

HELP US GROW LOCAL TALENT!

Local College Access Collaboration, Progress and Success!

Our goal is to build and sustain a VIBRANT ECONOMY and HEALTHY WORKFORCE. Muskegon Opportunity and its Local College Access Network (LCAN) members work to ensure that all students pursue and complete a college degree and/or high quality post-secondary credential.

Together we aim high... together we see results!

College Culture & Career Aspirations

Pre-College and Career Experiences

Educational Development Plans

Academic Readiness - SAT

Affordability/Financial Readiness

PROMISE Scholarship

Free Application for Federal Student Aid (FAFSA)

Children's Savings Accounts (CSA)



Children's savings accounts!

Goal: Increase the percentage of students/families who are planning/saving for college or career training.

2018

TBD

SAVINGS ACCOUNTS Number of students/families participating in a Children's Savings Account option.

Pre-college and career experiences promoted and tracked!

Goal: Increase the percentage of enrolled students who participate in pre-college/career experiences such as Early College, Dual-Enrollment, AP, CTC and/or Work-Based Learning.

2017

34%

PRE-COLLEGE/CAREER Percent of 11th and 12th grade students enrolled in pre-college and career experiences.

Academic (college) readiness measurement changed statewide!

Goal: Increase the percentage of students who enter college prepared to succeed in credit bearing coursework.

2016

25%

NEW SAT MEASUREMENT Percent of students scoring at or above the SAT college ready benchmarks.

Promise Scholarships created and awarded!

Goal: Increase the percentage of students utilizing affordable and FREE college options.

2015

15

PROMISE Number of students accepting Promise scholarships from area high schools (3).

College culture/aspiration activities became a focus within grades 7-12!

Goal: Enhance Muskegon County's college and career-ready culture through meaningful EDP experiences and activities.

2014

14.5%

EDP COMPLETION Percent of 7th-12th grade students who completed an EDP (Educational Development Plan).

Community engagement and collective impact began!

Goal: Increase the percentage of students utilizing federal financial aid.

2013

51%

FAFSA COMPLETION Percent of students completing the FAFSA process (34% in 2012).

A bold goal for college attainment was adopted!

Goal: Increase the percentage of students in Michigan's pipeline that have a post-secondary credential by 2025.

2012

30%

COLLEGE ATTAINMENT Percent of working-aged adults (age 25+) in Muskegon with a high quality degree or credential.



# Career Development Partnership Program

**Muskegon Made** is good for students, good for local employers, good for taxpayers, and good for the local economy. It is truly schools working collaboratively with business and industry to improve the quality of life in Muskegon County.



**I Commit to Helping Grow Local Talent!**  
**I Will:**

## INTERNSHIPS

In an **INTERNSHIP** a student is temporarily placed at a work site for a defined period of time (generally 10-15 weeks) to participate in and observe work within an industry in which they are interested. This is an excellent way to help a student gain the hands-on experience and career knowledge in their chosen profession before they invest time and money in training and education. Internships can be paid or unpaid, depending on the employer. Employers work with the Career Specialist to help support student learning and growth.



### BENEFITS OF INTERNSHIPS

- » Excellent interns build a pipeline for future talent in your company
- » Students come with a lot of energy and motivation and bring fresh ideas with new perspectives
- » Today's youth are resourceful and skilled with technology and social media
- » Internship students are hard-working, dedicated and helpful
- » Support projects or tasks you're struggling to complete
- » Students are supported by Career Specialists who will partner with you

## CLASSROOM SPEAKER

Serving as a guest **SPEAKER** in a classroom is a great way to introduce students to your career. Guest speaker presentations are arranged upon request from a school and the target audience ranges from elementary to high school. Presentations are generally 15 minutes to one hour in duration depending on the setting.

## INFORMATIONAL INTERVIEW

An **INFORMATIONAL INTERVIEW** is a meeting in which a student asks questions of an employer to gain information about a specific career, career cluster, or company. This is typically a half hour to one hour time commitment. The student will come prepared with questions to ask the employer. Employers are asked to share their knowledge and expertise while answering the questions.



## JOB SHADOWS

The objective of **SHADOWING** is to allow students to view "a day in the life" of some of your employees (mentors) and learn about your company and industry. It is a one-day or less experience.



### JOB-SHADOW BENEFITS FOR EMPLOYEES:

- » Introduce the world of work to a young person in just a few hours
- » Become a positive adult role model
- » Showcase the volunteer's skills and education
- » Impact a young person's life in a fun way

### JOB-SHADOW BENEFITS FOR STUDENTS:

- » Explore career options of their choice
- » Find out what fields of interest are like in real life
- » Make well-informed career decisions
- » Deepen their understanding of the demands, rewards, and challenges of a chosen career
- » Gain an overview of the world of work and career opportunities available
- » Formulate realistic career goals
- » Understand the connection between school, work, and their goals for the future

## CAREER FAIR

A variety of industry specific **CAREER FAIRS** take place in Muskegon County each year. These events generally require a one-day commitment in which companies set up a display that showcases who they are and what they do. A representative or team of representatives from the company interact with students attending the fair. Interactive demonstrations are encouraged.

## MUSKEGON MADE JOB FAIR

Employers who currently have job openings that can be filled by high school graduates may sign up to participate in the **MUSKEGON MADE JOB FAIR** which occurs each spring. The job fair targets graduating seniors from around the county who are staying in the local area and/or are looking for long-term employment. This is a one-day commitment for employers.



## TALENT TOURS

A **TALENT TOUR** is an on-site tour of a local business or industry that brings awareness to available local careers by offering a behind-the-scenes view. Talent Tours help provide an overall look at the business and help define the training/education requirements needed for employment. Tours are led by a business representative and can include: short presentations, question/answer opportunities or a brief hands-on experience.



## BECOME A MUSKEGON MADE PARTNER!

### Contact Michelle Kuck

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### Lisa Hungerford

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**MAISD**  Muskegon Area Intermediate School District

## MI Bright FUTURE

**MI Bright Future** and **Muskegon Made** are working together to address the long-term workforce needs in Michigan, especially in high-demand occupations, by supporting the development of an informed, educated, skilled and experienced talent pipeline.



**By becoming a MI Bright Future partner, your company gets to:**

- Connect with tomorrow's K-12 talent today.
- Educate students on the preparation needed for a career in your company and promote available openings to them.
- Engage with schools and young people to focus on career-related learning and experiences.
- Receive monthly reports on interest and viewership.

**It's easy to be a MI Bright Future partner, and it costs nothing!**

1. Go to [www.MIBrightFuture.org](http://www.MIBrightFuture.org)
2. Register your business
3. Complete your company profile
4. Let **Mi Bright Future** work for you!

**FREE!**

**Growing tomorrow's talent today!**

[www.MIBrightFuture.org](http://www.MIBrightFuture.org)

- Go to [www.MIBrightFuture.org](http://www.MIBrightFuture.org) to register my business and complete my company profile
- Commit to recruit staff to register as **MI Bright Future Career Coaches**
- Learn more about investing in the **Muskegon Area Promise**
- Learn more about hosting a **talent tour** or hosting a **job shadow**
- Speak** to a class of students
- Participate** in informational phone interviews with students
- Sign up to participate in the **Groundhog Job Shadow Day** (Feb. 1) by December 16
- Sponsor and/or attend **Modern Manufacturing Day** on January 30
- Sponsor and/or attend the **Muskegon Made Job Fair** on April 30
- Serve as an **internship site** for high school students
- Serve as an **apprenticeship site** for high school students
- Meet face-to-face with **Linked Muskegon** graduates (machining/welding/health)
- Serve as an **Educator Externship** host site on June 19-20
- Allow my staff to "**Take A Child to Work Day**" on April 25
- Serve as a presenter at the **8th Grade Career Days** (May 29, 30, or 31)
- Ask questions** to young people about their interests and preparation for their future
- Provide helpful **advice** and **encouragement** to a young person
- I have a great idea! Please call me

Name:

Business Name:

Phone:

Email Address:

**One of our Career Specialists will contact you to provide additional information about these rewarding opportunities.**

[www.muskegonmade.org](http://www.muskegonmade.org)