

MiCareerQuest[™]

Northwest

Wednesday, May 13, 2020

Grand Traverse County Civic Center
Traverse City, MI



FACT: 37.5 million Boomers will retire in the next decade
21 million emerging workers will enter the workforce to replace them

What are we, as a region, doing to encourage our youth to choose careers in Northwest Michigan's high-demand industries?



a **hands-on career readiness event** for 9th grade students created to inspire and direct young people to viable careers in high-demand occupations to address the need for future talent.

HISTORY

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.

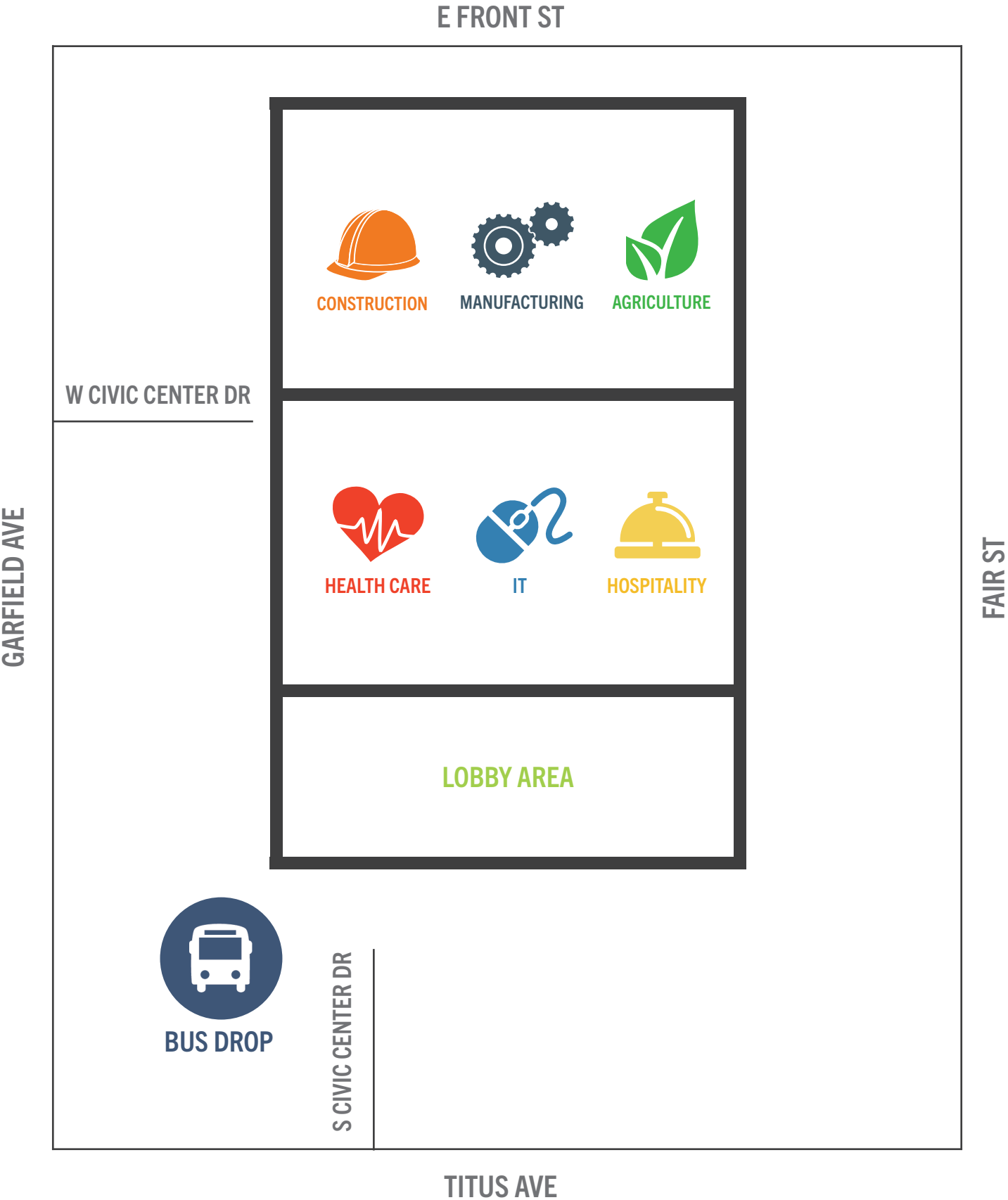
CORE PHILOSOPHY

MiCareerQuest™ is an **employer-driven** event. Employer champions—assisted by Michigan Works! staff—drive employer participation and the creation of student activities.

MiCareerQuest™ **engages students through one-on-one conversations with professionals and hands-on activities** that allow students to experience and hopefully, spark an interest in, the various careers. Regional ISDs drive student participation.

EVENT LAYOUT

Grand Traverse County Civic Center




CONTACT INFORMATION

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"Filling tomorrow's talent pipeline is directly dependent on engaging today's youth. It is important our students have an understanding and appreciation for locally and regionally available occupations. MiCareerQuest is an incredible opportunity to bring employer and student together. No other event offers such a hands-on interactive career exploration experience. Students leave better informed, more aware, and highly energized for Northwest Michigan's in-demand industries."

Terry Vandercook
Director
Northwest Michigan Works!

"With an aging workforce on the brink of retirement, employers are concerned about their future workforce. We need to expose youth to a variety of occupations and career pathways now so that they're aware of all the possibilities that exist for careers in West Michigan's high-demand industries. MiCareerQuest allows students to talk with professionals, ask questions, use tools of the trade. It gets them thinking about what kind of work might appeal to them and informs decisions that impact their future."

Jacob Maas
Chief Executive Officer
West Michigan Works!

"Career exploration needs to be an integrated approach and a multidisciplinary concept. Extending career exploration beyond the walls of the school and creating opportunities for students to engage with business professionals is so important. MiCareerQuest provides students with these critical opportunities, focusing on the highest-demand fields, and providing them with an environment in which they can explore different career paths, by conducting fun experiments."

Wanda Stokes
Director
Talent Investment Agency

