



CITY COUNCIL AGENDA ITEM

March 21, 2011

To: The Honorable Mayor and City Council Members

From: John Szerlag, City Manager
Mark Miller, Acting Assistant City Manager/Economic Development Services
Pamela Valentik, Economic Development Specialist

Subject: Report on Oakland/Macomb Job Hub 2011

Background

During a quarterly meeting in 2010 of the Oakland County Economic Development Group, it was discussed the amount and significance of our individual communities' economic development success stories for the year and the anticipated jobs these companies will create for the region. Further discussion lead to information shared by some of the companies, that they were having a difficult time locating qualified talent. In our continued efforts as economic developers to assist our businesses with their business development plans and promote good news for our region, the group decided to collaborate on a regional job fair. Thus, the plan for the Oakland/Macomb Job Hub Event 2011 was developed.

This job fair was to connect these companies with the educated workforce in our communities to create employment opportunities for our residents. Its purpose was also to showcase the positive developments coming to Southeast Michigan.

The event was held on February 24th at the Oakland Center on the campus of Oakland University. To focus our efforts, we recruited companies looking to fill technical and professional positions here in our region within the next six months. Within four weeks, the planning committee had received registration for 76 companies to participate – more than any other local job fair within the past year. City of Troy staff was actively involved in the coordination and delivery of this event. We had 10 Troy companies participate in the event, looking to fill upwards of 600 positions this year.

Below is a testimonial from a Troy company that participated in the event:

“Wow! The Feb. 24th Oakland-Macomb Job Hub was the BEST ever my company (Detroit Engineered Products, Inc.) participated. Overall, it was a fabulous job fair. We received over 50 qualified resumes for our currently pending 40+ positions. Thank you very much for the great hospitality. From the moment we entered the Oakland Center the welcome was warm and friendly. The registration process, breakfast & lunch, the floor set up was beyond our expectations. The



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entire event was well thought out, meticulously planned and executed. We are truly looking forward to your future Job Hub and similar events.”

The event attracted approximately 1700 job candidates and received a lot of media coverage. Below is a testimonial from a Troy resident that attended the event:

“The event was well organized, well publicized, and efficiently run, from the check in process to the placement of and access to employers throughout the facility. The facility was excellent, the quality of employers present was excellent, the event was well publicized, and information was easily obtained.”

The event was a true example of regional efforts to promote economic growth as the event was sponsored by the Cities of Troy, Auburn Hills, Rochester Hills, Southfield, Rochester, Madison Heights, Sterling Heights and Warren. Our workforce development and education partners included Oakland University, Oakland Community College, Macomb Community College and the Michigan Works offices in Oakland and Macomb Counties, specifically the Troy Career Center as the lead office. Credential Check (a Troy business) and Expectec were corporate sponsors. The planning committee is currently awaiting more results from a survey sent to companies and participants but initial feedback from both groups is asking us to hold the event again in the future.