



My Career Journey Ambassador Training

June 25, 2024



Overview of our time today

- Introductions
- Scope of My Career Journey
- Outcomes, Goals, and Steps
- Overview of Ambassador role
- Next steps



Introductions



Scope of My Career Journey



My Career Journey
will provide a
robust career
exploration
platform for
Detroit at Work

Our three main objectives for My Career Journey



- Provide Detroiters a **user-centered experience** to learn about jobs and careers
- Help job seekers' mapping their own pathways based on the **ABCs - any job, better job, career**
- Integrate this tools into Detroit at Work's **existing workflows**

We are focused on the project objectives and success metrics to ensure a positive impact as we pilot and launch



Objectives

- Provide Detroiters a user-centered experience to learn about jobs and careers
- Facilitate job seekers' mapping their own own pathways based in the ABCs (**any** job, **better** job, **career**)
- Integrate this tool into the existing workflows

Success metrics

Category

Usage rate

Engagement

Outcomes
(surveys and focus groups)

Potential measurements

- # of jobseekers who sign-on (via job seeker portal)
- # of jobseekers who engage with Outcomes
- # of jobseekers who engage with Tools (e.g., Career Cluster Survey, Occupation Finder)
- Increase Detroiters satisfaction with career exploration
- Increase Detroiters ability to connect to an ABC faster and with greater precision
- Improve professionals' ability to serve job seekers' career exploration process



My Career Journey will *personalize* all Detroit at Work job seekers' career pathing process

1



Personalization logic

Personalization logic identifies relevant content for each job seeker

2

Find a career I will love

- Reflect on my career
- Understand why finding a career is important
- Reflect on careers I already know about
- Complete the Career Cluster Survey
- Identify key trends from my career exploration

Guided workflows

Complex processes become Outcomes, Goals, and Steps for job seeker to explore

3

Relevant career tools

Job seekers are referred to relevant services, tools, forms, sites, careers and training

My Journey's Outcomes, Goals, and Steps (OGS)

guides job seekers through complex processes



Outcomes

Find and land my next job

N/A Self Assigned

0/2

0/4

An Outcome is a high-level objective that encompasses an array of actionable and trackable items, guiding you along your Journey.

Goals

Prepare to apply to jobs

Create my resume

Develop my cover letter

A Goal is between an Outcome and a Step, grouping a set of actionable pieces of work within a common theme.

Steps

Prepare to apply to jobs

Create my resume

A strong resume communicates your qualifications and sets you up for success. Below is a video that shares what a resume is, why it matters to your success, and how to create yours.

How to Write a Resume That Gets You a Job...

A Step is an actionable piece of work that you can complete in one sitting. Steps can include activities such as uploading documents, watching a video, or completing a task on a tool.

This fall and winter, we did many hours of discovery to calibrate our Outcomes Goals and Steps for Detroit job seekers

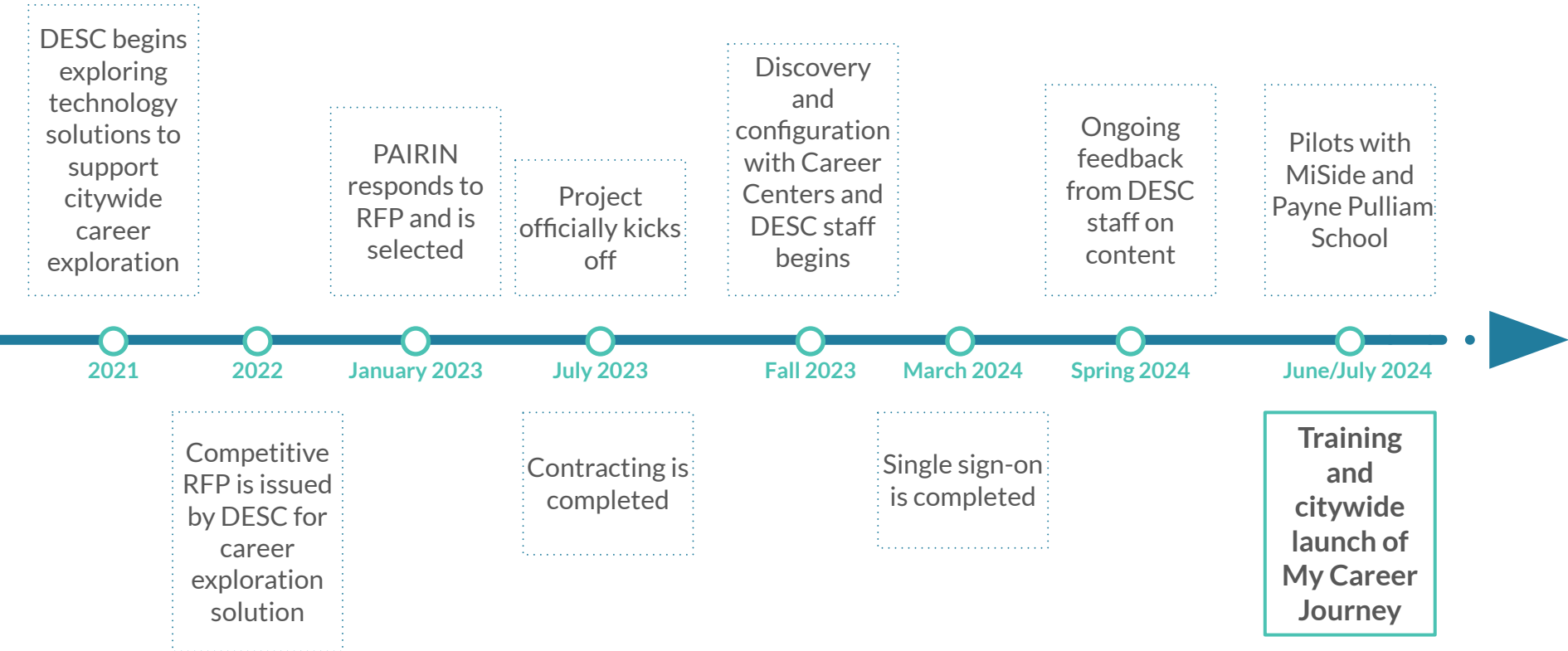


<i>Introduction to My Career Journey</i>	<i>All job seekers & any job</i>	<i>Better job</i>	<i>Career</i>
Get started with My Career Journey	How to navigate a job board	Get ready for a successful job search	Find a career I will love
Get connected with a Detroit at Work Career Center today	I was laid off and need to find a job	Think about what drives me and understand my purpose	Find a thriving industry
	Prepare to get my job	Set my goals and achieve them	



Our efforts so far with My Career Journey

Timeline of My Career Journey, powered by Detroit at Work





Engagement with pilot sites



For our pilot efforts, Career Center staff at Southwest Solutions/MiSide and Payne Pulliam are working with 3-5 job seekers each to explore the platform and share their feedback

The screenshot displays the user interface of the Career Center platform. It is divided into several sections:

- My Outcomes:** A list of 10 outcomes with columns for Title, Goals, and Steps. Each outcome includes a progress indicator (flags and people icons) and a 'Support' button.
- Tools:** A grid of tool cards including 'Career Clusters Survey', 'Occupation Finder', 'PAIRIN Survey', 'Detroit at Work Training', 'Build My Career Skills', and 'Learn about Special Programs'. Each card has a 'Go' button.
- User Dashboard:** A personalized view for 'Hello Lauren!' showing 'OUTCOMES, GOALS, & STEPS' with a table of progress, 'TOOLS' with engagement metrics, and 'MY PROFILE' with completion status.

TITLE	GOALS	STEPS
Assess my job search landscape	2	6
Connect to a high-growth industry or new credential	3	7
Find a career I will love	2	6
Get connected with a Detroit at Work Career Center today	1	3
Get started with My Career Journey	2	4
How to navigate a job board	2	5
I was laid off and need to find a job	2	3

OUTCOME	GOALS	STEPS	DUE DATE
Learn about my motivational drivers	3/5	4/13	Not set
How to navigate a job board	3/2	3/5	Not set
Get connected with a Detroit at Work...	3/1	3/3	Not set

We are just finished piloting My Career Journey at MiSide and have begun piloting at Payne Pulliam School



What we've heard so far

- It's easy to use and navigate
- The first 10 Outcomes are right on, and users would like more to explore and learn
- The My Resume tool is a great addition for job seekers
- Career Center staff are eager to get this in the hands of more job seekers and need to understand how to do this best



What we still want to learn

- How easy is it to find your way around My Career Journey?
- How confident do you feel about exploring careers and learning job preparation skills after using My Career Journey?
- What, if anything, makes it hard to navigate the platform?
- What other suggestions do you have for us?



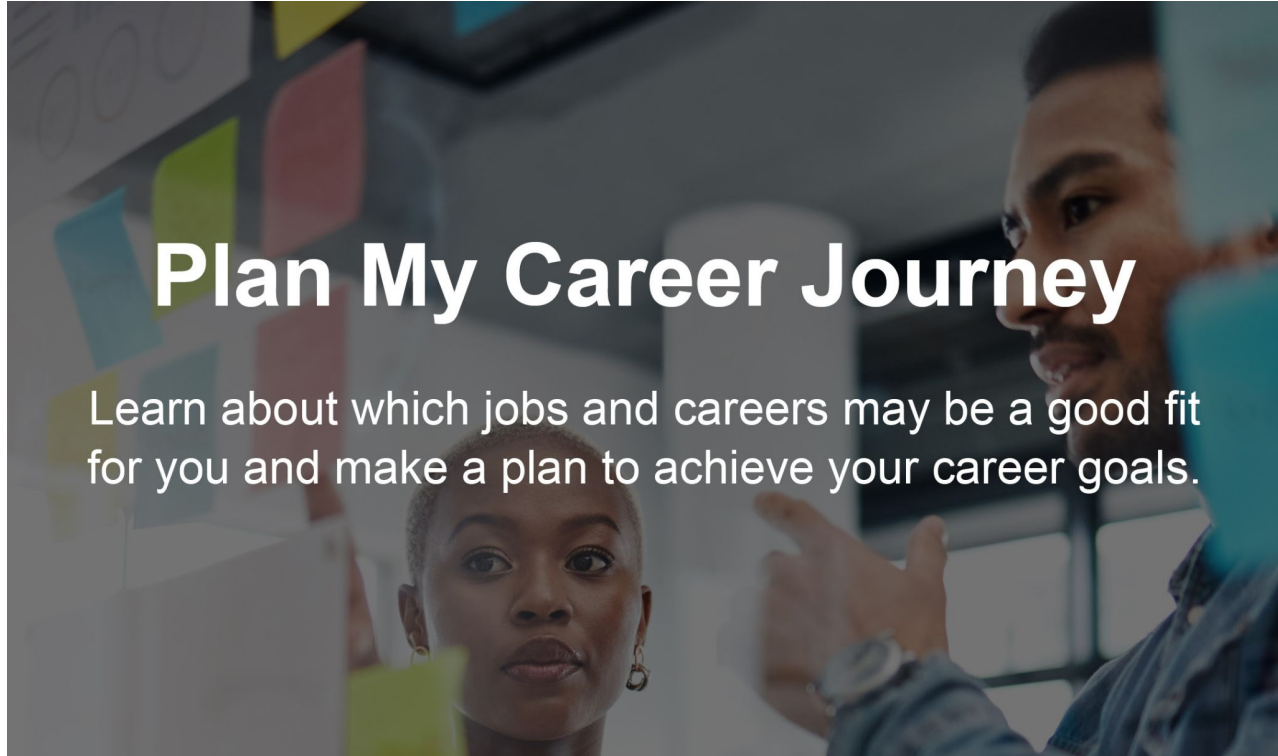
Train-the-Trainer for all Career Centers

Our next steps for My Career Journey



What	Train-the-Trainer	User guide & Help Center	Office hours	Marketing & Communications
	<ul style="list-style-type: none"> ● Have each Career Center choose one representative who will be the point person for My Career Journey ● Ensure they attend the training on June 25 (AM or PM session) 	<ul style="list-style-type: none"> ● Receive the user guide on June 25 for both the job seeker and the Career Center staff ● Check out the Help Center as well support ticket functionality 	<ul style="list-style-type: none"> ● Attend Office Hours beginning in July to connect with PAIRIN and DESC staff to support ongoing implementation of My Career Journey 	<ul style="list-style-type: none"> ● Receive Marketing materials as they are released and distribute to both job seekers and Career Center staff
When	<ul style="list-style-type: none"> ● June 25 via Teams <ul style="list-style-type: none"> ○ 8:30 - 10:00am OR ○ 12:00 - 1:30pm 	<ul style="list-style-type: none"> ● Released on June 25 ● Help Center is live now and will updated regularly 	<ul style="list-style-type: none"> ● TBD 	<ul style="list-style-type: none"> ● TBD, DESC project leads are working closely with MarComm team
Why	<p><i>Ensure that each Career Center has a clear point of contact for the platform</i></p>	<p><i>Have both job seekers and Career Center staff have a place to get answers and watch training videos</i></p>	<p><i>Make sure that Career Center staff can get their questions answered and seek additional training</i></p>	<p><i>Ensure that the two systems continue to strengthen each other and do not contribute to duplicate entry (by staff or job seeker)</i></p>

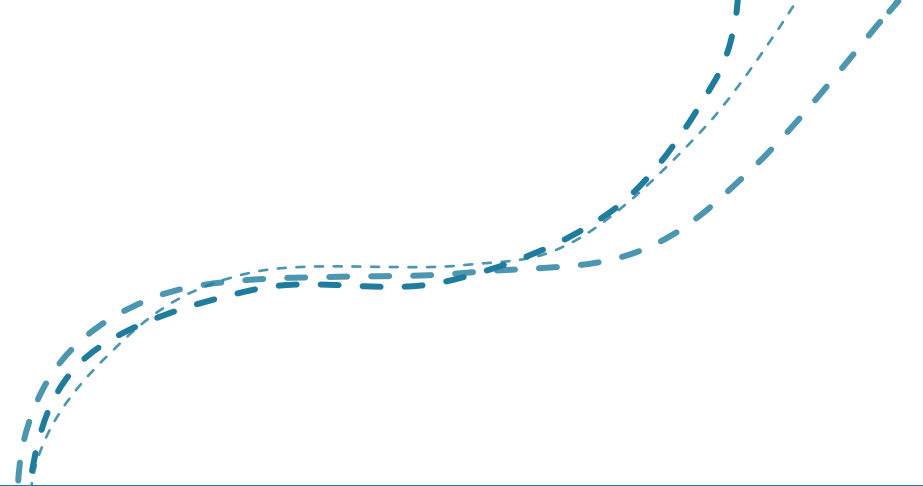
DESC staff is working on adding a button to the job seeker portal that will launch My Career Journey



Plan My Career Journey

Learn about which jobs and careers may be a good fit for you and make a plan to achieve your career goals.

Once this button is added to the job seeker portal, My Career Journey will live citywide. All users will need to do is click on the button and they'll go straight to the platform.



Thank you!