



RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF TALENT AND ECONOMIC DEVELOPMENT

ROGER CURTIS
DIRECTOR

TALENT INVESTMENT AGENCY
WANDA M. STOKES
DIRECTOR

OFFICIAL
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To: Michigan Works! Agency (MWA) Directors

From: Stephanie Beckhorn, Director **SIGNED**
Workforce Development Agency

Subject: Talent Tours

Programs

Affected: All Workforce Innovation and Opportunity Act (WIOA) Youth Programs
Funded through the Michigan Talent Investment Agency/Workforce
Development Agency (TIA/WDA)

References: The WIOA of 2014, Public Law 113-128

The WIOA Final Regulations as Published in the Federal Register on
August 19, 2016

Rescissions: None

Background: The WIOA, which supersedes the Workforce Investment Act of 1998,
presents an extraordinary opportunity to improve job and career options for
our nation's workers and job seekers through an integrated, job-driven public
workforce system that links diverse talent to businesses. The WIOA supports
the development of strong, vibrant regional economies where businesses
thrive, and where people want to live and work. This revitalized workforce
system will be characterized by three critical hallmarks of excellence:

- 1) The needs of businesses and workers drive workforce solutions.
- 2) One-Stop centers provide excellent customer service to workers, job seekers, and employers, and focus on continuous improvement.
- 3) The workforce system supports strong regional economies and plays an active role in community, economic, and workforce development.

Per WIOA Section 129(c)(1)(C)(v), local WIOA Youth program design must include effective connections to employers, including small employers, in in-demand industry sectors and occupations of the local and regional labor market. In alignment with this requirement, this policy sets forth further guidance regarding implementation and requirements of Talent Tours.

Policy:

Talent Tours introduce young adults, parents, and educators to available career paths in their region by offering a behind-the-scenes look into in-demand businesses and industries. Talent Tours provide real-time information regarding employer, education, and training requirements necessary to secure employment. Impacts include relationship building, establishing a talent pipeline, talent retention, and the opportunity to see real life application of coursework.

Criteria

1. Local in-demand industries are targeted. These industries will be identified by the MWA, or by region for regional tours.
2. Tours are to be conducted **on-site** at the employer's business, or at a simulated workplace, where the employer preferably provides a hands-on experience.
3. An overview of the industry and key positions in-demand are to be provided.
4. The educational requirements for key positions in-demand (certificate, apprenticeship, two- or four-year degree, etc.) are to be provided.
5. The tour is to highlight "an average day on the job."
6. Potential should exist for job shadowing, internships, and/or other work experiences with participating employers.

Talent Tour attendees should be introduced to Career Pathfinder for access to additional occupational information. The [Michigan Education and Career Pathfinder tool](#) provides information to students, their parents, and guidance staff to make informed choices about education and career options, as well as help with creation of educational development plans. This free tool uses current labor market information, longitudinal wage data, and other institutional data and metrics, allowing improved skills-matching to career paths and jobs. Printed materials may be requested by calling 517-335-5858.

Partner Roles

1. The MWAs: Facilitate relationship building between educational partners and/or participants and businesses.
2. Businesses: Define roles, skills, and training expectations via short presentations and hands-on experiences.
3. Educational Partners: Arrange transportation, monitor student safety and behavior, and encourage engagement and open communication.

Post-secondary partners often participate to provide information about the availability of corresponding education and training programs.

The MWAs are encouraged to identify additional partners as appropriate, including the WIOA Title IV contacts and participants. The WIOA Youth funding may only be used to provide services to WIOA-eligible youth. Blending and braiding of additional funding sources, such as Foster Care Summer Youth Employment Program or Jobs for Michigan's Graduates funding, where appropriate, is encouraged. The TIA/WDA does not authorize the use of WIOA Youth funding for non-registered or non-eligible individuals.

Please Note: Talent Tours differ from traditional, large scale job fairs and career expos due to the requirements listed above, specifically the requirement to conduct the tour on-site at the employer's business. Talent Tours immerse attendees in the environment and culture of the industry. The TIA/WDA encourages the submission of job fair and career expo information as well, but requests that this information be separated from Talent Tours reporting.

Quarterly Reporting

A minimum of three Talent Tours must be conducted **per MWA, per program year**. The TIA/WDA encourages a regional approach to Talent Tours, where appropriate.

Quarterly submissions detailing regional Talent Tours are to be submitted to the TIA/WDA covering the previous quarter, whether or not a tour was conducted during the quarter. The TIA/WDA will then report these events to the Governor's Office. If the MWA has not conducted a Talent Tour within a particular quarter, a report indicating such is still required.

Submissions must include, at a minimum:

1. Industry selected and why the Talent Tour occupation/industry was selected (demand, careers, labor market information, etc.).
2. Description of the Talent Tour, including:
 - a. Number of youth participating.
 - b. Number of employers participating.
 - c. Name of each participating employer.
 - d. Location.
 - e. Activities, including which components were hands-on*.

*While hands-on activities are strongly encouraged, the inability to provide a hands-on experience due to liability, cost of shutting down operations, etc. should not exclude an employer as a Talent Tour partner. In the absence of a hands-on component, the activities observed should be noted instead.

- f. Discussion of educational requirements for featured occupations.
 - g. Post-secondary partners involved, if any.
3. Description of other partners participating.
4. Use of Career Pathfinder.

5. Outcomes and next steps.
6. Other items of value.
7. Pictures and appropriate release forms.

A quarterly reporting template may be found as Attachment B. This template is not required if an MWA has a locally developed, alternate method of submitting the required information. Multiple tours on the same day may use the same template but must separate tour information (i.e., X students visited Site 1).

See Attachment C for an example of a release form. This form may be expanded upon to meet the needs of the MWA or other partners.

One-Stop Management Information System Indicators

A field called “Talent Tour(s)” is located on the WIOA Registration screen. This field is located in the Special Initiative Indicator section and is mandatory to complete for Talent Tour participants. The Talent Tour(s) Indicator on the WIOA Registration screen mimics the Cluster Indicator giving the same industry options of Agriculture, Healthcare, Energy, Information Technology/Media, Manufacturing, and Other. Case Managers (CMs) are able to select more than one industry. If the CM has selected a Talent Tour and the record is saved, then an additional Talent Tour field will appear. This function allows CMs to enter up to three Talent Tours per registration.

Please Note: The Special Initiatives Talent Tours indicator does not solely factor an individual into performance measures.

Example of Registration Special Initiatives tab.

The WIOA status screen offers two fields related to Talent Tours. The “Credential Related to Talent Tour(s)” field is located in the “Credential Attainment” section. The “Credential Related to Talent Tour(s)” field is a required field if the participant has a Talent Tour selected on the registration screen and has attained a credential.

Example of “Credential Related to Talent Tour(s)” field on “Attainments” tab.

The screenshot shows the 'Attainments' tab selected. The 'Credential Attainment' section includes fields for 'Credential Attainment', 'Education Institution', 'Location', 'Credential Attained on', 'Credential Related to Talent Tour(s)', 'Entered By', 'Entered On', 'Attained Diploma, GED or Certificate', and 'Diploma, GED or Certificate Attained on'. A blue arrow points to the 'Credential Related to Talent Tour(s):' dropdown menu, which is open to show 'No' and 'Yes' options. A note next to the 'Yes' option reads ', GED or Certificate Attainment'.

The second field related to Talent Tours is located on the status screen. This field is called “Employment Related to Talent Tour(s).” This field is located in the “Participation Exit” section. The “Employment Related to Talent Tour(s)” field is a required field if the participant has a Talent Tour selected on the registration screen and is employed at exit.

Example of “Employment Related to Talent Tour(s)” field on Employment Status tab.

The screenshot shows the 'Employment Status at Exit' tab selected. The 'Employment Related to Talent Tour(s):' dropdown menu is highlighted with a blue arrow. The dropdown is open to show 'No' and 'Yes' options.

A one page description including criteria, partners, roles, and examples may be found as Attachment A. This tool may prove helpful when seeking employer and educational institution or training provider participation. A PDF is available from the TIA/WDA upon request. Local areas are encouraged, but not required to use this handout.

Action: Quarterly reports are due within 30 days of the close of the quarter. Reports should be submitted to Ms. Chelsea Mates via email at matesc@michigan.gov.

The annual submission of the local Talent Tours contact is required within 30 days of the date of this policy and in the first quarter report for each program year. Contact information should include name, title, the MWA and/or Region represented, phone number, mailing address, and email address for each applicable individual.

Inquiries: Questions regarding this policy should be directed to your Youth Services State Coordinator.

The information contained in this policy will be made available in alternative formats (large type, audio tape, etc.) upon request to this office. Please contact Ms. Whitney Wasser via phone at 517-241-1018 or via email at wasserw@michigan.gov for details.

Expiration

Date: Continuing

SB:CM:ww
Attachments



Talent Tours

Talent Tours introduce young adults, parents, and teachers to available career paths in their region by offering a behind-the-scenes look into in-demand businesses and industries. Talent Tours provide real-time information regarding employer, education, and training requirements necessary to secure employment. Impacts include relationship building, establishing a talent pipeline, talent retention, and the opportunity to see real life application of coursework.

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Talent Tour Criteria

- Target local in-demand industries
- Hands-on experience on-site at the employer's business, or at a simulated workplace
- Provide an overview of the industry and key in-demand positions
- Discuss the educational requirements for key positions
- Highlight an average day on the job
- Potential should exist for job shadowing, internships, and/or other work experiences with participating employers.



Talent Tour Partners

The Michigan Works! Agencies:

Facilitate relationship building between educational partners and businesses;

Businesses:

Define roles, skills, and training expectations via short presentations and hands-on experiences; and

Educational Partners:

May arrange transportation, monitor safety and behavior, and encourage engagement and open communication.



To find a Michigan Works! Agency to partner with, please visit michiganworks.org

Talent Tours Quarterly Reporting Template

Industry selected and why the Talent Tour occupation/industry was selected (demand, careers, labor market information, etc.):	
Description of the Talent Tour:	
Number of youth participating:	
Number of employers participating:	
Name of each participating employer:	
Location:	
Activities, including which components were hands-on:	
Discussion of educational requirements for featured occupations:	
Post-secondary partners involved, if any:	
Description of other participating partners:	
Use of Career Pathfinder:	
Outcomes and next steps:	
Other items of value:	
Pictures and appropriate release forms:	

Please Note: This template is not mandatory. Should a report or other form of submission capture this information, it is allowable.

Michigan Works Agency: _____

Contact Name and Date: _____

Program Year/Quarter: _____

AUTHORIZATION TO RELEASE INFORMATION

I hereby grant the Michigan Works! Agency (MWA), including any of its designated officers, employees, agents, or contractors, within its absolute discretion, permission to release, disseminate, or use in any manner it sees fit the attached documents and any information contained therein, as well as my photograph if provided, as a likeness of me, for same use. I also grant permission for the MWA, including any of its designated officers, employees, agents, or contractors, permission to use my name in connection with these photographs and information.

I hereby waive any claim arising out of such release, dissemination, or use.

Signature: _____

Printed Name: _____

Address: _____

Date: _____

(Shaded Area for Office Use Only)

Information and/or Photo Received and Submitted

By: _____

MWA Name: _____

Subject Matter: _____