Credit Union Letterhead

Month Day, Year

Dear School Administrator/Teacher/Career Counselor,

As educators, your work is some of the state’s most vital. You teach, empower and guide young people as they prepare to enter the workforce and become productive citizens. You can also benefit our state by helping our youth focus on great careers right here in Michigan.

Helping young adults to stay in Michigan is a vision shared by credit unions, lawmakers, leaders, families and businesses in the state. We are concerned about Michigan’s widening skills gap, which is impeding employment growth due to a lack of qualified candidates in skilled trade positions. It’s a dynamic in need of repair and a possible solution may lie with you and the strength of your position as educators.

New materials are now available to help you educate middle and high school students about careers in Michigan. By sharing and utilizing these with your students, you can help more young people discover that they can stay in Michigan and make a good living in a high-demand skilled trade career.

The Michigan Credit Union League & Affiliates, an association comprised of 98% of credit unions in the state, collaborated with the Michigan Workforce Development Agency and the Michigan Economic Development Corporation to create these resources. While skilled trade occupations typically do not require a bachelor’s degree, they do require skills and training beyond high school and can offer attractive career options.

Please utilize these free resources in your classrooms and with your career counseling activities. They are available to download and use instantly at [www.mcul.org/careers](http://www.mcul.org/careers) and include:

A comprehensive online guidebook with details for 24 in-demand Skilled Trade careers

* Salary information and job growth forecasts
* Links to videos showcasing each career
* Links to training sites in Michigan

 Four ready-to-use explorative lesson plans developed by a Michigan teacher

* Targeted teaching activities
* Student handouts

Optional: Please let me know if you would like one of our experienced credit union financial educators to visit your school to lead student presentations using the guide and lesson plans. (or other offer of assistance).

Name of credit union is committed to improving the financial health of our community. I encourage you to join in this quest by utilizing these resources. With your help, we can work together to play a role in revitalizing our state’s economy and leading students to a healthy financial future in Michigan!

Sincerely,

 Credit Union signature and name