



# PURE MICHIGAN<sup>®</sup>

## Talent Connect

Your launch pad for new jobs, careers, and talent.

**Unemployment Insurance Agency  
2013 Employer Seminars  
July – October, 2013  
Various Locations**

Presented by Members of the Pure Michigan Talent Connect Team  
Workforce Development Agency, State of Michigan and  
Michigan Economic Development Corporation

[www.mitalent.org](http://www.mitalent.org)

# What is Pure Michigan Talent Connect?

- Online Talent Marketplace
  - Connect Michigan talent to job opportunities, education and training.
  - Connect employers to qualified talent, and to programs and resources to develop and recruit talent.
  - Connect Michigan's job seekers and employers.
- State of Michigan's official labor exchange system
- Over 600,000 resumes and 100,000 employer users.
- Currently around 55,000 jobs posted
  - Direct postings
  - Postings through feeds from National Labor Exchange, America's Job Exchange, LinkedIn and direct Talent Connect bulk uploads

# Why was Pure Michigan Talent Connect created?

- Governor Snyder's initiative to better align Michigan's talent and job providers
- Talent is a driver of economic growth
- Skills mismatch
- Talent Connect launched on December 1, 2011 as a content website for jobseekers and employers
- Former Michigan Talent Bank and Michigan Job Portal decommissioned and re-launched as Pure Michigan Talent Connect (Phase 2) in October of 2012

# Who uses Pure Michigan Talent Connect?



# Job Seeker Account Features

- Utilize a custom Workspace that lets them keep track of their job searches.
- Build an extensive profile that shows off their skills, abilities and career interests.
- Create and store documents related to career search.
- Upload their resume or create a new one in the system.
- Have new job openings emailed to them.
- Save job searches.
- Get their profile and resume seen by Michigan employers.
- Connect to career events, programs, newsletters and virtual career fair events.

# Employer Account Features

- Use a custom Dashboard that lets you keep track of your job postings and candidate searches.
- Post jobs to be viewed by talent.
- Choose how you want job seekers to apply.
- Search for candidates based on the skills you need.
- Recruit and pre-screen candidates through email communication features.
- Track how many job seekers are interacting with your postings.
- Search for candidates based on their current location and location preferences.
- Connect to career events, programs, newsletters, MiVirtualCareerFair events and escalated services.

# How to Fully Utilize Pure Michigan Talent Connect

- Most importantly, post your job opportunities on the system.
  - Easy registration/validation process
  - Manual postings (most common)
  - Through Business Services staff assistance– Michigan Works! agencies
  - Bulk uploading options (request through “Contact Us” feature on the website)
- Utilize Talent Connect tools and services.
  - MiVirtualCareerFair ([www.mitalent.org/virtualcareerfair](http://www.mitalent.org/virtualcareerfair))
  - Explore talent retention and attraction initiatives (MEDC and WDA programs) on the site.

# How to Fully Utilize Pure Michigan Talent Connect cont...

- Request additional assistance/escalated services to meet your hiring needs, as prompted by the system.
  - Assisted candidate search and promotion – MEDC staff
  - Business Services staff – Michigan Works! agencies
  - Connect to Workforce Development Agency Cluster teams
- Promote Talent Connect on your website.
  - Partnership – “Proud to Support Pure Michigan Talent Connect” button ([www.michiganadvantage.org/Marketing-Toolkit](http://www.michiganadvantage.org/Marketing-Toolkit))
- Promote positions for your company/organization through integrated social media “sharing” functions on each posting.



# Questions?

## Pure Michigan Talent Connect Customer Service

Utilize the “Contact Us” feature

On [www.MiTalent.org](http://www.MiTalent.org)

Or call

1-888-522-0103