



2020 Vision

Education and Jobs Subcommittee

September 9, 2011

Mr. Jerry Ellis, Mayor
City of Farmington Hills
31555 W. Eleven Mile Road
Farmington Hills, Michigan 48336

Re: Final Report, Education and Jobs 2020 Vision Subcommittee

Dear Mayor Ellis:

On behalf of the Education and Jobs Subcommittee for the 2020 Vision Project for the City of Farmington Hills, we are submitting the final report for your assessment and use. The report outlines our goals, recommendations and implementation considerations. We trust that our collective work is value added and that prospectively in the year 2020, as today, Farmington Hills will be the favored destination for residents, businesses, colleges and universities, and for all those who desire a progressive community in which to live, learn, work and play. Farmington Hills is pure Michigan!

The City of Farmington Hills Economic Development Director, Teri Arbenowske provided exemplary services while serving as our liaison. She is a real asset to our community.

Mayor Ellis, it has been an honor to serve our community as "visionary" members of this distinguished project.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Toby Stein".

Toby S. Stein, Co-Chair

A handwritten signature in black ink, appearing to read "Celeste McDermott".

Celeste McDermott, J.D., Co-Chair



2020 VISION

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REPORT

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Education and Jobs Subcommittee Members

Celeste McDermott and Tobby S. Stein - Co-chairs

Chris Greig - Recording Secretary

Diane Bauman

Gail Haynes

Paul Huyck

Michael Lawrence

Tammy Luty

Raj Shaw

Norene Yuskowatz

Teri Arbenowske - City Staff Liaison

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MISSION STATEMENT

To position Farmington Hills as a progressive, multicultural community that promotes lifelong learning and economic development through collaboration with its residents, businesses, educational institutions and local, regional, state and federal government agencies.

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Farmington Hills 2020 Vision
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Recommendations - September 2011

Ref #	Goal	Recommendation	Implementation Details
1	OVERALL	Develop comprehensive campaign that complements Pure Michigan and promotes FH as a very special place to live/work and visit.	Use Pure Michigan logo as a start; contact state to network with other cities that are launching a similar campaign. Include billboards, media, magazine, and websites.
2	OVERALL	Promote FH as a "green" city and continuously educate businesses/residents on green behaviors and services.	Review current literature to incorporate "Green Tips" and green recognition.
3	OVERALL	Pursue and/or resolve municipal merger challenges with City of Farmington!	Continue to merge services where possible.
4	OVERALL	Strengthen relationship between business, schools, cities, higher education and residents to continue visioning and collaborative efforts.	Request the Economic Development Corp leadership to facilitate dialogue among stakeholders.
5	Attract/Retain Businesses	Develop campaign that promotes our strength in research/development, technology, cultural arts and complements the Pure Michigan/FHills campaign.	Develop a "Business Ambassador" program that assists the city to "sell" FH to new businesses.
6	Attract/Retain Businesses	Encourage entrepreneurship and develop programs that support small businesses.	Implement new access to capital programs/initiatives for our local businesses. Work with banking industry.
7	Attract/Retain Businesses	Promote global appeal of FH.	Use school district data, COFH business data and census data. Review current literature and website to update with global/multicultural profile.

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Ref #	Goal	Recommendation	Implementation Details
8	Attract/Retain Businesses	Enhance profile of businesses by providing direct access from COFH website and COFH link on business websites.	Include links to businesses on website. Use ESRI or existing databases as data source.
9	Attract/Retain Businesses	Develop a comprehensive mixed-use zoning plan for FH that identifies a "new city center" with restaurants, nightclubs, cultural arts; an area that closes the gap between work, home and leisure.	Areas to look at include 12 Mile near Drake/Halsted. Grand River, 8 Mile, Orchard Lake are other corridors to look at. Look at mixed use zoning for these areas.
10	Attract/Retain Businesses	Support a regional transportation system. Develop a transportation loop and tie to proposed FH city center.	
11	Attract/Retain Residents	Expand International Baccalaureate curriculum through Farmington Public Schools (e.g., elementary, middle and high schools)	Responsibility of Farmington Public Schools.
12	Attract/Retain Residents	Enhance language arts curriculum by requiring fluency in at least one additional language. Begin in elementary school (or pre-K)	Responsibility of Farmington Public Schools.
13	Attract/Retain Residents	Expand and promote Early College Opportunities program for high school students to graduate high school with an associates degree.	Establish a consortium of city representatives, local schools, community colleges, colleges and universities
14	Attract/Retain Residents	Establish an Educational Foundation to fund and support FPS education initiatives.	Responsibility of Farmington Public Schools. COFH representative should be included on board.

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Ref #	Goal	Recommendation	Implementation Details
15	Attract/Retain Residents	Expand F/FH Pledge for Success for Kalamazoo Promise resident scholarship opportunities.	Responsibility of Pledge Committees
16	Attract/Retain Residents	Develop and promote "hot spots" in community building/areas for wireless access (e.g., City Hall, Costick Center, parks) – city recognized for technology access for all	
17	Attract/Retain Residents	Position Farmington Hills as a lifelong learning community.	Promote lifelong learning opportunities for adults beyond high school and college. Coordinate with Pledge for Success.
18	Attract/Retain Residents	Host tech savvy events at Costick that attract young people (Nintendo gaming competitions, Xbox Challenges, Robotics competition, etc.)	Identify existing competitions that could be hosted locally. Investigate possibility of "tech parties" to bring youth together.
19	Prepare students and local workforce for jobs	Develop a comprehensive business-schools-COFH program that brings businesses to the schools to educate, excite and mentor students regarding career opportunities.	Review Michigan's Career Preparation System (www.michigan.gov). Programs could include Bring Your Child to Work, Classroom volunteers/resource, internships, field trips, career days, advisory groups. Coordinate efforts with F/FH Pledge for Success committee.
20	Prepare students and local workforce for jobs	Sponsor high tech jobs open houses.	Coordinate Pledge for Success and local businesses and higher ed.

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Ref #	Goal	Recommendation	Implementation Details
21	Promote multicultural community and experiences	Promote international appeal of FH (use census data to document 10 year change)	Use school district data, COFH business data and census data. Review current literature and website to update with global/multicultural profile.
22	Promote multicultural community and experiences	Expand use of Costick Center (and other city venues) as a cultural hub	Coordinate with Multi Cultural Multi Racial (MCMR) Committee. (Review Sustainability Study comments.)
23	Promote multicultural community and experiences	Continue developing community conversations on challenges and successes related to international community	Coordinate with Multicultural Multiracial (MCMR) Community Council
24	Promote multicultural community and experiences	Continue to train government and school leadership on matters pertaining to culturally diverse community	
25	Promote multicultural community and experiences	Educate residents about community volunteerism opportunities in our schools and community colleges and advertising these opportunities through media including print, internet, TV	Develop central repository of volunteer opportunities. Provide capability for organizations to post their own opportunities. Provide link on COFH website. Connect with Interfaith Council, senior organizations, schools, library, city agencies.