

Event Report

Event powered by 12 community organizations

Platform provided by Michigan Labor and Economic Opportunity's Office of Employment & Training

Event sponsored by Consumers Energy

www.backtomichigan.com

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Summary

• Description of the Event

Thanksgiving weekend is a popular time for former Michiganders to travel “home” for the holiday. In 2012, Hello West Michigan and The Right Place hosted the first Thanksgiving event in Grand Rapids for Michigan boomerangs. Since then, other regions have adopted the event model and ReThink West Michigan has been recognized as a best practice by the International Economic Development Council.

Now, all around the state, communities host networking events for former Michiganders during the Thanksgiving weekend to introduce them to local employers and explore what relocation to the Mitten State could look like. Many of these events have become Thanksgiving traditions in our communities over the last 9 years and have resulted in many hires.

Because of Covid-19, hosting these in-person events was not feasible in 2020. But despite Covid, many Michigan companies still have talent needs, both immediate and in the future. The typically in-person events transitioned to a virtual format for 2020.

Nine regions hosted Back To Michigan, a series of virtual networking events where people interested in relocating to Michigan can speak directly with hiring employers. By combining the separate event brands under one umbrella, our promotional and outreach efforts were synergized. Michigan Labor and Economic Opportunity’s Office of Employment and Training (LEO E&T) provided the virtual platform. Consumers Energy was the Premiere State-Wide sponsor of the program.

• Participating Regions and Host Organizations

- Region 1: MTEC SmartZone & Innovate Marquette SmartZone
- Region 2: TCNewTech
- Region 3: MiWorks! NE Consortium & MiWorks! Region 7B (first time event)
- Region 4: Hello West Michigan & The Right Place
- Region 5: Saginaw Future & Middle Michigan Development Corp.
- Region 6 & 10: Flint & Genesee Chamber & Detroit Regional Chamber (first time event)
- Region 7: Lansing 5:01
- Region 9: Ann Arbor Spark



• Registrant Numbers for 8 Events

- Region 1: 89 registrants and 57% out-of-area registrants
- Region 2: 94 registrants and 40% out-of-area registrants
- Region 3: 77 registrants and 52% out-of-area registrants
- Region 4: 526 registrants and 44% out-of-area registrants
- Region 5: 146 registrants and 32% out-of-area registrants
- Region 6 & 10: 348 registrants and 41% out-of-area registrants
- Region 7: 239 registrants and 32% out-of-area registrants
- Region 9: 482 registrants and 41% out-of-area registrants

Total for all 8 events: 2,001 registrants with 42% registrants from outside of the region of the event registered for.

• Marketing Highlights

- \$25,000 was raised through sponsorship from Consumers Energy and the Michigan Economic Development Corporation and spent on the national marketing campaign.
- Half of the paid advertising dollars were allocated to a specific campaign targeting candidates of color.
- 1,572,028 advertising impressions served in the state-wide campaign.
- Each event location conducted their own marketing in addition to the national campaign.
- 44 media stories
- Marketing generated interested candidates who did a partial sign up, which means each event location owns additional email addresses of candidates interested in Michigan.

Outcomes

- All 8 events achieved a 50% attendance rate or higher, which is considered above “very good” by Brazen, the virtual career fair platform.
- All 8 events achieved over 30% out-of-area registrants, which is the target market aimed for. Region 1 Upper Peninsula achieved 57% which is extremely high.
- 179 companies gained access to a new pool of candidates.
- Host organizations own contact information for 2,687 people interested in Michigan.
- Positive feedback from candidate surveys:
 - “I liked meeting the decision makers in HR.”
 - “This was the only job fair I’ve found that was looking for people with advanced degrees and years of experience, not just interns or entry level.”
 - “I liked that I could simultaneously “stand” in line to engage with more than one company at a time. In real life, this would never have been possible.”
 - “I loved how willing the companies were to make connections. They were all very helpful and not in a rush to finish our conversation.”
 - “It was nice to be able to attend this event from home. The Brazen platform allowed for better efficiency as an event participant.”
 - “Having the opportunity to speak with people in leadership roles was really helpful in learning more about the participating companies. It’s not often you get a chance to speak with a company’s CTO for 15 minutes.”
- New channels of communication opened for collaboration between all regions and State of Michigan.
- As of January 14, 2021, the event resulted in at least 1 reported hire: an out-of-area candidate that attended the Region 1 Upper Peninsula event has been hired and will be relocating to the Upper Peninsula with his family of 5.
- We expect additional reported hires in the coming months.

Marketing Efforts

- **Summary**

Back To Michigan marketing is a combination of collaborative promotion, paid advertising campaigns, and media coverage. A sub-committee from the Back To Michigan host organizations was responsible for the paid campaign. Hello West Michigan conducted collaborative promotion with the state, colleges, and regional agencies, and coordinated media coverage with LEO. Location hosts were responsible for local collaborative promotion and local media. Locations hosts had the option to do local paid marketing.

- **Web Analytics**

Overall Traffic to back2michigan.com

Metrics taken from Oct 1 – November 25, 2020

Note: This doesn't take into account traffic from host organization pages that linked directly to their own events.

- 14,432 users
- Site visits from 49 states
- Top users from: Michigan, California, Illinois, Texas, and Florida

Geography for backtomichigan.com

Top states:

- Michigan – 4,558 visitors (31.58%)
- California – 1,851 visitors (12.83%)
- Illinois – 1,434 visitors (9.94%)
- Texas – 743 visitors (5.15%)
- Florida – 711 visitors (4.93%)
- New York – 515 visitors (3.57%)
- Ohio – 406 visitors (2.81%)
- Maryland – 336 visitors (2.33%)
- Georgia – 319 visitors (2.21%)
- Virginia – 273 visitors (1.20%)

Traffic Sources to backtomichigan.com

- Direct – 17%
- Organic Search – 2%
- Email – 5%
- Social Media – 23%
 - Facebook – 14%
 - LinkedIn – 5%
 - Twitter – 3.8%
- Other – 53%
 - Local IQ (paid campaign) – 42%
 - State of Michigan – 4.1%

- Grand Rapids Participating Companies – 2.1%
- Chamber and Partners – 2.1%

Referral Source on Registration (self-reported)

Note: these sources are self-reported on the registration form, which means they may be misattributed. A registrant may report they heard about the event on social media, but in actuality, it was a paid social media post from the paid campaign. Or the registrant may have heard about the event from a family member, but the family member heard about it on the news.

- Advertisement – 4%
- Family member – 18%
- Host organization – 21%
- News media – 7%
- Participating company – 4%
- Social media – 25%
- Other – 20%

● Collaborative Promotion

“Collaborative promotion” is not paid for like an advertising campaign, but communication sent on our behalf, organized, and arranged through our network of relationships.

Colleges and statewide organizations were given the url backtomichigan.com to promote. This is a website Hello West Michigan and The Right Place created that promoted all of the employer events happening around the state.

- All Michigan community colleges, colleges, & universities
- Michigan Department of Labor and Economic Opportunity’s Office of Employment and Training and state agencies
- All Michigan Works! Offices
- Michigan Rehabilitation Services
- Bureau of Services for Blind Persons
- All host organizations’ social media channels
- Participating companies’ application tracking systems and social media
- Local media
- MEDC
- Michigan Small Business Development Centers
- Mt. Pleasant Area Convention and Visitors Bureau
- Barry Chamber
- Barry County Young Professionals Network
- Ludington Chamber
- Pure Ludington
- Ludington Area CVB
- Ludington Daily News
- Mason County Growth Alliance
- Muskegon Area First
- Muskegon Chamber
- Muskegon Area ISD
- Downtown Muskegon
- Muskegon Young Black Professionals
- Oceana County Press
- River Country Chamber
- City of Newaygo
- Fremont Area Chamber
- Fremont Area Community Foundation

- Hesperia Area Chamber
- Hello West Michigan
- LinkedIn pages of Michigan college alumni groups based outside of Michigan
- Michigan House
- Alcona County Chamber
- Alpena Area Chamber
- Atlanta Area Chamber
- Cheboygan Area Chamber
- Gaylord/Otsego County Chamber
- Gaylord Tourism Bureau Information Center
- Grayling Regional Chamber/CVB
- Hillman Area Chamber
- Indian River Chamber
- Mackinaw Area Tourism Bureau
- Mackinaw City Chamber
- Oscoda County Chamber
- Rogers City Area Chamber
- Oscoda-AuSable Chamber
- Kirtland Community College – M-Tec at Kirtland-Gaylord
- Kirtland Grayling Health Sciences Center
- Alpena DDA Office
- Cheboygan DDA Office
- City of Grayling
- Village of Hillman
- Indian River
- Village of Lincoln
- Village of Mackinaw City
- City of Rodger City
- Lewiston DDA
- TCNewTech social media channels
- TCNewTech EventBrite
- Interlochen Public Radio
- The Cristal Frost Show on WTCM
- Traverse City Weekly Bulletin
- 20Fathoms' TC Tech News
- Creative Coast eNewsletter
- Lansing Chamber
- Lansing Economic Development Corporation
- Greater Lansing CVB
- Lansing State Journal
- Lansing City Pulse
- Ann Arbor CVB
- Ann Arbor area public schools
- Ann Arbor area NextDoor channels
- Detroit Regional Chamber
- Detroit Drives Degrees
- Detroit Promise
- MICHauto
- Leadership Detroit
- City of Detroit
- Let's Detroit network of young professionals
- Arenac County Economic Development
- Bay County Realtor® Association
- Central Michigan Association of Realtors®
- Clare Gladwin Board of Realtors®
- Delta College
- Epicenter Mt. Pleasant
- Gladwin County EDC
- Great Lakes Bay Regional Alliance
- Greater Gratiot Development, Inc.
- Michigan Association of Ambulance Services
- Michigan Nurses Association
- Michigan Society for Respiratory Care
- Michigan Society of Medical Assistants
- Middle Michigan Development Corporation
- Midland Board of Realtors®
- National Association of Social Workers Michigan Chapter

- National Phlebotomy Association
- Saginaw Board of Realtors®
- Saginaw County Chamber of Commerce
- Discover Great Lakes Bay
- STEM Impact Initiative
- Bay Futre, Inc.

- **Paid Campaign**

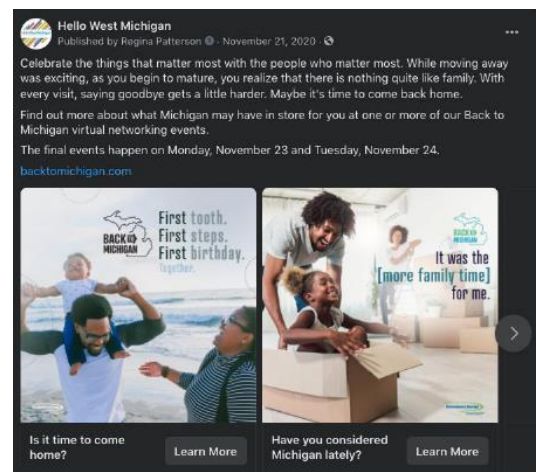
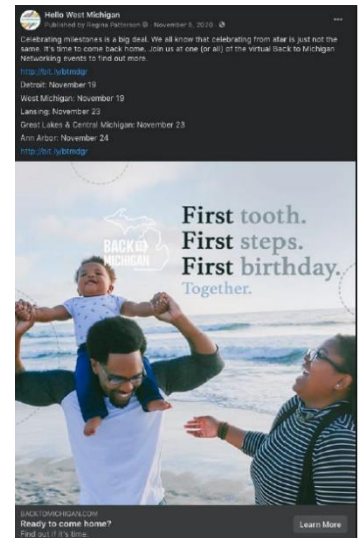
\$25,000 was spent on a paid advertising campaign. The campaign drove traffic to backtomichigan.com to benefit all 8 events. Our state-wide sponsors, Consumers Energy and the MEDC, made the paid campaign possible.

The host organizations committed to spending 50% of paid ad dollars on a specific campaign targeting candidates of color. A Michigan-based, minority-owned, woman-owned firm, RRP Marketing, was chosen to handle this campaign.

Note: The registration form did not ask demographic information because the information was viewable by employers, so we do not have self-reported demographic information on race.

RRP Marketing Campaign (targeting diverse candidates)

- Overview
 - 14 different ads
 - 507,225 impressions
 - 1,211 clicks
- LinkedIn
 - Targeting combinations:
 - National (excluding Michigan) + associated/interested in African American Fraternity or Sorority + Michigan Connection
 - Metro area where Black people from Michigan relocate + associated/interested in Historically Black Fraternity or Sorority or Professional Black/Multicultural organization + Michigan connection
 - National (excluding Michigan) + Michigan high school African American population + Historically Black College or University
 - Impressions: 34,690
 - Clicks: 152
 - CTR: 0.44%
- Facebook
 - Targeting combinations:
 - National (excluding Michigan) + associated/interested in Historically Black Fraternity or Sorority + Michigan connection
 - Age 22 - 44
 - Michigan Connection + interest in Historically Black College or University
 - Michigan connection + metro area where black people from Michigan relocate + interest in Black media
 - Impressions: 208,420
 - Reach: 109,954



- Clicks: 782
- Spotify
 - Impressions: 142,435
 - Reach: 142,435
 - Clicks: 150
 - CTR: 0.11%
- AudioGo (Pandora)
 - Impressions: 121,680
 - Reach: 108,124
 - Clicks: 127
 - CTR: 0.13%
- Influencer posts
 - Dallas Lenear – Black alumna from University of Michigan
 - April Ruiz - Hispanic community
 - Regina Patterson - West Michigan



LocalIQ Campaign (general campaign)

Targeting for this campaign is detailed below. A query of the LocalIQ database included the followed criteria to pull email addresses for the email campaign. Facebook ad and display targeting were then based on the email addresses pulled.

- Targeting
 - Age: 18 – 50
 - Geographies

Accounting	Healthcare services	Product Management
Administrative	Human resources	Program & product management
Arts & Design	Information technology	Purchasing
Business Development	Legal	Quality Assurance
Community and Social services	Marketing	Real estate
Consulting	Media & Communication	Research
Education	Military & protective services	Sales
Engineering	Operation management	Support
Entrepreneurship	Purchasing	
Finance		

- Job seekers in the following occupations

Arlington, VA	Cleveland OH	Miami, FL
Atlanta, GA	Columbus, OH	Minneapolis, MN
Austin, TX	Dallas, TX	New Orleans, LA
Baltimore, MD	Denver, CO	New York, NY
Baton Rouge, LA	Fort Wayne, IN	Newark, NJ
Binghamton, NY	Greenville, SC	Orlando, FL
Birmingham, AL	Houston, TX	Philadelphia, PA
Bloomington, IN	Indianapolis, IN	Phoenix, AZ
Boston, MA	Jackson, MS	Pittsburgh, PA
Boulder, CO	Kansas City, MO	Portland, OR
Buffalo, NY	Kokomo, IN	Raleigh, NC
Charleston, SC	Las Vegas, NV	Riverside, CA
Charlotte, NC	Lexington, KY	Sacramento, CA
Chicago, IL	Los Angeles, CA	
Cincinnati, OH	Madison, WI	

- Email Blast #1
 - Audience: 188,833
 - Views: 33,971
 - View %: 17.99%
 - Clicks: 4,628
 - Click %: 2.45%
- Email Blast #2
 - Audience: 188,833
 - Views: 31,577
 - View %: 16.72%
 - Clicks: 4,933
 - Click %: 2.61%
- Facebook
 - 196,273 impressions
 - 1,845 clicks
 - 0.94% click through rate
- Display
 - 295,757 impressions
 - 492 clicks
 - 0.17% click through rate



Ann Arbor SPARK
Sponsored

50+ Companies in Michigan Want to Hire You!

Back to Michigan is a series of virtual networking events where people interested in relocating to Michigan, and current residents who are unemployed, will be able to speak directly with hiring employers. Click to find out more!

BACKTOMICHIGAN.COM
Join Us Virtually! Sign Up

Experience the state's thriving job market from anywhere!

Like Comment Share



Looking for your next career?

Look no further than the Great Lakes state! Michigan has a broad range of opportunities for job seekers and we are ready to show you everything the state has to offer during Back to Michigan.

There are more than 50 companies participating in *Back to Michigan* with opportunities in IT, engineering, finance, advanced manufacturing, healthcare, art and design, professional services, government, hospitality, and more.

Back to Michigan is a series of virtual networking events where people interested in relocating to Michigan, and current residents who are unemployed, will be able to speak directly with hiring employers.

Originally conceived to present career opportunities to people visiting Michigan for Thanksgiving, this year you can be anywhere in the world and experience the state's thriving job market.

SEE HOW IT WORKS:



REGISTER NOW

- **Media Stories**

44 media stories

- Oct 16 Broadcast – [Fox TV6](#)
- Oct 16 Digital - [ExBulletin](#)
- Oct 17 Digital - [MLive](#)
- Oct 22 Digital – [My North Media](#)
- Oct 24 Digital – [The Ticker](#)
- Oct 27 Broadcast – [9 & 10 News](#)
- October 27 Digital – [All About Ann Arbor/Click On Detroit](#)
- October 27 Digital – [Yahoo! News](#)
- October 27 Digital – [Chronicle Tech News](#)
- October 27 Digital - [PlanetM](#)
- October 27 Digital - [Businesswire](#)
- Nov 5 Print – [Midland Daily News](#)
- Nov 9 Broadcast – [Fox47](#)
- Nov 11 Print – [Traverse City Record Eagle](#)
- Nov 11 Print – [Grand Rapids Business Journal](#)
- Nov 11 Broadcast - [WOODTV](#)
- Nov 11 Broadcast - [WBKB](#)
- Nov 12 Digital – [UPMatters.com](#)
- Nov 12 Broadcast - [WLNS](#)
- November 12 Digital – [MichiganBusinessNetwork.com](#)
- Nov 13 Digital – [Magic 104.9](#)
- Nov 13 Digital – [100.5 The River](#)
- Nov 13 Digital - [PublicNow](#)
- Nov 13 Digital - [DBusiness](#)
- Nov 13 Digital – [Mix95.7](#)
- Nov 13 Digital – [MI Newswire](#)
- Nov 13 Digital – [Corp Magazine](#)
- Nov 14 Print – [Traverse City Record Eagle](#)
- Nov 15 Digital – [Sault Online](#)
- Nov 15 Print – [Holland Sentinel](#)
- Nov 15 Digital – [Bedford Now](#)
- Nov 16 Digital – [MiTechNews.com](#)
- Nov 16 Digital – [LegalNews.com](#)
- Nov 16 Broadcast – [Fox17](#)
- Nov 16 Digital – [Yahoo News](#)
- Nov 17 Print – [Iron Mountain Daily News](#)
- Nov 17 Broadcast – [Fox TV6](#)
- Nov 17 Broadcast – [Fox47](#)
- Nov 18 Digital – [MiTechNews.com](#)
- Nov 18 Broadcast – [Fox17](#)
- Nov 18 Digital - [DBusiness](#)
- Nov 19 Radio - [WGVU](#)
- Nov 19 Broadcast – [WOODTV8](#)
- Radio – WSGW 790

There were many other mentions of the event in newsletters, social media channels, and other outlets—too many to name here. But below is a highlight of a few high-profile, first-time mentions.

- Michigan Awesome (apparel company)
- @migov
- State of Michigan’s LinkedIn
- State of Michigan’s Facebook
- Governor Whitmer retweeted the State of Michigan Tweet

Snapshot of Registrants

- States Represented

35 states plus 8 internationals

- Arkansas
- Arizona
- California
- Connecticut
- Delaware
- Florida
- Georgia
- Iowa
- Illinois
- Indiana
- Kansas
- Kentucky
- Massachusetts
- Maryland
- Michigan
- Minnesota
- Missouri
- Mississippi
- Nebraska
- New Jersey
- New Mexico
- Nevada
- New York
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- South Carolina
- Tennessee
- Texas
- Utah
- Virginia
- Washington
- Washington DC
- Wisconsin
- Brazil
- Canada
- Ecuador
- India
- Germany
- Mexico
- Singapore
- Pakistan

• Colleges Represented

Registrants represented over 300 different colleges. For a full listing, see Appendix A posted on www.backtomichigan.com. Below is a listing of Michigan colleges represented by registrants.

- Albion – 1
- Alma College – 5
- Alpena Community College – 3
- Aquinas College – 23
- Baker College – 22
- Calvin University – 10
- Central Michigan University - 79
- Cornerstone University – 5
- Davenport University – 24
- Eastern Michigan University - 49
- Ferris State University – 34
- Grand Rapids Community College – 20
- Grand Valley State University – 56
- Henry Ford Community College – 5
- Hope College – 10
- Kalamazoo College – 3
- Lawrence Technological University – 2
- Michigan State University – 253
- Michigan Technological University – 30
- Northwestern Michigan University – 9
- Saginaw Valley State University – 29
- University of Detroit Mercy – 8
- University of Michigan – 210
- Wayne State University – 53
- Western Michigan University – 55

- Job Fields (candidates pick from a set list and can choose more than 1 field)

- IT - 423
- Management – 377
- Engineering - 362
- Healthcare – 279
- Customer Service – 268
- Manufacturing – 256
- Education - 181
- Non-profit - 245
- Marketing – 261
- Automotive - 229
- Human Resource - 189
- Sales -162
- Business - 413
- Communications – 99
- Finance – 145
- Legal – 58
- Banking – 115
- Entrepreneur – 159
- Hospitality – 119
- Real Estate – 81
- Supply Chain – 190
- Architecture – 55
- Government – 254
- Accounting & Finance - 145
- Consulting – 265
- Telecommunications - 99
- Pharmaceutical - 98
- International Affairs - 63
- Journalism – 57
- Professional Services - 165
- Theatre & Arts - 76
- Design - 164
- Media & Entertainment - 145
- Career & Life Coaching - 93
- Freelance - 104
- Public Relations - 113
- Biotech - 104
- Food Industry - 121
- Insurance -125
- Quality Control - 108
- Military - 44

- Years of Experience

- Less than 1 year – 20%
- 2 – 3 years – 11%
- 4 – 6 years – 9%
- 7 – 10 years – 9%
- 11+ years – 52%

Region 1 – Upper Peninsula Location Details

- Location Host

MTECSmartZone™



- Participating Companies

- Consumers Energy
- Aspirus Health
- BHK First
- Burton Industries
- CCI Systems
- Connor Sports
- Copper Country Community Mental Health
- Copper Country ISD
- Creative Mines
- GS Engineering
- Marinette Marine
- Mediologde of Munising
- MI Dept. of Corrections
- MI Dept. of Health & Human Services
- Orbion Space Technology
- Sightline Data
- Systems Control
- The Walleye Lodge
- UPEA
- UP Health System - Marquette
- Upper Peninsula Michigan Works!
- Vast Solutions
- Veridea Group
- Warm Rain
- Waupaca Foundry

- Attendance Breakdowns

Event Numbers

- 132 sign ups (partially registered)
- 89 fully registered
- 50 attended
- 138 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of registrants who provided location information

- Of the 74 registrants with information...
- 26 were from Michigan (outside of Region 1)
- 16 were out-of-state

...Equals 42 out of area registrants, or 57% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 37 that attended...
- 13 were from Michigan (outside of Region 1)
- 8 were out of state

.... Equals 21 out of area attendees, or 57% of attendees were out of area

Region 2 – Northwest Lower Peninsula Location Details

- Location Host



- Participating Companies

- Consumers Energy
- 20Fathoms
- Creative Coast
- Dean Transportation
- Hagerty
- Health Bridge
- H & H
- Interactive Aerial Robotics for Internal Inspections
- KSS Enterprises
- Lear Corporation
- Mobile Medical Response
- Northwest Michigan Works!
- Northwest Michigan Health Services, Inc.
- Nowak Cabinets
- Promethient
- Safety Net
- Sample Serve
- The GEO Group, Inc.
- Traverse City Coding Community / Cyber Security

- Attendance Breakdowns

Event numbers

- 133 sign ups (partially registered)
- 94 fully registered
- 62 attended
- 110 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of registrants who provided location information

- Of the 87 candidates with information...
- 18 were from Michigan (outside of Region 2)
- 16 were out-of-state
- 1 was international

...Equals 35 out of area registrants, or 40% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 56 that attended...
- 10 were from Michigan (outside of Region 2)
- 10 were out of state
- 0 were international

...Equals 20 out of area attendees, or 36% of attendees were out of area

Region 3 – Northeast Lower Peninsula Location Details

- Location Host



- Participating Companies

- Consumers Energy
- Cornerstone Casting Machine
- ESI Employment Services, Inc.
- H & H
- IMM, Inc.
- Lear Corporation
- MI Dept. of Health & Human Services
- MI Dept. of Labor & Economic Opportunity
- Mobile Medical Response
- Northwood University
- Rediscover Northeast Michigan
- Rise Center for Autism
- Small Business Development Center of MI
- Tube Fab Roman Engineering

- Attendance Breakdowns

Event numbers

- 108 sign ups (partially registered)
- 77 fully registered
- 46 attended
- 60 total chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of all registrants who provided location information

- Of the 69 registrants with information...
- 22 were from Michigan (outside of Region 3)
- 13 were out-of-state
- 1 was international

...Equals 26 out of area registrants, or 52% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 40 that attended...
- 8 were from Michigan (outside of Region 3)
- 10 were out of state
- 0 were international

...Equals 18 out of area attendees, or 45% of attendees were out of area

Region 4 – West Michigan Location Details

- Location Host



- Participating Companies

- Consumers Energy
- Spectrum Health
- West Michigan Works!
- Bethany Christian Services
- City of Grand Rapids
- County of Muskegon
- Dicastal North America
- DTE
- Family Health Care
- Grand Rapids Public Schools
- Grand River Aseptic Manufacturing
- Herman Miller
- JR Automation
- LG Chem Michigan Inc.
- Magna International
- Meijer
- Mercy Health
- ODL
- Perrigo
- Peterson Farms
- ProCare Pain Solutions
- observIQ
- SpartanNash
- Startup Grind
- Steelcase
- TGG Solutions
- The Enterprises
- The GEO Group, Inc.
- U.S. Department of Veteran Affairs

- Attendance Breakdowns

Event numbers

- 715 signs ups (partially registered)
- 526 fully registered
- 314 attended
- 760 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of registrants who provided location information

- Of the 494 candidates with information...
- 98 were from Michigan (outside of Region 4)
- 114 were out-of-state
- 5 were international

...Equals 217 out of area registrants, or 44% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 302 that attended...
- 48 was from Michigan (outside of Region 4)

- 82 were out of state
- 1 was international

...Equals 131 out of area attendees, or 43% of attendees were out of area

Region 5 – Great Lakes Bay & Central Michigan Location Details

- Location Host



- Participating Companies

- Consumers Energy
- Arlo Steel
- Ascension St. Mary's
- Bandit Industries, Inc.
- Covenant HealthCare
- D & W Fine Pack
- Dow
- DuPont
- Lear Corporation
- McLaren Bay Region
- MERRILL Technologies Group
- Michigan Masonic Home
- Michigan Sugar
- Michigan Works! Great Lakes Bay Region
- Michigan Works! Region 7B
- Michigan SBDC Great Lakes Bay & Mid-Michigan Regions
- Midland Public Schools
- MidMichigan Health – University of Michigan Health System
- Mobile Medical Response
- Morbark
- Morley
- SC Johnson
- State of Michigan
- TCF Bank
- Yeo & Yeo

- Attendance Breakdowns

Event numbers

- 196 sign ups (partially registered)
- 146 fully registered
- 82 attended
- 214 total chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of all registrants who provided location information

- Of the 141 candidates with information...
- 28 were from Michigan (outside of Region 4)
- 17 were out-of-state
- ...Equals 45 out of area registrants, or 32% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 78 that attended...
- 15 were from Michigan (outside of Region 4)
- 8 were out of state

...Equals 23 out of area attendees, or 29% of attendees were out of area

- Location Host



- Participating Companies

- Consumers Energy
- Ally
- Apparatus
- Automation Movers International
- Bosch
- Cooper Standard
- Fessler Bowman
- Ford
- Goyette Mechanical
- Genesee Intermediate School District
- Global Detroit
- GST Michigan Works!
- Meritor
- MI Dept. of Health & Human Services
- Mobile Medical Response
- Rocket Mortgage
- Small Business Development Center of MI
- State of Michigan
- 100K Ideas

- Attendance Breakdowns

Event numbers

- 458 signs ups (partially registered)
- 348 fully registered
- 223 attendees
- 440 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of all registrants who provided location information

- Of the 316 candidates with information...
- 64 were from Michigan (outside of Region 6 or 10)
- 53 were out-of-state
- 11 were international

...Equals 128 out of area registrants, or 41% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 204 that attended...
- 45 were from Michigan (outside of Region 4)
- 36 were out of state
- 9 were international

...Equals 90 out of area attendees, or 44% of attendees were out of area

Region 7 Lansing Location Details

- Location Host

LANSING 5:01

- Participating Companies

- Consumers Energy
- Auto-Owners Insurance
- Bekum America Corporation
- Capital Area Michigan Works!
- Dean Transportation
- Delta Dental
- Dewpoint
- Emergent BioSolutions
- Eyde Company
- Gillespie Group
- Lansing Board of Water & Light
- Maner Costerisan
- Michigan Farm Bureau Family of Companies
- Michigan State University – Human Resources
- Mobile Medical Response, Inc.
- MSU Federal Credit Union
- Neogen Corporation
- Sparrow Health
- State of Michigan
- TechSmith

- Attendance Breakdowns

Event numbers

- 299 signs ups (partially registered)
- 239 fully registered
- 141 attendees
- 352 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of all registrants who provided location information

- Of the 222 candidates with information...
- 44 were from Michigan (outside of Region 6 or 10)
- 27 were out-of-state
- 1 was international

...Equals 72 out of area registrants, or 32% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 130 that attended...
- 25 were from Michigan (outside of Region 4)
- 15 were out of state
- 0 were international

...Equals 40 out of area attendees, or 31% of attendees were out of area

Region 9 – Ann Arbor Location Details

- Location Host



- Participating Companies

- Consumers Energy
- AdAdapted
- Amy Cell Talent
- Atomic Object
- Barracuda
- Day Smart Software
- Digital Summer Clinic
- Groundspeed
- Info Ready
- KLA
- May Mobility
- Merit
- Michigan Works! Southeast
- Nokia
- Orbital Effects
- ProQuest
- RXA
- Shoptelligence
- SkySpecs
- UMCU
- Workit Health

- Attendance Breakdowns

Event numbers

- 646 signs ups (partially registered)
- 482 fully registered
- 290 attendees
- 669 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

Analysis of all registrants who provided location information

- Of the 422 candidates with information...
- 126 were from Michigan (outside of Region 6 or 10)
- 42 were out-of-state
- 4 were international

...Equals 172 out of area registrants, or 41% of registrants were out of area

Analysis of attendees who provided location information (removes no-shows)

- Of the 257 that attended...
- 81 were from Michigan (outside of Region 4)
- 27 were out of state
- 0 were international

...Equals 108 out of area attendees, or 42% of attendees were out of area

Candidate Follow Up

Location hosts sent their participating companies a list of their location attendees immediately following the event.

- West Michigan's host organization facilitates additional follow up with candidates at their event, including 1-on-1 phone calls and sharing resumes in a weekly resume pack with employers.

Recommendations for Next Year

- Consider adopting a hybrid event model—with both virtual and in-person elements—even if in-person events are taking place at regular capacities.
- Take into consideration local events happening in each region. Is there a date/event that the boomerang event could be tied too? For example, CMU's homecoming in Region 5.
- Engage with potential sponsors earlier and coordinate promotional efforts with them.
- Gather more "testimonials" from all regions to use in promotional materials since personal stories prove to be a good marketing tactic.
- Brainstorm a state-wide follow up process with candidates.

Outcomes

- All 8 events achieved a 50% attendance rate or higher, which is considered above "very good" by Brazen, the virtual career fair platform used.
- All 8 events achieved over 30% out-of-area registrants, which is the target market aimed for. Region 1 Upper Peninsula achieved 57%, which is extremely high.
- 179 companies gained access to a new pool of candidates.
- Host organizations own contact information for 2,687 people interested in Michigan.
- Positive feedback from candidate surveys:
 - "I liked meeting the decision makers in HR."
 - "This was the only job fair I've found that was looking for people with advanced degrees and years of experience, not just interns or entry level."
 - "I liked that I could simultaneously "stand" in line to engage with more than one company at a time. In real life, this would never have been possible."
 - "I loved how willing the companies were to make connections. They were all very helpful and not in a rush to finish our conversation."
 - "It was nice to be able to attend this event from home. The Brazen platform allowed for better efficiency as an event participant."
 - "Having the opportunity to speak with people in leadership roles was really helpful in learning more about the participating companies. It's not often you get a chance to speak with a company's CTO for 15 minutes."
- New channels of communication opened for collaboration between all regions and State of Michigan.
- As of January 14, 2021, the event resulted in at least 1 reported hire: a candidate living in Grand Rapids that attended the Region 1 Upper Peninsula event has been hired and will be relocating to the Upper Peninsula with his family of 5.

Contact Information

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