

Understanding the Michigan Business Climate

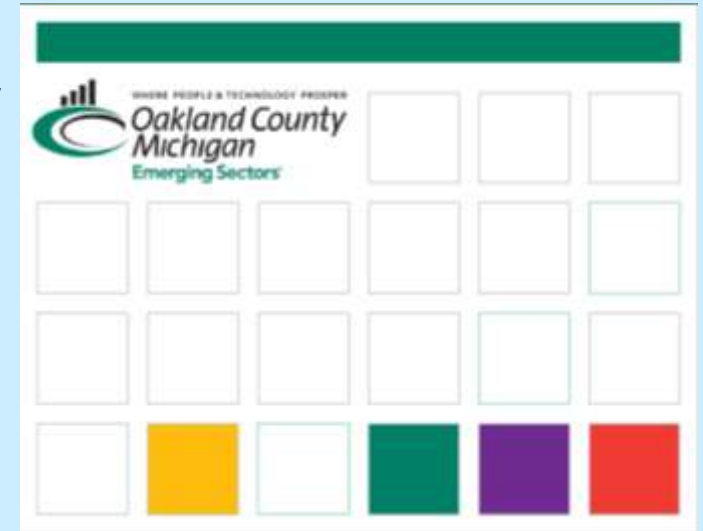


Where People & Technology Prosper

Maureen Krauss, Oakland County

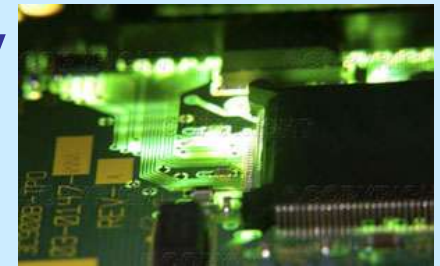
What is Emerging Sectors?

- Diversifying the county's employer base and industry composition.
- Expansion, Retention, Attraction.



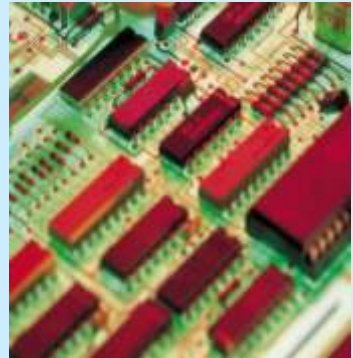
The 10 Emerging Sectors

- Advanced Electronic & Control Systems
- Advanced Materials & Chemicals
- Aerospace
- Alternative Energy & Power Generation
- Communications & Information Technology
- Defense & Homeland Security
- Film & Digital Media
- Finance and Fast Growth
- Life Sciences/Medical Main Street
- Robotics & Automation



Why is it so important for Oakland County?

- To remain the leader of business activity and job growth in Michigan
- To diversify the employer base and the industry composition of the County
- To offset the region's loss of manufacturing jobs
- To continue being the preferred place of doing business on a global scale
- To ensure the County's continued economic success



Oakland County is the Place:

Oakland County has the skilled work force to support these emerging sectors:

- Over five times the IT people compared to the national average
- Twice the corporate R&D professionals compared to the national average
- Over 15,000 people in engineering services; 12,000 people in computer systems design and 16,000 in IT
- 15 institutions of higher learning in the county
- 42% of adult residents have college degrees

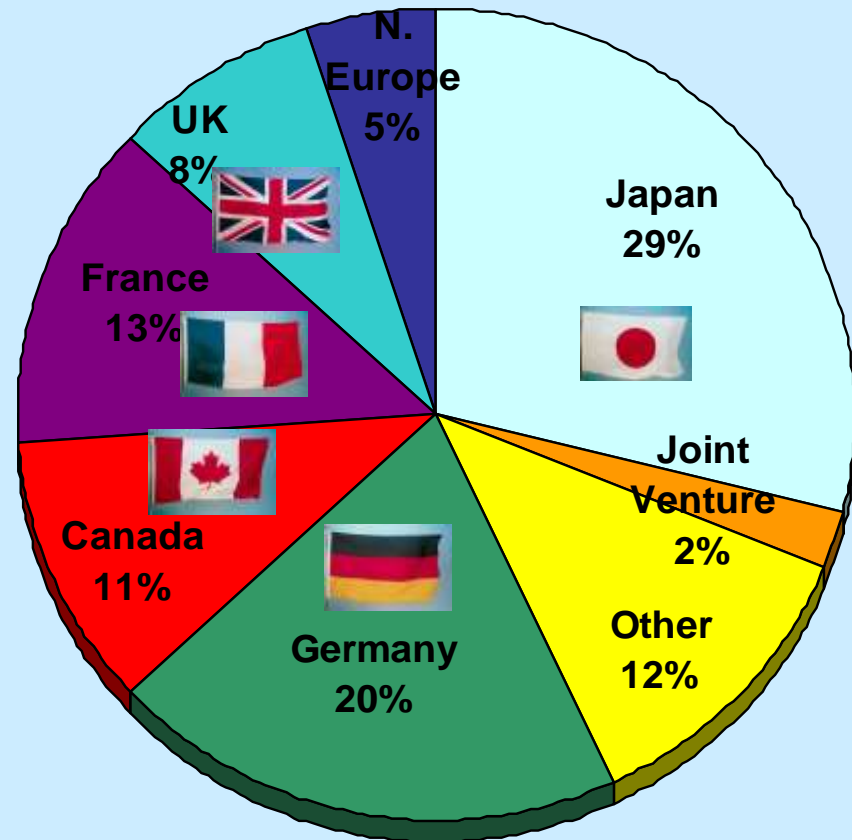


Oakland County is a Global Community

Over 700 Foreign-Owned Firms from 38 Countries are in Oakland County

259 of the firms came to Oakland County in the last 12 years

The county continues to grow in its make-up of foreign companies !



Challenges for Emerging Sectors Companies:

- Access to Capital/Funds
- Basic Business Skills
- Exposure/Visibility



Oakland County Emerging Sectors

Skills Needs Assessment Project Results Summary

June 2009

Top Jobs: Spanning All Sectors

TABLE 1: Rank Order of Job Frequencies Based Upon Number of Respondents

Top Jobs
Computer Software Engineers, Applications
Computer Support Specialists
Computer Programmers
Computer & Information Systems Managers
Electrical Engineers
Sales Representatives (Wholesale & Manufacturing, Technical & Scientific Products)
Computer Systems Analysts
Web Developers
Chemists
Network & Computer Systems Administrators

Survey Results

Survey Skill Clusters

Analytical/Communication



Critical Thinking
Complex Problem Solving
Active Learning
Written Expression
*English Language**

Intrapersonal



Cooperation
Dependability
Intercultural Sensitivity
Intercultural Competence

Knowledge-Based**



Knowledge of Database Platforms
Use of Desktop Computer
Configuration Management Software
Website Development

*Because of the high number of non-native English speakers largely working in the computer and engineering fields; proficiency in English emerged as part of this grouping

** The knowledge-based skill set was comprised of skills that are job specific and tied to a specific job task. The example provided is for a technical occupation.

Key Project Themes

- Top Jobs were predominantly technical in nature.
- Soft Skills remain the “differentiator” among employees in a work force dominated by technical jobs.
- Universally, there is a need for people skills, human interaction abilities and overall business acumen.
- Engineers will require interdisciplinary skill sets and experiences.
- Project reinforces initiatives underway at some educational institutions.
- Intercultural Abilities are emerging as an area of increasing importance and heightened awareness.

Business Assistance Center

- Workshops for Entrepreneurs
- Small Business Technology Development Corporation
- One-on-One Counseling
- Shifting Gears
- Venture Forward

What we have done and continue to do?

- RESEARCHRESEARCH . . .RESEARCH
- Business Cases/Marketing Pieces
- Retention Calls with Emerging Sector Companies
- Visiting Trade Shows
- Collaborating with Partners/Multipliers
- Strategic Partnerships (MichBio, NextEnergy)





Oakland County
Department of Economic Development & Community Affairs

www.emergingsectors.org
www.oakgov.com/workforcedev/

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