



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF LABOR AND ECONOMIC OPPORTUNITY  
LANSING

SUSAN CORBIN  
ACTING DIRECTOR

**OFFICIAL**  
**Policy Issuance (PI): 18-14, Change 2**

**Date:** July 22, 2021

**To:** Michigan Works! Agency (MWA) Directors

**From:** Krista Johnson, Division Administrator **SIGNED**  
Talent Development Division  
Workforce Development

**Subject:** Talent Tours

**Programs**  
**Affected:**

All Workforce Innovation and Opportunity Act (WIOA) Youth Programs funded through the Michigan Department of Labor and Economic Opportunity, Workforce Development (LEO-WD)

**References:** The WIOA of 2014, Public Law 113-128

The WIOA Final Regulations as Published in the Federal Register on August 19, 2016

U.S. Department of Labor (USDOL) Training and Employment Guidance Letter (TEGL) 21-16, issued March 2, 2017

WIOA Manual, issued March 11, 2021

**Recissions:** PI 18-14, Change 1, issued September 8, 2020

**Background:** WD, in partnership with the MWAs, assists job seekers in obtaining and advancing in employment, education, training, and supportive services to foster individual success in the labor market. WD's state and federally funded job seeker and business services are designed to strengthen and improve our public workforce system, help equip our citizens to enter high-quality jobs and careers, and help employers hire and retain skilled workers.

Per WIOA Section 129(c)(1)(C)(v), local WIOA Youth program design must include effective connections to employers, including small employers, in in-demand industry sectors and occupations of the local and regional labor market. In alignment with this requirement, this policy sets forth further guidance regarding implementation and requirements of Talent Tours.

**Policy:**

Talent Tours introduce young adults, parents, and educators to available career paths in their region by offering a behind-the-scenes look into in-demand businesses and industries. Talent Tours provide real-time information regarding employer, education, and training requirements necessary to secure employment. Impacts include relationship building, establishing a talent pipeline, talent retention, and the opportunity to see real life application of coursework.

*Criteria*

1. Local in-demand industries are targeted. These industries will be identified by the MWA, or by region for regional tours.
2. Tours are traditionally required to be conducted **on-site** at the employer's business, or at a simulated workplace, where the employer preferably provides a hands-on experience. In the event that the on-site requirement threatens the health and safety of participants, the on-site requirement may be waived and replaced with a virtual tour. Virtual tours must be interactive with the employer (i.e., not prerecorded).
3. An overview of the industry and key positions in-demand are to be provided.
4. The educational requirements for key positions in-demand (certificate, apprenticeship, two- or four-year degree, etc.) are to be provided.
5. The tour is to highlight "an average day on the job."
6. Potential should exist for job shadowing, internships, and/or other work experiences with participating employers.

Talent Tour attendees should be introduced to Career Pathfinder for access to additional occupational information. The [Michigan Education and Career Pathfinder tool](#) provides information to students, their parents, and guidance staff to make informed choices about education and career options, as well as help with creation of educational development plans. This free tool uses current labor market information, longitudinal wage data, and other institutional data and metrics, allowing improved skills-matching to career paths and jobs. Printed materials may be requested by calling 517-335-5858.

*Partner Roles*

1. The MWAs: Facilitate relationship building between educational partners and/or participants and businesses.
2. Businesses: Define roles, skills, and training expectations via interactive short presentations and hands-on experiences.
3. Educational Partners: Arrange transportation, monitor student safety and behavior, and encourage engagement and open communication.

Post-secondary partners often participate to provide information about the availability of corresponding education and training programs.

The MWAs are encouraged to identify additional partners as appropriate, including the WIOA Title IV contacts and participants. The WIOA funding may only be used to provide services to WIOA-eligible individuals. Blending and braiding of additional funding sources, such as Foster Care Summer Youth Employment Program or Jobs for Michigan's Graduates funding, where appropriate, is encouraged. WD does not authorize the use of WIOA funding for non-registered or non-eligible individuals.

**Please Note:** Talent Tours differ from traditional, large scale job fairs and career expos due to the requirements listed above, specifically the requirement to conduct the tour on-site at the employer's business if safe to do so. Talent Tours are intended to immerse attendees in the environment and culture of the industry. WD encourages the submission of job fair and career expo information as well, but requests that this information be separated from Talent Tours reporting.

If the Talent Tour reflects the description of a job shadow, the Talent Tour can also be recorded as a job shadow.

Additionally, the costs associated with Talent Tours that qualify as job shadows may be classified as work experience expenditures. The list of allowable associated work experience expenditures may be found in TEGL 21-16.

### *Job Shadowing*

Job shadowing is a work experience option where youth learn about a job by walking through the workday as a shadow to a competent worker. The job shadowing work experience is a temporary exposure to the workplace in an occupational area of interest to the participant. Youth witness firsthand the work environment, employability and occupational skills in practice, the value of professional training, and potential career options. A job-shadowing experience can be anywhere from a few hours, to a day, to a week, or more.

Job shadowing is designed to increase career awareness, help model youth behavior through examples, and reinforce in the youth and young adult the link between academic classroom learning and occupational work requirements. It provides an opportunity for youth to conduct short interviews with people in their prospective professions to learn more about those fields. Job shadowing can be thought of as an expanded informational interview. By experiencing a workplace first-hand, youth can learn a great deal more about a career than through research in print publications and on the internet.

A virtual job shadow is permitted, but participants must have the opportunity to interact with the employer(s) (i.e., not prerecorded).

While participation in job shadows may not be supported by a wage due to a lack of a formal, ongoing employer-employee relationship, stipends may be used to support participating individuals if in alignment with local policy.

## *Reporting*

If a Talent Tour is held, a report detailing the event shall be submitted to WD. Reports will be recorded, shared with LEO leadership, and with the Governor's Office, as appropriate.

Submissions must include, at a minimum:

1. Industry selected and why the Talent Tour occupation/industry was selected (demand, careers, labor market information, etc.).
2. Description of the Talent Tour, including:
  - a. Number of youth participating.
  - b. Number of employers participating.
  - c. Name of each participating employer.
  - d. Location.
  - e. Activities, including which components were hands-on\*.
3. Description of other partners participating.
4. Use of Career Pathfinder.
5. Outcomes and next steps.
6. Other items of value.
7. Pictures and appropriate release forms.

\*While hands-on activities are strongly encouraged, the inability to provide a hands-on experience due to liability, cost of shutting down operations, etc. should not exclude an employer as a Talent Tour partner. In the absence of a hands-on component, the activities observed should be noted instead.

- f. Discussion of educational requirements for featured occupations.
- g. Post-secondary partners involved, if any.

A reporting template may be found as Attachment A. Use of this template is not required if the information listed above is included in an alternate document. Multiple tours on the same day may use the same template but must separate tour information (i.e., X students visited Site 1).

See Attachment B for an example of a release form. This form may be expanded upon to meet the needs of the MWA or other partners.

## One-Stop Management Information System (OSMIS) Data Entry

A field called “Talent Tour(s)” is located on the WIOA Registration screen. This field is located in the Special Initiative Indicator section and is mandatory to complete for Talent Tour participants. The Talent Tour(s) Indicator on the WIOA Registration screen mimics the Cluster Indicator giving the same industry options of Agriculture, Healthcare, Energy, Information Technology/Media, Manufacturing, and Other. Case Managers (CMs) are able to select more than one industry. If the CM has selected a Talent Tour and the record is saved, then an additional Talent Tour field will appear. This function allows CMs to enter up to three Talent Tours per registration.

**Please Note:** The Special Initiatives Talent Tours indicator does not solely factor an individual into performance measures.

Example of Registration Special Initiatives tab:

The screenshot shows the 'Special Initiatives' tab in the WIOA Registration system. The 'Talent Tour(s)' dropdown menu is open, displaying a list of industry options: Agriculture, Health Care, Energy, Information Technology and Media, Manufacturing, and Other Industry. A blue arrow points to the dropdown with the text 'Up to three Talent Tours may be selected'.

The WIOA status screen offers two fields related to Talent Tours. The “Credential Related to Talent Tour(s)” field is located in the “Credential Attainment” section. The “Credential Related to Talent Tour(s)” field is a required field if the participant has a Talent Tour selected on the registration screen and has attained a credential.

Example of “Credential Related to Talent Tour(s)” field on “Attainments” tab:

The screenshot shows the 'Attainments' tab in the WIOA Registration system. The 'Credential Related to Talent Tour(s)' dropdown menu is open, showing the options 'No' and 'Yes'. The 'Yes' option is selected, and the text ', GED or Certificate Attainment' is displayed next to it. A blue arrow points to the dropdown menu.

The second field related to Talent Tours is located on the status screen. This field is called “Employment Related to Talent Tour(s).” This field is located in the “Participation Exit” section. The “Employment Related to Talent Tour(s)” field is a required field if the participant has a Talent Tour selected on the registration screen and is employed at exit.

Example of “Employment Related to Talent Tour(s)” field on Employment Status tab:

The screenshot shows the 'Employment Status at Exit' tab with the following fields:

- Employed at Exit:
- If yes, Employer Name:
- Employer Address:
- Employer City:
- Employer State:
- Employer Zip:
- Employer Contact Person:
- Employer Contact Phone:
- Contractor Name:
- Hours (per week):
- Wage (per hour):
- Fringe Benefits:
- ONET Code:
- Training Related Employment:
- Method used to Determine if Training Related:
- Employment Related to Talent Tour(s):  (highlighted with a blue arrow)
- Non-Traditional Employment:  (dropdown menu with 'No' and 'Yes' options)

If the Talent Tour is also being recorded as a job shadow, it should be entered as a work experience in OSMIS.

Example of the screens where work experience and job shadow should be reported, if appropriate:

The screenshot shows the 'Career Services - Participant' tab with the following list of services:

- Adult Mentoring
- Alternative Secondary School Services or Dropout Recovery Services
- Comprehensive Guidance and Counseling
- Education Offered Concurrently with Workforce Preparation
- Entrepreneurial Skills Training
- Financial Literacy Education
- Leadership Development
- Paid and Unpaid Work Experience (highlighted with a blue arrow)
- Postsecondary Preparation and Transition Activities
- Services that Provide Labor Market Information
- Supportive Services
- Tutoring, Study Skills Training, Dropout Prevention

**Action:** Reports should be submitted to [LEO-TSDIV@michigan.gov](mailto:LEO-TSDIV@michigan.gov). Please copy your assigned WIOA State Coordinator on the email submission as well.

MWAs shall assess recent and forthcoming Talent Tour activities to determine whether expenditures may be appropriately charged to the work experience cost category.

MWAs shall record a job shadowing activity in OSMIS for participants, as appropriate.

**Inquiries:** Questions regarding this policy should be directed to your WIOA State Coordinator.

This policy is available for downloading from the [WD's website](#).

WD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Please contact Ms. Paula Hengesbach by telephone at 989-388-3272 or by email at [HengesbachP@michigan.gov](mailto:HengesbachP@michigan.gov) for details.

WD is funded by state and federal funds; more details are available on the Legal Disclaimer page at [www.michigan.gov/workforce](http://www.michigan.gov/workforce).

**Expiration Date:** Continuing

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Attachments

### Talent Tours Reporting Template

Industry selected and why the Talent Tour occupation/industry was selected (demand, careers, labor market information, etc.):	
Description of the Talent Tour:	
Number of youth participating:	
Number of employers participating:	
Name of each participating employer:	
Location:	
Activities, including which components were hands-on:	
Discussion of educational requirements for featured occupations:	
Post-secondary partners involved, if any:	
Description of other participating partners:	
Use of Career Pathfinder:	
Outcomes and next steps:	
Other items of value:	
Pictures and appropriate release forms:	

**Please Note:** This template is not mandatory. Should a report or other form of submission capture this information, it is allowable.

**Michigan Works! Agency:** \_\_\_\_\_

**Contact Name and Date:** \_\_\_\_\_

**Date of Talent Tour:** \_\_\_\_\_

**Program Year/Quarter:** \_\_\_\_\_



**AUTHORIZATION TO RELEASE INFORMATION**

I hereby grant the Michigan Works! Agency (MWA), including any of its designated officers, employees, agents, or contractors, within its absolute discretion, permission to release, disseminate, or use in any manner it sees fit the attached documents and any information contained therein, as well as my photograph if provided, as a likeness of me, for same use. I also grant permission for the MWA, including any of its designated officers, employees, agents, or contractors, permission to use my name in connection with these photographs and information.

I hereby waive any claim arising out of such release, dissemination, or use.

**Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Date:** \_\_\_\_\_

**(Shaded Area for Office Use Only)**

**Information and/or Photo Received and Submitted**

**By:** \_\_\_\_\_

**MWA Name:** \_\_\_\_\_

**Subject Matter:** \_\_\_\_\_