

## Software or Website Solution Requirements – Michigan Career Portal

MEDC Talent Solutions has a marketing campaign to encourage tech workers from across the US to consider taking a job in Michigan and relocating to or remaining in the state. The program is rooted in the need for both reversing the population decline in the state and to fill immediate needs of Michigan employers who are not able to find enough workers in state. This solution will be one of the main places that individuals responding to paid media ads and events can go to find information on Michigan job opportunities.

### *The requirements of the solution:*

We require a solution that will act like a combination website and job board where we provide a comprehensive view of the job opportunities in Michigan, one of the key elements needed for someone considering a move to Michigan. Components of that platform:

1. Provide a data feed of Michigan job postings that comes as close to the total number of online job postings in Michigan as possible. (Reference statewide monthly numbers posted by Michigan Dept of Technology, Management, Budget - Example April 2024 182,746 <https://milmi.org/Publication/Online-Job-Ads/Prosperity-Region-Job-Demand-Snapshots> )
  - a. We will have a list of employer partners that we must be able to display jobs for. This will be a list of no more than 100 accounts, that can be provided after award. Our expectation is that the majority of these accounts will already be in the data feed, but if they are not, there needs to be a way that these can be added (all jobs per employer) either manually, or another process. We would need to know the expected cost per employer and any issues that might arise from this process
2. Provide a solution that is custom branded with MEDC materials for the campaign, allows for SEO of the site/software so that we can build a Google presence.
  - a. With templated page designs so we can manage updates to information on pages, add pages, and make changes to locations of items on pages easily.
3. Mobile vs. Desktop: Dynamically generated for optimum mobile experience. We are expecting over 70% of traffic to come to the platform on mobile.
  - a. We expect the 20-30 year demographic to be able to upload resumes while on mobile. We anticipate 30+ year demographic may return on a desktop to complete their profile.
    - i. This may necessitate the need to be able to start an account, but complete it later, while still maintaining the information already entered.
4. Will provide the user the ability to create a profile that 1) is a password protected account for each user so that they can upload their resume to create a profile, and 2) will parse the skills, education, experience and certifications from the resume to be used to match against job postings. The set up of the account will allow for a set of demographic questions to be asked so we can use this data for ongoing engagement and development of resources for the users on the solution.
  - a. Users must have a Forget Password option to create a new password if needed.
5. Once the user has created their account, they will be able to easily search the job posting database by filters and sorting, aided by a sort algorithm that provides quick and easy processing of requests and results

- targeted city with a radius filter to allow for them to account for acceptable commute time
  - Company name
  - Job titles
  - Date posted
  - Number of job postings returned in the search
  - Additional nice to have filtering options we are interested – not required for launch but would greatly enhance the user experience and provide a better overall solution
    - Vet friendly/military friendly
    - FT/PT/Hourly
    - Entry level
    - Internship/Co-op
6. The user will be able to view the full job posting on the solution, see how they match for education, skills, experience and certifications, and can then either save the job posting to review and act on later, or click to Apply to the job (which would open a new tab in their browser and take them to the employers job site where they will land on the job posting to apply for the job in the employers online job portal/process). The solution will track how many jobs are saved, how many they have clicked to Apply to, and provide that information to the user in their account profile (as well as in an admin tool/dashboard for MEDC access).
7. The solution home page will provide the ability to:
- Feature employers (with logos) that allow us to provide more detailed information about key employers across the state, feature any key positions they are looking to hire for.
  - Show the number of jobs by a variety of Categories (some general, like nursing, or engineering, or software development) and some specific like electrical engineer.
  - Provide a blog tool for MEDC to create pages for career advice, resources, and other information to help the visitor with their job search and decision making process.
  - Easy access to the user account profile
  - Easy access to the job postings – which should be featured prominently on the page
  - Provide a menu structure with up to 10 page templates that we can add pages, and images, and video content to with demo, key information, etc that will assist the visitor in their use of the platform.
    - Not all templates will be required at launch. Please include the number that comes with the platform as “standard” and then pricing for additional page templates.
  - The provider must include the design services and set up of the solution for branding, page template design, set up of Google Analytics, datafeed integration, set up Marketo integration with Zapier (using data from account profile questions)
    - Zapier integration – we want a data stream of new users to the platform with their profile answers to be sent, via Zapier, to Marketo either daily, or automatically. We plan to do timed email follow-ups to engage the users and encourage ongoing usage.

8. Welcome email: MEDC would like a welcome email to be sent to each new user that provides a quick recap of the benefits of using the platform and provides a list of other helpful resources.
  - a. MEDC would like this to automatically send upon profile completion.
  - b. MEDC would like a templated and branded design for this.
    - i. The template will have a branded header image, and footer design with MEDC contact information and social platform links.
    - ii. We will need the option for up to 3 sections of information that would highlight tips, best practices, new features, and general helpful information. Would include an image and text and hyperlinking.
  - c. The intent would be to use this template to provide feature updates in the platform, etc.
9. MEDC will need to be able provide the set-up of Employer Accounts to allow Reverse matching of job postings to resume database:
  - a. This is necessary to provide key employers with specific hiring requirements, the ability to create an account that allows them to post their job(s) and match for qualified candidates with resumes in the platform.
  - b. The match would display match score for the candidate's skills, experience, education and certificates in the same way that candidates can match to job postings.
  - c. There should also be an employer dashboard that provides the employers with visibility into number of matches for their jobs, number of their jobs in the system, and additional metrics that allows them to continue to optimize their profile information, and search process.
  - d. A nice to have feature but not required: An email alert for the employer that provides an alert if a new resume in the database matches a job posting they have in the system.
10. Additional Partner Organization access to resumes
  - a. MEDC has other partner organizations assisting us with providing resources to job seekers wanting to connect with jobs in Michigan, and for moving assistance.
  - b. These organizations would like to be able to set up access to a particular group of job seeker resumes and account profile:
    - i. For example, for users that answer they are international job applications (this usually means they are located in the US but require sponsorship for jobs) we have a partner organization that is specially focused on making those connections easy for job seekers.
      1. They would want to be able to post specific jobs in the platform and search the resumes that have "International" specified.
      2. However, the job seeker should still be able to access the full set of job postings in the portal as a job seeker.
      3. Any employers that have been given access to create an account in the portal should also be able to access those international resumes.

4. This could be accomplished by creating a mirror job board with copies of all international resumes in it so that the partner organization would just have access to those resumes.
    - a. This can be provided as an additional line item in the quote. It is likely we would not need to launch with this capability but would want to add within 3 months of launch.
11. Email Alerts for Job Seekers for new job postings:
  - a. There should be the capability for a job seeker to set up at least 10 email alerts to be notified of new job postings for the job titles they are interested in.
12. Performance Board on Platform performance and usage:
  - a. MEDCs want to be able to view activities on the site for a chosen date range that will most likely include monthly metrics, YTD (may be Calendar or Fiscal), and could include for specific event time frame – such as a trade show, conference, etc.
    - i. Number of new visitors signed up by day and total for the time frame
    - ii. Number of jobs in the datafeed,
    - iii. Job alerts created
    - iv. Number of Clicks to Apply
    - v. Additional metrics on user journey, clicks for activities/events around the site, entrance, drop off, and session times should be available in Google Analytics, but would be preferable to have some visibility on the dashboard
13. CSV file download of user account profile information, demographic answers, and information from resume.
  - a. There is a need to be able to do data analysis on the users and their profile information, and resume experience, skills and credentials on a monthly basis. A CSV file of this data should be sufficient for us to be able to do this analysis.
    - i. Examples of the type of research MEDC wants to do: Number of individuals in the database with degrees from a specific set of colleges/universities, using the answers to user profile questions to provide an overview of the types of experience and range of titles of individuals interested in various regions around the state.
    - ii. Most of this research would be done in either Excel or PowerBI by members of the MEDC team
14. MEDC legal team will need to be able to review and provide additional terms to the solution Terms of Use and we will require account users to check that they agree to the terms of use. We are mainly covering that they agree to our being able to provide their data to employers and partners that are assisting with the job search, and to being able to email market to them to provide additional information and resources about living and working in Michigan.
15. Data transfer from existing solution. Please quote this is a line item with pricing. Our goal is to preserve as much of the data and accounts as possible, but we will also want to rely on your team's input and expertise on the best method for move the data and resumes to the platform.
  - a. There are approximately 10-12,000 accounts set up in the current solution.
  - b. MEDC would like to have the user account data and profile questions mapped to new accounts in the new solutions, and temporary passwords assigned.

- c. We will then be notifying these users of the change in the platform and instruction on how to update their password, as well as an overview of how the new solution works and the advantages of moving to the new platform
  - d. Our plan is to consider this in two stages:
    - i. An initial transfer of data and set up of existing accounts – this will most likely be the majority of the accounts (example 10,000 accounts)
    - ii. A final pull of any accounts that may have been set up in the old platform between the time of the first pull and the shutoff of the old platform (example – final 2000 accounts).
16. Our plan is to launch this new solution with ads driving new traffic to the solution on an estimated date of August 1.
- a. At the same time pull the oldest 10,000 accounts from the platform and load into the new system.
  - b. Pull the last 2000 accounts as soon as possible per the new providers direction so we can close down the old platform.
  - c. We fully expect that the provider will be actively providing guidance and assistance and best practice to this process.
17. Calendar of Events: A nice to have feature, not required, would be for a calendar of events that could be viewed on the home page where MEDC could list networking events, webinars, and other events that would be helpful to the job seeker.
18. MEDC would expect to have regular meetings (initially weekly to launch and transition, moving to biweekly or monthly based on perceived need from provider and MEDC) with the provider team for the solution to review activity and metrics, discuss options for possible enhancements, so we can develop a collaborative relationship for developing deeper engagement with the users.
19. URL and Favicon: we want the solution to have the look and feel of our marketing material (for example: URL <https://michigancareerportal> and a favicon with the YouCanInMichigan logo).
20. Metrics and general goals for the platform: these will be the metrics we monitor very closely with the provider to ensure that continue to optimize
- a. Monthly/Annual number of new users: 1500-2000 per month (20-24,000 per year).
  - b. Session time on the site: we are looking for a minimum of 5 minutes per session. Preferred 8-9 minutes.
  - c. Number of visits (return visits) per user – goal is 6-7 per user. Minimum of 3.5 per user.
  - d. Percentage of people landing on the site that sign up
    - i. Minimum of 30%, goal of 40%
21. MEDC will need the option to embed the sign up form on one (or more) page on marketing websites/landing pages for the You Can in Michigan campaign (for example, one may reside on this page: <https://themichiganlife.org/work/michigan-career-portal/>).