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Meeting Job Seekers Where They Are

When Mindy from Bay Ventures Group in Midland contacted Business Services at the Caro Service Center, she was looking for assistance hiring and conducting orientations for road construction flagger positions in the Thumb Area. Recognizing that requiring candidates to travel from the Thumb to Midland could discourage job seekers, GST Michigan Works! offered to provide support locally.

After coordinating schedules, Business Services prepared the meeting space, stocked the copy machine for photocopying sensitive documents, welcomed job seekers, and provided a private area for one-on-one conversations. By creating a convenient, professional environment close to where candidates lived, the hiring and orientation process became more accessible for both the employer and prospective employees.

The results were immediate. Seven individuals were hired to work in the Thumb Area, helping Bay Ventures Group fill critical positions while reducing barriers to employment for local job seekers.

Reflecting on the experience, Mindy shared:

“The Caro location of GST Michigan Works! was easy to work with and helped me book rooms for Road Construction Flagging Orientations! This meant we were able to gain new employees, and candidates were able to gain employment. If it wasn’t for all the staff’s assistance, from inquiring about booking a room all the way to being happy to help and wishing well at the end of both orientations, the process would not have been as smooth for our company or my new employees. Because of how simple and smooth they made the process, I felt confident choosing them to serve as a middle ground so employees who reside in the Thumb Area didn’t have to travel all

This partnership demonstrates that workforce development isn’t always about large grants or extensive training initiatives. Sometimes, the greatest impact comes from removing a simple barrier, creating a convenient connection, and helping employers and job seekers meet in the middle. In this case, serving as that connection point led to new employment opportunities, a new employer partnership, and a successful outcome for everyone involved.