



Pathfinder
Promotional Toolkit for Partners

2023



Pathfinder

Toolkit for partners to help promote

The Michigan Department of Labor and Economic Opportunity's Office of Employment and Training has relaunched Pathfinder, a career exploration and planning tool, to help increase the number of residents with high-quality, in-demand degrees and credentials by providing information to students to make informed choices about educational and career options.

Below are some resources to support Pathfinder partners if they would like to help promote this tool with their audiences. All components may be modified to best suit the needs of the partner.

Sample Website Language

The following language may be used, with modification, to promote Pathfinder. Also enclosed is a graphic for use on the web.

Message 1

Looking to explore in-demand careers and discover the degrees or credentials needed to pursue them? Use Pathfinder, Michigan's online career exploration tool that uses current information related to employment and the workforce, as well as data about the relationship between education and training programs, to help you learn about career paths and jobs in the state.

Start the journey at Pathfinder.MiTalent.org.

Message 2

Pathfinder provides Michigan residents with state-specific education and occupation information so they can make informed education and career decisions. It provides a complete training path picture when a career goal is chosen, assisting users in creating roadmaps to their future.

Visit Pathfinder.MiTalent.org to get started.

Sample Social Media Messages

The following social media messages may be used, with modification, to promote Pathfinder. Also enclosed are graphics for use on social media.

6th-12th grade students

Do you know what you want to study in college? Let Pathfinder help you figure it out! The recently updated Pathfinder provides personalized career and education data to fit your needs. Get started at Pathfinder.MiTalent.org. #College #Pathfinder #MiTalent

Have you thought about what you'd like to do for college? It's never too soon to plan for your future. Let the recently updated Pathfinder help you plot your course. Pathfinder.MiTalent.org. #College #Pathfinder #MiTalent

Starting to think about what to do after high school? The newly updated Pathfinder can help you find more options than just college. Get started at Pathfinder.MiTalent.org. #HighSchool #Pathfinder #MiTalent

Parents of 6th – 12th grade students

Help your kids find a successful career opportunity with Pathfinder. The recently updated Pathfinder provides personalized career and education data to fit your kids' needs. Get started at Pathfinder.MiTalent.org. #Pathfinder #MiTalent

Want to know what opportunities will set your kids up for future success? Let the newly updated Pathfinder help you! Pathfinder can assist in investigating career paths and tuition outcomes. Get started at Pathfinder.MiTalent.org. #Pathfinder #College

Help your kids explore in-demand careers and the credentials they'll need on Pathfinder. The recently updated Pathfinder uses current labor market information and wage data to help you learn about career paths in Michigan. Get started at Pathfinder.MiTalent.org. #Pathfinder

Counselors / teachers

Teachers and counselors – help develop educational plans for your students with Pathfinder. The recently updated tool allows you to compare different paths to find the right one for your students. Get started at Pathfinder.MiTalent.org. #Pathfinder

Keep Pathfinder in your career counseling toolbox. The recently updated Pathfinder now includes filtering options when searching for career and school pathways and allows you to compare multiple pathways. Get started at Pathfinder.MiTalent.org. #Pathfinder

Do your students know what they want to do after high school? Let the recently updated Pathfinder help them find career and school pathways that fit them. Pathfinder allows you to compare pathways to find the right route. Help them get started at Pathfinder.MiTalent.org. #Pathfinder #Careers #College

Unemployment Insurance claimants

Unemployment insurance claimants can participate in work search activities by completing a career roadmap on Pathfinder. Pathfinder allows you to find career pathways that are right for you. Get started at Pathfinder.MiTalent.org. #Pathfinder #Unemployment

Postsecondary candidates/Adult Education students

Thinking about a career change? Find career opportunities using the newly updated Pathfinder. This tool leverages current labor market information to help you find in-

demand careers and outline the steps needed to get there. Get started at Pathfinder.MiTalent.org. #CareerChange #Pathfinder

Let Pathfinder help increase your potential to earn more money. The recently updated tool provides state-specific education and career information to help you earn credentials for careers with higher earning potential. Get started at Pathfinder.MiTalent.org. #Career #Pathfinder #MiTalent

Looking to earn more money? Discover short-term training opportunities that may be right for you with Pathfinder. The recently updated Pathfinder utilizes current labor market information to help you find training opportunities that lead to higher wages. Go to Pathfinder.MiTalent.org to get started. #Pathfinder #MiTalent

For All

This 30-second video may be used on social media for a visual presentation of the experience users will have on Pathfinder on a smart phone:

<https://youtu.be/rvZJfBJdnHg>.

Sample Email Messages

The following email messages may be used, with modification, to promote Pathfinder to various audiences. Also enclosed are graphics for use via email.

Students

Are you looking for help in making informed education and career decisions? Check out the recently updated Pathfinder, Michigan's online career exploration tool that allows you to explore in-demand careers and the degrees or credentials needed to pursue them.

If you've used Pathfinder before – found at Pathfinder.MiTalent.org – come and check out its enhancements; including new filter features when exploring jobs, fields and schools and the ability to choose multiple paths and compare them with each other.

For brand new users, come and have a tailored career exploration experience that will provide you with a complete training path picture when a career goal is chosen.

Get started at Pathfinder.MiTalent.org!

Job Seekers

Are you looking for help in making informed career decisions? Check out the recently updated Pathfinder, Michigan's online career exploration tool that allows you to explore in-demand careers and the degrees or credentials needed to pursue them.

If you've used Pathfinder before – found at Pathfinder.MiTalent.org – come and check out its enhancements; including new filter features when exploring jobs, fields and schools and the ability to choose multiple paths and compare them with each other.

For brand new users, come and have a tailored career exploration experience that will provide you with a complete training path picture when a career goal is chosen.

Get started at Pathfinder.MiTalent.org!

Parents

Does your student need help in making informed education and career decisions? Help them by checking out the recently updated Pathfinder, Michigan's online career exploration tool that allows users to explore in-demand careers and the degrees or credentials needed to pursue them.

If you've used Pathfinder before – found at Pathfinder.MiTalent.org – come with your student and check out its recent enhancements; including new filter features when exploring jobs, fields and schools and the ability to choose multiple paths and compare them with each other.

For brand new users, visit and have a tailored career exploration experience that will provide your student with a complete training path picture when a career goal is chosen.

Get started at Pathfinder.MiTalent.org!

Promotional Flyer

Please see the promotional flyer in this Toolkit for sharing both in-person and digitally.

Tips One-Pager

Please see the career exploration tips one-pager in this Toolkit for sharing both in-person and digitally.

Pathfinder Relaunch Marketing Toolkit

FLYER

FLYER

Accessible PDF and 8.5" × 11" Printable Flyer

pathfinder

Michigan's Online Career Exploration Tool

Welcome to Pathfinder, a free online career exploration tool designed for students, parents and job seekers!

The goal of Pathfinder is to increase the number of Michigan residents with high-quality, in-demand degrees and credentials. The online tool provides real-time current Michigan labor market information, as well as data on education and training programs, to help you make informed choices about your educational path and career options. You also get the guidance you need with a personalized educational development plan, or roadmap!

With Pathfinder, you can:

- Search for exciting and interesting careers
- Discover schools in Michigan that offer programs of interest
- See detailed job projections, annual openings, growth potential, salaries for Michigan
- View Michigan's top careers

Get an Educational Roadmap in 3 Easy Steps

Start by visiting Pathfinder.MiTalent.org, then complete the following steps:

1. Choose an Occupation
2. Choose a Field of Study
3. Choose a School

Completing this process will generate a customized roadmap that can help guide you to your chosen career destination! Completed paths can also be emailed and printed for later viewing.

Create a Personalized Career Roadmap Today!

Pathfinder.MiTalent.org

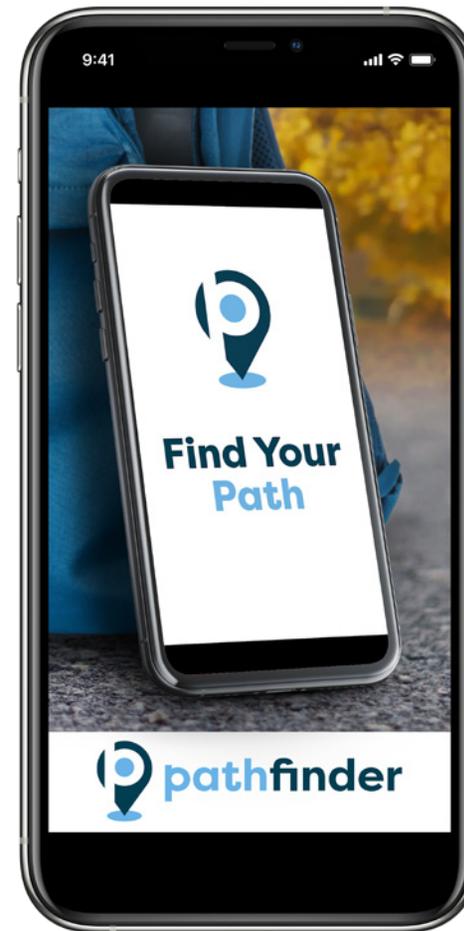
MICHIGAN DEPARTMENT OF LABOR & ECONOMIC OPPORTUNITY

EMPLOYMENT & TRAINING

SOCIAL MEDIA — VIDEO

VERTICAL VIDEO

(1080px × 1920px)



Pathfinder Relaunch Marketing Toolkit

SOCIAL MEDIA — VERTICAL POSTS

SOCIAL MEDIA POST #1 VERTICAL POST

(1200px × 1500px)
Kids — Grade 6–12



SOCIAL MEDIA POST #2 VERTICAL POST

(1200px × 1500px)
Kids — Grade 6–12



SOCIAL MEDIA POST #3 VERTICAL POST

(1200px × 1500px)
Parents



SOCIAL MEDIA POST #4 VERTICAL POST

(1200px × 1500px)
Parents



Pathfinder Relaunch Marketing Toolkit

SOCIAL MEDIA — VERTICAL POSTS

SOCIAL MEDIA POST #5 VERTICAL POST

(1200px × 1500px)
Teachers & Counselors



SOCIAL MEDIA POST #6 VERTICAL POST

(1200px × 1500px)
Teachers & Counselors



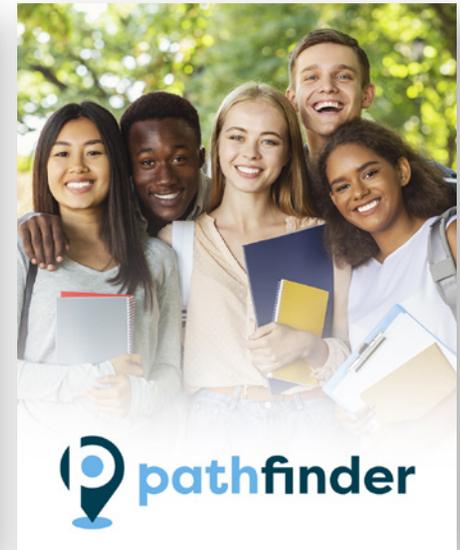
SOCIAL MEDIA POST #7 VERTICAL POST

(1200px × 1500px)
Unemployment Claimants



SOCIAL MEDIA POST #8 VERTICAL POST

(1200px × 1500px)
Post-Secondary



Pathfinder Relaunch Marketing Toolkit

SOCIAL MEDIA — VERTICAL/SQUARE POSTS

SOCIAL MEDIA POST #9
VERTICAL POST
(1200px × 1500px)
Post-Secondary



SOCIAL MEDIA POST #10
VERTICAL POST
(1200px × 1500px)
General



SOCIAL MEDIA POST #11
VERTICAL POST
(1200px × 1500px)
General



SOCIAL MEDIA POST #12
SQUARE POST
(1080px × 1080px)



Pathfinder Relaunch Marketing Toolkit

SOCIAL MEDIA — SQUARE POSTS

**SOCIAL MEDIA POST #13
SQUARE POST**
(1080px × 1080px)



**SOCIAL MEDIA POST #14
SQUARE POST**
(1080px × 1080px)



**SOCIAL MEDIA POST #15
SQUARE POST**
(1080px × 1080px)



**SOCIAL MEDIA POST #16
SQUARE POST**
(1080px × 1080px)





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**EMPLOYMENT
& TRAINING**



Ideally, everyone would discover their true calling early in life and find happiness in their future careers. But it often doesn't work that way. For those who have yet to discover their career passion, follow this list of tips to help you choose and prepare for a career path that's right for you.

EXPLORATION

- If you are a student, get to know your guidance counselor. They can connect you to resources, scholarships and deadlines to help ensure the process is not overwhelming.
- Talk to those you admire (parents, coaches, teachers, colleagues) about what you want to do and how you might go about doing it.
- Use Pathfinder to research what programs are offered in the fields that interest you most. Check out the results of different levels of training/education to see the benefits of getting more training or schooling.

PREPARATION

- While you're in school, challenge yourself in your classes. Ask about Career and Technical Education (CTE) classes available in career fields that interest you.
- Consider working or volunteering in school or community activities, at workshops or at camps that allow you to explore career interests.
- Research training institutions or postsecondary schools by going to their websites and talking to current students to discover what they like about going there or what they've learned while attending.
- Attend college fairs and presentations by college representatives.
- Check out registered apprenticeships or other work-based learning opportunities in some career fields. These are great opportunities to EARN while you LEARN.

COLLEGE / TRAINING PROGRAM BOUND

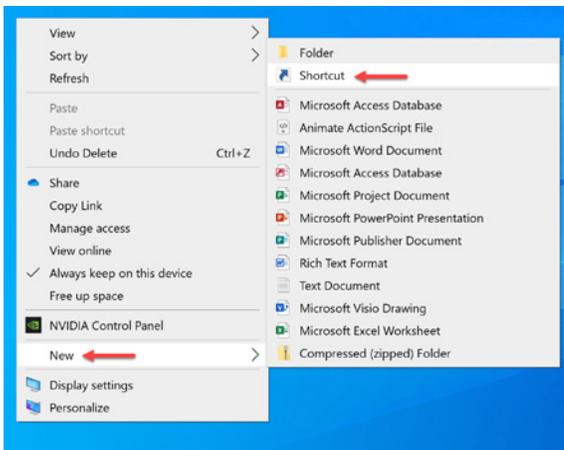
- If you decide to go to college or attend a training program, visit the locations that interest you most. Some even offer virtual tours!
- Make sure you know when you need to fill out a financial aid form so you don't miss an opportunity to get support.
- Find a mentor - particularly someone in the field you're interested in. They can share insights and information with you about what the career is truly like.



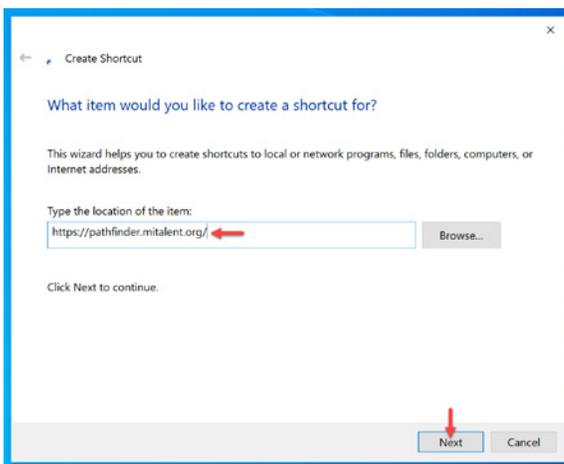
How to add the Pathfinder icon to a desktop shortcut link



First, create a desktop shortcut to the Pathfinder website.

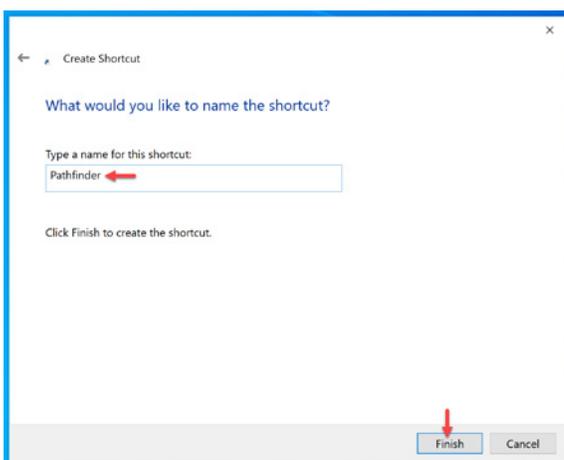


STEP 1: Right-click on the desktop background, mouse-over **New** in the selection menu, and then click **Shortcut**.



STEP 2: Type the Pathfinder URL (<https://pathfinder.mitalent.org/>) into the input field labeled **Type the location of the item**.

Then click **Next**.



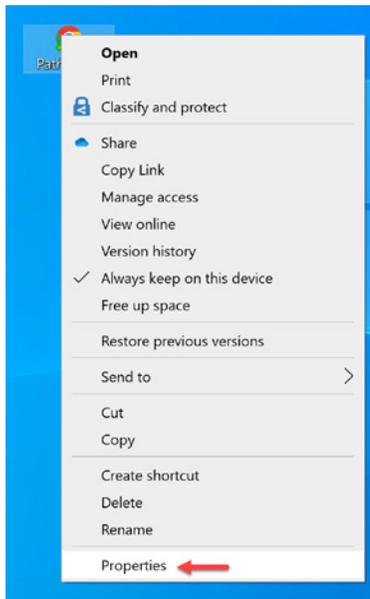
STEP 3: Rename the shortcut by using the input field labeled **Type a name for this shortcut**. Type Pathfinder into the field.

Then click **Finish**.

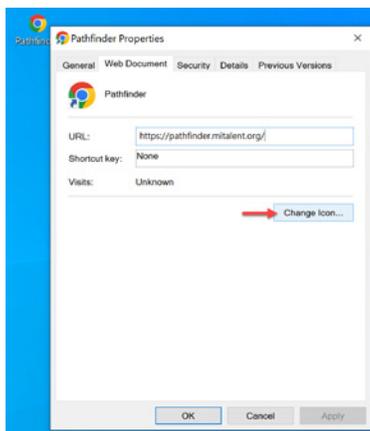
Next, save the **Pathfinder-icon.ICO** file to your computer and change the default desktop shortcut icon to the **Pathfinder** icon.



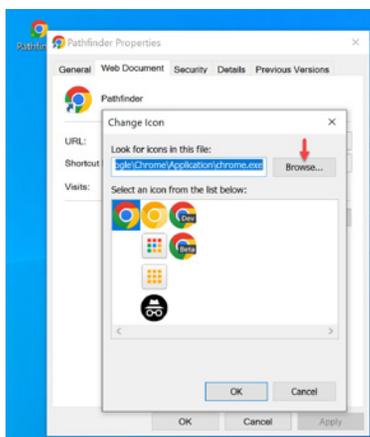
INITIAL STATE: This is the default desktop shortcut icon for a Google Chrome link.



STEP 1: Right-click on the desktop shortcut and click on **Properties** in the selection menu.

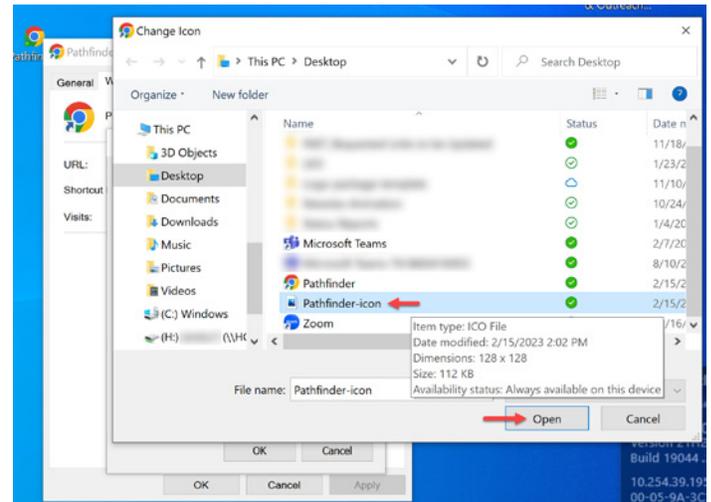


STEP 2: Under the **Web Document** tab, click on the **Change Icon...** button. The Change Icon dialog box will appear.

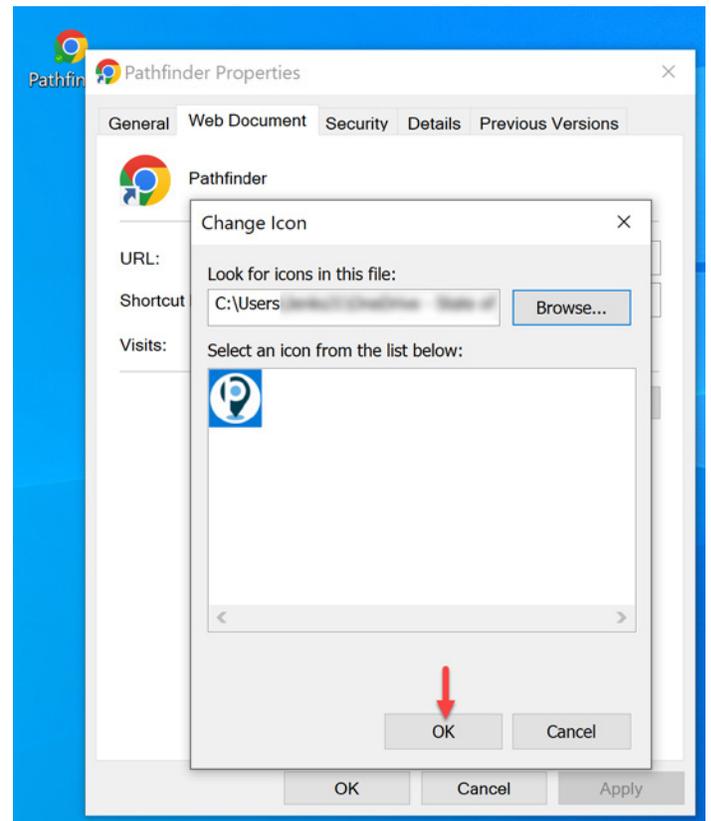


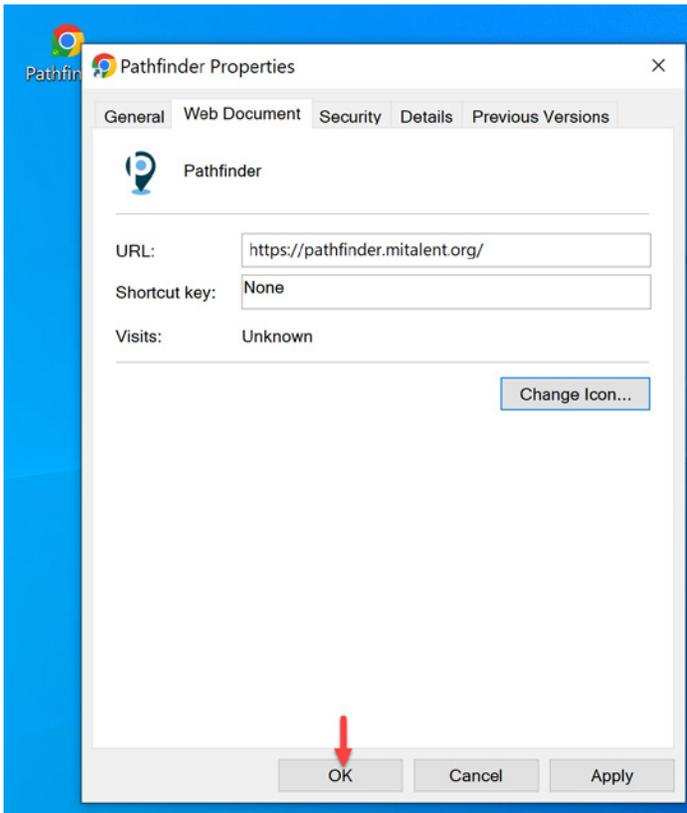
STEP 3: In the Change Icon dialog box, click the **Browse** button.

STEP 4: Navigate to the location on your computer where the **Pathfinder-icon** ICO file is saved. Select it and then click **Open**.



STEP 5: In the Change Icon dialog, click **OK**.





STEP 6: In the Properties dialog box, click **OK**.



FINAL RESULT: The icon should now be changed from the default icon to the Pathfinder icon.

