



Michigan Career Portal

Get Skills. Explore Careers.
Find Work. Find Workers.

www.michigan.gov/careers :
An Overview

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State of Michigan



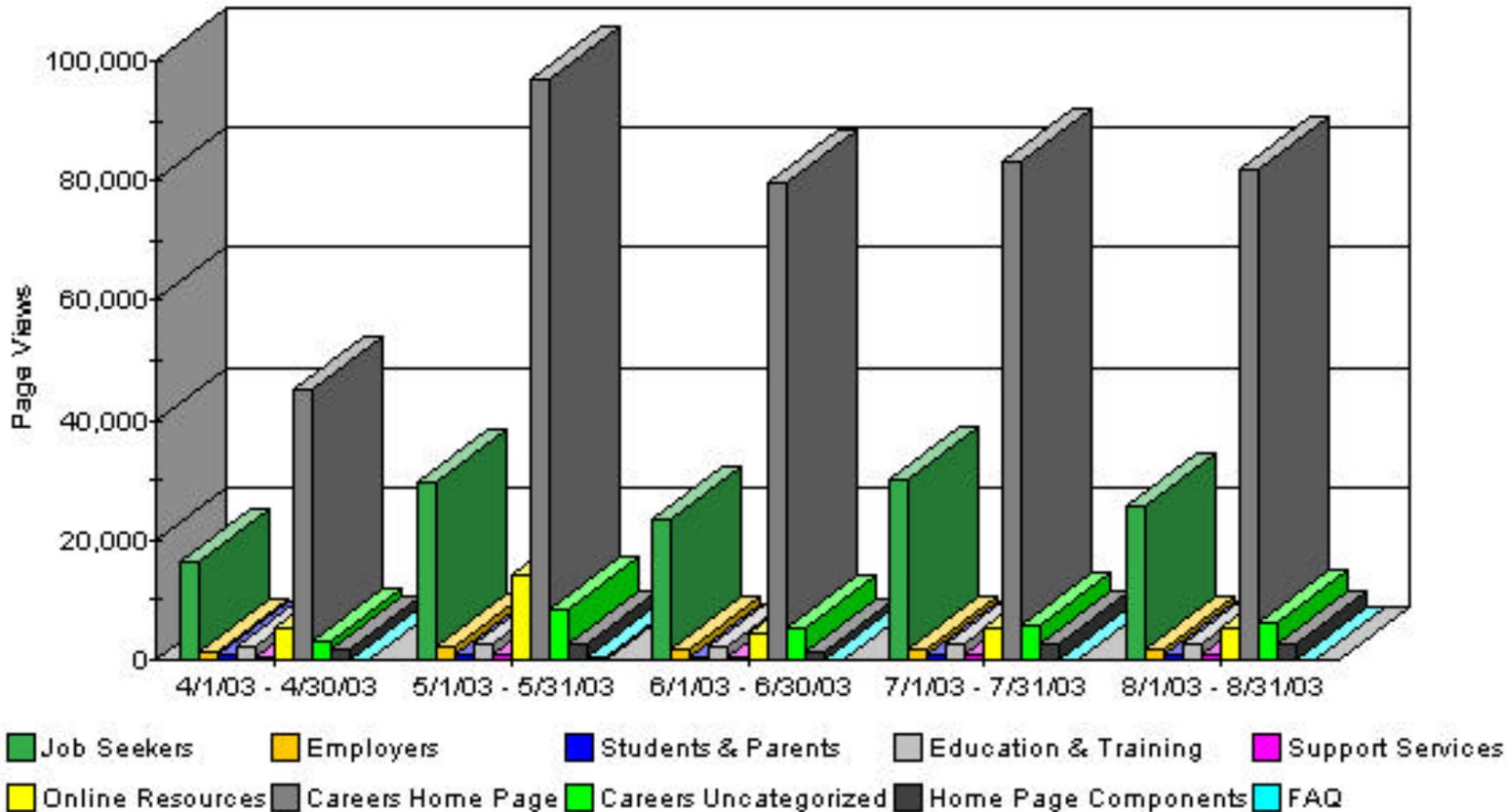
Career Portal Vision

1. Provide a single interface to comprehensive information specific to careers, employment, training, and education.
2. Provide these resources at no charge.
3. Minimize or eliminate future dependency on outside suppliers or future revenues.

Significant Milestones

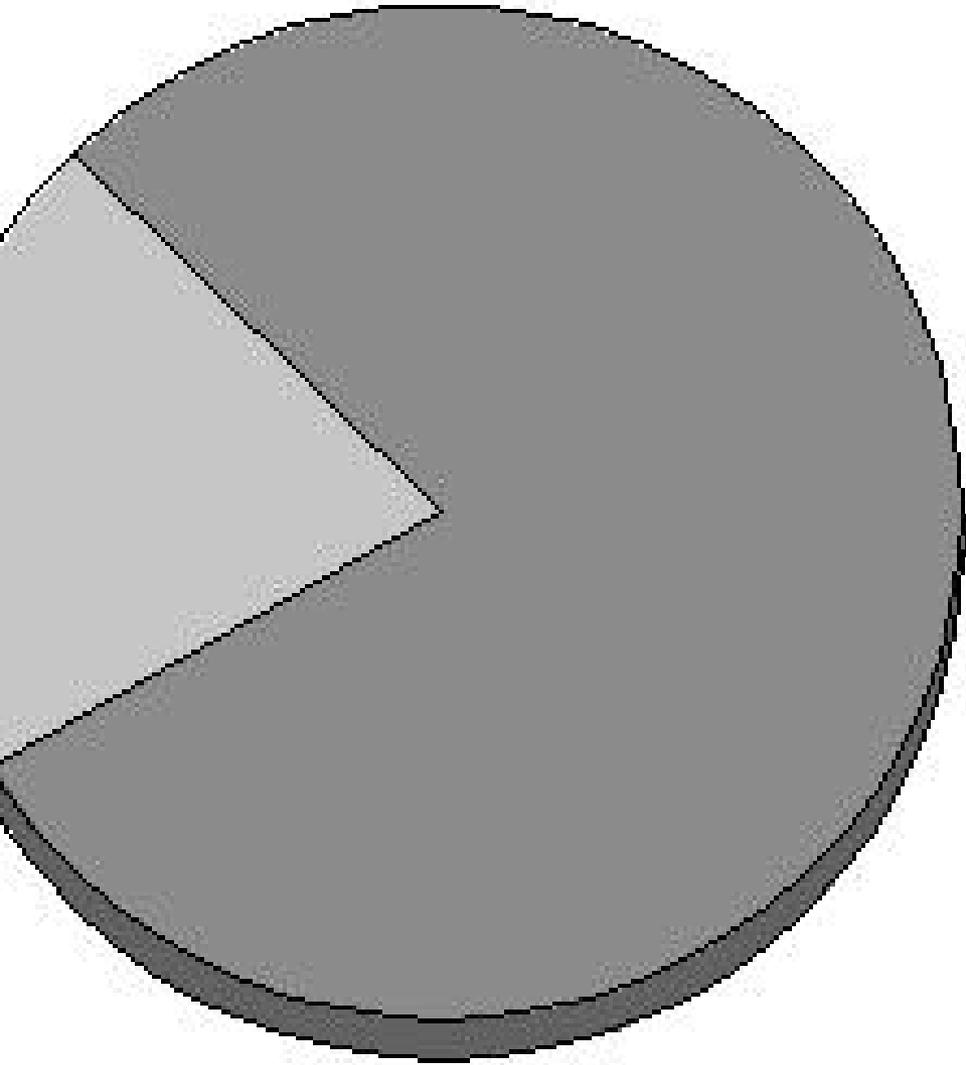
1. Official launch of Career Portal on April 22, 2003
2. Public access to Occupational Scripts
3. Employment & Career Fairs Online Registration Form

Latest Traffic Report:



Promotion

- MDCD Marketing & PR Support
- Featured on “The Job Show” on Government Access Cable channels.
- Primary Employment Interface for 103 **Michigan Works!** Service Centers
- Brochure in development
- E-zine in development



79%
**79% of initial
traffic came
without a
redirect or
external referral.**

Functionality Forecast:

- **Crosswalks from Occupational Scripts to Career Pathways & other resources**
- **Employer Lookup**
- **Skills Assessments**
- **Video Occupation Profiles**
- **Educational Flash-based Games**



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Questions & Discussion

