



My Colorado Journey

2024 My Colorado Journey Progress Report

About My Colorado Journey

MyColoradoJourney.com is Colorado's free and secure platform for career exploration and educational planning. It connects job seekers and learners with career pathways, educational opportunities, and support resources through a guided process of assessments and actionable steps to achieve their goals. My Colorado Journey offers two types of accounts: One for individuals, including students, job seekers, and other Colorado residents, and another for professionals, such as educators, case managers, administrators, and others who support Colorado residents. You can learn more by [watching this introductory video](#).

2024 Highlights

My Colorado Journey (MCJ) continues to drive growth and engagement with nearly 61,000 registered users and over 23,500 monthly average page views. The platform is demonstrating its growing impact on individuals and professionals statewide -- from job seekers reentering the workforce to high school students charting their futures, MCJ empowers users through personalized tools and resources.

In 2024, MCJ:

- Improved accessibility with the introduction of two new tools that are used for testing and platform improvements.
- Launched a new and enhanced Program Finder tool with an easy-to-use structure to make searching for programs easier with the help of new filters and comprehensive views.
- Introduced [two new career pathways in Aerospace and Public Safety](#), along with a refreshed [Public Health](#) career pathway.

- Hosted a webinar on the My Resume Tool that attracted 330-plus registrants and over 200 YouTube viewers, offering practical skills to users across the state.
- Provided technical assistance and live demonstrations for the CWDC Career Coaching Collaborative, Colorado Association of Libraries (CAL), Colorado Adult Education Professional Association (CAEPA), Mountain Plains Adult Education Association (MPAEA), Colorado Youth Corps Association (CYCA), and the Colorado Alliance on Environmental Education (CAEE).
- Enhanced engagement through strategic email campaigns, boasting open rates as high as 64 percent and click-through rates of 15 percent.
- Strengthened the platform's reach by entering into new partnerships with local schools, libraries, and professional associations.
- Attended events like the MPAEA and CAEPA Adult Education Conference, CALCON, CYCA/CAEE annual workshop to showcase and demonstrate the platform's versatility to career navigators.

Enhanced Credential Quality and Transparency

Colorado's Eligible Training Provider List (ETPL) is now presented using a standardized language called Credential Engine's Credential Transparency Descriptor Language (CTDL) from Credential Engine. This new enhancement - as demonstrated in MCJ's Program Finder Tool - allows for easier comparison and understanding of different training options across various providers; essentially making it simpler for learners to search and compare training programs based on consistent data points. [View this video](#) to learn how to navigate the Program Finder and use new filters that allow more comprehensive views and access to ETPL programs.

Looking Ahead

MCJ aims to grow its user base by 18-percent and increase average monthly page views by 15-percent by June 30, 2025. By hosting additional webinars, enhancing accessibility features, and collaborating with key stakeholders, MCJ will continue to inspire and empower the people of Colorado.