

GEM REFERRALS PROCESS GUIDE

PILLAR	SUMMARY OF SERVICE PROVIDED	HOW TO REFER (ALWAYS CC GEMREFERRALS@DETROITREGIONALPARTNERSHIP.COM)
Talent	<p>For companies: Talent Transformation Services (from apprenticeship through executive/C-suite level) upskilling and reskilling for existing workforces. GEM services focused on advanced mobility companies and our pillar includes regional MIWorks! agencies which provide a wide array of talent acquisition and development support.</p> <p>For job seekers: Access to free or affordable training, coaching, and placement assistance for advanced mobility jobs in the region. GEM services are focused on advanced mobility jobs and careers but MIWorks! agencies provide a wide array of career support.</p>	Pillars can send referral information via email to: Jacklyn.salazar@semca.org and gem@semca.org
STC	The STC will assess regional manufacturers' needs and connect them with the technical assistance necessary to help them stabilize, diversify, grow, and/or responsible ownership transition. GEM services have some restrictions but the Economic Growth Institute assesses all companies for potential support with alternative funding sources.	The referral point of contact for interested companies is Kiarra Terry- kiawells@umich.edu or partners can fill out our online company referral form .
MAIN	The STC will assess regional manufacturers' needs and connect them with the technical assistance necessary to help them stabilize, diversify, grow, and/or responsible ownership transition. GEM services have some restrictions but the Economic Growth Institute assesses all companies for potential support with alternative funding sources.	<p>Pillars can send referral information via email to: bellak@techtowndetroit.org</p> <p>Alternatively, companies can jump directly to filling out MAIN's intake form.</p>
Testing & Proving	Support for companies of all sizes to identify suitable testing solutions in controlled or simulated environments.	Email the GEM Testing & Proving team via GEMTesting@michigan.org with a description of the project and testing needs included.
VIP	Access to tailored support for companies looking to locate new operations in the Detroit region.	Pillars can send referral information via email to: shannon.selby@detroitregionalpartnership.com and alan.weber@detroitregionalpartnership.com

STEPS FOR SENDING A REFERRAL:

1. Identify the appropriate pillar and contact email address.
2. Provide the referral information via email (suggested format below) and CC gemreferrals@detroitregionalpartnership.com.
3. If you do not hear back within 1 week, please follow up on your referral.

STEPS FOR RECEIVING A REFERRAL:

1. Review the information and reach out for any additional information needed to complete the referral.
2. Connect with the business/person being referred.
3. Reply to the person who sent you the referral and CC gemreferrals@detroitregionalpartnership.com to confirm receipt of the referral and provide a brief status update (e.g. I've schedule a consultation with this business for Monday)

REFERRAL EMAIL CONTENT TO INCLUDE:

Name of person and company you are referring:

Contact email:

Contact phone number:

Context for referral: *why are you referring this person/company?*

Always CC gemreferrals@detroitregionalpartnership.com for tracking and metrics

When referring to more than one pillar, send one email to both pillar contacts