



Southwest Michigan Prosperity Committee

Area of Focus Subcommittee Notes

MEETING DATE: April 27, 2018
MEETING TIME: 9:00 A.M.
MEETING LOCATION: W.E. Upjohn Institute
300 South Westnedge Ave

2018 Area of Focus Draft Report

Below are the results of the Area of Focus Subcommittee for the Prosperity Committee.

Area of Focus Topic: Increased Job Training, Internship, and Apprenticeship Opportunities

Suggested Approach: One strategy, multiple components.

- **Strategy:** *To generate region-wide awareness, support, architecture, and implementation for internships and apprenticeships throughout the seven-county Prosperity Region 8.*
- Components
 - **Architecture:** Use <http://miinternship.com/> as the foundation where internships and apprenticeships can be listed
 - **Awareness:** Develop a marketing campaign to build recognition of the miinternships.com resource.
 - Expand the geographic radius of the miinternships.com tool to the entire seven-county Prosperity Region 8.
 - Promote recognition that apprenticeships are also part of the offerings in miinternships.com.
 - **Support:** Develop strategies for “the warm hand-off” between some potential users who need it and the miinternships.com tool.
 - Design analytics for miinternships.com that help “warm hand-off” navigators to know if successful connections were ultimately made.
 - Consider password-only pathways on miinternships.com for institutions that need or want them (e.g. Western Michigan University, Kalamazoo Valley Community College, Lake Michigan College, etc) so their students can access internships exclusively cultivated by the institution.
 - Include a skills/career/interest assessment survey to help users direct their search to the best possible matches.