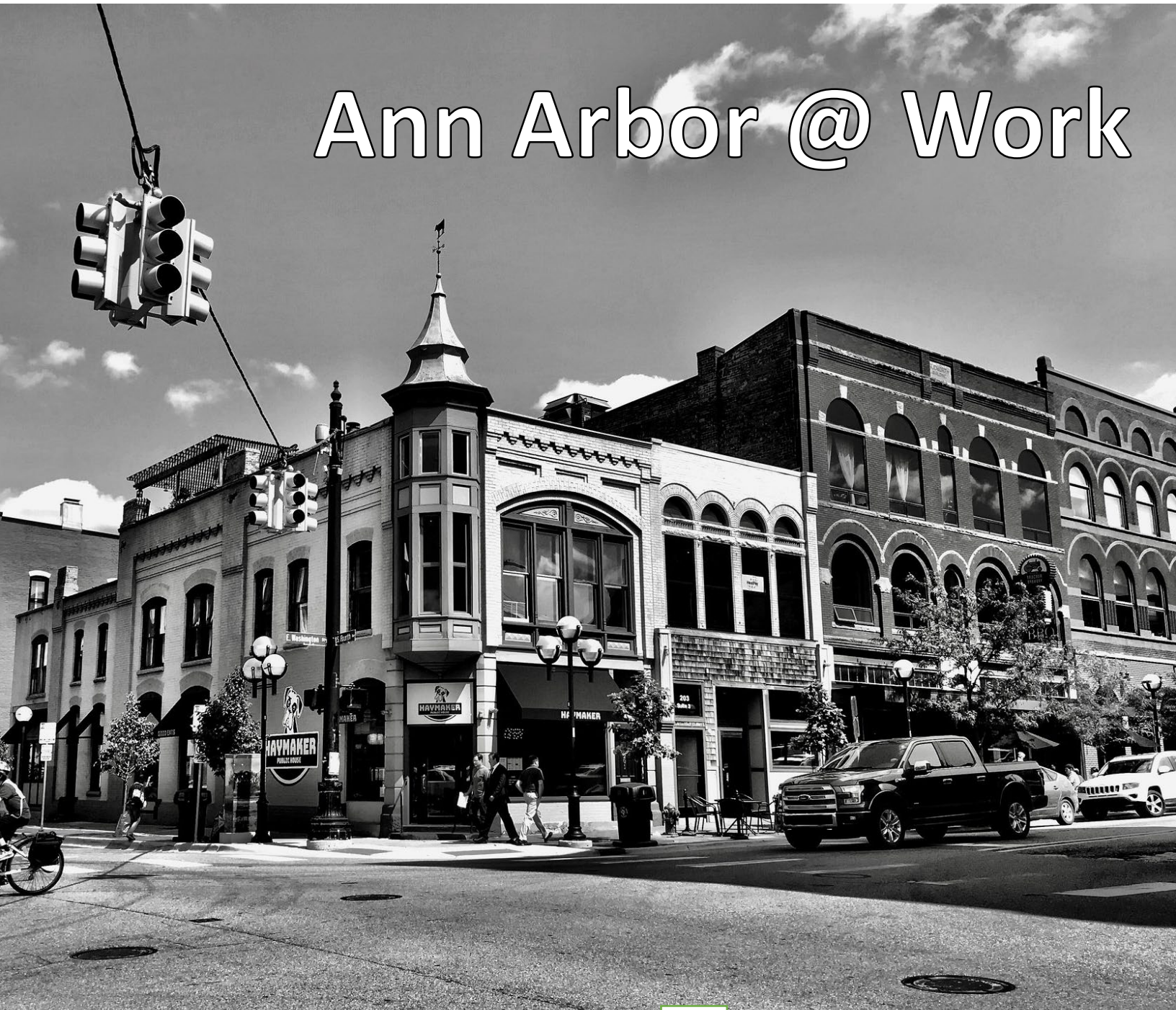


# Ann Arbor @ Work



Acquiring Talent in the Greater  
Ann Arbor Region

*Winter 2022/2023*





## **+ Talent acquisition and training is the top factor in a successful business.**

*This is a high-level overview of some of the approaches, information, and resources that can help with talent acquisition in the greater Ann Arbor region. This approach was developed by Ann Arbor SPARK and the Greater Ann Arbor Society of Human Resource Management (GAASHRM) to shed some light on talent acquisition in Ann Arbor.*

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# + Labor Market Size and Cost

# Let's Cover the BASICS

## **+** *Where does Ann Arbor's talent come from?*

The geographic footprint of Ann Arbor's workforce may be different than you'd expect. In total, Ann Arbor is a "net importer" of jobs — meaning during the day, more people are commuting to work in Ann Arbor than are leaving. Data show that about 100,000 people drive into Washtenaw County to work, about 85,000 live and work in Washtenaw County, and about 62,000 people live here and work elsewhere. Over 1,000,000 people live within a 30-minute drive time of Ann Arbor.



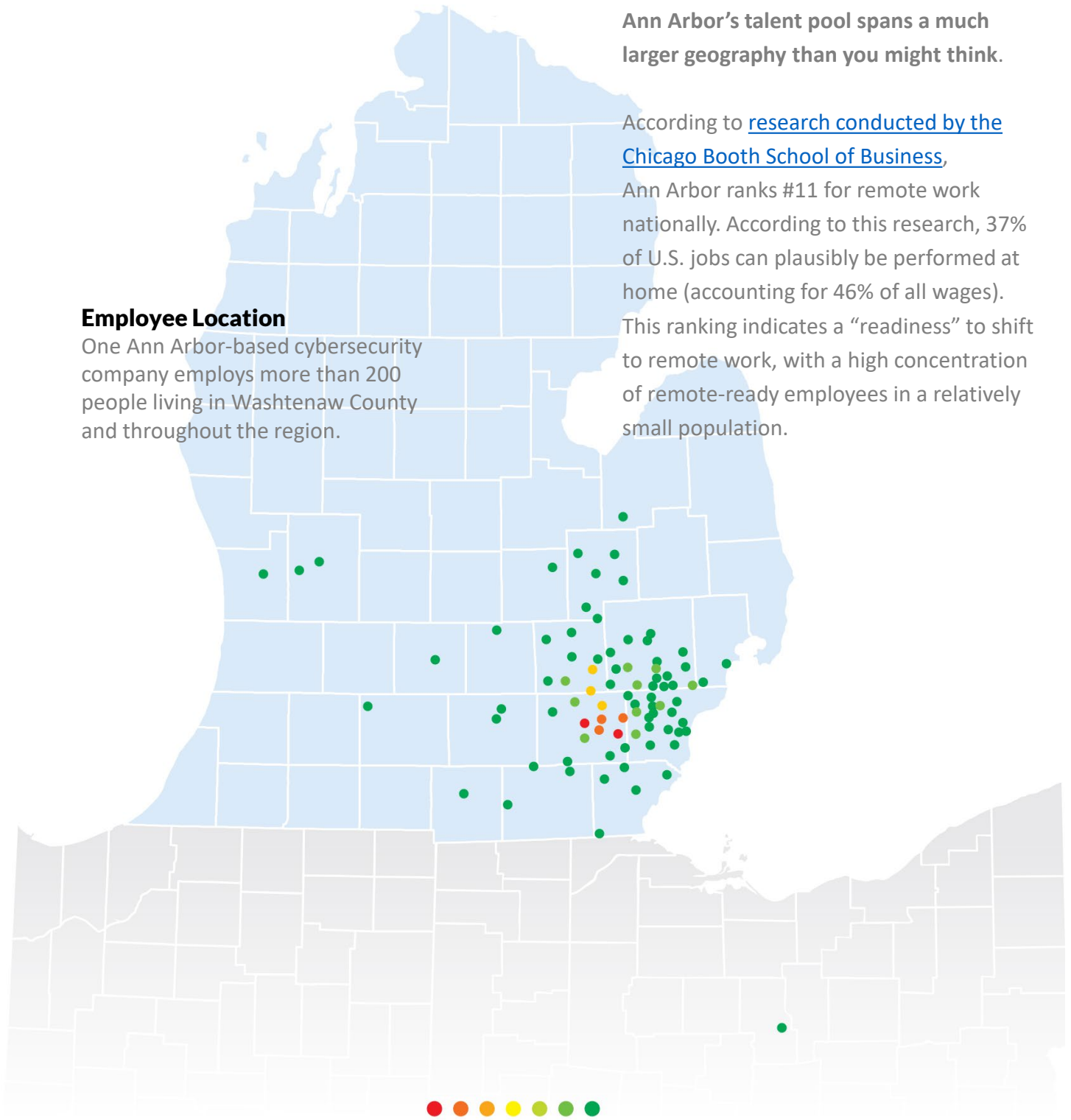
# OUR TALENT REACH

Ann Arbor’s talent pool spans a much larger geography than you might think.

According to [research conducted by the Chicago Booth School of Business](#), Ann Arbor ranks #11 for remote work nationally. According to this research, 37% of U.S. jobs can plausibly be performed at home (accounting for 46% of all wages). This ranking indicates a “readiness” to shift to remote work, with a high concentration of remote-ready employees in a relatively small population.

### Employee Location

One Ann Arbor-based cybersecurity company employs more than 200 people living in Washtenaw County and throughout the region.



Highest Concentration of Cybersecurity Employees to Lowest

# Higher-Ed Alumni in Ann Arbor



Ann Arbor is often known to people as the home of the University of Michigan, but the makeup of our employment base is far more diverse than you might expect. Local talent not only comes from all over the region but also a wide variety of schools. Let's look at the top 20 schools for talent that works here.

School	Percent
University of Michigan	31%
Eastern Michigan University	11%
Washtenaw Community College	5.4%
Michigan State University	3.7%
Wayne State University	1.5%
Western Michigan University	1.4%
Central Michigan University	1.3%
University of Michigan Law School	1.0%
Concordia University-Ann Arbor	0.8%
Grand Valley State University	0.7%
University of Michigan-Dearborn	0.6%
Oakland University	0.6%
Ferris State University	0.5%
Michigan Technological University	0.5%
Schoolcraft College	0.5%
University of Toledo	0.5%
Purdue University	0.5%
Shanghai Jiao Tong University	0.5%
University of Phoenix	0.4%
University of Illinois at Urbana-Champaign	0.4%

# How Much Does Talent Cost?

**+** *The talent market in Ann Arbor is, well, a market — so pricing talent is a critical part of the equation. Below are some outlines for a few job categories to give you a sense of the market as of Q1 2023.*

## Edit Job: A2SD - Software Developer

1 Job Title 2 Compensable Factors

**Description Details**  
**PayScale Title:** Software Developer (Change)  
 Write, modify, and debug software for client applications. Use source debuggers and visual development environments. Test and document software for client applications. Write code to create single-threaded, multi-threaded or user interface event driven applications, either stand-alone and those which access servers or services.  
 Typical years experience in field of 3 years. Typically holds Bachelor's Degree, Master's Degree (non-MBA). Supervisory Role: No. Skills/Specialties include C Programming Language, Java, Agile Software Development, Objective-C.

**\$80K**  
 Estimated Base Pay at the 50th Percentile and Labor Market:  
 Ann Arbor - Tech

**Typical Experience**  
 Choose the years of experience typical for someone at full proficiency for this role.  
 Use the Years Experience Chart to the right to guide your answer.  
 Experience on this scale: 3 3 years  
 Years Minimum: 1 1 year

**Software Developer**

## Create Job: HR - HR Generalist

1 Job Title 2 Compensable Factors

**Description Details**  
**PayScale Title:** Human Resources (HR) Generalist (Change)  
 Guide managers in recruiting and employee relations. Administer employee compensation, training and benefit programs. Acts as liaison between employee and management to answer questions or concerns regarding company policies, practices and regulations. Process, verify and maintain documentation relating to HR activities such as staffing, training and performance evaluations.  
 Typical years experience in field of 5 years. Typically holds Bachelor's Degree.

**\$45K**  
 Estimated Base Pay at the 50th Percentile and Labor Market:  
 Ann Arbor - Non Profit

**Typical Experience**  
 Choose the years of experience typical for someone at full proficiency for this role.  
 Use the Years Experience Chart to the right to guide your answer.  
 Experience on this scale: 5 5 years  
 Years Minimum: 1 1 year

**HR Generalist**

## Create Job: Research - Research Scientist

1 Job Title 2 Compensable Factors

**Description Details**  
**PayScale Title:** Research Scientist (Change)  
 Write grant proposals to procure external research funding. Keep abreast of developments in their field by reading current literature, talking with colleagues, and participating in professional conferences. Conduct research in a particular field of knowledge, and publish findings in professional journals, books, and/or electronic media.  
 Typical years experience in field of 5 years. Typically holds Doctorate (PhD).

**\$84K**  
 Estimated Base Pay at the 50th Percentile and Labor Market:  
 Ann Arbor - Life Sciences

**Typical Experience**  
 Choose the years of experience typical for someone at full proficiency for this role.  
 Use the Years Experience Chart to the right to guide your answer.  
 Experience on this scale: 5 5 years  
 Years Minimum: 1 1 year

**Research Scientist**

**Pro tip:** there are software tools available to help determine the best pricing of your talent. Reach out to SPARK to get an assessment based on your needs.





# How Much Does Talent **Cost**?

## *Pricing **entry-level** talent*

As you'd expect, there is a range of wage expectations for entry-level talent as well. One way to get some data about entry-level pricing expectations for local talent is through "first destination" profiles. Most of Michigan's colleges and universities publish survey data on the types of jobs that their graduates take on after they complete school (for example, you can read a few from the University of Michigan [here](#)).

Obviously, much will depend on the skill sets and qualities that you're looking for in potential candidates — but the range can be large. For example, graduates from U-M's College of Literature, Science, and the Arts averaged about \$46,000 in salary, while the average from the College of Engineering was \$75,000.

Expectations for positions that don't require a college degree, or have other requirements, will vary as well.



# + Local Talent Acquisition Tips

# Talent Acquisition Basics

These talent acquisition fundamentals refer to steps like posting open jobs on your website. Career openings should be up-to date and use salient industry terms in a concise job description. Be considerate of applicant experience (is your career site intuitive or cumbersome) and provide a shareable link for email and social media. Finally, ensure it's on the major job aggregators (i.e., Indeed, CareerBuilder, ZipRecruiter, etc.) and that you're developing a strategy around LinkedIn as well as other social media platforms.

"Basics" also means getting the wording right to attract the types of people you want – with specific skills and specific cultural fits for your organization.

**Pro tip:** SPARK has a targeted, curated job portal that gets significant traffic each month as well. [annarborusa.org/jobs](http://annarborusa.org/jobs)



# A Few Other Ways:

## **Speak at, host, or sponsor a meetup or participate in industry-wide events**

We like to say, “The meetup culture is strong in Ann Arbor.” There are [tons of meetups](#) around the region, things like — [A2 New Tech](#), [a2tech360](#), and [Manufacturing Day](#). View a list of curated (tech-specific) meetups [here](#).

Here are some examples of what some companies are doing as well:

- [PyData Meetup](#), hosted at TD Ameritrade
- [Duo Security’s Tech Talks](#)
- [Hosting Tech Inclusive](#), or plug into [Grand Circus](#)

Those are some options that are focused on tech, but there are others that could be more relevant to your industry. For example, you could sponsor [FIRST Robotics](#) at your local high school. [Plastics News](#) featured a great example in [Engineering a career, and finding workers, through high school robotics](#).

## **Get your pricing and benefits (“perks”) right**

As mentioned above, be sure to continuously benchmark and adjust (when necessary) your pay structures and benefits. As we saw above, pricing can vary depending on skill set, experience and other factors.

- Ask us! SPARK can do a review to determine wage data in specific job categories.
- If you have relationships with temp agencies, ask them. Many keep track on wage data and will share it with you.
- Check regional wage studies. SPARK conducted one last year focused on the tech sector, and many chambers of HR groups conduct them as well.
- [Check with the BLS](#) about wage data ([Onet Online](#) is another resource).

## **Build (and maintain) academic relationships**

Getting in front of students is great — even better is presenting info to them as experts in a certain field, or about a certain topic. Work to get to know faculty/staff at universities and colleges. There are some great business “front door” organizations like [U-M’s Business Engagement Center](#) or [EMU’s BusinessLink](#) programs. Be sure to check in with [Washtenaw Community College](#), [Michigan Tech](#), [Kettering](#), [Michigan State University](#), and places outside of Michigan. Here are some other examples and programs to consider:

- Consider exploring programs at [Michigan Tech](#) (remember, we’re south of the Upper Peninsula!)
- [Kettering’s Co-Op Program](#)
- [MAP at Ross Business School](#)
- [MDP at U-M](#)

**Pro tip:** Check out the [Michigan Corporate Relations Network](#) for an easy way to plug into university assets across Michigan.

# A Few Other Ways:

## + *Convert your traditional job postings into video job postings*

It's become a cliché, but video is the future of the Internet. Think about creating a video outlining life at your company, or even outline what the day in the life of a [insert job title] is all about at your company. Some examples. Be creative!

- [Pillar Technology \(in the car\)](#)
- [Duo's "WeAreDuo" campaign](#)
- [Navya in Saline](#)

## + *Ask for referrals from the people that know you best — your current staff*

Use referrals from existing staff; incentivize them to help you get the word out. Consider a structure that could help encourage both high number of referrals, as well as quality referrals — **but do be mindful of losing out on a diversity of candidates through referrals, since people tend to refer people that are very similar to themselves.**

- Join a recruiting [meetup](#) or tap into the events through your local HR association (like [GAASHRM](#))
- Connect the dots with [Michigan Works! Southeast](#) to find new avenues to get the word out about your job openings and explore training and resources you may not have considered.



# Recruiting from the Region's Higher Education Institutions



***The key to successfully recruiting students and recent graduates is building and maintaining a strong presence on campus.***

In addition to posting positions, attending career expos, conducting campus interviews, and hosting information sessions, consider the following strategies (taken from the [University of Michigan University Career Center website](#)) to engage students and enhance your brand.

Above all, be creative in your approach and highlight what sets your organization apart!

- Make the most of your Handshake profile by including a complete company description, detailed job postings, profile pictures, and social media handles. Be sure to highlight awards, company culture, service commitment, perks, and what makes your organization attractive to young professionals.
- Keep students engaged during your recruiting process through timely communication and adhering to your deadlines.
- Participate in events such as resume reviews, networking nights, mock interviews, case workshops, and informational interviews.
- Leverage your organization's alumni in all your efforts.
- Consider offering students hands-on experiences such as job shadowing, site visits, industry boot camps, and competitions.
- Hire interns to build a pipeline for future recruitment and engage these students as your ambassadors on campus.
- Explore student organizations on campus and connect with relevant groups to share your industry expertise
- Partner with Career Service units on campus. Most Career Services teams have an Employer Relations team that can address your specific hiring needs.

# Higher Education Profiles

## Washtenaw Community College

If you have never recruited on a community college campus, consider taking a tour or meeting with WCC's [Career Transitions staff](#). The school promotes its diversity of candidates with strong, proven work experiences. Often, recruiters are unaware of WCC's veteran center, on-campus recruiting tables, and other ways to connect with students and faculty.

### For More Information

734-677-5155

[Website](#)



## Eastern Michigan University

EMU's [University Advising and Career Development Center](#) (UACDC) offers free job postings and on-campus interviews through [Handshake](#). Additionally, the campus hosts numerous career fairs targeting specific audiences throughout the year. UACDC staff is available to work with employers' specific recruiting needs and develop a plan to connect with EMU talent.

### For More Information

734-487-0400

[Website](#)



## University of Michigan

When recruiting from the University of Michigan, start with the [University Career Center](#) for assistance navigating the campus landscape. Employers can also work with [individual career service units](#) or contact the [Business Engagement Center](#) for a wide-range of support and recruitment resources.

### For More Information

734-764-7460

[Website](#)



## Cleary University

When recruiting from Cleary University, check out the assistance available through their career services folks, and get engaged with on-campus activities that happen throughout the year.

### For More Information

800.686.1883

[Website](#)



## Concordia University

When recruiting from Concordia University, check out their career engagement and industry relations team [here](#). They recommend getting involved with Handshake and their job board for more ways to connect with students. More employer resources [here](#).

### For More Information

(734) 995-7370

[Website](#)



# Other Avenues to Develop your Talent Pipeline



**Brainstorm and think of other ways to get access to available talent pipelines. While the unemployment rate in Ann Arbor is very low, some neighborhoods and areas in Washtenaw County have unemployment rates that are far above the national average — a great spot to look for available talent. Here are some other quick-hits on finding nontraditional ways to find talent:**

1. Consider planting the seeds for your company with talent that is **younger than you'd expect**. This can pay off in the long-term (or help with awareness with their parents). Many schools are very interested in engaging with businesses and looking for partnerships that could get your openings and companies in front of new talent.
  - Ann Arbor Public Schools has developed "[Strategic Partnerships](#)" where a dedicated person works to find opportunities for businesses to engage with students at the K-12 level.
  - Some high schools have specific focus areas that could overlap with your business. For example, Pinckney High School has developed the [Pinckney Cyber Training Institute](#) that focuses on educating students around cybersecurity best practices and career options. Finding and partnering with programs like this could help build a strong talent pipeline into the future.
  - High schools around the region participate in things like [Manufacturing Day](#), which host high school students in manufacturing companies and showcase what careers in manufacturing could look like in [the future](#).
2. While unfortunate, **layoff events** at other companies create opportunities to pick up talent. [The State of Michigan lists "WARN" notices](#) that identify when companies are making large-scale layoffs.
3. Connect with [Michigan Works! Southeast](#). This can be a great way to find talent, as well as connect on training programs that are available for new hires, including:
  - The [Going PRO Training Fund](#) makes awards to employers to assist in training, developing and retaining current and newly hired employees.
  - The [Michigan New Jobs Training Program](#) allows community colleges to provide free training for employers that are creating new jobs and/or expanding operations in Michigan.
  - Training funds are also available through [Incumbent Worker Training](#) or [On-the-Job Training programs](#). We recommend looking through the list and connecting with their team to get started.
4. **Interview-to-hire events** are becoming more common, especially in manufacturing to reduce touch points and barriers between identification and hiring. These events bring in talent, interview and qualified candidates leave with an employment offer that day.
5. Consider enrolling your HR and talent acquisition team in programs like the [U.S. Chamber's Talent Pipeline Management initiative](#). "The idea is that if employers play an expanded leadership role as "end-customers" of a talent supply chain, they will be more effective at organizing performance-driven partnerships with responsive preferred education and workforce training providers."





# + Support NETWORK

# Local Talent Search and Recruitment Experts

EXPERT	CONTACT INFO
<a href="#">Amy Cell Talent</a>	Amy Cell, <a href="mailto:amy@amycelltalent.com">amy@amycelltalent.com</a>
<a href="#">Aerotek</a> Specialty Area: Technical/Engineering	<a href="#">Staffing Form</a>
<a href="#">DHR International</a>	Patricia Binkley, Life Science Practice Leader <a href="mailto:pbinkley@dhrinternational.com">pbinkley@dhrinternational.com</a>
<a href="#">GDI Infotech</a> Specialty Areas: Information Technology and Business Professionals	Swatee Kulkarni, <a href="mailto:swatee@gdii.com">swatee@gdii.com</a>
<a href="#">HireArt</a> Specialty Areas: Mobility and Autonomous Vehicles	<a href="#">Staffing Form</a> <a href="#">Schedule a Meeting</a>
<a href="#">Kelly Scientific</a> Specialty Areas: Scientific Staffing in all industries	<a href="#">Staffing Form</a>
<a href="#">Korn/Ferry International</a> Specialty Areas: Industrial, Innovation, Private Equity, Not-for-Profit	<a href="#">Staffing Form</a>
<a href="#">Malace &amp; Associates</a> Specialty Areas: automotive, manufacturing, logistics, facilities management, healthcare, and education	<a href="#">Staffing Form</a>
<a href="#">Management Business Solutions</a> Specialty Areas: Accounting, Finance, HR	Floriza Genautis, <a href="mailto:floriza@mgmtbsolutions.com">floriza@mgmtbsolutions.com</a>
<a href="#">Management Recruiters</a> (MRI Detroit/Farmington Hills) Specialty Areas: Automotive – Engineers & Sales Engineers	Debra Lawson <a href="mailto:debra@mridetroit.com">debra@mridetroit.com</a>

# Local Talent Search and Recruitment Experts

EXPERT	CONTACT INFO
<a href="#">Manpower, Inc. of SE Michigan</a> Specialty Areas: Manufacturing, Healthcare, Administrative	Wendy Willford <a href="mailto:wwillford@manpowermi.com">wwillford@manpowermi.com</a>
<a href="#">Michigan Works! Southeast</a>	Tom Robinson <a href="mailto:trobinson@mwse.org">trobinson@mwse.org</a>
<a href="#">Office Team</a> Specialty Areas: Administrative	<a href="#">Staffing Form</a>
<a href="#">Stout Systems</a> Specialty Areas: Information Technology & Software Development	<a href="#">Staffing Form</a>
<a href="#">TEC Group</a> Specialty Areas: Engineering, Manufacturing, Administrative, and Information Technology	<a href="#">Staffing Form</a>
<a href="#">Techstaff of Michigan</a> Specialty Areas: Engineering & Information Technology	<a href="#">Staffing Form</a>
<a href="#">Variant Partners</a> Specialty Areas: Engineering, Manufacturing, Healthcare, Accounting/Finance/Administrative, IT, Energy	David Sarafa, <a href="mailto:david.sarafa@vpartners.com">david.sarafa@vpartners.com</a>
<a href="#">VisionIT</a> Specialty Areas: Information Technology	Cindy Swiantek, <a href="mailto:cswiantek@visionit.com">cswiantek@visionit.com</a>
<a href="#">WebZion</a> Specialty Areas: Information Technology	Yvonne Pitts, <a href="mailto:Yvonne.pitts@webzion.com">Yvonne.pitts@webzion.com</a>
<a href="#">Wolverine Technical Staffing</a> Specialty Areas: Information Technology and Software Development	<a href="#">Staffing Form</a>
<a href="#">Yochana</a>	<a href="#">Staffing Form</a>

## About

# Ann Arbor SPARK

For more than 15 years, Ann Arbor SPARK has served the greater Ann Arbor region as a catalyst for economic development. We accomplish this by building awareness of the region as a destination for business and manufacturing development and growth. Our team of knowledge experts attracts, develops, strengthens, and invests in driving industries to help our communities prosper.

Economic Development requires collaboration, and SPARK is committed to bringing together partners — like the Michigan Economic Development Corporation, Michigan Works!, city and municipal partners, academic institutions, and others — to support the growth of companies and the creation of jobs.

### MISSION

*Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture.*

[annarborusa.org](http://annarborusa.org)





## About

# Greater Ann Arbor SHRM

Greater Ann Arbor Society for Human Resource Management (GAASHRM) is an organization dedicated to helping Human Resources professionals in the Ann Arbor area. Our goal is to provide our associates with educational, networking and volunteer leadership opportunities. GAASHRM is an affiliate of the national Society for Human Resource Management (SHRM), the leading voice of the human resources profession. SHRM provides education and information services, government and media representation to more than 280,000 professional and student members worldwide. GAASHRM supports Student SHRM Chapters at Eastern Michigan University and The University of Michigan.

We provide our members with learning and educational programs, networking, and volunteer leadership opportunities — all designed to enhance workplace contributions and stimulate personal and professional growth.

GAASHRM is a very active chapter with great participation from its members and volunteers. We live our values by striving to be transparent and honest with our members, providing volunteer services in our community through our Workforce Readiness Committee and Mentoring relationships, and demonstrating our commitment to advancing the HR field through our Legislative Advocacy Campaigns and maintaining our status as a SHRM Learning System Champion



## Contact us

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