



MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**

**EMPLOYMENT
& TRAINING**

Career Exploration & Awareness Month Promotional Toolkit for Partners 2024



Career Exploration & Awareness Month

Toolkit for partners to help promote

The Michigan Department of Labor and Economic Opportunity's Office of Employment and Training supports the annual Career Exploration & Awareness Month observance to highlight the value of activities that support future education, training and employment opportunities. The observance has been moved from December to April to better align with school career exploration activities.

Below are some resources to support Career Exploration & Awareness Month partners if they would like to help promote this month-long effort with their audiences. All components may be modified to best suit partner needs.

Sample Website Language

The following language may be used, with modification, to promote Career Exploration & Awareness.

Whether you're a young student, just launching your career, re-entering the workforce, or considering a change to your current profession, career exploration and awareness is a valuable step in the process.

Career Exploration & Awareness Month shines a spotlight on discovering the career pathways available to Michigan residents and the employment, training and educational opportunities that come with them.

Individuals of all ages are encouraged to check out the [Michigan's online career exploration tool: Pathfinder](#) to explore careers and identify educational opportunities throughout the state. Pathfinder uses current labor market, wage and institutional data and metrics to help users create an individualized career roadmap. This free tool provides information to help Michiganders make informed choices about educational and career options.

Links to Pathfinder and other career exploration resources are available at <https://www.mitalent.org/career-exploration>.

Sample Email Messages

The following email messages may be used, with modification, to promote Career Exploration & Awareness Month to various audiences.

Students

Are you already thinking about your future? Would you like some help exploring your options after high school?

April is Career Exploration & Awareness Month and a great time to tap into available resources to develop your career pathway.

Check out all the resources available to you to conduct career exploration by visiting **[MiTalent.org/career-exploration](https://mitalent.org/career-exploration)**. There you'll find links to reports highlighting in-demand careers in Michigan and access to Pathfinder, the state's free career exploration tool. Pathfinder helps you make informed choices about your educational and career options – and allows you to create an individualized career roadmap!

Celebrate this month-long effort to shine a spotlight on career exploration and awareness by discovering the pathway that's right for you!

Career Seekers

Are you looking for help in making informed career decisions? Are you curious about employment, training and educational opportunities available in Michigan?

April is Career Exploration & Awareness Month and a great time to tap into available resources to develop your career pathway.

Check out all the resources available to you to conduct career exploration by visiting **[MiTalent.org/career-exploration](https://mitalent.org/career-exploration)**. There you'll find links to reports highlighting in-demand careers in Michigan and access to Pathfinder, the state's free career exploration tool. Pathfinder helps you make informed choices about your educational and career options – and allows you to create an individualized career roadmap!

Celebrate this month-long effort to shine a spotlight on career exploration and awareness by discovering pathways with your student!

Parents

Does your student need help in making informed education and career decisions? Are you curious about employment, training and educational opportunities available in Michigan?

April is Career Exploration & Awareness Month and a great time to tap into available resources to develop a career pathway with your student.

Check out all the resources available to you and your student to conduct career exploration by visiting **[MiTalent.org/career-exploration](https://www.mitalent.org/career-exploration)**. There you'll find links to reports highlighting in-demand careers in Michigan and access to Pathfinder, the state's free career exploration tool. Pathfinder helps students make informed choices about educational and career options – and allows them to create an individualized career roadmap!

Celebrate this month-long effort to shine a spotlight on career exploration and awareness by discovering pathways with your student!

Sample Social Media Messages

The following social media messages may be used, with modification, to promote Career Exploration & Awareness Month. Also enclosed are graphics for use on social media.

Students / Adult Career Seekers

Want a career path that leads to a bright future? Let Pathfinder help you find it! Get started at **[Pathfinder.MiTalent.org](https://www.pathfinder.mitalent.org)**. #CEAMonth #PathfinderMI

Let Pathfinder help you find the right path for your future. Explore career and education pathways – and create a personalized career roadmap – at **[Pathfinder.MiTalent.org](https://www.pathfinder.mitalent.org)**. #CEAMonth #PathfinderMI

Figuring out which path to take after high school can be a challenge. But Pathfinder can help! Just head to **[Pathfinder.MiTalent.org](https://www.pathfinder.mitalent.org)** to explore different career and education pathways to find the one that's right for you! #CEAMonth #PathfinderMI

The path to a bright career isn't always through a traditional education path. Discover non-traditional paths to career certificates like Registered Apprenticeship programs at **[Pathfinder.MiTalent.org](https://www.pathfinder.mitalent.org)**. #CEAMonth #PathfinderMI

Registered Apprenticeships are great “earn while you learn” career options, allowing you to combine classroom studies with extensive on-the-job training. Explore your path to a Registered Apprenticeship program at **[Michigan.gov/Apprenticeship](https://www.michigan.gov/Apprenticeship)**. #CEAMonth #DiscoverApprenticeship

Get on the path to your future career with a Registered Apprenticeship. Discover Registered Apprenticeship programs in a variety of fields at **[Michigan.gov/Apprenticeship](https://www.michigan.gov/Apprenticeship)**. #CEAMonth #DiscoverApprenticeship

Did you know – there's a tool to help you compare careers, schools and programs to help you find the path that's right for you? Pathfinder uses the latest regional career and education data to help you make informed decisions about your future. Create your career roadmap at **[Pathfinder.MiTalent.org](https://www.pathfinder.mitalent.org)**. #CEAMonth #PathfinderMI

Ready for a new career but not sure which path is right for you? Go to ***Pathfinder.MiTalent.org*** to explore career options and find the one that fits your needs. #CEAMonth #PathfinderMI

Not sure which career path is for you? Check out the latest @MiDataAnalytics HOT 50 report to see which careers are projected to grow. → ***Michigan.gov/MCDA/Reports*** #CEAMonth #Hot50

Discover in-demand and growing careers in the latest @MiDataAnalytics Regional Career Outlook at ***Michigan.gov/MCDA/Reports***, then head to ***Pathfinder.MiTalent.org*** to create a personal roadmap to your new career! #CEAMonth #PathfinderMI

Adult Learners

If you started an education program and never finished, Michigan Reconnect can help you. #MiReconnect provides eligible individuals with financial support to complete their education. Find out more at ***Michigan.gov/Reconnect***. #CEAMonth #SixtyBy30

Looking for a way to go back to school without the high costs? Let Michigan Reconnect help you! Reconnect provides financial support to help eligible individuals complete their education. Find out more at ***Michigan.gov/Reconnect***. #CEAMonth #SixtyBy30

Career Exploration and Awareness Month is the perfect time to earn a credential! With more than 100 FREE and low-cost Adult Education programs, you're sure to find one that fits your needs. Get started at ***Michigan.gov/LearnMoreEarnMore***. #CEAMonth #SixtyBy30 #AdultEducation

Take the next step to higher wages by completing your high school equivalency through the more than 100 Adult Education programs. These FREE or low-cost programs contribute to Michigan's #SixtyBy30 educational attainment goal. → ***Michigan.gov/LearnMoreEarnMore***. #CEAMonth #AdultEducation

Newcomers

Coming to a new country can be hard, but choosing a new career shouldn't be. If you're looking for ways to leverage your foreign experience, head to ***Pathfinder.MiTalent.org*** to explore the career options available to you. #CEAMonth #PathfinderMI #Refugee

Resettling your family in a new country can be a challenge, but finding a way to provide for them shouldn't be. If you want to know which career pathways are available to you, head to ***Pathfinder.MiTalent.org***. You'll be able to explore various career and education options to find the one that best meets your needs. #CEAMonth #PathfinderMI #Refugee

Your international experience is an asset. Explore career options that meet your needs at ***Pathfinder.MiTalent.org***. #CEAMonth #PathfinderMI #Refugee

New to Michigan? Check out which career fields are expected to grow in the coming years in the latest @MiDataAnalytics HOT 50 report. ➡ ***Michigan.gov/MCDA/Reports*** #CEAMonth #Hot50

Persons with Disabilities

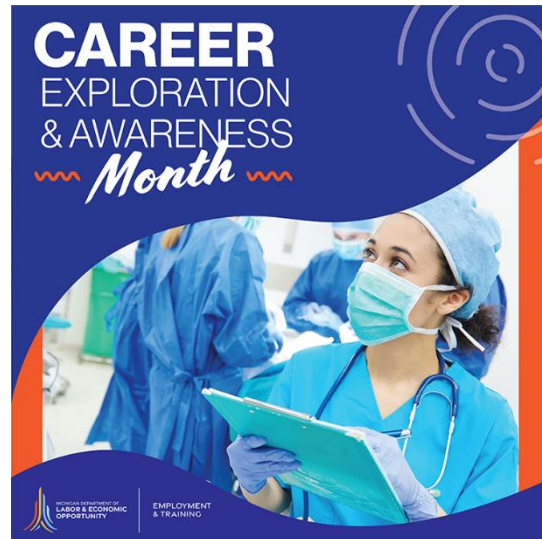
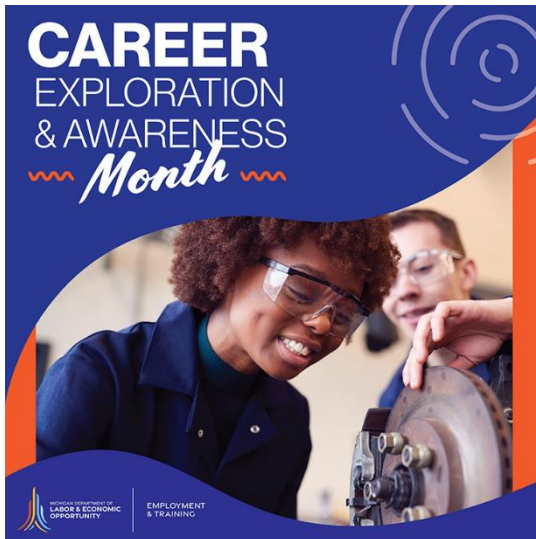
Looking for careers that not only accommodate your disability, but celebrate it? Check out all the career options at ***Pathfinder.MiTalent.org***. #CEAMonth #PathfinderMI

A disability doesn't have to stop you from finding a career you love. Explore career and education pathways at ***Pathfinder.MiTalent.org***. #CEAMonth #PathfinderMI


You are more than your disability. Leverage your skills and explore career options that fit your needs at ***Pathfinder.MiTalent.org***. #CEAMonth #PathfinderMI #Disability

Career Exploration & Awareness Month Graphics

Individual social media graphics files will be shared separately.



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Pathfinder Promotional Toolkit

Please check out the promotional toolkit for Pathfinder, Michigan's online career exploration tool. It can be accessed at: <https://pathfinder.mitalent.org/resources>.

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