



**PGA**  
Michigan Section

## **MICHIGAN CAREER SERVICES REPORT**

**November 8, 2020**

### **SUMMARY**

The Career Services Committee's mission is to create new opportunities for PGA members and help our membership enhance their current positions. Thank you very much to the committee for their hard work and new ideas.

### **EMPLOYMENT/CAREER SERVICES**

- Determine and establish communication strategies and methods to reach and partner with employers – ON TRACK
- Research and Identify management companies and non-traditional golf employers – ON TRACK
- Connect with identified management companies and non-traditional golf employers to educate them on the benefits of employing PGA Professionals – ON TRACK
- Educate members on the ease of accessing and using tools that are available to show employers how their PGA Professional is driving revenue to their facility – ON TRACK
- Develop a marketing and communications plan including strategies and methods that educate and inform the public. – ON TRACK
- Develop a presence with the MGCA – ONGOING
- Reach out to unemployed members
- Stay connected with MI PGA Members – 1K+ CONNECTIONS THIS YEAR

Respectfully submitted,

*Bernie Friedrich*