



My Colorado Journey

2023 My Colorado Journey Progress Report

About My Colorado Journey

[MyColoradoJourney.com](https://mycoloradojourney.com) is a free statewide platform connecting job seekers and learners to careers, education planning, and support resources. It does this through a guided process driving action and goal completion. There are two types of accounts on My Colorado Journey. One for individuals: students, job seekers, and other Colorado residents, and one for professional users: educators, case managers, administrators, and other professionals who support Colorado residents. You can learn more by [watching this introductory video](#).

2023 Highlights

In the first quarter of 2023, the CWDC led a technical assistance module that provided a learning environment for professional users of My Colorado Journey share insight into their user experience, and opened a new channel for user feedback. Some applicants for the technical assistance module represent job seekers and students from traditionally marginalized communities and helped broaden understanding of what My Colorado Journey might do to expand efforts related to equity and user needs.

In late spring 2023, the CWDC surveyed more than 250 My Colorado Journey users to better understand their experience and feedback. Results from the survey included:

- My Colorado Journey ranked highest in user satisfaction for Individual Career and Academic Planning (ICAP) activities when compared to three other commonly used platforms.
- The [Careers in Colorado](#) pathways section of MCJ is rated “Very Valuable” by 47% of respondents. 75% of respondents rated MCJ “Somewhat Valuable” or “Very Valuable.”



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One user stated “It provides more information to my students than I can provide unless I spend countless hours doing research!” Another user said “The information is up-to-date and the student can keep their account for future use.” The survey also indicated a clear connection between the increase in My Colorado Journey engagement and the increase in demonstrations and promotion. Additional onboarding would be beneficial for new professional users to provide a deeper understanding of how My Colorado Journey can be utilized by job seekers and students with diverse backgrounds and needs. Professional users find the fact that an My Colorado Journey account is not tied to an institution to be a key differentiating factor from other career exploration platforms.

In June and July, the CWDC hosted two Denver Public Schools interns focused on My Colorado Journey. The interns tested and reviewed each of the Outcomes, Goals, and Steps specific to high school students in the platform, documenting where user experience might be improved. It was a positive experience resulting in valuable feedback on the platform, a way to compensate individuals who are part of a target user group (high school students in this instance) for their valuable feedback, and a work-based learning experience for students.

In early July, two new career pathways were launched focused on [Agriculture & Natural Resources](#) and [Construction & Infrastructure](#). The Agriculture & Natural Resources pathway was the most viewed of any industry pathway through the fall.

As of Dec. 1, 2023, My Colorado Journey has more than 53,000 users across individual and professional user accounts.

Promotion

Key components of the 2023 My Colorado Journey marketing and outreach plan included: paid media partnerships, expanding direct marketing via email, and continued engagement with in-person and virtual events.



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A partnership with Rocky Mountain Public Media for a spring promotional campaign resulted in a boosted My Colorado Journey subscriber base and pageviews. Emails to My Colorado Journey users continue to have significantly higher open and click through rates than industry average, and this strategy will be expanded to engage and reengage users looking into 2024. This year, staff attended more than 20 events where they promoted My Colorado Journey among current and potential users, and metrics continue to indicate connections between increase in users and site activity from these engagements.

Coming Soon

In an effort to enhance credential quality and transparency, work is happening to align Colorado's Eligible Training Provider List (ETPL) with Credential Engine's Credential Transparency Descriptor Language (CTDL) and facilitate better connection of credential data in Colorado to national best practices and definitions. In addition, the eligible training provider information available on MyColoradoJourney.com Program Finder is being expanded. To achieve this, the CTDL-aligned ETPL is being integrated within MyColoradoJourney.com Program Finder and will be available for customer use by the end of 2023. As a result, COTrainingProviders.org will sunset.