

DUFFEY + PETROSKY

**MiPerfectJob.com**

Connecting Millennials to Jobs, Internships,  
Successful Peers and Communities

# ✦ What Is a Millennial?

---

- Millennials: aka Generation Y
- 13–30 years old
- 82 million of them in the U.S.
- Our target is 18–25-year-old Michigan “college-agers”
- Over 328,000 college-agers in the state of Michigan
  - Estimated 7,000 graduated in 2009 with a technical/science degree

# + Core Traits of Millennials

---

1. Special
2. Sheltered
3. Confident
4. Team-oriented
5. Conventional
6. Pressured
7. Achievers
8. Entrepreneurial
9. Socially Conscious
10. Balanced
11. Tolerant
12. Authentic
13. Tech-savvy
14. In Control
- 15. Multi-taskers**
- 16. Info Gatherers and Sharers**

# + Multi-taskers

---

The following are percentages of time spent using selected media that are shared with usage of other media (source: Bridge Ratings):

- Music: 77%
- Text Messaging: 75%
- Cell Phone: 62%
- Radio: 55%
- Internet: 49%
- E-mail: 37%
- Print Media: 24%
- Game Console: 17%
- Television: 13%

Getting their attention is not the problem, keeping it is.

# + Info Gatherers and Sharers

---

- Gather information much differently than older individuals
- Suffer from information overload; as a result, they search for "Cliff Notes"
- Rely on multiple sources of information
- They assimilate news throughout the day by engaging on message boards or forums, blogs, Wikipedia and social networks, as well as by checking more traditional forms of media, including business magazines, newspapers (mostly consumed online) and television. Their views are shaped by continuous participation, reflection and SHARING

# ✦ Media Usage: Summary of Findings

---

(Source: Iconoculture)

- Receive information from three different channels or media:
  - Online
  - Face-to-face
  - Traditional
- While face-to-face is one very important source of word-of-mouth communication, online sharing is this target's key channel. Sources include:
  - Blogs
  - Customer-written reviews
  - Instant messaging
  - Social networks
- Spend the least amount of time using traditional media (print newspaper and magazine, television)

	Millennials (13-30)	Gen X (31-41)	Young Boomers (42-51)	Older Boomers (52-62)	Seniors (63+)	Millennials Index
Use Web-based e-mail	73%	65%	52%	50%	38%	1.3
Use instant messaging	56%	33%	25%	21%	17%	1.8
Send photos by e-mail	41%	40%	27%	27%	20%	1.3
Use social networking sites	42%	17%	7%	4%	1%	2.7
Play online games alone	39%	31%	24%	24%	21%	1.4
Download music	36%	22%	13%	7%	4%	2.1
Purchase products	36%	45%	38%	36%	23%	1.0
Use personal portal/content sites	32%	29%	21%	19%	11%	1.4
Watch peer-generated video on video-sharing sites	28%	19%	10%	6%	2%	2.0
Read blogs	27%	15%	9%	7%	5%	2.0
Listen to Internet radio/streaming video	24%	21%	16%	12%	6%	1.4
Watch Internet video/streaming video	23%	23%	16%	12%	7%	1.3
Use yellow pages or local search	22%	28%	23%	20%	12%	1.0
Read customer ratings/reviews	21%	26%	19%	18%	10%	1.0
Watch video created by a company on a video sharing site	20%	14%	6%	4%	2%	2.0

# ✚ What's Causing Michigan's Brain Drain?

---

## THE BAD:

- It's not hard to see from where some Michigan Millennials are getting the "no opportunities here" notion
- Michigan has the highest unemployment rate in the country
- Our largest industry (autos) is contracting
- This is communicated by their parents and local and national media every day



# + What's Causing Michigan's Brain Drain?

---

## THE GOOD:

- The research shows the current brain drain trend in Michigan is counter to the collective Millennial characteristics, if all other things are equal
- Demographic and societal trends point to major growth in the emerging business sectors currently being pursued by the state of Michigan (through the MEDC efforts)
- Most of these high-growth employment opportunities constitute a reasonably good fit to the collective Millennial personality
- Success can be fostered by making a connection between the companies from emerging business sectors and the college-ager Millennials searching for the "right first job"

# ✦ The Challenge/Objective

---

To change college students' perception of Michigan and integrate them into the state's business marketing initiative by connecting them with "new economy" career opportunities and the next great companies being established in Michigan.

# + The Way to Reach Them

---

Based on the research we conducted, we knew:\*

- Millennials research online before making most decisions
- Millennials are very interested in themselves and their peers
- Millennials promote themselves and their peers using social media platforms
- Millennials weigh both the quality of a job and the quality of a place heavily when determining their next move
- According to CEOs for Cities “Young and the Restless” research, two-thirds of Millennials choose where to live first and then search for a job, which is why we must address both jobs and place in our strategy

\* SOURCE: Iconoculture and primary research

# + Our Recommendation

---

- We recommended the development of an online connection tool:
  - For college students and recent college graduates
  - Connecting them with unique and relevant career (job) opportunities (0 to 3 years' experience)
  - Connecting them with unique and relevant internship opportunities
  - Informing them about the unique and relevant companies in Michigan that are hiring (jobs and internships)
  - Informing them about the communities where these opportunities reside (jobs and internships) from the perspective of like-minded individuals
  - Highlighting and connecting them with like-minded individuals who have recently landed a job
- We developed initial Web concepts, based on these recommendations, for testing

# + Researching the Online Connection Tool

---

- A series of seven qualitative Teleweb sessions were conducted in January, 2009 among college Juniors, Seniors and graduate students attending universities in the state of Michigan
- Each session reviewed a copy statement of the Website's purpose
- Five Web designs were tested, along with 13 site names

# + Researching the Online Connection Tool

---

The results:

- The concept of a job Website specific to Michigan was well received
- Many indicate that the most important aspect of the site is the ability to search jobs/internships
- Many agree that the additional information (news, city, social events) is an added bonus
- College students see the site as having a broad appeal — not only for current college students, but especially among non-college graduates looking for work, those recently unemployed in the state and those currently residing in other areas of the country who are looking to re-locate to Michigan
- Based upon this research we created...

hot jobs    internships    cool companies    places to live    recently hired

**Michigan is your source for the hottest 21st Century jobs in Michigan!**

"Have there 1st job plans to live, work or play here? Well, then again, Michigan is on the move of searching for a career over the of innovation, education and excitement and here is your chance to get on the ground floor!"

**Michigan is the place to find the best jobs in top companies throughout the great state. We post and the best of the best in opportunities for young professionals. Consequently, you don't have to worry about missing through countless numbers of "Wish jobs" that are a waste of your time. Best of all we have all of our content approved by the State of Michigan.**

**Additionally, we highlight the top places to live and exciting areas about the Great Lakes State to keep you posted on the amazing things happening in the region. Whether it's a top on being a graduate or a job on a local entrepreneur you're sure to find what you're looking for.**

**Keep up by the entrepreneur!** We'll get your guide for making your business dreams come true. We'll be in the front and back to start your own company right here in Michigan.

**Check out our "Hot Jobs" section and be sure to visit our "Recently Hired" section on the site.**



This site updates 3 times a week so bookmark us now and check back often.

RECENTLY HIRED		DATE
	Anah Arietta	Perseus 3/25/10
	Lauren Reynolds	Perseus 3/26/10
	Jeremy Braxton	Media Center 3/26/10
	Terrence Lewis	Perseus 3/26/10
	Tim Krawinkel	Perseus Sports 3/27/10

FOLLOW US ON TWITTER

JOIN US ON FACEBOOK

DISCUSS ON MIPERFECT BLOG

**LATEST NEWS**

**Red Carpet Dreams**  
*By: Staff*    **Content:** How fashion designer John Crum made the red carpet of the Oscars.

**Hot Off the Press: ing Magazine**  
*By: Staff*    **Content:** MIPJ readers are in the best place for this student-run magazine.

**Prime Studios Makes the Connection**  
*By: Staff*    **Content:** How our other social digital media firm is gaining speed in a fast-growing market.

**Sister Act**  
*By: Staff*    **Content:** Gemma Strong creates drama and Julie Fordego made the world a little smaller thanks to their unique and intentionally inspired designs.

**Female Cousins Rocks the Industry**  
*By: Staff*    **Content:** Michigan designers and entrepreneurs, Emily Hunkeler and Tasha Collins, show designers in the future.

HOT JOBS	INTERNSHIPS
Business Analyst	Business 3/25/10
Electrical Design Engineer	Perseus 3/25/10
Customer Service Representative	Perseus Sports 3/25/10
Coaching Staff	Perseus Sports 3/25/10
Editor	Perseus 3/25/10

**COOL COMPANIES**

**Secure-24**  
 Secure-24 Inc. is currently hiring and offering internships in Grand Rapids, MI. Available positions: sales engineer, web team coordinator, long term project services data technician, Business Engineer, Software developer.  
 Click here for more details and how to apply.

All you can combine training in Michigan that offers advantages of how recent college grads will bring fresh perspective of how it is done (COMPACT) and we would prefer the interns on [MIPerfectJob](#).

**PLACES TO LIVE**

**Grand Rapids**

City residents and tourists alike will enjoy this hub for the best of the city.

Take in a different look at an absolute beautiful city in the heart of a great state for a great price for a month's worth of fun. You'll find the best of all worlds in the Grand Rapids area.

Make sure you visit all of wonderful things at the Metropolitan Boulevard. It only has without your main office at the beautiful Grand Rapids. It's beautiful, one of our most beautiful cities.

After you visit Grand Rapids, Michigan's newest and best place to visit with our friends!





# + Job Listings Page

---

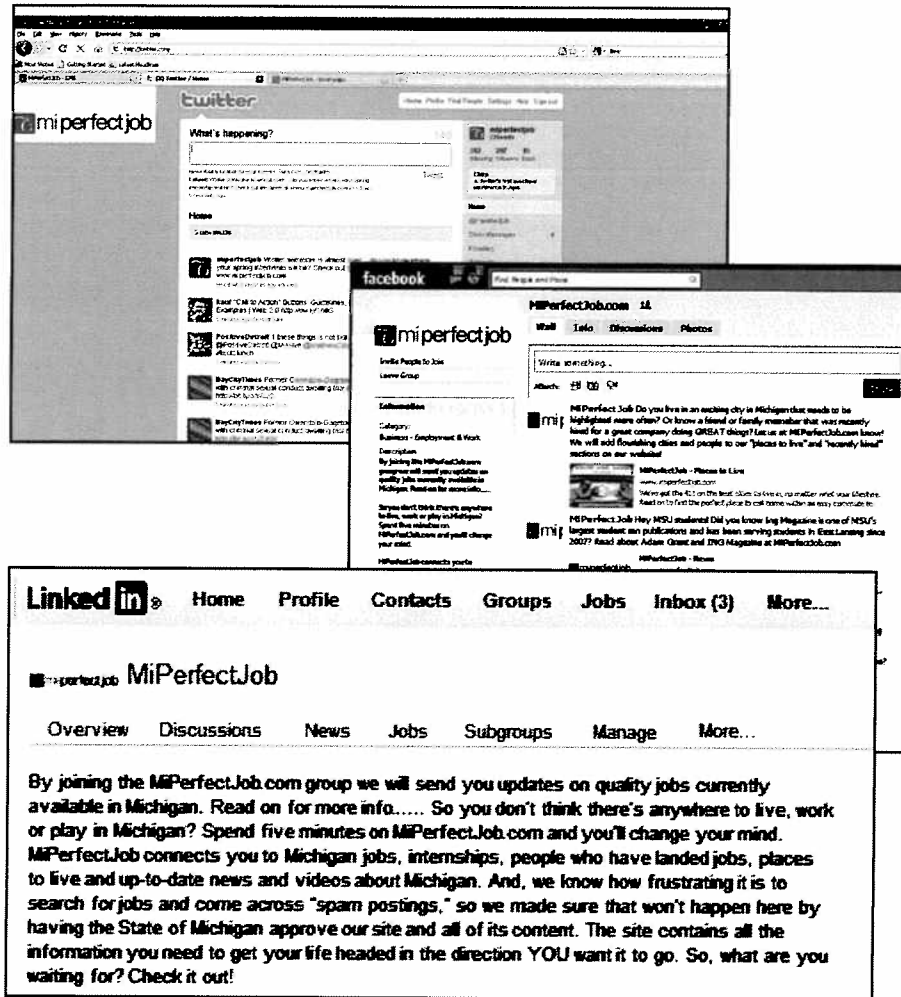
- What does it do:
  - Refreshes three times per week
  - Lists all recently added jobs, internships, landed jobs and communities
- Where does it reside:
  - One click away from the home page

# ✦ Initial Target Markets and Universities

---

- Target markets:
  - Detroit
  - Ann Arbor
  - Grand Rapids
- Target universities:
  - Michigan State University
  - University of Michigan
  - Central Michigan University
  - Eastern Michigan University
  - Western Michigan University
  - Wayne State University
- Alumni

# + Site Promotion: Q4 2009–Q2 2010



Social networking: As targets are profiled/interviewed, they will be sent an e-mail notifying them when and where their story will be published. Profiles were created for each of the major social networking sites (e.g., Facebook, Twitter and LinkedIn). Blogging and other forms of social networking will be utilized

# + Site Promotion: Q4 2009–Q2 2010

---

- Universities:
  - Widgets were created and distributed to targeted university intranets, home pages and department and alumni Websites
  - Regular e-mail blast to the students
  - Links to key Website partners such as InternInMichigan.com (sponsored by the Detroit Regional Chamber)
  - Alumni outreach through participation at scheduled alumni events across the country
  - On-campus guerilla marketing via creative flier distribution
  - Grassroots marketing efforts through partnerships with various student organizations (e.g., fraternities and sororities)
  
- SEO:
  - Home page is optimized for search engines
  - Google AdWords campaign

# + Site Promotion: Q2 2010

---

- PR:
  - Work with university-related media to feed content and raise awareness
- Advertising:
  - Buy through Alloy Marketing, targeting Millennials
  - Implemented print ad campaign in university publications state-wide, including Wayne State University, University of Michigan, Eastern Michigan University, Grand Valley State University, Michigan State University, Oakland University, Western Michigan University (running February–March 2010)

# + How Is the Site Measured?

---

- Click-through from Listings widget
- Click-through from URL entry
- Search engine
- Unique visitors
- First-time visitors
- Average time spent on site
- Age of user
- Increase in Millennial users
- Tracking social media widgets
- School of user
- Number of jobs landed

# + Key Findings/Next Steps

---

## Findings include:

- Nearly 20,000 visits to the Website to date
- Average visits per month
  - 2,674
- Average time on site
  - 3:12
- Average % of new visits per month
  - 79.02%
- Average repeat visitors per month
  - More than 125 people re-check to the site in excess of 10 times monthly

## Proposed next steps (pending continued MEDC funding):

- "Shout to your targets and let everybody else listen in!"
  - Expand promotion of MiPerfectJob.com to Millennial influencers
  - Re-focus social networking efforts to include Millennial influencers