

# Retaining International Talent as a Strategy for Economic Development



**GTRI**

GLOBAL TALENT RETENTION INITIATIVE  
OF MICHIGAN

# Today's Panel

## **Athena Trentin, Ed.D.**

Director  
Global Talent Retention Initiative of Michigan

## **Tel Ganesan**

Founder & CEO  
Kyyba, Inc.

## **Laura Wise**

Office of International Students & Scholars  
Michigan State University

## **Skyin (Xiaoyu) Yin**

Masters in Advertising 2013  
Michigan State University

# Investing in Michigan's Economic Future

**Contribute  
\$759 million  
to state's  
economy**

Enters  
U.S. to  
begin  
college

**Filling  
immediate  
talent needs**

Graduates  
and begins  
full-time  
employment  
on student  
visa

**Creating  
1.85+ jobs**

Employer  
sponsors  
H-1B

**6x more likely  
than native  
Michiganders**

Becomes an  
entrepreneur

**13 years**  
*(average)*

PR?

# Finding the Talent We Need

## Where are the jobs?

- In Michigan:
  - 5 engineering jobs for 1 engineering applicant
- U.S. Bureau of Labor & Statistics:
  - 2006-2016 – STEM fields growing fastest
  - Primarily math & computers
  - 230,000 STEM worker shortage by 2018

## Where is the talent?

- <25% Michigan residents have a bachelor's degree or higher
- International Students dominate PhDs in STEM fields
  - Engineering = 51%
    - Computer = 59%
    - Electrical = 58%
    - Mechanical = 53%
  - Sciences = 40%
    - Computer & Info Science = 46%
    - Physics = 45%

# Global Talent Retention Initiative

<http://MiGTRI.org>

- International students
  - Specialized career development resources
  - Information on living and working in Michigan
  - Connections to Michigan employers
- Employers
  - Raising awareness
  - Immigration resources (*i.e. webinars*)
  - Assistance developing recruiting & hiring strategies



employer

- **G**lobal **O**ppportunity **E**mployer
  - Michigan employers willing to hire international students
- More efficient; less frustration
- Incorporating logo into career fairs and online database systems

# GO-U!

## Becoming a Partner School

- Promote GTRI resources & events to your students
- Connect GTRI with your career centers and encourage them to incorporate GOemployer into their employer outreach
- Host at least one comprehensive career development event per academic year  
*(or collaborate with nearby schools/organizations)*
- Provide CPT/OPT/AT stats to GTRI twice a year

# Career Development Conferences

<u>Room:</u>	<u>Session I</u> 4:30—5:20	<u>Session II</u> 5:30—6:20	<u>Session III</u> 6:30—7:20
<b>133 Chrysler</b>	We Want YOU in Detroit! Live, Work, & Play in Michigan	Work Authorization Options: The Road to H1B & Beyond	Connecting to Community: Immigrating to Michigan
<b>1013 Dow</b>	Take it from an Entrepreneur: Starting a Business in Michigan	The International Student Employment Experience	In the Eye of the Employer: A Successful Job Candidate
<b>1017 Dow</b>	Standing Out from the Crowd: Cover Letters & Resumes	Selling Yourself: Interviewing Skills for the International Student	Job Search Strategies



# Athena Trentin

## Director

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*<http://www.MiGTRI.org>*



*[www.Facebook.com/MiGTRI](http://www.Facebook.com/MiGTRI)*



*[www.Linkedin.com/company/MiGTRI](http://www.Linkedin.com/company/MiGTRI)*



*[@MiGlobalTalent](https://twitter.com/MiGlobalTalent)*

# International Student Retention on the Local Level

Laura Wise

Office for International Students and Scholars  
(OISS)

Michigan State University

# Experiential Learning

## *Why is it important?*

- International students want professional work experience.
- When employers are reluctant to hire, experiential learning activities allow them additional opportunities to build experience.
- Experiential learning is a process through which students develop knowledge, skills, and values from direct experiences outside a traditional academic setting.
- Includes internships, service learning, undergraduate research, study abroad, and other creative and professional work experiences.

# How are we meeting their needs?

## *On-Campus & In the Community*

- **On-campus Focus**

The intersection of immigration status and U.S. work authorization options

- Host immigration specific sessions through our office and partner with immigration counsel for H-1B, E visa series presentations

- **Career Services - Our key partnership**

- Maximizing success
- Career Fair prep sessions and webinars
- Resource sharing

- **In the Community**

- Business Roundtables
- Global Lansing

# How are we meeting their needs?

## *Contributing Statewide*

### Global Talent Retention Initiative of Michigan (GTRI)

- Employer Education event with the Center for International Business
  - ***“Learn how to infuse your company with young, energetic, international talent and the language and cultural skills and experience to help you explore global markets.”***
- Career Services integration
  - Employer education through panel presentations
  - Fall 2013 – GOEmployer
- Webinars for Michigan Economic Development Corporation
- Resource sharing - *Resume and Interview Guide for International Students*

# Signature Events

## *OISS & Community Programming*

- Global Lansing Fellowship
- International Student Entrepreneurship

# Global Lansing

- Funded by a \$20,000 grant from the Michigan Economic Development Corporation
- 7 students placed in Spring 2013 for pilot program with local business entities according to their field of study
- Partners included small business, non-profit, local government
- Placements are developed through student/resident needs and can be changed based on forthcoming focus group results and individual interviews with placed students

# Global Lansing

## Other active components of Global Lansing

- An International Protocol Network is being developed to welcome international delegations when they visit
- Global Lansing coordinators are working with a Michigan State professor to put together a case study of the program

## Entities supporting this effort through time and resources

*(among others)*

- Lansing Economic Area Partnership (LEAP)
- Prima Civitas
- Greater Lansing Convention and Visitors Bureau
- City of Lansing



# International Student Entrepreneurship

- **Startup Weekend Lansing**
  - Hosted kickoff event
  - Teams launch a startup within 54 hours – visited by Startup Weekend Istanbul
  
- **Partners**
  - MSU College of Law Small Business and Non-Profit Clinic, the Community Economic Development Inclusiveness Grant, the NEO Center, the Lansing Economic Area Partnership (LEAP), MSU Entrepreneurship Network, Fragomen
  
- **Learning Outcome/Purpose**
  - To discover what could be done to collaborate on initiatives/events to foster the spirit of entrepreneurship in our students, and ensure they understand the immigration implications.
  
- **Resources**
  - Students connect with immigration council
  - MSU College of Law's Small Business & Nonprofit law clinic translated business development guides

# International Student Entrepreneurship

## Federal Level

United States Citizenship and Immigration Services (USCIS)

**Entrepreneurs in Residence (EIR) Program** [www.uscis.gov](http://www.uscis.gov)

- Produced clear public materials to help entrepreneurs understand which visa categories are most appropriate for their particular circumstance.
- **Revised Request for Evidence (RFE) templates** to allow for alternative forms of evidence that an entrepreneur or startup may be more able to provide to meet the eligibility criteria for particular visa classifications.
- **Reviewed H-1B policies** and the challenges and limitations faced by entrepreneurs in filing for and obtaining H-1B visas enabling them to work for their own or other startup companies. Changes have been proposed and remain under consideration by USCIS.

# Resources

- [Office for International Students and Scholars at Michigan State University](#)
- [Resume and Interview Guide for International Students](#)
- [Michigan Economic Development Corporation Webinars](#)