Building Bridges Through Education

The talent gap in West Michigan continues to grow with thousands of job openings remaining unfilled. The solution is to invest and grow in our local potential. Building Bridges Through Education (BBTE) is an education and workforce development initiative powered by the West Michigan Hispanic Chamber of Commerce.

Our mission is to help grow a dynamic and inclusive workforce in West Michigan and impact the workplace by cultivating a Latino talent pipeline. BBTE’s goal is to prepare and connect high potential Latinx college students with the tools and opportunities to reach their career goals while educating and encouraging business to invest in their communities by creating job and internship opportunities.

- 24% Latino degree attainment in Michigan
- 6,000+ currently enrolled Latino students in West Michigan
- 1,000's of unfilled positions in West Michigan
- In less than five years, Hispanics will account for 20% of U.S. workforce

Source: Excelencia in Education
Building Bridges Through Education Initiative

**EMPLOYERS**
Partnerships in talent sourcing/acquisition while creating inclusive cultures to cultivate a ready diverse talent pool helping to grow a dynamic and inclusive West Michigan workforce.

**UNIVERSITY/COLLEGES**
Partnerships for improving Latino retention and graduation rates to bring innovative practices and culturally responsive approaches to the growing Latino student body.

**STUDENTS**
A culturally responsive approach to partnerships in pursuing academic success, self-development, and career readiness.

**PARENTS**
A culturally responsive approach to partnerships in supporting the academic and career success of students.

Powered by: WEST MICHIGAN HISPANIC CHAMBER of COMMERCE
### Hometown
- Adrian, MI - 3%
- Ann Arbor, MI - 1%
- Bronx, NY - 1%
- Canovia, MI - 1%
- Comstock Park, MI - 1%
- Dearborn, MI - 1%
- Elk Rapids, MI - 1%
- Fennville, MI - 5%
- Grand Junctions, MI - 1%
- Grand Rapids, MI - 36%
- Hartford, MI - 1%
- Hastings, MI 3%
- Holland, MI - 16%
- Kalamazoo, MI - 3%
- Kent City, MI - 1%
- Lawrence, MI - 1%
- Lima, Peru - 1%
- Middleville, MI - 1%
- Montague, MI - 1%
- Muskegon, MI - 1%
- Pullman, MI - 1%
- Saginaw, MI - 1%
- Sebring, FL - 1%
- Weslaco, TX - 4%
- West Olive, MI - 1%
- Wyoming, MI - 5%

### Major
- Health & Sciences - 23%
- Business - 21%
- Social Science - 15%
- Humanities & Liberal Arts - 15%
- STEM - 10%
- Law & Criminal Justice - 10%
- Communications - 4%
- Visual & Performing Arts - 2%
- Education - 2%

### Gender
- Male - 37%
- Female - 63%

### Class Standing
- First Year - 11%
- Sophmore - 29%
- Junior - 36%
- Senior - 20%
- Graduate - 4%

### University/College
- Aquinas College - 6%
- Cornerstone University - 1%
- Davenport University - 1%
- Ferris State University - 17%
- Grand Rapids Community College - 17%
- Grand Valley State University - 34%
- Hope College - 1%
- Michigan State University - 5%
- University of Michigan - 2%
- Western Michigan University - 18%

Data Sheet - January 2020
Building Bridges Through Education is an initiative powered by the West Michigan Hispanic Chamber of Commerce to advance Michigan Latinx college talent by bridging college and career through career connections and development in order to help grow a dynamic and inclusive workforce in Michigan.

Data Sheet - April 2020

**Industry**
- Business - 32%
- Communications - 4%
- Criminal Justice - 6%
- Education - 2%
- Health & Sciences - 25%
- Humanities & Liberal Arts - 3%
- Social Science - 14%
- STEM - 11%
- Visual & Performing Arts - 2%
- Undecided - 2%

**Class Standing**
- First Year - 13%
- Sophomore - 26%
- Junior - 34%
- Senior - 21%
- Graduate - 6%

**Gender**
- Female - 62%
- Male - 38%

**Hometown**
- Adrian, MI - 2%
- Ann Arbor, MI - >1%
- Bronx, NY - 1%
- Canovia, MI - >1%
- Comstock Park, MI - >1%
- Dearborn, MI - >1%
- Detroit, MI - >1%
- Dowagiac, MI - >1%
- Edcouch, TX - >1%
- Elk Rapids, MI - >1%
- Fennville, MI - 5%
- Grand Junctions, MI - >1%
- Grand Rapids, MI - 33%
- Hartford, MI - 2%
- Hastings, MI - 2%
- Heart, MI - 2%
- Holland, MI - 15%
- Kalamazoo, MI - 2%
- Kent City, MI - >1%
- Lawrence, MI - >1%
- Lima, Peru - 1%
- Lowell, MI - >1%
- Middleville, MI - 1%
- Montague, MI - 2%
- Muskegon, MI - >1%
- Pullman, MI - >1%
- Saginaw, MI - >1%
- Sebring, FL - 2%
- Wauseon, OH - >1%
- Weslaco, TX - 4%
- West Olive, MI - >1%
- Westmont, IL - >1%
- Wyoming, MI - 4%

**University/College**
- Aquinas College - 6%
- Central Michigan University - >1%
- Cornerstone University - >1%
- Davenport University - >1%
- Eastern Michigan University - >1%
- Ferris State University - 16%
- Grand Rapids Community College - 15%
- Grand Valley State University - 32%
- Hope College - 1%
- Michigan State University - 6%
- University of Michigan - 1%
- Western Michigan University - 20%
<table>
<thead>
<tr>
<th>PARTNERSHIP LEVELS:</th>
<th>TALENT INVESTMENT</th>
<th>DIVERSITY INVESTMENT</th>
<th>LEADERSHIP INVESTMENT</th>
<th>HIGH IMPACT INVESTMENT</th>
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<td>$7,500</td>
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**Get Focused:** The Latinx Mixtape Series

A series of events that connect Latinx talent with cultural relevant development and networking opportunities with employers.

- Logo on event invites
- Logo on banner
- Logo on presentation
- Logo on website

**Get Focused:** The Summit

A non-traditional version of a career fair. Join a selective group of employers as a speaker and network with high potential Latinx college students.

- Exhibitor table
- On-Stage company introduction
- Logo on event materials and presentation
- Promotion of internships and employment opportunities
- Unique Professional Development workshop for one representative

- Logo on event invites
- Logo on banner
- Logo on presentation
- Logo on website

- Underwriting sponsor
- Logo and link to company website
- Logo on event invites
- Logo on banners
- Logo on presentation
- Logo on website
- Exhibitor table
- On-Stage company introduction and presentation

- Title sponsor (name carried in event title)
- Logo and link to company website
- Logo on event invites
- Logo on banners
- Logo on presentation
- Logo on website
- Exhibitor table
- On-Stage company introduction and presentation
## TALENT Investment
- **$7,500**

## DIVERSITY Investment
- **$10,000**

## LEADERSHIP Investment
- **$15,000**

## HIGH IMPACT Investment
- **$25,000**

### Get Focused: The Summit
- **• Unique Professional Development workshop for up to 2 representatives**
- **• Promotion of internships and employment opportunities**
- **• Unique Professional Development workshop for up to 4 representatives**
- **• Promotion of internships and employment opportunities**

### WMHCC Awards Gala
- **• Logo on event materials and presentation**
- **• Acknowledgment from podium**
- **• 2 Tickets**
- **• Logo on event materials and presentation**
- **• Acknowledgment from podium**
- **• 5 tickets**
- **• Logo on event materials and presentation**
- **• Acknowledgment from podium**
- **• Corporate table**
- **• Mention in the ED speech**

### University & Employer Roundtable
- **Up to 2 representatives**
- **Up to 2 representatives**
- **Up to 2 representatives**
- **Up to 2 representatives**

### Annual CEO Luncheon
- **1 representative**
- **Up to 2 representatives**

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**Get Focused: The Summit**

A ceremony to recognize the work and achievements of outstanding members in 6 award categories. Average attendance of 750 people.

**WMHCC Awards Gala**

A ceremony to recognize the work and achievements of outstanding members in 6 award categories. Average attendance of 750 people.

**University & Employer Roundtable**

Opportunity to have 2 representatives at the table as advisors.

**Annual CEO Luncheon**

Luncheon with employers, universities, foundations, and other stakeholders to network and hear about the impact of BBTE in West Michigan.
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<thead>
<tr>
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<th>Talent Sourcing &amp; Development</th>
<th>Diversity Investment</th>
<th>Leadership Investment</th>
<th>High Impact Investment</th>
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<tr>
<td><strong>Investment</strong></td>
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**Talent Sourcing & Development**

Access and opportunity to bring diversity to your organization.

- Access to Talent Database for internship sourcing and placement
- Ongoing talent development wrap around supports for candidates

**Student Company Tour**

Opportunity to give a tour of your company to students.

**Parent Company Tour**

Opportunity to give a tour of your company to parents of students.

- Access to Talent Database for internship sourcing and placement
- Ongoing talent development wrap around supports for candidates

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