



T3

TEACH. TALENT. THRIVE. COUNCIL STRATEGIC PLAN

The Teach. Talent. Thrive. (T3) Council is the career and educational arm of the Capital Area Michigan Works! Workforce Development Board. The T3 Council is a network of connected assets whose purpose is to support education and talent development in the Capital Region.

The mission of the T3 Council is to establish a community committed to lifelong learning, led by business and community stakeholders ensuring regional prosperity in an ever-changing economy.

GOAL ONE: Support Pre-K-16 career exploration through T3 Council fostered connections to post-secondary education and career opportunities.

STRATEGY ONE: Invest in practical career exposure and necessary lifelong training, both in-person and virtually.

- Support engagement in educational partner events, including but not limited to, the Clinton County Career Exploration Day and the Tri-County Reverse Job Fair event;
- Plan and implement MiCareer Quest Capital Area event aimed at increasing school and tri-county employer attendance. Explore hosting mini MiCareer Quest events in-person or virtually to increase T3 Council educational and employer partner connections;
- Ensure T3 Council events, activities and initiatives reflect the communities served and intentionally offer opportunities to encourage diversity, equity and inclusion best practices;
- Expand partnerships with post-secondary education, identifying post-secondary education as a critical partner for bridging a relationship between secondary education and employers.

STRATEGY TWO: Collaborate with educational partners to provide career exploration and workforce development opportunities.

- Supply workforce development resources including, but not limited to, labor market information, high-wage/high-growth occupation projections, and occupational specific reports to the T3 Council partners to support education and career linkage;
- Provide information on non-traditional approaches to learning, including apprenticeships, internships, mentoring, job shadows, competency-based instruction, hands-on and virtual experiences to support student career exploration inside and outside of the classroom.

GOAL TWO: Promote a better understanding of the T3 Council's vision and mission with business and community partners.

STRATEGY ONE: Implement a communications plan focused on educating the Capital Region about the commitment and actions of the T3 Council business and stakeholder community.

- Increase the visibility of the T3 Council within the business community for the purpose of building career pathways and identifying community needs;
- Identify assets of the changing economy, jobs and the local businesses to expand connection opportunities with regional educational partners and students for outreach purposes;
- Update existing digital resources and develop a variety of publicity opportunities (e.g. outreach sessions in schools, educational events, radio, newspaper, etc.).

STRATEGY TWO: Promote and facilitate internal communication among partners.

- Clarify roles of engaged T3 partners and seek ways to more efficiently work together;
- Create marketing materials focused on community and business engagement within the T3 Council to increase visibility of activities and initiatives.



GOAL THREE: Facilitate and expand business connections with T3 educational partners to provide increased and enhanced career development opportunities for students.

STRATEGY ONE: Focus on business participation through the T3 Council.

- Ensure tri-county business representation on the T3 Council to better encourage regional participation in T3 initiatives;
- Increase collaboration opportunities through regional chambers, economic development, CAMW! business services team and other business associated partners;
- Encourage internship and apprenticeship connections that will further support and benefit businesses;
- Engage the broader business community to directly participate in T3 Council initiatives by offering clear entry points for participation purposes.

STRATEGY TWO: Assess current connections and assets between business, education and community partners to align T3 Council engagement and activities.

- Determine if T3 Council partners have asset maps and gain an expanded understanding of their current initiatives and projects;
- Convene a workgroup to look for commonalities, differences, and gaps with assets where the T3 Council could provide additional value;
- Establish, based on workgroup feedback, if there is a need to develop a T3 Council Asset Map to further align future T3 Council initiatives and projects.