

FOR IMMEDIATE RELEASE - MiCareerQuest Event Coming To Northeast Michigan

MiCareerQuest™ is coming to Northeast Michigan on May 28, 2019. This hands-on career readiness event targeting middle and high school students will inspire and direct young people to viable careers in high-demand occupations in the region and address the industry's need for future talent. Students grades 6-12 will be invited to the event, which will be held at the Industrial Arts Institute in Onaway, MI.

This event will be a scaled down version of the original MiCareerQuest that has been held in Grand Rapids for the past four years. In 2017, more than 9,000 students attended the Grand Rapids event. Like the Grand Rapids event, the 2019 Northeast MiCareerQuest will feature four in-demand industries: Advanced Manufacturing, Construction, Healthcare, and Technology.

MiCareerQuest is unlike anything most students have experienced before. At MiCareerQuest, students will explore four industry quadrants and get to touch/feel/use actual tools, machines, and materials that they'd encounter during a day working in that industry. Exhibits will include hands-on interaction with construction equipment, manufacturing equipment, medical equipment, computer technology, and more. In addition to interactive exhibits, students will have the opportunity to talk one-on-one with experts from the region's high-demand occupations, learning not only what to expect in a standard "day on the job", but also learning about the many opportunities available for good careers in northeast Michigan.

MiCareerQuest is an employer-driven event. Industry committees, assisted by Michigan Works! Northeast Consortium, will drive employer participation and exhibit development. Companies, community colleges, vocational schools, trade associations, and labor organizations will work together to create hands-on activities for the students, allowing them to experience, and hopefully, spark an interest in, the various careers. Industry committees will begin planning exhibits this month. For more information on sponsorships and exhibit opportunities, contact Alicia Wallace at (989)733-8548 x1109 or via email, wallacea@nemcworks.org.

While student registration won't open until late 2018, many schools are already excited about participating in the region's largest-ever career exploration fair. Over 40 schools have been invited to participate. Since the event will be open to students across northeast Michigan, schools are encouraged to work directly with Michigan Works! Northeast Consortium to overcome any transportation concerns.

More information regarding the 2019 Northeast MiCareerQuest can be found at <http://www.discovernortheastmichigan.org/micareerquest.asp>.

There is also a MiCareerQuest Northwest event scheduled for May 22nd at the Civic Center in Traverse City. That event will focus on Advanced Manufacturing, Construction, Health Sciences, Information Technology, Agriculture, and Hospitality. More information on the northwest event can be found at nwm.org/micqnw.

FACT: 37.5 million Boomers will retire in the next decade. 21 million emerging workers will enter the workforce to replace them. What are we, as a region, doing to encourage our youth to choose careers in Northeast Michigan's high-demand industries?

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