Retaining International Talent as a Strategy for Economic Development
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

<table>
<thead>
<tr>
<th>Where are the jobs?</th>
<th>Where is the talent?</th>
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<tbody>
<tr>
<td>• In Michigan:</td>
<td>• &lt;25% Michigan residents have a bachelor’s degree or higher</td>
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<td>– 5 engineering jobs for 1 engineering applicant</td>
<td>• International Students dominate PhDs in STEM fields</td>
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<td>• U.S. Bureau of Labor &amp; Statistics:</td>
<td>• Engineering = 51%</td>
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<td>– 2006-2016 – STEM fields growing fastest</td>
<td>– Computer = 59%</td>
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<tr>
<td>– Primarily math &amp; computers</td>
<td>– Electrical = 58%</td>
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<td>– 230,000 STEM worker shortage by 2018</td>
<td>– Mechanical = 53%</td>
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<td>• Sciences = 40%</td>
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<td>– Computer &amp; Info Science = 46%</td>
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<td>– Physics = 45%</td>
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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
• **Global Opportunity Employer**
  – 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

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

Work Authorization Options: The Road to H1B & Beyond

Connecting to Community: Immigrating to Michigan

The International Student Employment Experience

In the Eye of the Employer: A Successful Job Candidate

Standing Out from the Crowd: Cover Letters & Resumes

Selling Yourself: Interviewing Skills for the International Student

Job Search Strategies
Athena Trentin
Director
Global Talent Retention Initiative Of Michigan (GTRI)
athena@urcmich.org

http://www.MiGTRI.org

www.Facebook.com/MiGTRI

www.LinkedIn.com/company/MiGTRI

@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 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


- 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