticipation of a broader statewide program.

**2023**

Michigan temporarily lowers age requirement for Michigan Reconnect to 21 years old, expanding the program to 350,000 Michiganders.

**2019**

State of Michigan follows in the Chamber's footsteps setting a 60% by 2030 educational attainment goal.

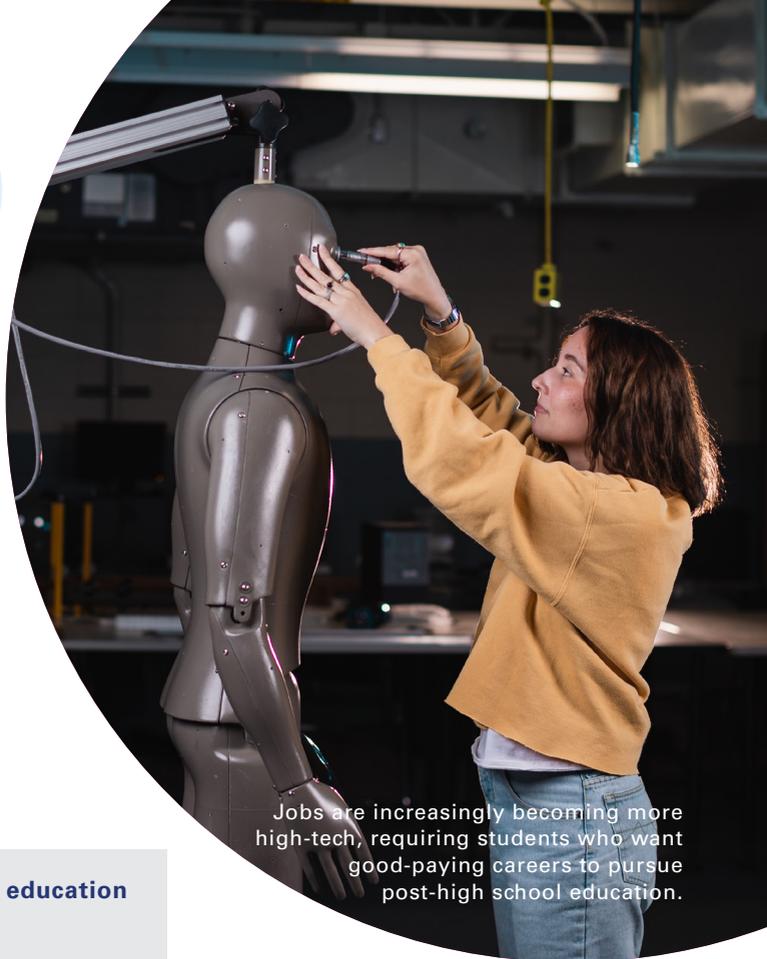
**2021**

Chamber successfully advocates for launch of Michigan Reconnect.

**2023**

More than 52,000 adults have enrolled in Michigan Reconnect and just over 7,000 have graduated.

# Why Educational Attainment Matters



Jobs are increasingly becoming more high-tech, requiring students who want good-paying careers to pursue post-high school education.

## 1. The jobs of the future require more education.



**By 2031, 69% of all Michigan jobs will require some education beyond high school.**

*Source: Georgetown University Center on Education and the Workforce, 2023 After Everything Report*

## Most Top-paying Jobs Go to Those With Four-year Degrees.

Data shows that two-thirds of Michigan's good-paying jobs go to employees with a bachelor's degree or higher, disproportionate to their share of the overall population. People with an associate degree, credential, or only a high school diploma face far tougher odds of earning a good-paying job (of \$65,000 annually or higher).



*Source: Don Grimes, Bureau of Labor Statistics, U.S. Census Bureau  
Note: Percentages do not add to 100% due to rounding.*

## 2. Michigan’s population challenges are compounded by aging workforce and stagnant growth.

Growth (2013-2023)	Population	Jobs	Degree Completions
Detroit Region	1%	7%	-16%
Michigan	1%	8%	-17%
United States	6%	11%	6%

Source: Lightcast



Population and education are not keeping up with demand and peers.

Over the past decade, the Detroit Region’s job demands have been outpacing population growth and degree completions are dropping. Compared to the nation and 19 peer regions, the Region ranks in the bottom third in population growth, job growth, and degree completions.

### GROWTH RANKING BY PEER REGIONS

2013-2023

#### POPULATION

- 1 Austin (32%)
- 2 Nashville (20%)
- 3 Charleston (18%)
- 15 Detroit (1%)

#### JOBS

- 1 Austin (46%)
- 2 Nashville (32%)
- 3 Phoenix (29%)
- 15 Detroit (7%)

#### DEGREE COMPLETIONS

- 1 Austin (24%)
- 2 Atlanta (19%)
- 3 Boston (5%)
- 18 Detroit (-16%)



### THE REGION'S VANISHING WORKERS

WORKING-AGE POPULATION (25-64 YEARS), DETROIT REGION



Source: Lightcast



Population trends will continue to impact the talent pipeline.

Over the past two decades, the working-age population (25 to 64 years old) has **decreased by 6%** in the Detroit Region. At the same time, the population under 14 (representing our future talent pipeline) has **decreased by 23%**, while the percentage of non-working age adults above 65 have **increased by 58%**.

### 3. Higher education is the path to prosperity.

#### LIFETIME EARNINGS RISE WITH EDUCATION LEVEL

AVERAGE LIFETIME EARNINGS BY EDUCATIONAL ATTAINMENT, MICHIGAN



Source: Georgetown University Center on Education and the Workforce, 2021 The College Payoff Report

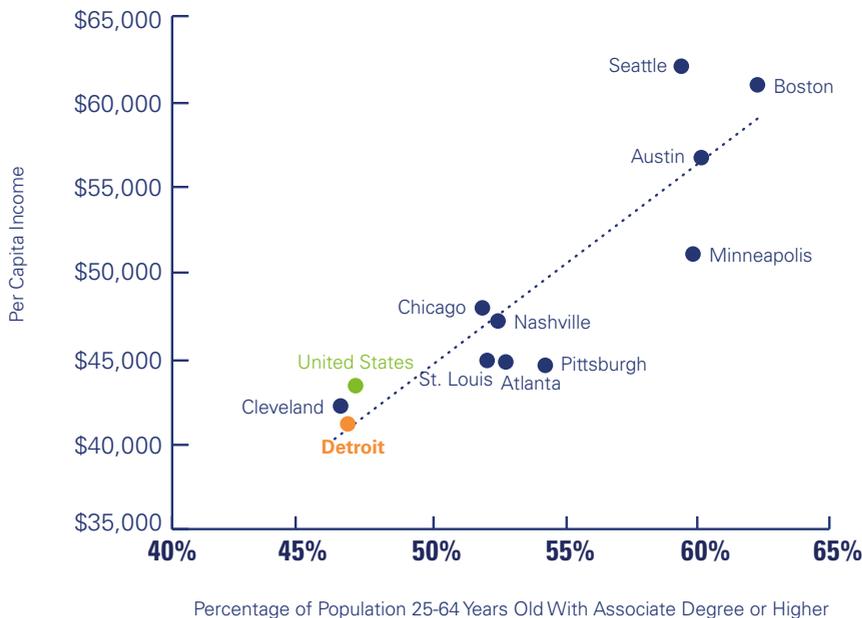


It benefits individuals.

A **bachelor's degree is worth \$3.0 million** on average over a lifetime for Michigan workers. Workers with a bachelor's degree earn on average **over \$1.0 million more over a lifetime than those with only a high school diploma.**

#### REGIONS WITH HIGHER INCOME HAVE HIGHER LEVELS OF EDUCATED RESIDENTS

PER CAPITA INCOME AND EDUCATIONAL ATTAINMENT BY PEER REGIONS



Source: U.S. Census Bureau



It benefits local economies.

Michigan's **per capita income ranking has dropped from 18th in 2000 to 39th in 2023**, while educational attainment ranking has remained the same at 34th.



It benefits the Detroit Region.

The regional economy can expect to see an estimated **\$42 billion** return on investment by reaching the **60% post-high school educational attainment goal by 2030.**

# Moving the Needle in the Detroit Region: Talent Pipeline Trends

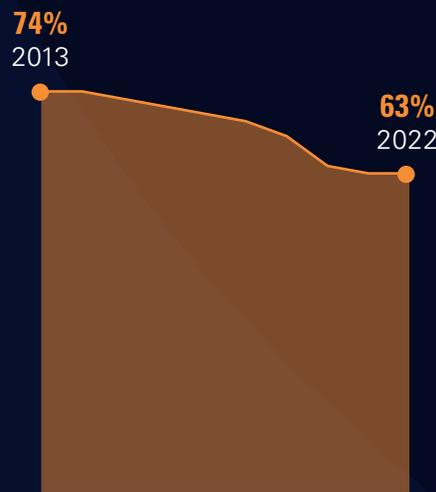
Progressing toward 60% post-high school educational attainment is essential to preparing the skilled workforce to compete globally. Business, education, government, and philanthropic leaders should track progress via six key indicators. The graphic below shows trends over the past decade.

## HIGH SCHOOL GRADUATION RATE



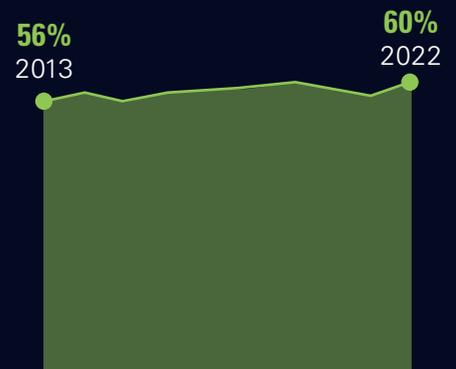
**87%**  
National Average,  
2022

## COLLEGE ENROLLMENT WITHIN 12 MONTHS OF HIGH SCHOOL GRADUATION



**62%**  
National Average,  
2022

## FIRST-YEAR COURSEWORK COMPLETION WITHIN 12 MONTHS OF HIGH SCHOOL GRADUATION



**63%**  
Statewide Average,  
2022

Source: Michigan's Center for Educational Performance and Information, *On-Track College Progress, College Enrollment by High School, Statewide, 2021-2022*, Data Accessed October 30, 2024; National Center for Education Statistics; National Student Clearinghouse; U.S. Census Bureau  
Note: Please see disclaimer on the back cover of the report.



The Detroit Region is showing progress throughout the education pipeline, however fewer high school graduates are enrolling in college hampering future talent demand.

**GRADUATION RATE FOR FOUR-YEAR ENROLLEES**  
SIX YEARS FROM INITIAL ENROLLMENT IN COLLEGE



COMPARED TO UNITED STATES  
**67%**  
National Average, 2017

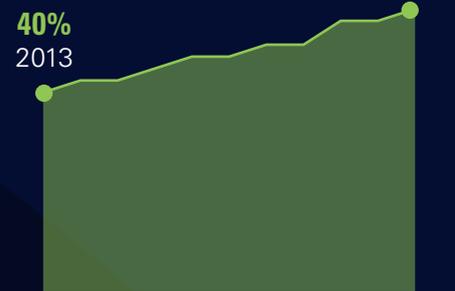
**GRADUATION RATE FOR TWO-YEAR ENROLLEES**  
SIX YEARS FROM INITIAL ENROLLMENT IN COLLEGE



COMPARED TO UNITED STATES  
**43%**  
National Average, 2017

**POST-HIGH SCHOOL EDUCATIONAL ATTAINMENT**

ASSOCIATE DEGREE OR HIGHER, AGES 25-64  
SHORT-TERM CREDENTIALS NOT INCLUDED



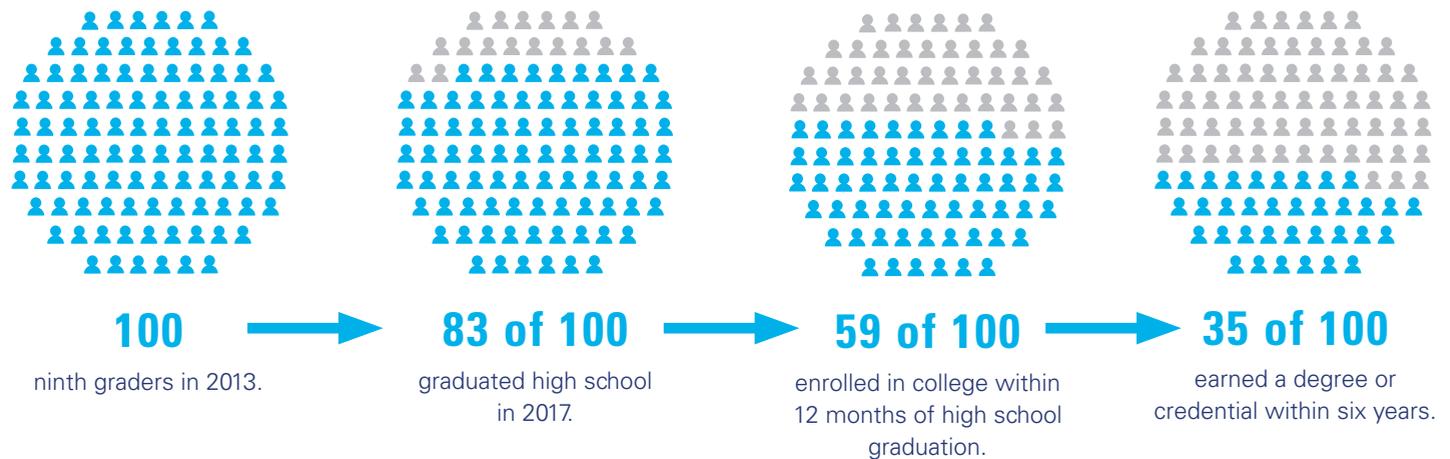
COMPARED TO UNITED STATES  
**47%**  
National Average, 2023

# Education and Talent Pipeline

The Detroit Region's talent pipeline consists of 1,900 K-12 schools, 34 colleges and universities, and more than 60 vocational training providers. Collectively, these educational institutions supply talent to employers. Unfortunately, too many students are exiting through leaks in the talent pipeline before earning a post-high school credential or degree.

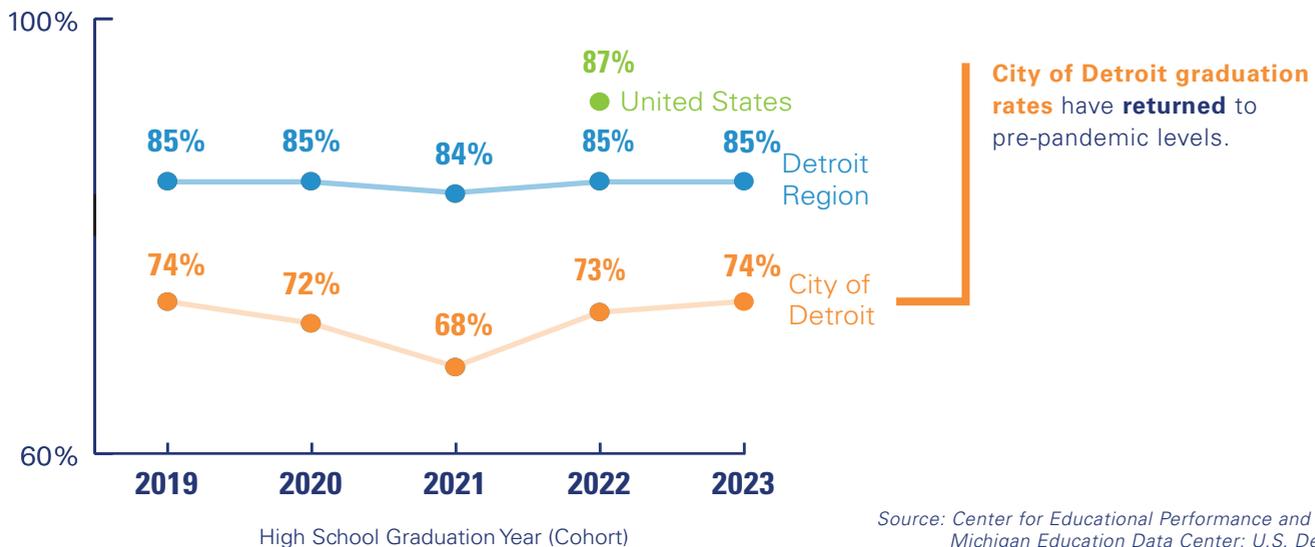
## Nearly Two-thirds of Students Don't Earn a College Degree or Credential

This analysis follows a group of students (2017 high school cohort) for six years after their initial enrollment in college. The students reside in the Detroit Metropolitan Statistical Area (MSA) and attend public district (92%) and charter (6%) schools. In the city of Detroit, students attend Detroit Public Schools Community District (43%), charter (33%), out-of-district (18%), and Michigan Education Authority (6%) schools.



## High School Graduation Rates at Pre-pandemic Levels, but Still Lag National Average

HIGH SCHOOL GRADUATION RATES

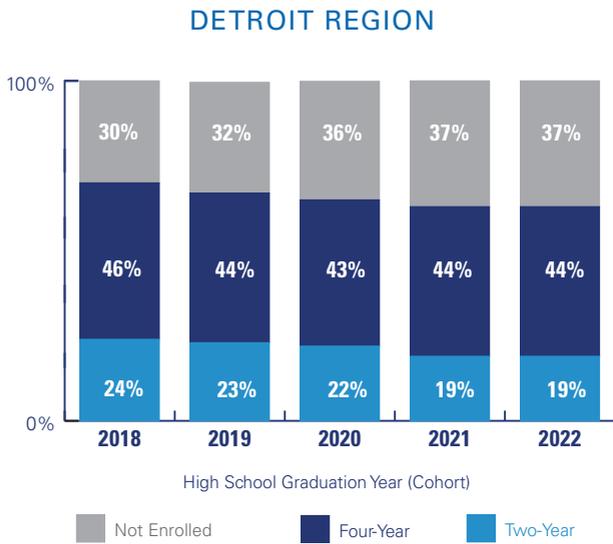


Source: Center for Educational Performance and Information; Michigan Education Data Center; U.S. Department of Education Office of Elementary and Secondary Education  
 Note: Please see disclaimer on the back cover of the report.

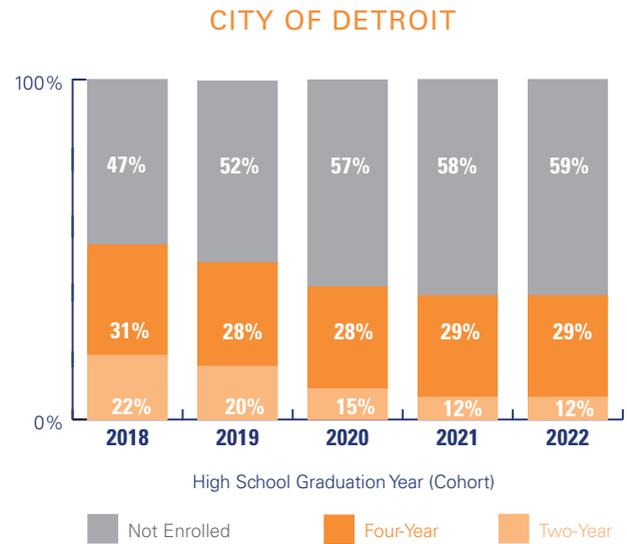
# College Enrollment Has Steadily Declined Over the Past Five Years

## POST-HIGH SCHOOL ENROLLMENT

PERCENTAGE OF STUDENTS ENROLLED WITHIN 12 MONTHS OF HIGH SCHOOL GRADUATION



**Two-year** colleges have **experienced sharper declines in enrollment** than four-year colleges.



**A growing percentage of high school graduates are not furthering their education** after earning a high school diploma.

Source: Michigan Education Data Center  
Note: Please see disclaimer on the back cover of the report.



### 2022 Post-high School Enrollment:

**41%** City of Detroit  
**63%** Detroit Region  
**62%** United States

In 2022, over 27,000 Detroit Region high school students enrolled in a post-high school education, down 14% from 2018. **Largely, college enrollment has been declining for the past decade.**

Source: Michigan Education Data Center, National Center for Education Statistics  
Note: Please see disclaimer on the back cover of the report.

### Most Notable Barriers to Higher Education Enrollment:



The Cost



Lack of Interest or Value



Emotional Stress



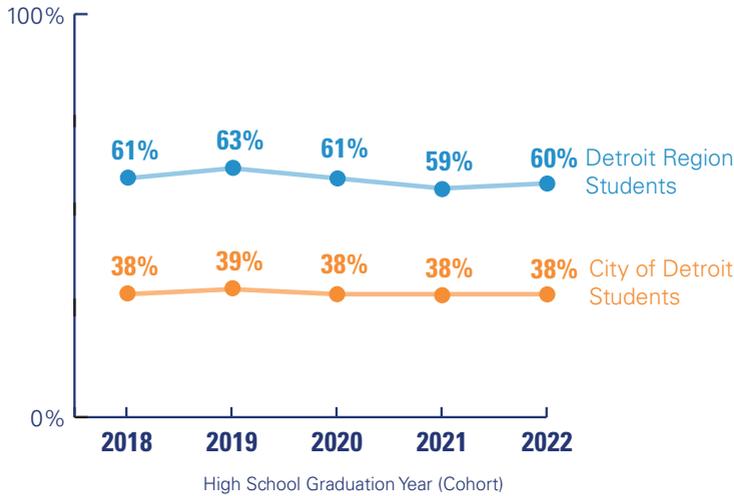
Time Commitment

Source: Gallup and Lumina Foundation, 2024 State of Higher Education Report

# Success Remains Steady for Students 12 Months After College Enrollment

## POST-HIGH SCHOOL PROGRESSION

PERCENTAGE OF STUDENTS COMPLETING 24 CREDITS WITHIN 12 MONTHS OF ENROLLMENT



Over the past five years, the share of students accumulating 24 credits within the first year of enrollment **has remained steady**.

Students completing their first year of coursework increases their odds of graduating college.

Source: Michigan Education Data Center  
Note: Please see disclaimer on the back cover of the report.

## Chamber Strategy: Increase Access and Boost Graduation Rates



The Detroit Regional Chamber hosts events similar to the FAFSA and Reconnect Fair in August 2024 to engage students, employers, and colleges.



**DETROIT PROMISE**

### Removing Barriers to Graduation

The Chamber's Detroit Promise Path model ensures students adjust, navigate, and remain enrolled in community college. Based on a nationally recognized model, it has supported more than 3,000 students since 2016.



**D3C3**  
DETROIT DRIVES DEGREES  
COMMUNITY COLLEGE  
COLLABORATIVE

### Improving Educational Outcomes

The Chamber is collaborating with eight regional community colleges to increase equitable access to educational opportunities, boost graduation rates, and strengthen the talent pipeline. This work is designed to increase post-high school attainment in Michigan to 60% and reduce the racial equity attainment gap by half by 2030.

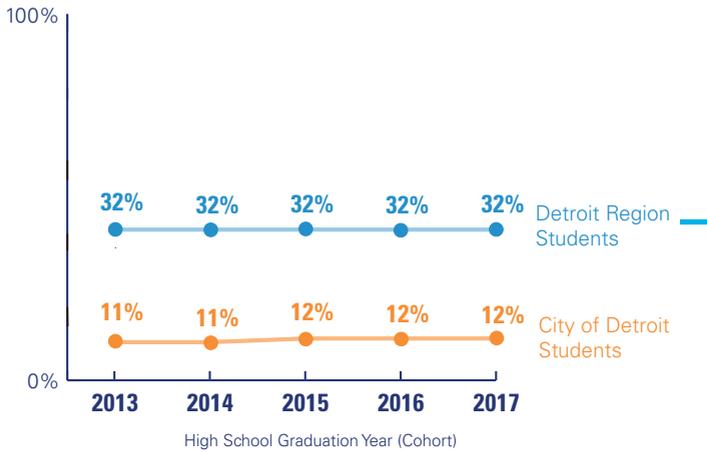


# Graduation Rates Rise at Four-Year Institutions and Remain Steady at Two-Year Institutions

## POST-HIGH SCHOOL GRADUATION RATES

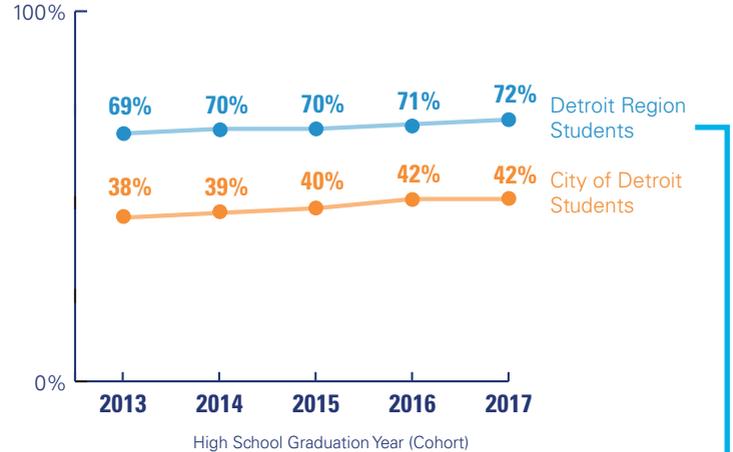
SIX YEARS FROM INITIAL ENROLLMENT

### TWO-YEAR ENROLLEES



**A smaller share** of Detroit Region students attending two-year institutions are completing their degree within six years of enrollment (**32%**) compared to the nation (**43%**).

### FOUR-YEAR ENROLLEES



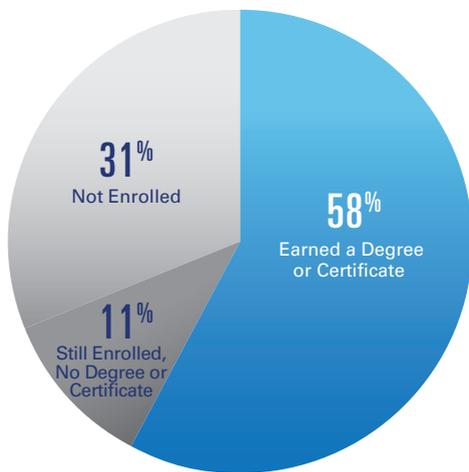
**A larger share of** Detroit Region students are completing their degree (**72%**) within six years of enrollment compared to the nation (**67%**).

Source: Michigan Education Data Center, National Student Clearinghouse  
Note: Please see disclaimer on the back cover of the report.

## POST-HIGH SCHOOL OUTCOMES

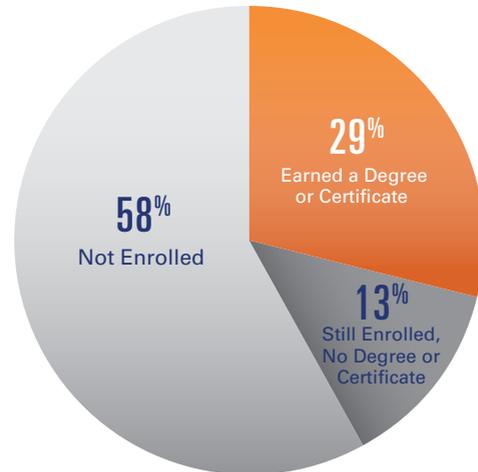
2017 COHORT, SIX YEARS FROM INITIAL ENROLLMENT

### DETROIT REGION



**42% of Detroit Region students did not earn a degree** within six years of high school graduation.

### CITY OF DETROIT



**71% of City of Detroit students did not earn a degree** within six years of high school graduation.



**Students in the Detroit Region are stopping out or lengthening their path to achieving a credential, limiting their ability to fill high-skilled careers and answer talent demands.**

Source: Michigan Education Data Center  
Note: Please see disclaimer on the back cover of the report.

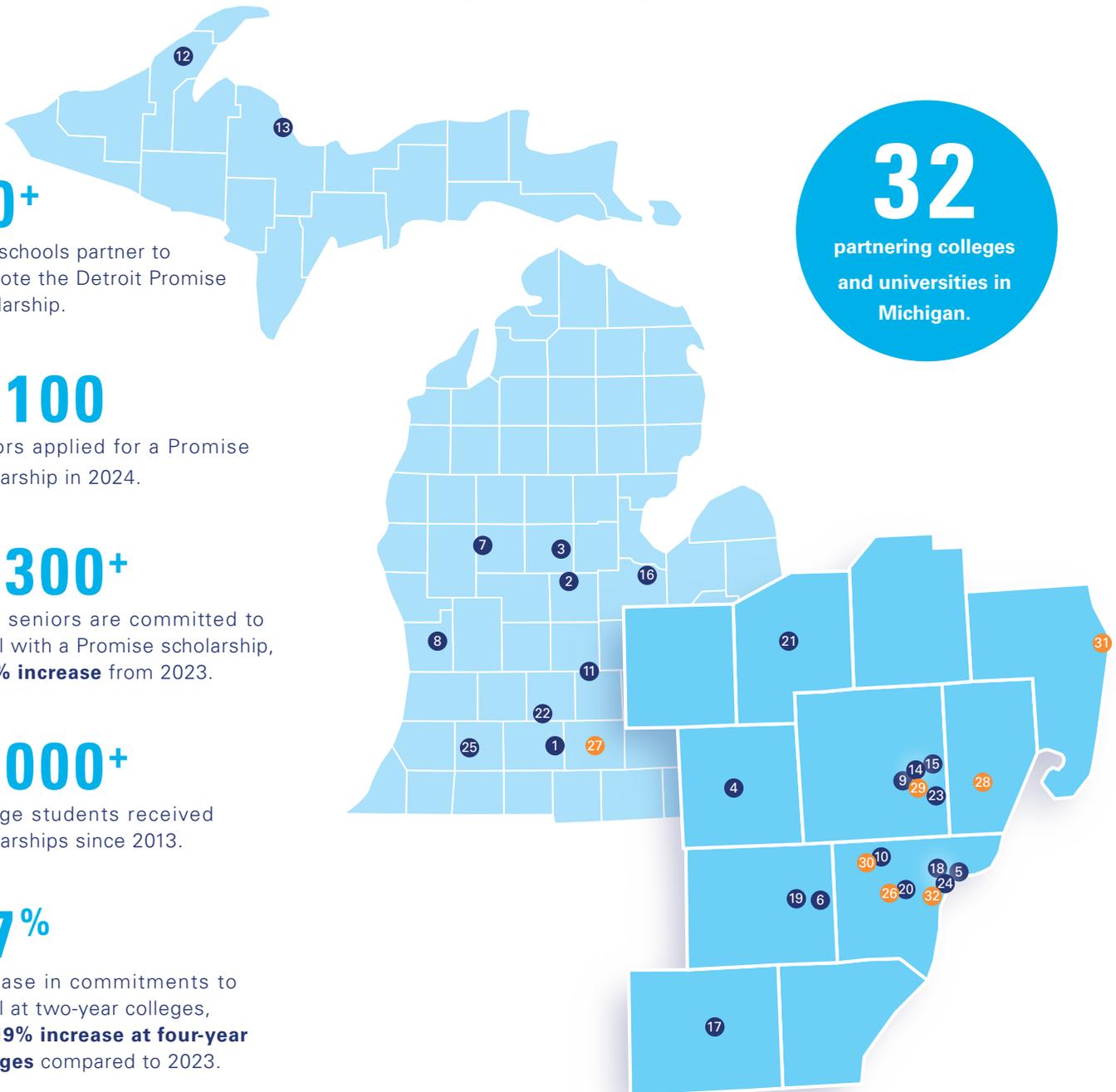


## Case Study

# Detroit Promise Enrollment Continues to Grow, Expects Largest Cohort Yet

Housed in the Detroit Regional Chamber, the Detroit Promise Scholarship provides tuition-free college access for Detroit residents who graduate from any high school in the city. This work is essential to ensuring the Region continues to cultivate a robust talent pipeline and achieves 60% post-high school educational attainment by 2030. In 2024, the Detroit Promise saw substantial increases in student registration and scholarship applications. The program is forecasted to see the largest number of students enrolled in two- and four-year colleges since its inception.

### PARTNER SCHOOLS



## 50+

high schools partner to promote the Detroit Promise Scholarship.

## 4,100

seniors applied for a Promise scholarship in 2024.

## 1,300+

2024 seniors are committed to enroll with a Promise scholarship, a **46% increase** from 2023.

## 7,000+

college students received scholarships since 2013.

## 97%

increase in commitments to enroll at two-year colleges, and **19% increase at four-year colleges** compared to 2023.

**32**  
partnering colleges and universities in Michigan.

## PARTNER SCHOOLS

- 1 **Albion College**, Albion
- 2 **Alma College**, Alma
- 3 **Central Michigan University**, Mount Pleasant
- 4 **Cleary University**, Howell
- 5 **College for Creative Studies**, Detroit
- 6 **Eastern Michigan University**, Ypsilanti
- 7 **Ferris State University**, Big Rapids
- 8 **Grand Valley State University**, Allendale
- 9 **Lawrence Technological University**, Southfield
- 10 **Madonna University**, Livonia
- 11 **Michigan State University**, East Lansing
- 12 **Michigan Technological University**, Houghton

- 13 **Northern Michigan University**, Marquette
- 14 **Oakland University**, Rochester
- 15 **Rochester University**, Rochester
- 16 **Saginaw Valley State University**, Saginaw
- 17 **Siena Heights University**, Adrian
- 18 **University of Detroit Mercy**, Detroit
- 19 **University of Michigan**, Ann Arbor
- 20 **University of Michigan-Dearborn**, Dearborn
- 21 **University of Michigan-Flint**, Flint
- 22 **The University of Olivet**, Olivet
- 23 **Walsh College**, Troy
- 24 **Wayne State University**, Detroit
- 25 **Western Michigan University**, Kalamazoo

## COMMUNITY COLLEGE PARTNER SCHOOLS

- 26 **Henry Ford College**, Dearborn
- 27 **Jackson College**, Jackson
- 28 **Macomb Community College**, Clinton Township
- 29 **Oakland Community College**, Auburn Hills
- 30 **Schoolcraft College**, Livonia
- 31 **St. Clair County Community College**, Port Huron
- 32 **Wayne County Community College District**, Detroit

## From Philanthropy to Fully Funded

### 2013 to 2020

The Detroit Promise was entirely funded with philanthropic support from the Michigan Education Excellence Foundation.

### 2020 to 2023

Detroit Promise funded by both philanthropy and tax capture.

### 2020

Detroit Promise Zone Authority begins capture of state education taxes to fund scholarships.

### 2024

Promise now fully and permanently funded by annual tax capture managed by the Detroit Promise Zone Authority Board.



*Our vision is a Detroit where high school graduates have the opportunity to achieve postsecondary success, paving the way for generational wealth and a vibrant equitable city.*



*Iris Taylor, Chair, Detroit Promise Zone Authority Board*

# Closing Attainment and Equity Gaps



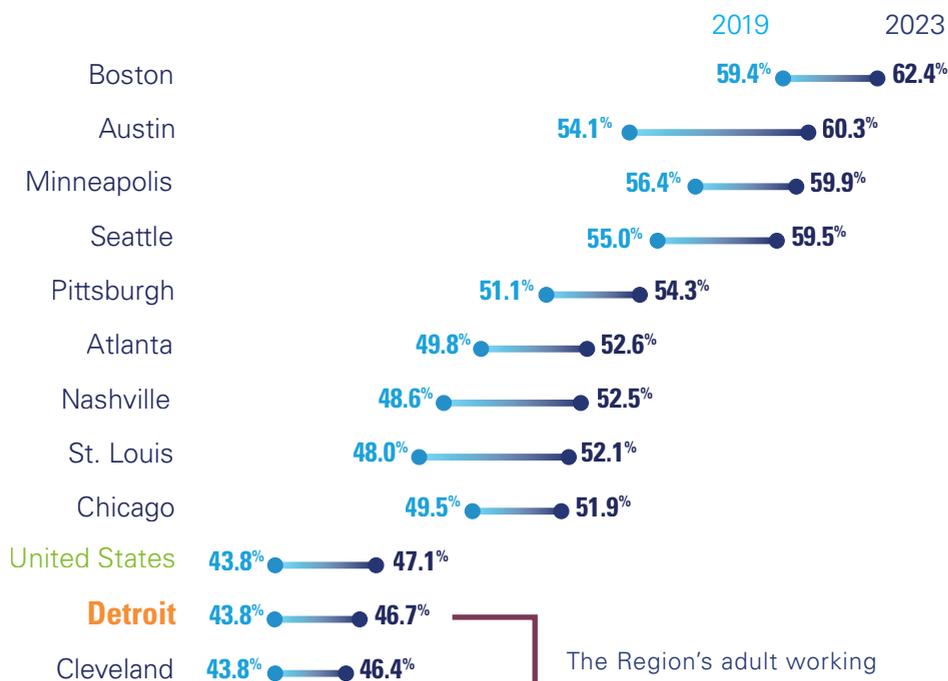
Adults returning to college to complete their degrees is essential to achieving the 60% by 2030 post-high school educational attainment goal.

While some gains have been made, persisting equity gaps and declining adult enrollment pose major challenges to the Detroit Region's talent pipeline.

## Attainment Rates Continue Upward Trend, but Lag Peer Regions and Nation

### EDUCATIONAL ATTAINMENT BY PEER REGIONS

ASSOCIATE DEGREE OR HIGHER, POPULATION 25-64 YEARS OLD



Source: U.S. Census Bureau, 2023 American Community Survey One-Year Estimate, Integrated Postsecondary Education Data System  
Note: Short-term credentials not included.

The Region's adult working population that attained an associate degree or higher has continued to increase over the past five years, **increasing 2.9 percentage points since 2019**. It lags most peer regions and the nation.

Adult educational attainment is essential to reaching the 60% by 2030 goal.

**489,700**

**working-age adults** in the Region accrued some college credits but **stopped out before earning a credential or degree** as of 2023.

**23,700**

**adults earned their degree** in 2023, a slight increase year-over-year. **Adult degree completion is down 8%** since 2019.

**301,100**

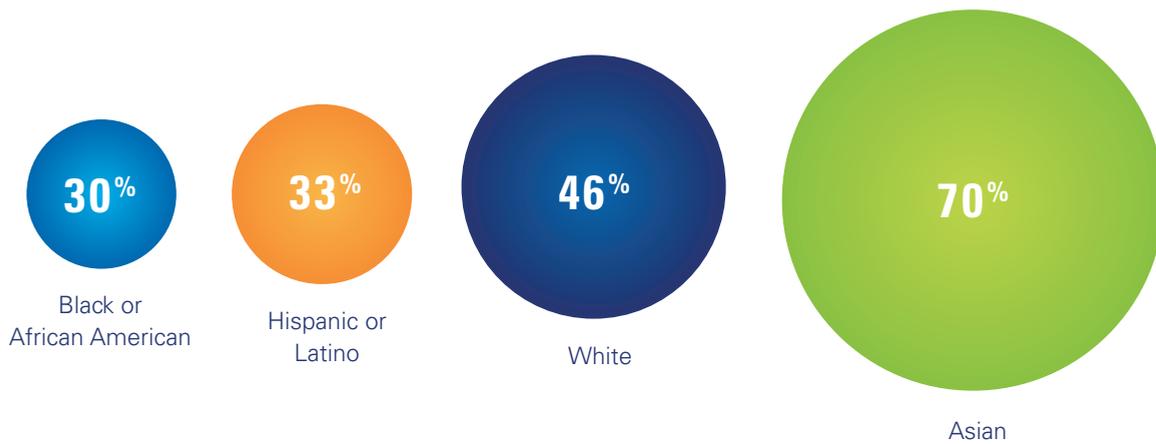
**individuals needed** with an associate degree or higher **to meet the goal** of 60% by 2030 in the Detroit Region.

## Black Adults See Largest Year-over-Year Increase, but Significant Disparities Persist

While Black adults **experienced the largest year-over-year increase – three percentage points** – in educational attainment in 2023, the share of Black or African American adults still reflects the lowest attainment among major racial and ethnic groups in the Detroit Region. Despite the recent gains, **the gap in attainment is 16 percentage points** between white and Black adults, and **40 percentage points** between Asian and Black adults.

### REGIONAL EDUCATIONAL ATTAINMENT BY RACE

ASSOCIATE DEGREE OR HIGHER, POPULATION 25 AND OLDER

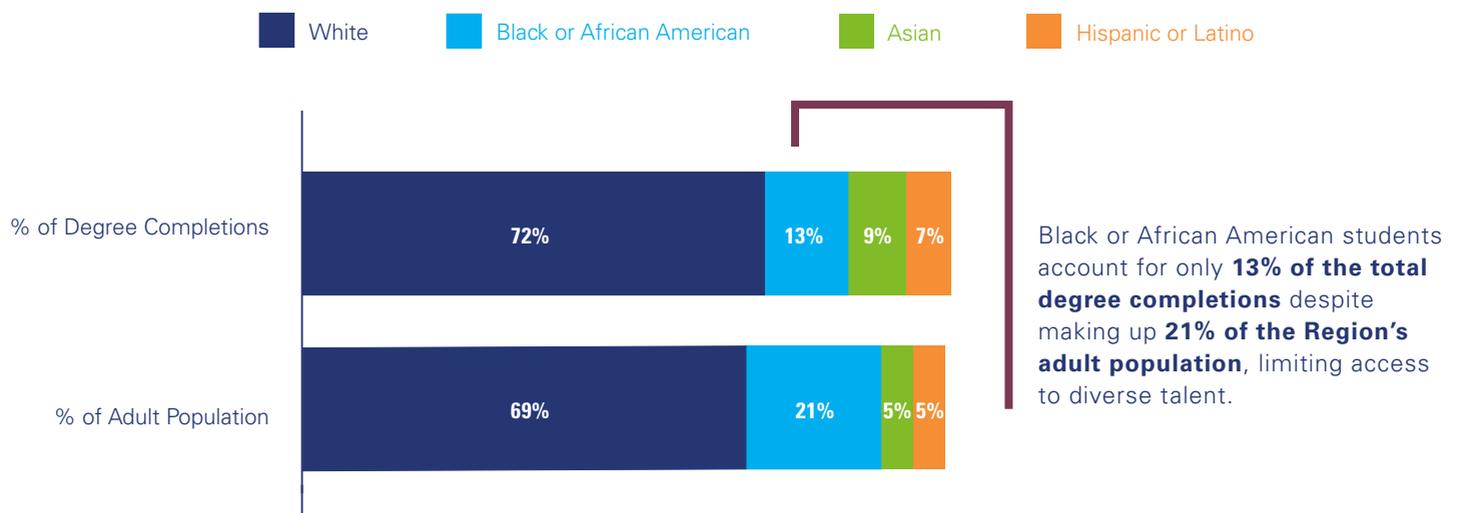


Source: U.S. Census 2023 American Community Survey One-year Estimates  
 Note: Hispanic or Latino includes any race.

## Black Students Are Underrepresented in Degree Completions

### SHARE OF DEGREE COMPLETIONS BY RACE

2023 ALL AWARD LEVELS, DETROIT REGION



Source: Integrated Postsecondary Education Data System, U.S. Census 2023 American Community Survey One-year Estimates  
 Note: Population 18 Years and Older

# Growing Talent

With many industry sectors in the Detroit Region facing a shortage of workers, employers have a unique role in helping increase post-high school educational attainment to meet talent demand. The Detroit Regional Chamber has programs to help employers create and scale talent development and upskilling initiatives.

## The talent pipeline is falling short of meeting the increased demand for qualified workers.

**8 workers available**

for every **10 job openings** in Michigan in 2023.



Source: U.S. Labor Bureau of Statistics

**11,000 entry-level workers gap**

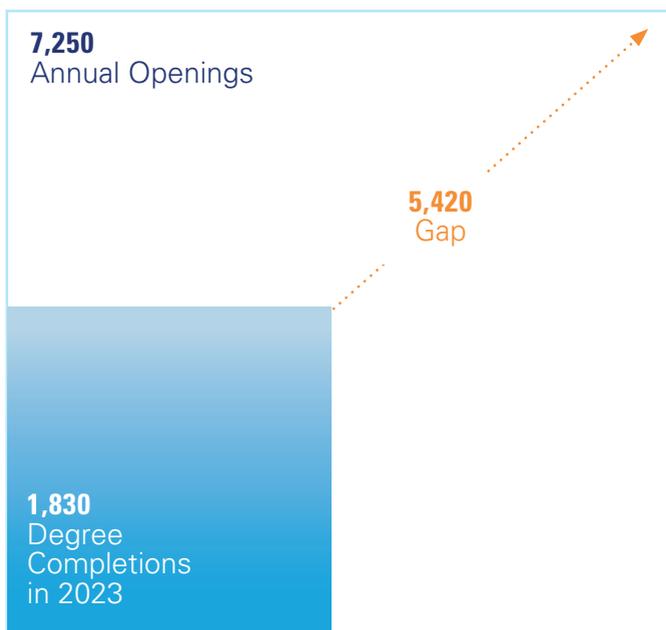
in the Detroit Region in 2023.

**Demand for entry-level jobs with degree requirements outpaced degree completions.** The mismatch between degree completions (36,800+) and entry-level job postings (47,770+) highlights a significant talent gap in the current job market.

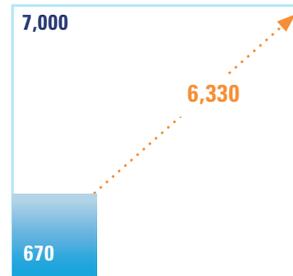
Source: Lightcast  
Note: Entry level defined as 0-2 years of experience.

## GAPS BETWEEN DEGREE COMPLETION AND ANNUAL JOB OPENINGS

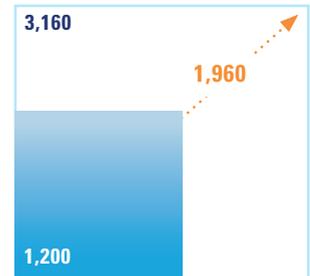
DETROIT REGION, 2023



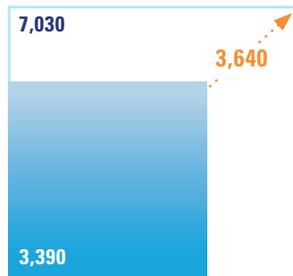
Computer and Information Sciences



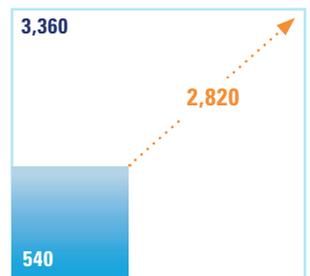
Accounting



Mechanical Engineering



Registered Nursing



HVAC and Refrigeration Engineering

Source: Lightcast

# An Employer-based Effort to Help Address Health Care's Talent Crisis

According to the U.S. Bureau of Labor Statistics, health care and social assistance is projected to be the fastest-growing industry sector while already facing massive workforce shortfalls. The Detroit Regional Chamber created the Detroit Regional Health Care Talent Collaborative in Fall 2023. The collaboration is made up of leaders in health systems, K-12 and higher education, and community-based organizations working together on innovative strategies to address the health care talent crisis in the Detroit Region.

## Employer Partners:



## Responding to Industry Need



The demand for health care talent is undeniable. **Every health care occupation in the Region is projected to experience workforce shortages between now and 2032.** The Chamber is focused on bringing key stakeholders together to create an inclusive health care talent system that leads to good careers for current and returning students, job seekers, and existing workers.

**90,000** Health care-related job postings, **highest in-demand occupations in 2023.**

**11,000+** Health professional degree completions in 2023, **an 11% decrease since 2019.**

**340,000** Health care **employees in the Region.**

**14%** **of the Region's total employment** is in health care occupations.

**19%** **Projected growth** in health care occupations throughout 2032.

## Solutions

### K-12 Pathways

Create clear, well-defined pathways from high school that provide career information, post-high school options, and support.

### Career Progression

Establish programs that provide pathways for existing and new workers seeking career advancement in health care.

### Micro-credentials

Partner with health care providers to develop short-term, skills-based micro-credentials that guarantee entry-level jobs that can lead to advancement.



**Health care remains the Detroit Region's largest and most in-demand industry, but every health care occupation is projected to face workforce shortages by 2032.**

# Engaging Employers in Developing and Retaining Talent

Employer-led education initiatives will be critical in improving the regional talent supply, and the Detroit Regional Chamber is providing critical resources and connections to employers looking to improve or expand their education benefits to workers. The Chamber is facilitating connections with employers to host enrollment events and work-based learning opportunities.

Delta offers the opportunity to employees to further their education and enrich their careers.



In August 2024, Delta Airlines hosted an all-day event to help employees further their education and advance their careers by applying for the Michigan Reconnect scholarship, connecting with colleges, and learning about support to remove barriers to education.

➔ **220**  
employees attended

## Deloitte.

Deloitte has hosted students in career-readiness workshops over the past three years providing resume writing, interviewing skills, and networking sessions.

➔ **Over 100**  
students have been hosted.



Deloitte helps workshop participants with skill-building to prepare for their upcoming transition to the professional world.



DTE's co-op program accepts applications from students and places them in different types of jobs throughout the year.

# DTE

DTE Energy is partnering with the Chamber to place Detroit Promise students in year-long, paid co-ops. Promise students attended DTE Day where they had a chance to meet with hiring managers and learn about job opportunities and company culture.

➔ **Up to 100**  
co-ops are available.

## BANK OF AMERICA

## JPMORGAN CHASE & Co.

Through a pilot with Year Up, Bank of America and JP Morgan Chase placed 30 students in three-month paid internships exposing them to careers in the finance industry in 2023.

➔ **Half**  
of the students placed in these internships were retained as full-time employees.



The Chamber partners with employers like Bank of America and JPMorgan Chase & Co. on programs to match young professionals with paid training and internship opportunities.



Accenture apprentices gather with Gov. Whitmer from last year's National Apprenticeship Week convening.



In partnership with the Detroit Regional Chamber, Accenture, Aptiv, and Detroit at Work are convening the Michigan Apprenticeship Network to promote professional apprenticeships as a talent strategy.

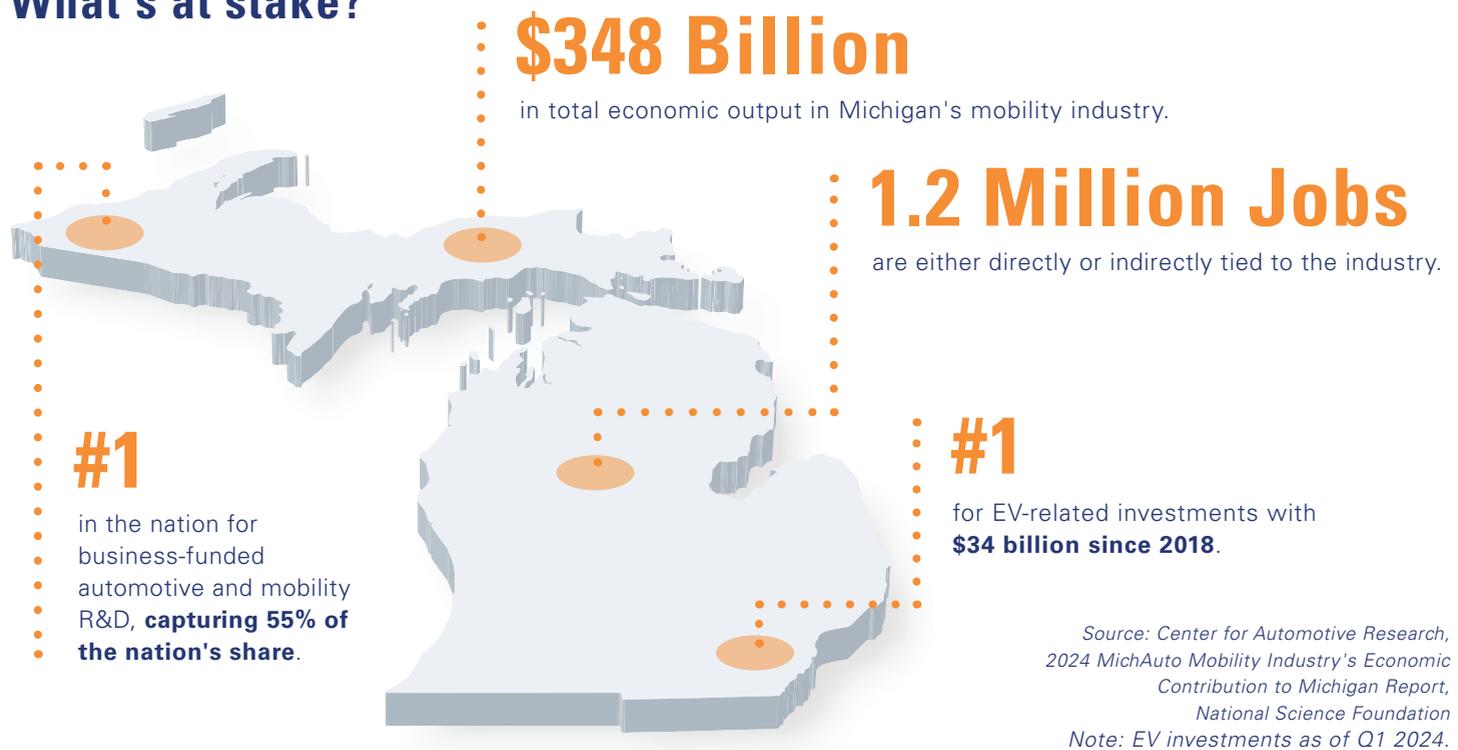
➔ **500**  
new professional apprenticeship openings is the network's current goal.

# MICHAUTO Case Study

## Future Mobility Talent and Industry Transition

Next-generation mobility and electric vehicles (EVs) are the future of the mobility industry. The transition away from the internal combustion engine will bring with it the need for innovation and new high-tech skills as electrification and digitalization evolve. Amid this historic industry shift, the Detroit Region and Michigan are positioned to maintain its automotive leadership, but talent is essential to keeping the jobs and investment that come with it.

### What's at stake?



### Increased Demand for EV Talent *is Already Here.*

**Nearly 30,000**

EV jobs added nationally in 2022.

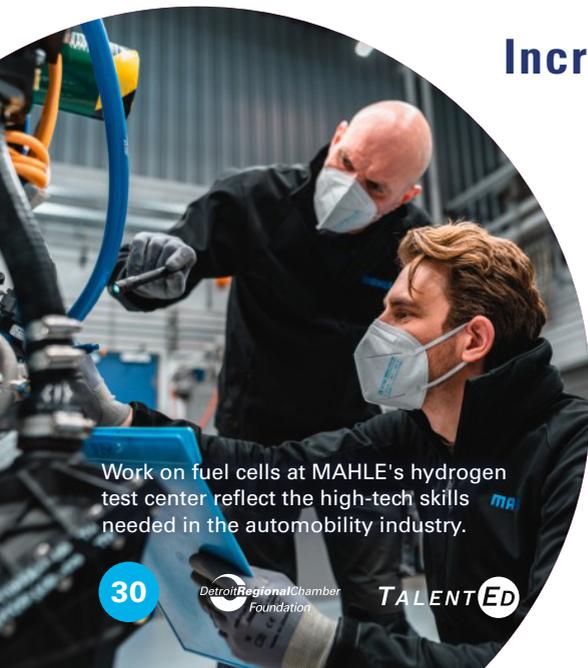
**17x faster**

growth in EV jobs compared to gasoline and diesel vehicle-related employment.

**230% increase**

projected demand for EV skills over the next five years.

*Source: Lightcast, U.S. Department of Energy*



# Taking on the Youth Perception Gap

Backed by more than \$8 million in state and federal funding, MichAuto is leading a high-tech talent strategy to ensure the industry grows and thrives in Michigan. MichAuto's talent work aims to improve youth perceptions and to continue to build a robust talent pipeline by enhancing career exposure and experiential learning for students.



**Over 50% of youth say they would not consider the automotive and mobility industry. Less than 10% of youth select the industry as a career field of interest.**

*Source: MichAuto, 2023 High-Tech Talent Initiative Perception Study*



You Drive the Future offers a gateway to the world of dynamic young professionals driving the future of mobility in Michigan.



Influencing Gen Z to pursue high-tech careers in Michigan.

➔ **17** Industry influencers

➔ **3.3 Million**

Social media engagements by Gen Z Michiganders



Supporting STEM and robotics programming for under-resourced communities.

➔ **200 Teams** ➔ **23,000 Students**



Square One's Innovative Vehicle Design Challenge provides hands-on learning experiences that inspire youth to pursue STEM careers.



Discover Auto tours educate students on the industry and its technology, and promote diverse career options.



Improving youth perception of automotive careers through interactive facility tours.

➔ **2,000** Middle and high-schoolers engaged



[detroitchamber.com/soet](https://detroitchamber.com/soet)



**Funding Partner:**



**Research Partner:**



Data Disclaimer: This analysis utilizes data obtained through a confidential data application process submitted to the Michigan Education Data Center (MEDC)/ Michigan Education Research Institute (MERI). Youth Policy Lab at the University of Michigan requested data access and completed the analysis included in this report. The data are structured and maintained by the MERI-Michigan Education Data Center (MEDC). MEDC data is modified for analysis purposes using rules governed by MEDC and are not identical to those data collected and maintained by the Michigan Department of Education (MDE) and/or Michigan's Center for Educational Performance and Information (CEPI). Results, information, and opinions solely represent the analysis, information and opinions of the author(s) and are not endorsed by, or reflect the views or positions of, grantors, MDE and CEPI, or any employee thereof.

