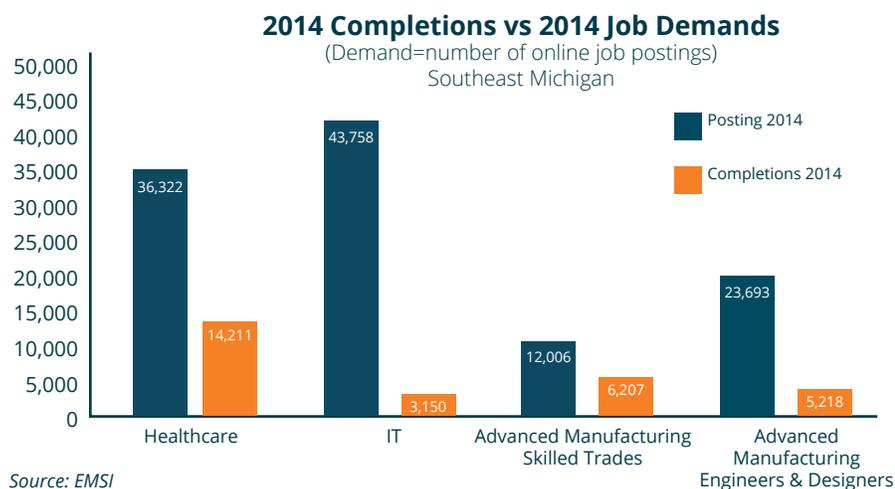


# MI Bright FUTURE

## SOUTHEAST MICHIGAN'S WORKFORCE PIPELINE IS IN TROUBLE

### The Problem:

Students are not enrolling and persisting at sufficient rates in educational courses, programs, or training in many high-demand fields. The number of job postings in fields such as health care, information technology, and manufacturing grossly outweighs the number of students completing degrees or certificates relevant to those fields, as the graph shows below. Employers are therefore struggling to find qualified workers in today's youth population.



Source: EMSI  
Analysis: Workforce Intelligence Network

Demand is between 3.1 and 16.9 times higher than the number of new graduates each year.

This means that demand exists, but unemployment remains high due to the lack of qualified candidates!

\* The counselor-to-student ratio is nearly **706:1**.

Counselors do not have the bandwidth to both meet school district demands AND help students make career and educational decisions.

### WHAT CAN WE DO?

In metro Detroit, the youth unemployment rate is upward of 30%—among the highest of large metro areas in the country. In the last 10 years, employment for youth ages 14-24 fell by 24.5% or 85,000 jobs.

Most employers are looking for new hires that have 1-4 years of experience, and they simply won't be able to find that in many of today's youth.

Businesses are hiring older workers that do have experience, which contributes to the aging workforce and exacerbates the pipeline issue.

## A POWERFUL SOLUTION

### The Program

MI Bright Future is a partnership of k-12, workforce development, postsecondary partners, and chambers of commerce to integrate a technology called cclnspire with the existing educational development planning process.

Career Cruising Inspire (cclnspire) is a software enhancement to Career Cruising, the technology schools in the region are already using to create Educational Development Plans as required by the Michigan Department of Education. cclnspire is a community-development platform that makes it easy for students and educators to learn about and connect with local employers and community mentors.

Through e-mentoring, message boards and company profiles, cclnspire connects what's happening in today's classroom with current and projected needs among employers.

cclnspire enables the managers of existing work-based learning and career-readiness programs to scale their initiatives and reach their goals. Employers can easily promote and manage requests for summer jobs, internships, apprenticeships and job shadowing opportunities.

### The Partners



\*Source: NACACNET

# Now is Our Chance to

## PROMOTE

High-demand careers and education pathways to over 238,000 middle and high school students across the region.

## Engage

Thousands of regional employers in job shadowing, mentoring, site tours and other strategies to help students learn first-hand about the most viable career options and education pathways.

## Develop

A policy platform that would help promote further career exploration in K-12 and college, supporting the discussion of educational attainment through a focus on job readiness, exposure and awareness.

## THE GOALS

### CONNECT

with mentors and employers

### DISCOVER

where “like” and “job” intersect

### CREATE

career-focused graduation plans

### BUILD

a living portfolio

### EMPOWER

educators to reach their students

### INVOLVE

parents in the career exploration process

# cclnspire Works Because:

## Connecting young people with work-based learning opportunities and mentoring gets them engaged in learning!

A report exploring how to transition recent high school and college graduates to work, commissioned by the Canadian Career Development Foundation in May 2012, identified cclnspire as a promising “early intervention” strategy that supports experiential career exploration and mentoring by:

- Providing students with career exploration experiences and mentorships with local employers
- Giving employers an opportunity to nurture talent from a young age
- Supporting a locally based approach to youth/employer engagement that prevents local “brain drain.”

## The Results Are In!

### Futures for Kids (F4K), North Carolina—Implemented cclnspire in 2005

- The North Carolina Supreme Court system recognized Futures for Kids as an effective dropout prevention tool.
- The North Carolina Technology Association (NCTA) named F4K its 2005 Technology Nonprofit Company of the Year.
- In 2006, Duke University’s Child and Family Policy Center completed an evaluation on the impact of Futures for Kids on students. When surveyed, 91% of students agreed, “F4K helped me realize I need to do well in school to get the kind of job I want,” and 86% of students confirmed that, “After using F4K, I feel more ready to make educational and career decisions.”
- In 2012, SAS EVAAS for K-12 documented the “F4K effect,” demonstrating the students using Futures for Kids performed better on their End-of-Grade (EOG) and End-Of-Course (EOC) tests, especially in key STEM areas such as mathematics.
- Students using the tool for longer have more positive outcomes; a correlation exists between continued usage and continued improvement.
- F4K has continued to work with the business community to provide the program at no charge to any school in North Carolina, expanding from 8,000 students in 49 high schools in 2005 to over 500,000 students in 900+ middle and high schools across 76 North Carolina school Districts.