



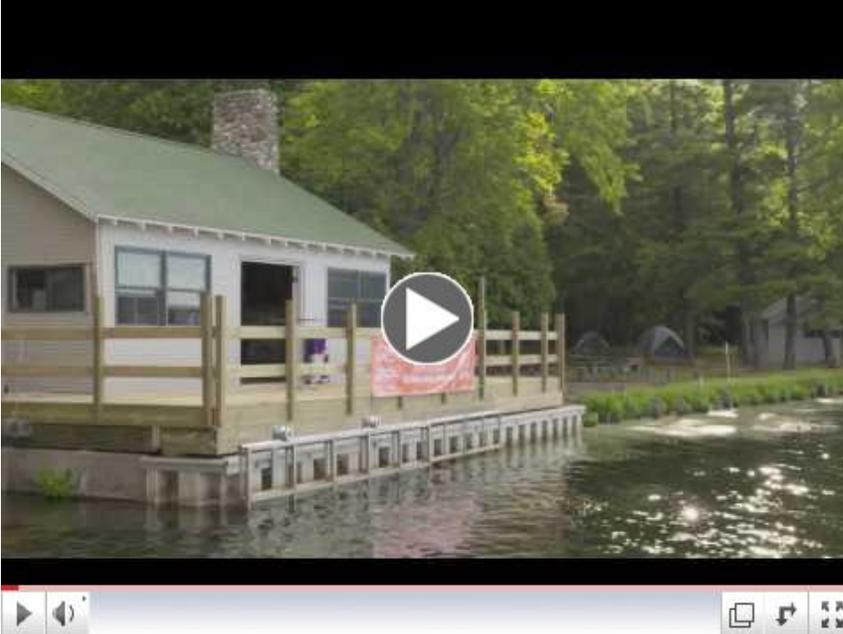
Mason County, Michigan

Monthly Update: June 2017



2nd Annual Startup Weekend Set for End of July

Come pitch a tent and an idea! That's the slogan of the 2nd Annual Startup Weekend, set to take place from July 28th-30th on the shores of Hamlin Lake at Camp Douglas Smith. This event brings together entrepreneurs, creatives, and professionals from diverse backgrounds to share ideas, transforming the best ideas from concept to developed business plan in just 48 hours. And at the end of the weekend ideas are presented to a panel of judges in a shark-tank style spectacle in order to name the winner of Startup Weekend. In addition, this is a great opportunity to connect with new people, discover your entrepreneurial spirit, learn what it takes to start a company, and take that first step toward getting your idea off the ground.



Last year's event hosted upwards of 60 participants, drawing talent from industry and colleges across the state. Twelve teams were formed around separate ideas, with the winning led by a pair of engineers from Whirlpool pitching an idea for a corporate networking application. This year's event is expected to have an even greater draw than last year's, with organizers expecting between 75-100 participants.

If you or members of your team are interested in participating in Startup Weekend 2017, visit startupweekend.org for more information or [click here](#) to register. Contact Tom Hinman at 231-845-0324 for additional assistance.



Skills4Success

Skills 4 Success: Technological Literacy

What are the soft 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 has been 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, starting with this month's highlight: Technological Literacy.

1 Technology Literacy

The ability to understand, use, and adapt to new technology concepts, systems and operations in an innovative, ethical, responsible and professional manner to create meaning.

As the definition above indicates, there are several facets to Technological Literacy. Technological Literacy goes beyond simply understanding how to use technology. This concept includes an individual's ability to adapt to new platforms and devices, which is definitely a critical skill as industry continues to innovate and integrate new technologies into their facilities and operations. The definition also mentions an individual's ability to use technology in an ethical, responsible, and professional manner, which is an emerging issue both in schools and the workplace as technology - particularly smartphones - becomes increasingly pervasive in everyday life. Since the ubiquity of technology is a relatively new phenomenon with a unique mix of advantages and challenges, it is of the utmost importance that we teach and reinforce our students and our workforce how to effectively and appropriately use technology.

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 Technological Literacy and the other Skills 4 Success, [click here](#).



Connected 2.0 Seeks to Improve Broadband Access

On Tuesday, May 9th 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.

For more information on Connected 2.0 and the Connected Nation initiative, visit www.connectednation.org or contact the Mason County Growth Alliance.

Work Ready Community Progress Tracker

MASON COUNTY



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

	Goals	Actual
Employers Supporting ⓘ	38	42 ⓘ

About the Mason County Growth Alliance:

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.



Mason County Growth Alliance

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