

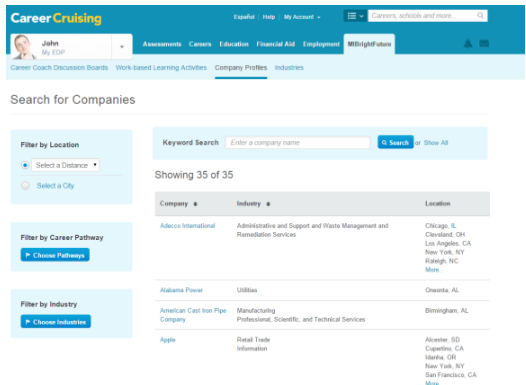


The MIBrightFuture initiative brings together education and industry to help students and job seekers achieve their goals and address communities' workforce development needs. MIBrightFuture provides powerful tools for students and job seekers and adult career searchers, community businesses, educators, and local system administrators.

Company Profiles

Employers can create and maintain company profiles to describe their business, highlight their unique attributes, and communicate their areas of need to future employees.

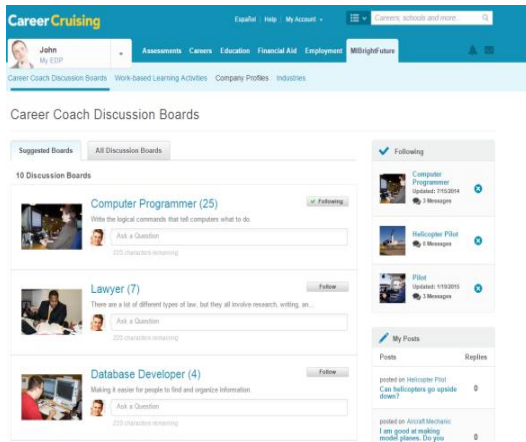
- Detailed company profiles include: company description, location information, a list of occupations the company employs people in, details on career development activities (internships, job shadowing, co-op, etc.), a link to the company website, and a company message board
- Students and job seekers can link directly from occupation information to the profiles of related companies, or search the company database using a number of helpful search options
- Students and job seekers can post questions to company message boards to learn more



Career Coach Discussion Boards

Career Coach message boards level the playing field for students and job seekers by enabling them, regardless of socioeconomic background, to connect with real people for career advice and encouragement. Students and job seekers can:

- Better understand occupations they are interested in by submitting questions to Career Coaches - real working people who are interested in helping students and job seekers learn about their field of work
- Post new questions, contribute to threaded discussions, and learn from past student posts and Career Coach responses
- View Career Coaches' biographies to learn about their background



Communication Tools

Powerful communication tools enable companies, educators, and local system administrators to send targeted messages about career development opportunities to those students and job seekers who most need the information

- Companies can publicize career development activities, such as summer internships, to students and job seekers who have indicated interest in careers that they employ
- Educators can communicate with employers to coordinate field trips, co-op placements, scholarship applications, etc.
- System administrators, educators, and businesses send students and job seekers targeted messages through mediated communication to protect students and job seekers' privacy



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Local Content

System administrators can include local information to highlight regional opportunities and address targeted workforce development needs. B2YC provides the online tools for system administrators to:

- Post relevant articles
- Publicize events and local programs
- Create links to helpful reference material and community resources
- Maintain local industry profiles
- Acknowledge program funders by placing sponsor logos

Benefits for Students, Job Seekers and Clients

Students can:

- Learn about Career Development Activities in their community
- Submit questions to real working people in many different careers and receive advice and encouragement
- Submit questions to representatives from companies they are interested in to get the information they need right from the source
- Receive targeted communication from employers and career coaches about opportunities that match their interests
- Access local labor market information

Benefits for Educators

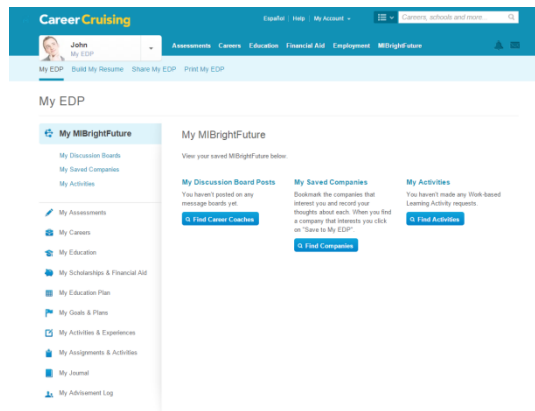
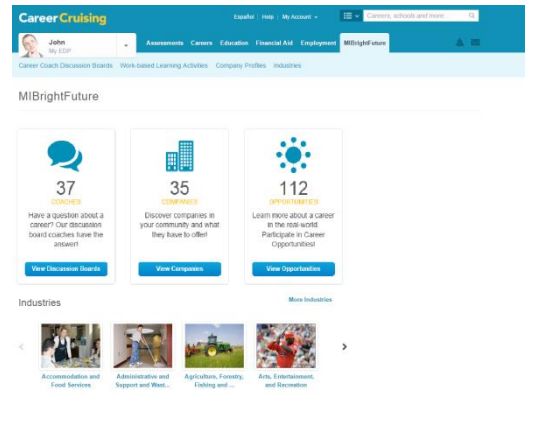
Educators can:

- Link school activities to local opportunities and organizations
- Identify companies that offer the employment or Career Development Activities their students and job seekers need
- Connect with companies to coordinate field trips, internships, guest speakers, etc.
- Easily track students and job seekers' use of the B2YC features
- Communicate with students and job seekers about opportunities in their community

Benefits for Businesses & Community

Employers can:

- Create visibility for your company as students and job seekers explore their career options
- Connect with the students and job seekers who are likely to be most interested in career development activities (internships, site visits, co-op placements) they offer
- Inform the future workforce about the occupations they employ and the attributes they look for when hiring
- Promote the local community as a place to live and work, now and in the future





Contact Us:
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