



especially creative class jobs. These include professional writing jobs, technological design positions, as well as jobs in entertainment, education, communication, and a plethora of other fields.

In order to have professionals like these consider a future in Michigan, the state needs a new image. We suggest changing the emphasis on defining characteristics of major cities. Playing up the positive and progressive sides of Michigan's hotspots has the potential to change the rhetoric of Michigan. A renewed presentation of the state will draw in employers and create job opportunities, which will in turn attract the coveted graduate workforce. In this way, the state can begin to grow and flourish. Soon Michigan will have a prize-winning lawn that will be the envy of the national subdivision.

References:

1. Bureau of Labor Statistics, U.S. Department of Labor, <http://www.bls.gov/>

the Millennial" compares salaries and cost of living in Detroit and popular destinations for recent graduates such as New York, Phoenix, Los Angeles and Chicago. With any luck, graduates will see the figures and decide to stay home.

Another solution proposes not only creating employment opportunities for young job seekers, but also cities in which they want to live. It suggests incentives such as Starbucks, gym memberships, and other community-enriching establishments to convince graduates to work in Michigan. The problem is that Michigan's economy needs the boost of working graduates to make these improvements possible.

All in all, two specific strategies are crucial to encouraging the graduates to remain in Michigan and boost the state's economy. First, graduates need to be able to find jobs in Michigan,

GREENER GRASS: WHY GRADUATES ARE LEAVING MICHIGAN TO SEEK JOB OPPORTUNITIES ELSWHERE

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CLEARING THE BRUSH: WHAT IS CLUTTERING MICHIGAN'S ECONOMY?

The decline of Michigan's economy in recent years has had far-reaching effects. With a state unemployment rate of 8.7 percent (as of September 2008)¹, compared to a national rate of 6.5% (as of

October 2008)¹ job prospects in Michigan have grown slimmer and less attractive. Graduates who might otherwise remain in Michigan are led to other, more economically sound states, to pursue work. Of course, this in turn decreases Michigan's workforce, hurting our economy even more.


According to Michigan Lieutenant Governor John D. Cherry's Commission on Higher Education, graduates are leaving the state at a rate of 44 percent. In fact, in a 2007 article in *The Michigan Journal*, research showed that Michigan led the nation both in worst economy and in outbound grads. In the past five years, the Detroit area alone lost 105,100 jobs. With statistics like these, it is little wonder that young job seekers are looking elsewhere.

Some of the most discouraging news is that graduates from major Michigan colleges do not seem to see working in Michigan as a potential future. In a *Detroit Free Press* survey, it was discovered that only 33 percent of grads from MSU, and 26 percent from U of M, plan to stay in the state. Michigan is working against a negative image that has become its identity. In the words of Michigan Economist Charles Ballard, "Our image is the rustbelt instead of the greenbelt or the sunbelt. It's going to take a lot of very aggressive marketing of our potential." If Michigan is going to be competitive in the job market, we need to start living up to the standards of other states.

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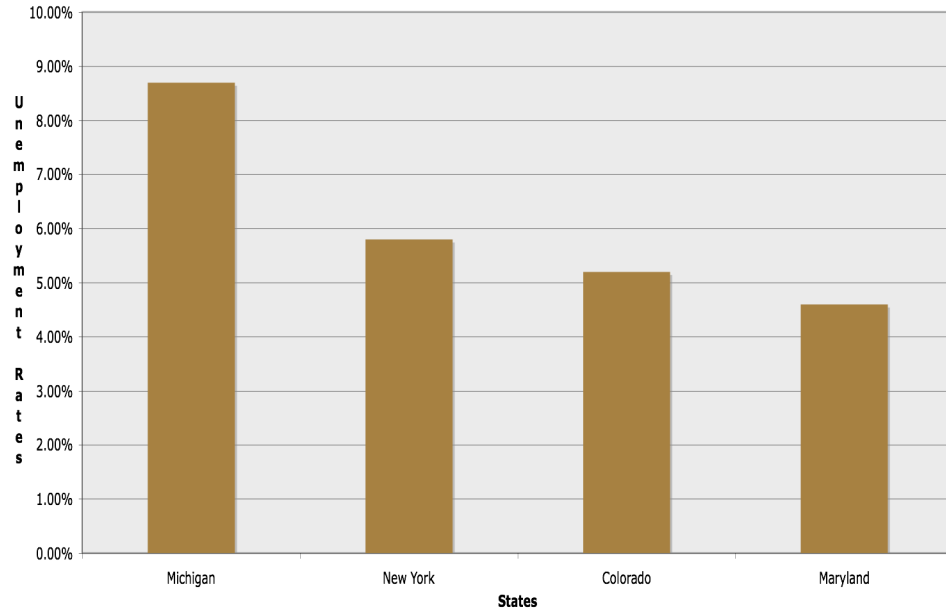
<http://kairos.wide.msu.edu/~sue/townhall/town.html>



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Michigan's Unemployment Rate Compared to Other States

-Source: U.S. Bureau of Labor Statistics Website-



LAWN ENVY: WHAT DRAWS GRADUATES TO OTHER LOCATIONS?

In order to determine why graduates are leaving the state, we must closely look at what draws them to where they are going. Michigan's poor economic outlook is certainly one of the largest deciding factors for many graduates. With the highest unemployment rate in the nation, many students don't feel that they will be able to start their careers here and so they head off to more growth-centric areas of the nation.

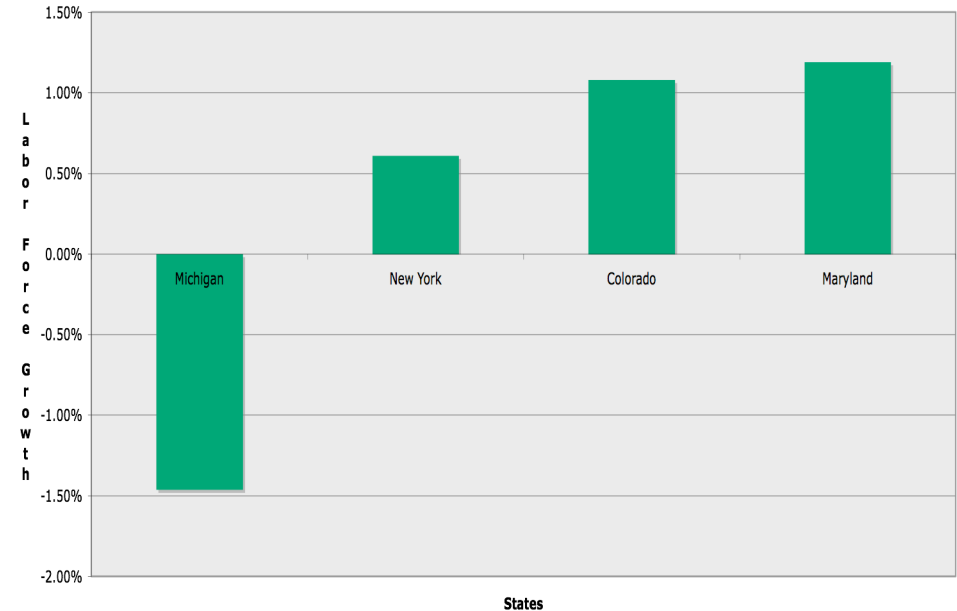
The graphics above clearly show the correlation between the unemployment rates of states and the overall labor force growth. Maryland, with the comparatively low unemployment rate of 4.6

percent¹, also has the relatively high growth rate of 1.19 percent¹. In the same fashion, to go along with its highest unemployment rate in the nation, Michigan also has the lowest growth rate of -1.46 percent¹.

It is also important to note that on a national level it is creative class jobs (as dubbed by author Richard Florida in his book *The Rise of the Creative Class*) that have the most openings. Fields that Michigan relies on, such as the auto industry, are not growing at the same rate¹. While students graduating into the creative class have many options to pick from, few of them are in auto-centric Michigan. Grads are forced to go where their fields are centered and choose to go where the economic situation is more encouraging.

Michigan's Labor Force Growth Compared to Other States

-Source: U.S. Bureau of Labor Statistics Website-



A wicked cycle has been created in our state: as graduates leave in record numbers the economy begins to crumble, yet they are leaving in part due to the economic crises that they are creating. Creative and proactive solutions must be presented to help mend our state.

LAWN TREATMENTS: MAKING MICHIGAN'S LAWN LOOK GREENER

Some graduates leaving Michigan are moving based on location rather than job opportunities. However in a recent survey conducted by MSU PW majors, approximately 64 percent of polled students are concerned about Michigan's economy. In fact, 83 percent of those who are planning on leaving post-

graduation would consider staying if the economy improved. Michigan needs the latter group of graduates to revitalize its economy. What can the state do to keep the young workforce interested in working here?

The Detroit Regional Chamber may have found one solution. The Chamber is working to create 25,000 internships with Michigan companies in and around the extended Detroit area. Eighty percent of interns remain employees of the companies at which they had internships. The theory is simple: give students the chance to complete internships in Michigan, and they will stay in Michigan when they are ready for a full-time job.

The Center for Michigan is trying another tactic. A story on their website about "Mikey