



Career Investigator for Northwest Michigan

News & More - March 2023

Student Story: Shared by Amy Barritt, Director of the Kingsley Branch Library. "I've had a regular young, male patron coming after school to play online video games. We had talked about shared interests before, but not his goals and ambitions. One day, he said he had been thinking about video games as a career, but didn't know where to start figuring out how to make that happen. Thankfully, the [Newton's Road Career Investigator](#) was right there for us! The two of us spent a good half an hour playing with the Investigator, looking at all sorts of careers. It helped him consider things like industry growth, and quality of life issues like salary and being able to stay in Northern Michigan. It led him to think about how he should be preparing for college, and what types of classes he should be taking now. It was a perfect use of this tool, and I was amazed at how he was able to navigate and use the Career Investigator to its fullest potential with very little assistance. He wanted to keep exploring, so I set him up with a hotspot and device when Mom came to pick him up. Total win!"

School Story: Newton's Road shared our Career Investigator with students and staff at the recent Greenspire School Career Day. The Middle School teachers report that they are now incorporating the Career Investigator into their lesson plans. The Greenspire High School principal loves the tool and is excited about exploring ways to incorporate the Career Investigator within their project-based learning experiences. Try this [lesson](#) to get your students started!

New Employer Profiles: Our newest employers are the Great Lakes Environmental Center (GLEC), Darrick Earegood State Farm, and Cherryland Electric! Thank you to the 10 other regional businesses who completed their Career Investigator Employer Profile connected to the high in-demand careers they hire in the past 6 months: 4Front Credit Union, Bill Marsh Automotive, Britten Inc, Cherry Capital Airport, Crystal Mountain, Dennis, Gartland & Niergarth (CPA), Honor Bank, Team Elmer's, Trimet Industries Inc, and Total Fire & Protection. We now have 85% of our Career Profiles connected to one or more employers, with several more employers in process.

Get the Word Out: Do you know a business interested in helping our youth understand the local pathways to hot careers? Share this 1-2-3 Employer Profile process with them!

1. Fill out the joint Northwest MI Works / Newton's Road [employer survey](#).
2. Newton's Road creates a draft employer profile and sends it to you with suggestions.
3. Once you approve it, your profile is published!

In case you missed it: We expanded our partnership with Northwest Michigan Works! They are incorporating our Career Investigator across their career exploration programs and website. Their new Career Investigator website page had **over 457 visits by 315 unique visitors** in Q4 2022!

**Thanks to our Supporters and Partners,
we connect career explorers to our regional high in demand, year-round careers!**

40

Employer Profiles
connected to the
careers they hire

94

Career Profiles with
regional pathways and
employers

5,000+

Visits to the Career
Investigator since
Sept 2020

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