



Mason County, Michigan

Monthly Update: July 2017



## Developer Outreach Toolkit Markets Local Housing Demand

The Growth Alliance recently completed a Developer Outreach Toolkit packet for the purpose of marketing residential and mixed-use development opportunities in Mason County. The packet provides an overview of the community and current development projects underway, while also leveraging the results of the Residential Target Market Analysis to communicate opportunity in the Mason County housing market.

The availability of housing, in particular workforce housing, has been identified by local industry as a significant barrier to workforce attraction and retention. The Growth Alliance

hopes that this marketing effort will aid in attracting development interests to the community to help meet this growing demand.

MCGA would like to make these materials available to our community partners to assist in the dissemination of this information. For more information or to request a packet, contact Spence Riggs at 231-845-6646.



## Skills4Success

### Skills 4 Success: Collaboration & Global Thinking

What are the employability skills that students need in order to graduate from high school college- and career-ready? That is the question that the Growth Alliance, in partnership with a collaborative of local leadership from business and education, has been wrestling with for the past several months. As a result, this collective is investigating a model framework coming out of the Ottawa Area Intermediate School District called the *Skills 4 Success*. Over the next several months, MCGA will highlight the seven components of the *Skills 4 Success* framework. This month's highlight: Collaboration & Global Thinking.

#### ② Collaboration & Global Thinking

The ability to effectively collaborate and work as a member of a diverse team in order to achieve a common goal. This involves knowing 1) how and when to demonstrate leadership within the team (e.g. – knowing your role on a team), 2) how to think globally (e.g. – both “broadly” and “taking a world prospective”) about an issue/problem, and 3) how to effectively resolve conflict.

The emphasis of this skill focuses on working interpersonally and resolving conflict. Whereas traditional assessment methods often focus on mastery of content and information, this facet of the Skills 4 Success framework is interested in how well students are able to understand, relate, and work with others in order to achieve a common goal. While mastery of content is important, Collaboration & Global Thinking is a crucial skill that is necessary in the working world where most tasks are performed in a group environment. Consequently, this is a skill that many employers are looking for in candidates. By highlighting this fact, students are more likely to develop the ability to think globally and work collaboratively.

The *Skills 4 Success* framework is a mechanism for employing common terminology around these broadly accepted ideals in business and education in the hopes of clearly defining expectations for the next generation as they prepare to enter the workforce. For a more in-depth look at Collaboration & Global Thinking and the other Skills 4 Success, [click here](#).

## Connected 2.0 Seeks to Improve Broadband Access

At the beginning of May, Mason County launched its Connected 2.0 broadband campaign. This campaign is intended to collect information about broadband internet access, adoption, and use throughout the county. Information collected as a result of this process will help guide efforts to increase broadband infrastructure, with the ultimate goal of increasing quality and affordable internet access to the residents, businesses, and visitors of Mason County.

To assist with the information gathering process, the Growth Alliance is asking residents, businesses, and other organizations to fill out the survey at the following link: [www.connectmycommunity.org/mason-county](http://www.connectmycommunity.org/mason-county).

**If you have not filled out this survey, please do so. We need residents and business owners to complete the survey so the findings will be statistically significant.**

For more information on Connected 2.0 and the Connected Nation initiative, visit [www.connectednation.org](http://www.connectednation.org) or contact the Mason County Growth Alliance.

## Work Ready Community Progress Tracker



Workforce	Goals	Actual NCRC
Emerging ✓	128	210
Current ✓	45	89
Transitioning	282	273
Totals	455	572
Workforce category not identified		0
<b>Total NCRC</b>		<b>572</b>

  

	Goals	Actual
Employers Supporting ⓘ	38	42 ⓘ

The Mason County Growth Alliance was created in 2006 to support economic growth and community development in Mason County. Its mission is to nurture a more dynamic economy to support a vibrant quality of life in the community. The Growth Alliance believes its efforts must be devoted to building on its business base, encouraging entrepreneurship, and capitalizing on the local community assets.



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**Mason County Growth Alliance**

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