

# Sixty by 30 Action Alliance

>> State Led, Locally Owned <<



## Michigan's Challenge

Michiganders from across the state share a common goal: to build a better Michigan for all. A strong economy—and a strong state—requires a concentration of talented people who are prepared to solve future challenges and compete in a global economy.

Today Michigan confronts a skills gap that threatens the long-term viability of many of our businesses. The jobs requiring skilled employees today, as well as the jobs on the horizon, demand greater education and training than ever before. A high school diploma is simply no longer enough to succeed. That's why Governor Whitmer set an ambitious goal—to increase the number of working-age adults with an occupational certificate or college degree to 60% by 2030—a goal that would make Michigan a talent leader.

## Please Join Us in the Michigan Sixty by 30 Action Alliance

Right now, 45% of Michiganders have a certificate or degree, and getting to 60% by the end of the decade is an ambitious goal. That's why we need partners across the state working together to get there. This work starts by considering what your organization can do to create more opportunities for Michiganders. Businesses and organizations can join at one of four levels:



### Supporter

Spread the word in your network, add your logo to the Alliance's website and receive updates.



### Advocate

Stand with us and publicly support Sixty by 30 in the media, with political leaders, and your community.



### Change Leader

Lead by example and implement new practices to promote college degrees and certificates.



### Champion

Set an attainment goal for your organization and create an action plan to achieve it.

Organization-level change is critical to achieving Michigan's goal, and it's an essential first step. In the coming months, the Alliance will start to look beyond individual organizations to identify community-wide strategies to accelerate attainment.

**Ready to join the Alliance? Contact Michelle Richard at [richardm8@michigan.gov](mailto:richardm8@michigan.gov).**