



GATEWAYS FOR GROWTH CHALLENGE GRANT FINAL REPORT



August 29, 2017

The new Macomb County, not your parent's Macomb County, whatever you are hearing about Macomb County and our demographics, one thing is for sure our demographics are changing. Our population is becoming increasingly more diverse. Our foreign-born population accounted for 12.2% of overall growth in the county between 2009 and 2014. Within this growing population there are almost 100 different languages spoken in the homes of school age students.]

In this report you will find the background of OneMacomb and our early work, the process we took in engaging with our community through our strategic planning committee and our community partners. It also includes our accomplishments including a snapshot of the New Americans in Macomb County report and the creation of a new Macomb County-wide diversity and inclusion collaborative.

As the report highlights, immigrants are an important part of Macomb County's growth. They are residents, workers, entrepreneurs and consumers. They pay taxes and directly contribute to the economic development of the county, region and state. In 2014, foreign-born households contributed \$4.1 billion to the GDP of Macomb County. Most importantly, the grant process has brought our community together to continue OneMacomb's work of building a more welcoming and inclusive community.

I would like to recognize all of our community partners listed on the following pages, and in particular Steve Gold, retired Director of Health and Community Services; Rhonda Powell, Director of Health and Community Services; and Michelle Penilton, Volunteer Coordinator for their unwavering support and commitment to building a vibrant Macomb County that is inclusive of all who make Macomb their home. We hope the following information is helpful to all those who share OneMacomb's vision of a community that welcomes all people and celebrates their unique contributions.



Pamela J. Lavers
Deputy County Executive
Macomb County

**This project has been funded by a grant
from Welcoming America and
The Partnership for a New American Economy**



**This grant award would not have been possible
without the partnership of our Strategic Planning
Partners:**

Arab American & Chaldean Council

**Arab Community Center for Economic
& Social Services**

**Chaldean American Chamber of Commerce
& Chaldean Community Foundation**

Henry Ford Macomb Hospital

Macomb Community College

Macomb County Chamber

McLaren Macomb

St. John Providence Health System

Thank You!



COMMUNITY PARTICIPANTS

**Alpha Kappa Alpha/ L'Anse Creuse Public Schools
Anton Art Center**

Arab American and Chaldean Council

**Arab Community Center for Economic and Social
Services (ACCESS)**

Area Agency on Aging 1-B

Baker College of Clinton Twp.

**Bethlehem Temple Apostolic Faith Church/
Ministerial Alliance**

Bromberg & Associates, LLC

Care of Southeastern Michigan

Centro Multicultural La Familia (CMLF)

Chaldean American Chamber of Commerce

Clinton Township Government

Consumers Energy

Detroit Employment Solutions Corporation

Detroit Institute of Arts

Henry Ford Macomb Hospitals

Islamic Organization of North America

Lorenzo Cultural Center

Macomb Community Action

Macomb County Chamber of Commerce

**Macomb County Department of Planning
& Economic Development**

**Macomb County Human Resources and
Labor Relations**

Macomb County Literacy Partners

Macomb County Sheriff's Department

Macomb Intermediate School District

Macomb NAACP

McLaren-Macomb Health System

Michigan Department of Human Services

Michigan Schools and Credit Union

Michigan State University

Samaritas

St. Clair Shores Youth Council

St. Clement of Rome Catholic Church

St. John Providence Health System

Sterling Heights, City of

United Way for Southeastern Michigan

Warren Woods Public Schools

Welcoming Michigan/Administrative Offices

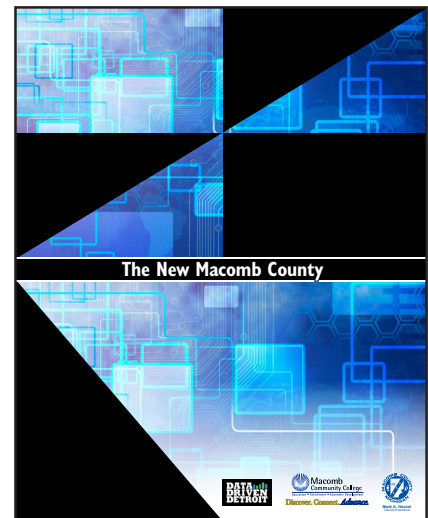
Mycare Health Center

Thank You for your Support!



BACKGROUND

In 2012, The New Macomb County report ([attachment A](#)) highlighted profound shifts in our community's demographics and it was clear that we needed to take action to embrace the contributions of all our residents and develop ways to help new Americans feel welcomed and valued. As a result, Macomb County Executive Mark Hackel and his team created the OneMacomb initiative to support and promote multiculturalism and inclusiveness within our community.



In 2013, our community integration work began in earnest: OneMacomb joined Welcoming America's Welcoming Cities and Counties Initiative and officially became a welcoming county through our signed commitment letter and proclamation ([attachment B](#)).

We formed a close, ongoing relationship with Welcoming Michigan staff, and began community projects such as Breakfasts of Nations, Diversity Youth Summits, and (with our local USCIS Field Office) Naturalization Ceremonies.

Each successive year we have expanded our Welcoming Week footprint, with activities as diverse as citizenship workshops for aspiring new Americans and storytelling events at the Charles H. Wright Museum of African American History in nearby Detroit.

OneMacomb has engaged with area ethnic chambers of commerce, large employers, cultural organizations, consulates, school ESL programs,





diversity and inclusion-focused agencies, units of local government, arts and culture institutions, and many others, in an ongoing attempt to raise awareness and promote multiculturalism and inclusion.

In 2014 we began training Macomb County department directors and other leaders in cultural diversity, engaging acclaimed Michigan State University Extension trainers to provide day and a half, two-day, and in some cases three-day training sessions.

In 2015 we contracted with our Employee Assistance Provider (EAP) to begin parallel efforts to train our entire 2,500-person workforce, and we continue our successful Ethnic Lunch 'n Learn series, employee and leadership development courses.

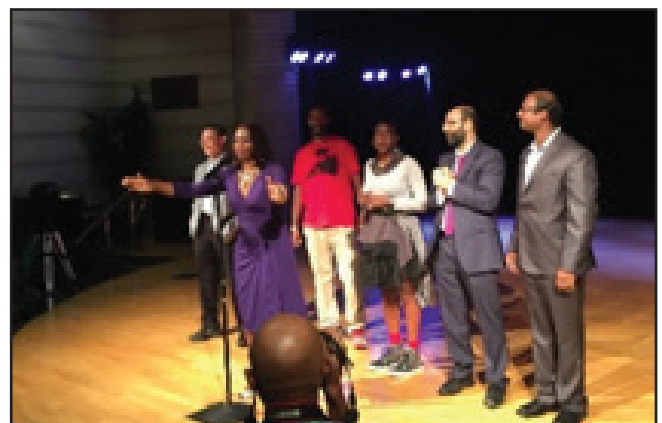
On the heels of relationship building comes a strategy for action; for breaking down intra- and inter-cultural barriers; for engaging the receiving community and the business community; and for creating a unified message which simultaneously respects each culture individually.

Data confirms the growing positive role that an ethnically diverse population plays within our economy and the community. This data is the foundation of OneMacomb's initiative to build a strong and inclusive multicultural communi-

ty - by recognizing and promoting the value and importance of this growing population.

The Gateways for Growth Challenge Grant application ([attachment C](#)) provided an opportunity for OneMacomb to garner resources, to gather targeted data and gather public opinion. Our strategic planning partners listed on page Once OneMacomb was granted the award information was used to guide members of a steering committee as they developed a strategic plan for making Macomb County more inclusive. As a result of this process, Macomb A.C.T. (Active Cultural Togetherness) – complete with a nine-page operating agreement ([attachment D](#)) – was formed.

The networking that was fostered and supported through this grant has proven invaluable.



PROCESS

A Project Manager was engaged to manage and lead the development of a Strategic Plan for social and economic integration of immigrants and multi-cultural residents living within our community. Through a request for proposal ([attachment E](#)) process OneMacomb selected The Leadership Group to lead the development of our strategic plan. Ms. Lynda Jeffries and Mr. Ted Amsden provided that necessary external leadership guidance and thank them for their work with OneMacomb.



From the Strategic Plan two committees were created:



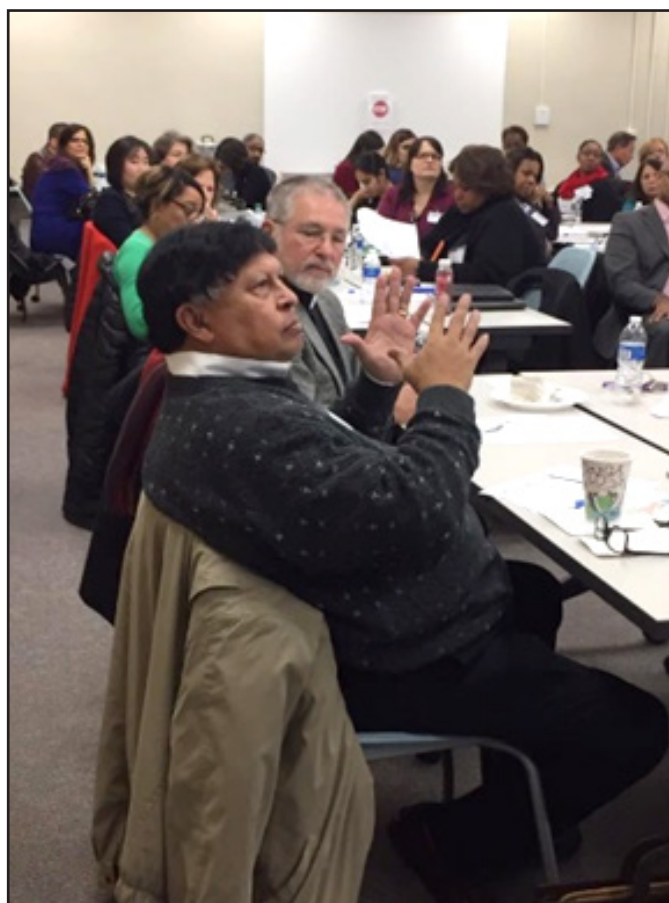
1. Strategic Planning Committee (SPC), made up of 14 representatives of public and private community stakeholders, which was charged with developing a comprehensive plan to advance a collective vision and create long-term goals through the application of data information (focus groups, surveys, etc.) and identified community needs.



2. Community Partners Committee (CP), a larger cohort of representatives from a variety of non-profit, business, education, and government sectors. This committee was responsible for gathering data through focus groups and interviews, and providing feedback that was used to develop future meetings and plans.



Each member brought with them unique insights about their community, which informed the comprehensive interpretation of emerging demographic, social and economic data about Macomb County; this was the driving force in the development of a strategic direction.



As a result of these committees' efforts, five specific Strategic Task Force initiatives were identified:

- **Police & Community Relations**
- **Refugee Assistance**
- **Education/Schools**
- **Economic Dev., Business & Jobs**
- **Access to Resources.**



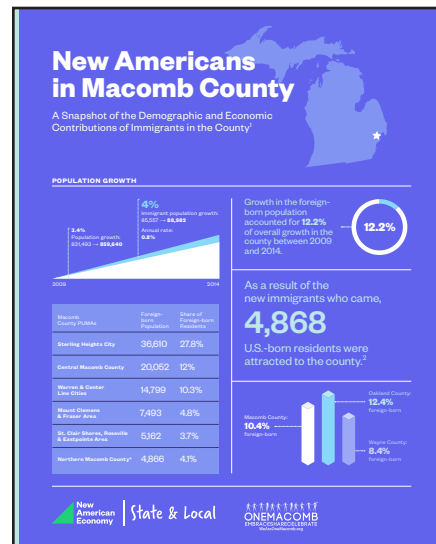
ACCOMPLISHMENTS

A report titled, “New Americans in Macomb County.” This report highlights a snapshot of the demographic and economic contributions of immigrants in Macomb County ([attachment F](#)).

Macomb A.C.T. (Active Cultural Togetherness) - comprised of 47 community partners - was formed and has developed a multi-sector plan for welcoming and integrating immigrants and multi-cultures into local communities.

The mission of this new organization is to create an environment where all individuals and groups live, work and recreate harmoniously with all others and participate fully, equally and equitably in all institutions and aspects of Macomb County life. This work will be accomplished with the leadership of the officers and steering committee and through the five sub-committees detailed below, which have been formed to address the specific areas of need identified by the Strategic Task Force.

Macomb A.C.T. will also serve as a forum for discussion of all matters relating to the enhancement of diversity and inclusion in Macomb County; will serve as a resource on those matters to both member and non-member organizations; and will take positions, make recommendations, and take action as deemed necessary and appropriate.



FIVE MACOMB A.C.T. SUB-COMMITTEES ARE THE FOUNDATION OF THIS NEW ORGANIZATION:

POLICE & COMMUNITY RELATIONS

- Create more two-way dialogue/interaction with police personnel and members of the community.
- Partner on initiatives that foster more positive interaction between police personnel and youth.
- Create additional and utilize existing surveys as an effective way to gain feedback from community and law enforcement officers.
- Support recruitment of diverse candidates in law enforcement.
- Build upon and support existing programs that foster positive interactions between community and police.



REFUGEE ASSISTANCE

- Identify specific family needs and communication strategies.
- Identify job opportunities and requirements for non-English speaking workers.
- Create and/or enhance resource databases and reference guides.
- Provide training, workshops, and written information in multiple languages on topics such as financial literacy, public transportation, community resources, etc.
- Expand formal family mentorship programs.



EDUCATION/SCHOOLS

- Explore how Macomb schools and districts are working towards inclusion for ALL students.
- Explore resources districts have for refugee/immigrant students and how these resources are communicated.
- Work to create opportunities for open dialogue between diverse community members and educators – let people ask questions.
- Survey school districts about their hiring process – are they getting diverse applicants? What has prevented them from hiring a more diverse staff.
- Explore what school districts are doing to celebrate and acknowledge other cultures.
- Connect with teacher unions.
- Provide education and training for administrators and teachers.



ECONOMIC DEVELOPMENT/BUSINESSES & JOBS

- Employ storytelling to provide examples of how employers have created a welcoming environment.
- Increase participation/access to available resources for personal financial literacy.
- Employ storytelling to share successes of businesses that utilize minority suppliers,
- Improve access to information for employers about diversity and cultural competency training.
- Increase access to information about starting a business.
- Workforce development programs.



ACCESS TO RESOURCES

- Identify barriers to service providers.
- Increase awareness of immigrant/refugee resources available in Macomb County.
- Increase awareness of transportation resources.
- Identify cultural competency training for service providers.



CONCLUSION

As a result of the work performed under this grant, OneMacomb was able to conduct research that has been used to augment our understanding of the economic impact of immigrants locally. Most importantly, we were able to gather data regarding education, employment, health and housing.

By working towards the development of strategies to encourage civic engagement and a positive public narrative, we have been able to clarify our purpose and direction. We have built collaborative planning partnerships and relationships with multiple committed public, private, and non-profit organizations representative of both the immigrant community and the receiving community.

OneMacomb has been successful in bringing multiple stakeholders from local government, business, and civic organizations together to craft a vision and strategy to make the community more inclusive and economically vibrant. Our OneMacomb initiative continues its focus on building a welcoming and inclusive community, strengthening our economy and seeking and sharing best multicultural best practices for Macomb County, the region, the State and Country. In collaboration with Macomb A.C.T. our partnership will develop, grow, and evolve, adjusting to the changing needs of the community.

The work accomplished through the Gateways for Growth Challenge Grant has initiated a community dialogue that will continue to inform local policies and initiatives that strive to create an environment that maximizes the contributions of all residents and gives them the tools they need to thrive and succeed.

For more information regarding OneMacomb visit OneMacomb on our website [WeAreOneMacomb.org](https://www.WeAreOneMacomb.org) and on [Facebook](#) and [Twitter](#).



APPENDIX

Attachment A – The New Macomb County report:

<http://hcs.macombgov.org/sites/default/files/content/government/hcs/pdfs/NewMacombReport2012.pdf>

Attachment B – Signed Welcoming Cities/Counties letter:

<http://people.macombgov.org/sites/default/files/content/people/pdfs/welcomingproclamation.pdf>

Attachment C – Gateways for Growth Grant Application:

<http://people.macombgov.org/sites/default/files/content/people/pdfs/GatewaysForGrowthChallengeGrantApplication091817.pdf>

Attachment D – Macomb County Diversity & Inclusion Collaborative Operating Agreement:

<http://people.macombgov.org/sites/default/files/content/people/pdfs/Collaborative%20Operating%20Agreement.pdf>

Attachment E – OneMacomb RFQ for Strategic Plan Project Manager:

<http://people.macombgov.org/sites/default/files/content/people/pdfs/GatewaysforGrowthChallengeGrantProjectManagerRFQ.pdf>

Attachment F – New Americans in Macomb County report:

<http://people.macombgov.org/sites/default/files/content/people/pdfs/NewAmericansinMacombCountyNAE%20Report17.pdf>