



FOR IMMEDIATE RELEASE  
May 28, 2015

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***MI Bright Future Connects Students and Employers to  
Align Career Readiness with Job Demand in Southeast Michigan***

DETROIT, Mich. – The Workforce Intelligence Network (WIN) today announced MI Bright Future, an online-based collaboration of regional intermediary school districts, post-secondary education and workforce partners aimed at connecting students with in-demand industries and employers.

Using a web-based software called Career Cruising Inspire (ccInspire), MI Bright Future provides in particular middle and high school students portal access to explore area companies and potential work-based learning opportunities such as job shadowing, internships and company tours. A recent study found there is still a major disconnect with industry opportunity awareness and job readiness.

MI Bright Future aims to:

- Promote high-demand careers and educational pathways for K-12 students throughout the region.
- Provide a safe, virtual place for local companies and students to interact.
- Involve thousands of regional employers to help students learn firsthand about viable career options and career development opportunities.
- Develop a policy platform to help stimulate K-12 career exploration and educational attainment through job readiness, exposure and awareness.

“The MI Bright Future partners want to strengthen the connective tissue between schools and businesses by providing them with a platform to directly connect with one another. Employers can then help to guide students toward interesting, high-demand and lucrative careers,” said Lisa Katz, WIN executive director. “It has been demonstrated elsewhere that when an understanding of true career opportunity exists, dropout rates decrease and academic success increases.”

Initial corporate partners and members of the employee advisory group include:

- Alpha USA
- CVS Health
- DTE Energy
- Future Tool
- GalaxE.Solutions
- International Brotherhood of Electrical Workers (IBEW)
- PTI Plastics
- Tech Shop

For more information on how to become a MI Bright future member or sponsor, please visit [mibrightfuture.org](http://mibrightfuture.org).

## **ABOUT MI BRIGHT FUTURE**

*MI Bright Future is a dedicated group of K-12 education, higher education, workforce development, and employer partners who are working to bring a technology called Career Cruising Inspire (cclnspire) to Southeast Michigan schools. cclnspire is a software enhancement to Career Cruising, the technology schools in the region are already using to create Educational Development Plans, which are required by the Michigan Department of Education. cclnspire is a community-development platform that makes it easy for students and educators to learn about and connect with local employers and community mentors. Through e-mentoring, message boards, and company profiles, cclnspire connects what's happening in today's classroom with current and projected needs among local employers.*

*The MI Bright Future partnership is currently in the counties of Livingston, Macomb, Oakland, and St. Clair and is expected to reach close to 169,000 students at full launch. Current partners include Workforce Intelligence Network, Oakland Schools, Macomb Intermediate School District, Macomb Community College, Schoolcraft College, Henry Ford College, Career Cruising, Livingston County Michigan Works!, Oakland Community College, Career Jump Start, Detroit Regional Chamber, Southeast Michigan Community Alliance, and Macomb-St. Clair Michigan Works.*

## **ABOUT WORKFORCE INTELLIGENCE NETWORK OF SOUTHEAST MICHIGAN**

*The Workforce Intelligence Network of Southeast Michigan (WIN) is a collaborative effort between nine community colleges and seven Michigan Works! Agencies, in partnership with numerous other organizations, to create a comprehensive and cohesive workforce development system in Southeast Michigan that provides employers with the talent they need for success. WIN covers a 9-county area, including Genesee, Livingston, Macomb, Monroe, Oakland, Shiawassee, St. Clair, Washtenaw and Wayne. WIN was founded with the support of the New Economy Initiative for Southeast Michigan and publicly launched in November 2011.*

*WIN partners:*

### **Colleges**

Henry Ford College  
Macomb Community College  
Monroe County Community College  
Mott Community College  
Oakland Community College  
Schoolcraft College  
St. Clair County Community College  
Washtenaw Community College  
Wayne County Community College District

### **Michigan Works! Agencies**

Detroit Employment Solutions Corp.  
Genesee/Shiawassee Michigan Works! Agency  
Livingston County Michigan Works!  
Macomb/St. Clair Michigan Works!  
Oakland County Michigan Works!  
Southeast Michigan Community Alliance  
Washtenaw County Michigan Works!

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