

M-CAM Portal: Project Summary

1. Objective

Define, design, and implement a website (the “M-CAM Portal”) that

- helps students identify potential Advanced Manufacturing career paths, engage with M-CAM credentialing programs, and correspondingly find jobs with Michigan employers;
- provides data- and community-driven tools that career coaches can use to assist students;
- facilitates employers to engage with M-CAM programs and more easily and effectively access and hire students who obtain credentials through those programs;
- informs and demonstrates to the public the work being done by M-CAM in support of the local labor market;
- supports and adds efficiencies to the work being undertaken by CSW in partnership with the M-CAM colleges to meet the requirements of the TAACCCT grant;

2. Description of the M-CAM Portal and how it will meet the above objectives

Public Portal (no login required): The M-CAM Portal will have a publically accessible interface that promotes the M-CAM program (using words, pictures, video and social media) and has “calls to action” for students, career coaches and employers. We picture a clean, modern landing page that puts users a single click away from local labor market trends, career path browsers, the M-CAM learning community, testimonials from students and employers, and access to career coaching. The portal will

allow users to drill down into these areas and will link and unify them so that it serves as a tool for all stakeholders, even prior to logging into the portal. We envision that jobs will display related career paths that are live links to a career path and credential explorer; career paths will link to M-CAM programs and to current and future trends in the job market; LMI data will link back to jobs and career paths; and all areas will provide access to career coaches and enrollment tools. Non-enrolled students will see relations among M-CAM programs, careers, and the current and future job market; employers will see statistics about the current and predicted future availability of students; and the public will see data on how many M-CAM program graduates have been employed in their community.

Linked data: The M-CAM portal will link LMI data with program and career path data produced by the M-CAM project. It will focus on **visualization tools and actions** such as applying for a job, enrolling in a program, speaking with a career coach, interacting with peers, and recruiting students.

Stakeholder Access (login required): The M-CAM Portal will include portions that require a login. Login will provide added functionality and personalization. For example, an enrolled student looking at a career path map might see which courses she has already taken that relate to that map and would be offered direct access to a career coach at their college. A career coach might be able to bookmark information on specific employers or job categories so they do not have to recreate it each time, and employers might be able to set alerts to inform them of potential employees meeting pre-defined criteria. Additionally, the capability of the M-CAM Portal to restrict access will be used to stage the rollout of its various sections from design to testing to launch as is explained next.

3. Portal Sections and Implementation Phases

The M-CAM portal will be divided into sections that can be rolled out at different times in accordance with the overall M-CAM work plan and priorities. Potential sections include:

- **Public Information:** General information about the M-CAM work and programs
- **Learning Community:** Access to associated MOOCS and community activities
- **Employer Engagement:** Student pipeline / program evaluation / job boards / LMI predictions
- **Career Pathways:** Pathway exploration tools for use by students and career coaches
- **Student Success:** Facilitating work with career coaches, self-evaluation, exploration

Each section will be developed in four phases:

1. **Design:** Starts with definition of requirements and prioritization based on benefit analysis. Moves to triage based on technical feasibility. Ends with mock up and information architecture.
2. **Development:** Follows an agile software development process to meet design requirements.
3. **Testing:** “Staging version” goes through a QA process and stakeholder review.
4. **Launch:** Rolled out to live site.

4. Process

Upon contracting, the CSW team will engage with a small group of “Portal Leaders” from within the M-CAM project, lead by the M-CAM project manager. Portal Leaders will provide oversight, participate in monthly design review meetings, approve designs, and facilitate access to resources if needed. Portal sections will be rolled out on Macomb Community College’s servers (or another server as determined by Portal Leaders) using the www.m-cam.org web address. CSW and the Portal Leaders will define and prioritize portal sections and functionality and coordinate more detailed plans with the overall M-CAM project plan. All such plans will be reviewed at least quarterly to remain in synch. CSW will maintain a site where additional internal documentation such as development sprint plans will be posted and a system for tracking bugs and issues. The M-CAM project manager, Portal Leaders, and their designees (within reason) will have access to these sites to provide complete visibility into progress.

Sections of the site will be reviewed and refreshed on a continual basis. As new sections are added, they will be integrated with existing ones, and approximately 25% of the effort and budget is reserved for updates to work previously done as users report issues.

5. Deliverables

The general deliverables for this project are visually documented, annotated designs for each portal section (to include a description of functionality) and working sections implementing the designs. Once a design is approved, its implementation will become a deliverable and a timeline for completion will be established. Requests for material changes to an approved design will be considered “change requests” and may impact timelines and future deliverables if they do not fall within the scope of the 25% above.

6. Timeline

Based on current knowledge and a contracting date in October, we suggest rolling out an initial public information site with access to the learning community in January and planning to launch Employer Engagement by June of 2015. Further timelines will be developed after the project commences. In-Progress Reviews (IPRs) are anticipated at approximately four-month intervals with 30 day notice.

7. Relationship between the M-CAM Portal and overall M-CAM Goals

M-CAM Objective	How the M-CAM Portal Supports it
Defining certification program standards/nationally recognized credentials	Public Information, Employer Engagement, and Career Pathway sections of portal will all provide valuable, visually appealing information about M-CAM programs and credentials
Engage employer communities	Employer Engagement section of the portal will provide information about student pipelines, labor market information, and program effectiveness.
Student recruitment	Career Pathways and Student Success sections will serve as resources for new and existing students to make informed decisions about training programs
Mapping existing programs of study with industry-recognized credentials and program standards	Work products will be prominently and dynamically displayed as part of Public Information, Learning Community, Employer Engagement, and Career Pathway sections.
Systems-based strategies for student recruitment, training, and placement	Stakeholder access to portal will enable connectivity with individual college systems and processes that can be linked together in a systems-based approach. Student recruitment efforts, training programs, and placement strategies can be shared through this common portal.
Connecting M-CAM efforts with labor market information	The portal will integrate any number of data sets and inputs, from proprietary sources as well as state/national sources, with the numerous work products of M-CAM, including dynamic career pathways, integration of credentials for employer benefit, and recruitment strategies, among others.