



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

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November 20, 2014

MEMORANDUM

TO: Local and Intermediate School District Superintendents and Public School Academy Directors

FROM: Venessa A. Keesler, Ph.D. 
Deputy Superintendent, Education Services

SUBJECT: Marketing Materials for Technical Careers

The Southeast Michigan Council of Governments (SEMCOG) and the Metropolitan Affairs Coalition (MAC) recently completed work on a number of policies and products to help build the technical workforce pipeline. The products are now available. The overall objective of this collaborative marketing campaign is to help fill the skills gap by developing a comprehensive strategy for increasing the awareness, recognition, and acceptance of a broader menu of career options – including the skilled trades and other technical and STEM (Science, Technology, Engineering and Math) career paths. The materials have a broad audience including students, parents, counselors, educators, workforce development personnel, economic development personnel, policymakers, and legislators. They are designed as tools to help guide people to in-demand (technical) fields.

The materials include (to access the materials, highlight the underlined terms, then hold “Ctrl” and click):

- [web resources](#) for students, parents, and educators on frequently asked questions related to STEM and technical careers
- [materials for schools](#), including posters and brochures that can be downloaded and printed as needed
- an [inventory of programs](#) for technical skill development
- an electronic version of the *Semscope* [magazine](#) – which includes policy recommendations, interviews and best practices

Please feel free to share these resources with students and stakeholders. For more information, contact Beverly Brown, Office of Career and Technical Education, Michigan Department of Education at brownb21@michigan.gov or Naheed Huq, Leader, Plan Implementation (SEMCOG) at huq@semcog.org.

cc: Michigan Education Alliance

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