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Who is organizing MiCareerQuest and how is it funded?

MiCareerQuest was created in 2015 by Michigan Works! Kent, Allegan & Barry Counties (now West Michigan Works!), Kent ISD and the Construction Workforce Development Alliance (CWDA) in response to employers' need for future talent in Advanced Manufacturing, Agribusiness, Construction, Health Sciences and Information Technology.

MiCareerQuest™ is an employer-driven event. Employer champions—assisted by West Michigan Works! staff—drive employer participation and the creation of student activities. Student participation is coordinated through regional ISDs.

The event is funded by donations from participating employers, associations, and corporate and education sponsors. [See MiCareerQuest sponsors page >](#)

What is the schedule for MiCareerQuest?

Wednesday, April 21, 2021 - MiCareerQuest

Session 1:	9:00 a.m. – 10:30 a.m.
Session 2:	10:30 a.m. – 12:05 p.m.
Lunch:	12:00 p.m. – 12:30 p.m.
Exhibitors log back in:	12:30 p.m. – 12:35 p.m.
Session 3:	12:35 p.m. – 2:05 p.m.

Where will MiCareerQuest take place?

MiCareerQuest is going virtual using a robust tradeshow platform that allows us to keep the most critical pieces of this event—the student/employer interaction—while keeping everyone safe.

How many students are expected to attend?

We can accommodate up to 10,000 per session for a total of 30,000 students.

What is the cost associated with exhibiting as part of MiCareerQuest?

There is no cost to employers to participate in MiCareerQuest. Each industry sector is responsible for raising \$15,000 to cover the cost of the event. These fundraising efforts are led by the sector's employer champion. Exception: Exhibitors are responsible for covering any additional costs specific to exhibits, such as purchasing of tripods, light rings or other equipment and materials needed for creating the prerecorded and/or interactive videos.

Educational institutions may exhibit during the event as part of a sponsorship. You can find more information on the [Exhibitor Page](#).

Are donations to MiCareerQuest tax-deductible?

Yes. ACSET, the fiduciary for the event, is a governmental unit as defined in Internal Revenue Code (IRC) Section 170 and is a public charity according to IRC Section 170 and IRC Section 509. ACSET provides no goods or services as consideration for your contribution.

When and how do I make an industry sector or sponsorship donation?

1. You can include your sponsorship information on your [employer commitment form](#) and submit to your industry council lead, submit your donation through our website on the [sponsorship opportunities page](#), or contact Kiersten Schulte at kschulte@westmiworks.org to arrange your donation.
2. You will be invoiced by ACSET – West Michigan Works! for the donation amount.
3. All pertinent information will be included on your invoice.
4. You can view [sponsorship opportunities and benefits](#) on our website.

Can educational institutions exhibit at MiCareerQuest?

To exhibit at the event, an educational institution must be a sponsor of the event. [Learn more >](#)

What makes a good exhibit?

All exhibits should be highly interactive and targeted towards students 14-18 years of age. The best exhibits are those that illustrate some aspect of the career you're highlighting. For useful tips on how to create an impactful exhibit, read our [MiCQ Booth Contents](#), [MiCQ Interactive Booth Examples](#) and Best Practices documents.

What is the layout of the MiCareerQuest?

Attendees do not need to download or invest time in learning a new software. The platform mimics the dynamics of a physical conference making it easy to navigate. Students will receive a unique login to access the platform.

They will start their journey from a virtual lobby and enter the exhibit hall to interact with sponsors and industry sectors.

Visually Rich Virtual Environment

Virtual Lobby



The virtual fair platform incorporates a Help or Information Desk staffed by our technology provider to ensure that all guests' questions are promptly answered and any unanticipated technology issues are addressed quickly, for seamless event navigation and engagement.

Visually Rich Virtual Environment

Info Desk



MiCareer  Quest.

Just like an in-person event, the virtual platform features “exhibit halls” for each industry sector. The example below is from a food and beverage conference. Each of our industry groups, agribusiness, advanced Manufacturing, construction, health sciences, and information technology will have their own exhibit hall.

Visually Rich Virtual Environment

Exhibit Hall

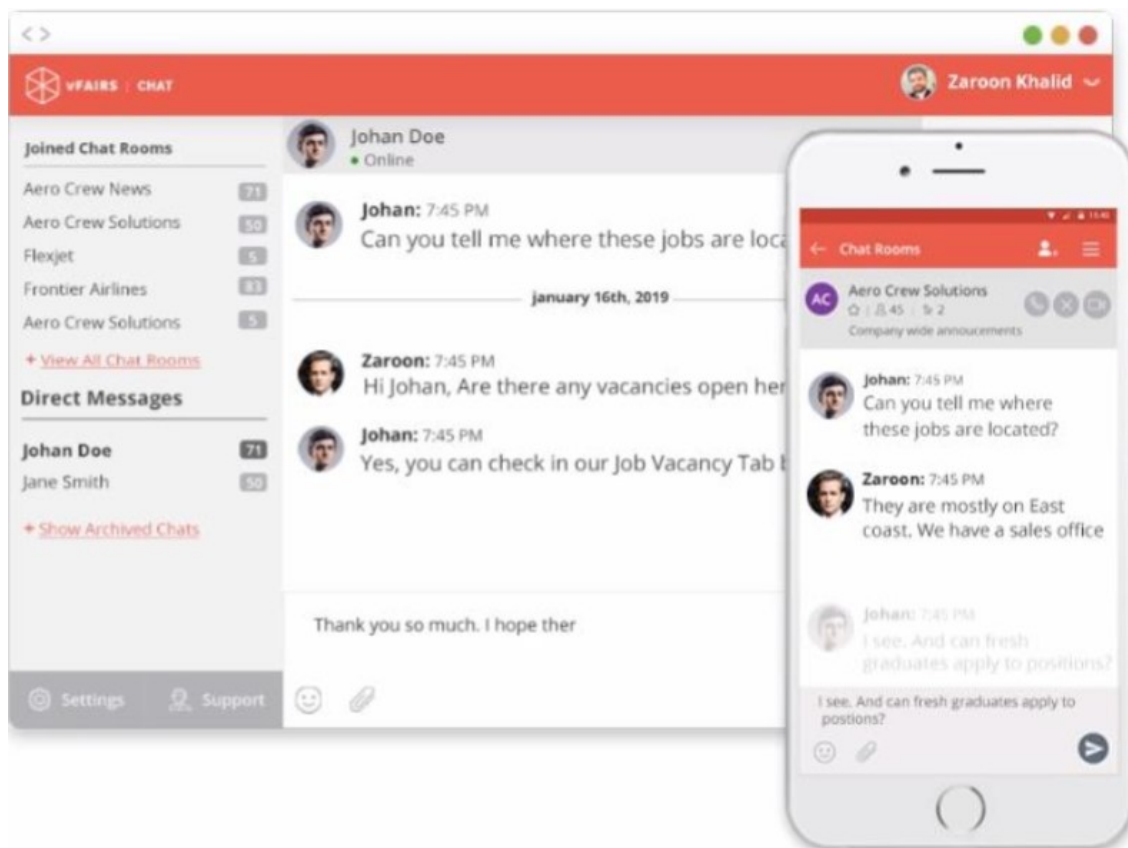


MiCareer  Quest.

Mimicking the feel of a real-life event the virtual platform provides each exhibitor with custom-designed booth and staff avatars to represent company representatives, as shown below. Each employer will be provided a unique link to access their booth on the day of the event. West Michigan Works! and vFairs will provide comprehensive training on building out your booth.



Engagement is key in creating an interactive and enjoyable experience for employers and students. Employers can start conversations with attendees using text, audio or video in a 1:1 or group chat setting (see below).



What should I include in the virtual exhibit booth?

Exhibitors need to provide either:

1. a live streamed or recorded interactive video,
2. career card and
3. staff to manage the chat function.

Additional materials for the booth can include photos, videos, PDFs, information sheets, additional videos, polls, quizzes, and games focused on the highlighted career.

For more tips on how to create an impactful exhibit, read our [MiCQ Booth Contents](#), [MiCQ Interactive Booth Examples](#) and Best Practices documents.

What is the deadline to register my exhibit information?

The deadline to register your exhibit is March 19, 2021.

What if I need to adjust my exhibit description?

Changes to your exhibit can be made through March 26, 2021. Please consult with your Employer Champion or Industry Council Lead.

What about signage?

Because the mission of MiCareerQuest is to promote an industry, as opposed to individual companies, company logos or signs are not allowed. Each exhibit can create their own name and signage as it relates to their featured occupation(s).

What should I wear?

Exhibitors should wear what they typically wear to work. For example, if you work in the health sciences industry and wear scrubs, plan to wear scrubs for the virtual event. Please refrain from wearing any clothing with company names or logos.

How many people do I need to staff my booth?

During each session, plan to have at least two people available to monitor the chat function. If you run a live stream demonstration, you will need staff to conduct the live demonstration for each session. Depending on the demonstration you may need 1-3 people.

Can I take photos or film MiCareerQuest?

Yes. Exhibitors may videotape or take photos of their exhibits.

Can I collect personal information or distribute virtual business cards?

No recruitment activities are allowed during MiCareerQuest. We will provide a list of dates and locations of any participating counties' career fairs following this event where you can recruit. Due to COVID-19, we are not aware of any career fairs scheduled.

Who do I contact if I have additional questions?

If you have additional questions, please reach out to your Industry Council Lead.

Advanced Manufacturing

Jerry Hill jhill@westmiworks.org

Agribusiness

Joe Thiry jthiry@westmiworks.org

Construction

Mac Dodds mdodds@westmiworks.org

Health Sciences

Ally Mills amills@westmiworks.org

Information Technology

Anne Pentiak apentiak@westmiworks.org

When is the student registration period?

Registration begins Monday, November 30, 2020 at 9am. Registration will end for all counties on January 15, 2021 at 5pm. A waitlist will open once all counties are full.

How does the Waitlist work?

Once the open slots for each county are full, a waitlist registration will become. At that point, educators from the waitlist will be contacted to fill any remaining slots that may have become available due to cancellations. Waitlist offers should be made the last week of February.

Who do I contact if I have questions regarding my registration?

Allegan Area ISD

Name: Rich Okoniewski, AAESA Assistant Principal

Email: rokoniewski@alleganaesa.org

Phone: 269-512-7807

Barry ISD

Name: Mike Schneiderhan

Email: mschneiderhan@barryisd.org

Phone: 269-838-8411

Kent ISD

Name: Eric Kelliher, Career Readiness Consultant & Dean of Launch U Career Readiness Email:

erickelliher@kentisd.org

Phone: 616-365-2350

Montcalm ISD

Name: Penny Dora, Administrative Services Coordinator

Email: pdora@maisd.com

Phone: 616-225-613

Muskegon ISD

Name: Stephen Pettifor, Career Specialist - Eastern Region Email:
spettifor@muskegonisd.org
Phone: 231-767-3627

Ottawa ISD

Name: David Ladd, Career Development Facilitator Email:
dladd@oaisd.org
Phone: 231-578-3623

How can I get my questions answered?

If your question is not answered by the FAQs send an email to info@micareerquest.org.

What can I do to prepare my students for the event?

Before the event you will receive an Educator Packet with tips, information, and activities to help you prepare your students for a meaningful and enjoyable MiCareerQuest experience. Training on how to use the virtual platform and ways to enhance student engagement will be provided to educators prior to the event. Your local ISD representative will forward information regarding training dates and times.