

**News Release
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Media Contact: Dan Boss
Communication Specialist
231-929-5047
dan.boss@networksnorthwest.org

New Career Exploration Videos Available on Northwest Michigan Works! Website

NORTHWEST LOWER, MI— Students and job seekers can learn about a wide variety of careers by watching a new set of videos on the Northwest Michigan Works! website. The videos were recorded during the 2021 Virtual MiCareerQuest Northwest which was held online May 12. 45 schools from across Northwest Lower Michigan registered for the event which included nearly 50 employers. Nearly 1,000 students participated in the live event and another 3,500 plan to watch the videos. Those videos are available at nwm.org/MICQVideos.

“I thought that the program was extremely informative,” said Abrya Boerma, a student at Cadillac Innovations High School. “I loved how much detail went into each subject that they presented on, including what machines you are able to use on the job, how much you will be making as a worker, manager, or office worker.”

“The students at Bear Lake enjoyed the virtual career fair,” said Lori Bullis, a counselor at Bear Lake High School. “They were engaged and excited to hear from professionals in the careers they are interested in. Our students were excited and more than willing to share their experiences with their classmates. It was a great experience for everyone involved!”

MiCareerQuest™ Northwest is a career and college readiness event for 9th and 10th-grade students. Local employers from Agriculture, Construction, Healthcare, Hospitality, IT, Manufacturing, and more came together to create a unique virtual career exploration experience.

“Talent attraction and retention is a core focus of our work at Traverse Connect and this wonderful event helps our future workforce get excited about the fantastic career opportunities right here in northern Michigan,” said Jody Hansen, Investor Engagement Administrator at Traverse Connect.

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PO Box 506 • Traverse City, MI 49685-0506 • Phone (231) 929-5000 • Fax (231) 929-5012 networksnorthwest.org

MiCareerQuest™ was created in 2015 by Michigan Works! Kent, Allegan & Barry Counties (now West Michigan Works!), Kent ISD, and the Construction Workforce Development Alliance (CWDA) in response to employers' need for future talent in Construction, Healthcare, Information Technology and Manufacturing.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution, file format, and file size. Or, phone (231) 929-5047.
Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our website, networksnorthwest.org. Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.