

DIGITAL WORKFORCE DEVELOPMENT (DWD)

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Using Technology to Answer What, How and Where



DWD is a collaboration between two Michigan technology businesses:

Great Lakes Reality Labs and Emerge Skilled

Supported by the Michigan Chamber of Commerce,
and the Michigan Association of Intermediate School
Administrators.



The goal of DWD is to use advanced digital tools to allow students, prospective employees, educators, training providers, and employers to make better informed decisions and connections.



WHAT, HOW AND WHERE

- ▶ What do I want to do for a job/career?
- ▶ How do I acquire the skills/training/education I need?
- ▶ Where do I find a paycheck?



GREAT LAKES REALITY LABS/HAPTIX

VIRTUAL REALITY LEARNING INITIATIVE (VIRLI)

- ▶ VIRLI - Library of VR content for:
STUDENTS, TEACHERS, and CAREGIVERS
- ▶ Support Career Exploration, Life Skill Development, and
STEAM-Related Experiences



WHY VIRTUAL REALITY?

- ▶ 2 largest U.S. employers are moving as much teaching and training as possible to virtual reality - **US Military** and **Walmart**
- ▶ **2020 PWC STUDY** - VR can train students 4X faster than traditional training methods
- ▶ National Training Laboratory Research on Information Retention:
 - LECTURES** - 5%
 - READING** - 10%
 - VR** - 75%



LET'S MEET OUR STUDENTS AND FUTURE
EMPLOYEES WHERE THEY LIVE THEIR LIVES...

IN THE DIGITAL WORLD



VR CONTENT
CAREER EXPLORER APP
VIRTUAL CAREER FAIRS



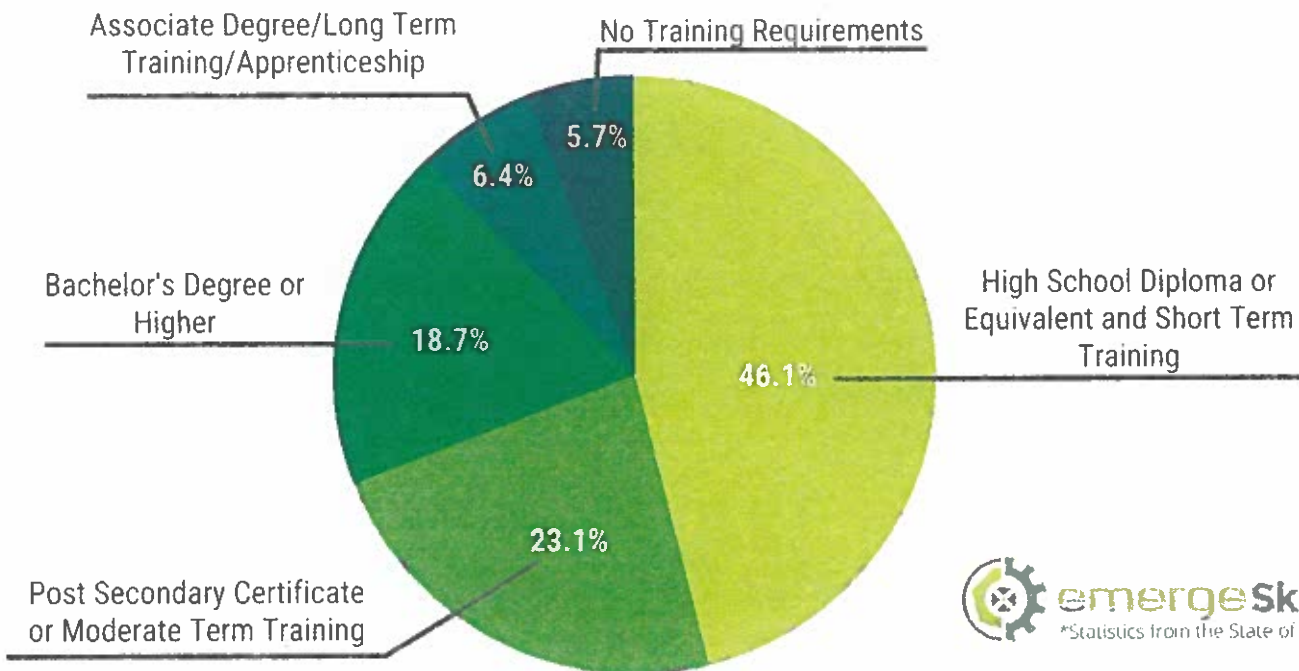
CAREER EXPLORATION
ANY TIME
ANYWHERE
ON ANY DEVICE





emergeSkilled

ANNUAL MICHIGAN JOB OPENINGS BY EDUCATION GROUP FROM NOW UNTIL 2028



 **emergeSkilled**
*Statistics from the State of Michigan





emerge Skilled



FOR STUDENTS

SHOWCASE YOUR SKILLS & DISCOVER OPPORTUNITIES TO DEVELOP YOUR CRAFT

JOB SHADOW. WORK-BASED LEARNING. APPRENTICESHIPS. PART-TIME. FULL-TIME
CONNECT WITH OPPORTUNITIES TO GAIN EXPERIENCE ON YOUR TERMS.



CREATE YOUR PROFILE
Showcase your skills,
interests and experiences



DISCOVER OPPORTUNITIES
Explore companies that want to
connect with talent like you



MATCH WITH COMPANIES
Companies connect with you to
share their opportunities



FOR SCHOOLS

CONNECT YOUR STUDENTS TO CAREER LEARNING OPPORTUNITIES



- Provide hands-on opportunities for students to learn about career paths.
- Increase student visibility to employers that want to connect.
- Boost student interaction.
- Build & maintain relationships with companies.



A TOOL FOR BETTER STUDENT EXPERIENCE

JOB POSTINGS

Companies post opportunities and proactively create pipelines of students that match the skills they are looking for.

TARGETED COMMUNICATION

Students are notified by text/email when their skills match a company's needs.

INFORMATION RESOURCE

Students can explore information on career clusters and company background. Faculty can invite companies to speak in their classrooms.

MATCHING ALGORITHM

Our technology allows students to match with employers based on their skills, background and preferences.

FOR SCHOOLS



FOR EMPLOYERS

CONNECT WITH YOUR COMMUNITY

Teams are built from the bottom up.
Reach the students in your community
that are looking to develop their skills
and gain experience.



FOR EMPLOYERS

BE A PLACE FOR STUDENTS TO LEARN

Students learn from hands-on experiences. Employers can provide those experiences while identifying students for long-term workforce development.



FOR EMPLOYERS



EXPAND YOUR REACH

You can't be everywhere at once. Reach a bigger audience of talent that has the skills you need long-term.



FOR EMPLOYERS

SHOWCASE YOUR EMPLOYER BRAND

Students have choices. Stand out and get noticed.

- **Company Page & Jobs** – Allows candidates to learn about your culture, see the perks & benefits, and explore your opportunities.
- **Candidate Pipelines** – Create pipelines of candidates that have the background you are looking for.
- **Proactively Recruit** – Don't wait for candidates to approach you – proactively invite them to start a conversation.





SCHEDULE A DEMO

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THANK YOU