

## FOR IMMEDIATE RELEASE

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### CONTACTS:

Barb Termaat, Programs Director  
Newton's Road Northwest  
231.715.1481 / [barbt@newtonsroad.org](mailto:barbt@newtonsroad.org)

Lisa Schut, Regional Director of Policy & Resource  
Management  
Northwest Michigan Works!  
231.357.1302 / [lisa.schut@networksnorthwest.org](mailto:lisa.schut@networksnorthwest.org)



## **Northwest Michigan Works! Now Using the Newton's Road Career Investigator For Northwest Lower Michigan Consolidating Career Exploration tools to benefit area youth, job seekers and employers**

(TRAVERSE CITY, MI). Northwest Michigan Works! and Newton's Road have collaborated in many capacities over the last decade to support our young people in exploring high-in-demand, family-sustaining careers in the Northwest Lower Michigan region. We are pleased to announce that Northwest Michigan Works! will adopt the Newton's Road Career Investigator as their primary career pathway exploration platform to support individuals as they learn more about careers that are in-demand across the region.

Consolidating to a single platform has many benefits:

- **One** regionally centric tool supporting youth and adults in exploring "hot" local careers.
- **One** platform for local businesses to reach students and adults seeking career information about high-demand careers, and grow awareness of their work experiences to test-drive careers—which in turn enables employers to identify strong candidates they could hire down the road.
- **One** place to find local advantage pathways to prepare for these careers with less time and money.
- **One** community investment with less total regional cost and customer misperception caused by overlapping or duplicative efforts.

"The Career Investigator for Northwest Michigan is already being successfully used by school and college counselors, Northwest Michigan Works! staff, and at regional events like MiCareerQuest. Nonprofits and community organizations such as Big Brothers Big Sisters, LIFT Teen Center, The Rock of Kingsley, TADL Main Library and TCAPS school district are also connecting youth to this platform in their programs," states Bob O'Hara, new Executive Director of Newton's Road.

Lisa Schut, Regional Director of Policy and Resource Management for Northwest Michigan Works! adds "This new level of partnership supports an environment for the Career Investigator to expand and now represent employers and pathways aligning geographically with the 10-county region in which we serve. We also look forward to the inclusion of more occupations so additional in-demand industry sectors will be represented."

Access the Newton's Road Career Investigator through Northwest Michigan Works! at [nwm.org/CareerInvestigator](http://nwm.org/CareerInvestigator).

The Career Investigator was developed by Newton's Road with funding to date by Rotary Charities, Northwestern Michigan College, Munson Healthcare Foundation, Grand Traverse Area Manufacturing Council, Hagerty Insurance, the Grand Traverse Regional Community Foundation and several other businesses and individual donors.

Networks Northwest is proud to become a multi-year sponsor of the Career Investigator in 2023.

### **About Newton's Road**

Newton's Road is a nonprofit focused on helping our youth thrive in a rapidly changing workforce. Founded in 2010, we cultivate creative problem solvers by connecting families of preK-12 children to quality STEM learning and career exploration experiences. Find us online at [newtonroad.org](http://newtonroad.org).

### **About Networks Northwest**

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10-county region. These programs include Northwest Michigan Works!, 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](http://networksnorthwest.org).

Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.

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