

## COPY OF ONLINE APPLICATION FORM & COMMITMENT STATEMENT TO BECOME A NORTHERN NAVIGATOR

***\*IMPORTANT\**** ***Please note that this is a copy of the online application form and commitment statement only.*** ***To apply to become a Northern Navigator you must complete the online version of this application form.*** *This pdf is intended to serve as a guide before completing your online application. Note that once you begin the online application you cannot save your work and come back to it. You can use the up/down arrows in the bottom right-hand corner of the online application to scroll between questions. We estimate it will take between 30-45 minutes to complete the application.*

### **INTRODUCTION**

***Northern Navigators: Opening the doors to the Grand Traverse Region to new ideas, new people, and new growth opportunities.***

Thank you for your interest in applying to become a Northern Navigator. Please take the time to read this introduction to gain an understanding of the intent and purpose of the program.

Traverse Connect's Creative Coast website and initiative exists to highlight the impressive lifestyle and career opportunities in the Grand Traverse Region specifically in the tech ecosystem, traded industries, creative sectors, and remote work, as well as the region's cultural and artistic vibrancy.

One of the primary functions of the [Creative Coast website](#) is to serve as a place for newcomers, or potential newcomers, to the Grand Traverse Region, to connect with people who already live here, who have chosen to live here, and who can help the newcomer feel welcomed and connected, all while offering knowledge of the region in terms of lifestyle, recreation, schools, healthcare, real estate, and industry and career opportunities. The Creative Coast website includes a scheduling functionality that enables prospective movers or newcomers to connect with a regional ambassador - a '**Northern Navigator**'. Each Northern Navigator is publicly displayed on the Creative Coast website via a profile including a bio and photograph. This personalized 'concierge service' is intended to equip the newcomer with knowledge of the area and to get them quickly plugged into a network and the community.

A 'newcomer' is what we call our target audience. They may be people that have their eye on the Grand Traverse Region as their next home through a new career opportunity, or through a family connection to the place. They may have grown up here, or vacationed here, and want to come back. They may be remote workers, or city dwellers who wish to improve their quality of life, move their business here, start a new venture, or start a family. The Creative Coast website's messaging focuses on quality of life; our region's cultural, intellectual and creative community, and entrepreneurial spirit; and is intended to be welcoming to new residents of diverse backgrounds.

Northern Navigators will be vetted, selected, and trained-in by Traverse Connect and the Northern Navigator Committee Chair who will ensure a diverse and rich range of background, knowledge and industry, as well as a welcoming and friendly attitude. If selected to become a Northern Navigator you

will be asked to take part in a 2-3 hour training and onboarding process via Zoom, and a professional headshot will be collected to go live on the website.

Applications are considered on a rolling basis. Please note that demand is very high and you may be placed on a 'waitlist'.

If you have any questions please contact Meg Zammit, Northern Navigators Committee Chair, at [meg.zammit@c21northland.com](mailto:meg.zammit@c21northland.com) or Camille Hoisington, Creative Coast Project Lead, at [camille@michiganscreativecoast.com](mailto:camille@michiganscreativecoast.com)

## **SECTION A: THE BASICS**

*Note that unless stated the information you provide may be published on the Creative Coast website on your Northern Navigator profile.*

1. Full Name
2. Email Address

*Note that your email address will not be published. This is for internal record-keeping.*

3. Phone Number

*Note that your phone number will not be published. This is for internal record-keeping.*

4. Occupation
5. The company where you work, or, if self-employed the name of your business
6. Are you a remote worker?

*Only answer "yes" if your company is headquartered elsewhere and you are a remote worker regardless of pandemic status.*

- Yes
  - No
  - Other (please specify)
7. How many years have you lived in the Grand Traverse Region?

*If you grew up here and moved away from the region then came back include the number of years since you last moved back here.*

- 1-4 years
  - 5-10 years
  - 10 years+
8. What do you consider to be your hometown?

*For example, you might answer 'Chicago' or 'Nashville' if that's the place where you last lived for a number of years, or grew up.*

## **SECTION B: ABOUT YOU**

*In this section we're going to ask you to create a bio about yourself. Your bio will be used to create your profile on the Creative Coast website and is what a newcomer will see when they navigate to the Northern Navigators section of the website. Note that each Northern Navigator will be publicly displayed on the Creative Coast website via a profile to include a bio and photograph. This is a first impression opportunity for a newcomer to get to know you and schedule time to chat about their move. This an opportunity for you to present yourself in a friendly, open and personable way. Let your personality shine, and keep it real!*

### 9. Your Bio:

***In 200 words, or less, tell us about yourself! Note that we may wordsmith your answers a little before publishing it to the Creative Coast website. To assist you in writing your bio we've created this list of questions to think about while telling your story:***

- Tell us the story of how and why you moved to Traverse City. Did you grow up here and move away? When did you move to the Grand Traverse Region? Where did you move from? Have you lived here your whole life? Did you pick it from a map, sight unseen? Focus on why you choose to live here and the benefits of living here.
- What is one of the most important things you would like to share about Traverse City as a Northern Navigator? Be honest. If you'd like to share that winters are long you can feel free to say so!
- What do you do when you're not working, for fun and recreation? It could be hikes with your family in a favorite spot, your most loved food destination, a hobby. What is the one place you always take friends or relatives to when they visit the Grand Traverse Region? Try to be as specific as possible while demonstrating your personality.
- Do you work or volunteer with any organizations either personally or professionally? Which ones, and why?
- What excites you about the future of Traverse City?
- Anything else you'd like to add?

### 10. What, in your opinion, is the Grand Traverse Region's Hidden Gem?

*This is a short answer question. Please choose one 'hidden gem'.*

### 11. What's your top tip for someone relocating to Northern Michigan?

*This is a short answer question. It may be a keyword, phrase, or one sentence.*

## **SECTION C: MORE ABOUT YOU**

In this section we're going to ask you a few more questions about your desire to become a Northern Navigator and the subject matter areas you're most comfortable speaking about. Your answers will be

reviewed by the Northern Navigators committee, and Traverse Connect staff. Your answers are intended to help us get a better sense of who you are and why you might be a great fit as a Northern Navigator.

12. Why do you want to be a Northern Navigator?

*For example, it could be that you want to make new friends, grow your network, give some of your free time, or something else. Feel free to be candid in your answer about what motivates you.*

13. What can Traverse Connect and the Northern Navigators do to make the Grand Traverse Region a more open and welcoming community to diverse populations?

14. What can you share with a new person considering a move here (or a recent newcomer) to inspire them to move to Traverse City, and, how can you help shape our community's future as a Northern Navigator?

15. What was your biggest challenge when you moved or relocated to the Grand Traverse Region? (What resources or services would help new, returning, or existing residents personally or professionally?)

16. Which of the following areas are you most comfortable speaking to a newcomer about? Choose as many options as you like from the list below:

- Schools
- Childcare / daycare
- Real estate and housing
- Health & wellness services
- Arts & culture
- Community
- Outdoor activities
- Food and drinks
- Moving a business here
- Career opportunities / job-hunting
- Financial services
- Charitable organizations and volunteer opportunities
- Remote work
- Office space
- Other (please specify)

#### **SECTION D: COMMITMENT STATEMENT**

*Please read the following commitment statement then check the box below to signify that you have read and understand this statement:*

If you are selected to become a Northern Navigator the following commitments and expectations will apply:

- By submitting this form your information will be reviewed by the Northern Navigators committee members and Traverse Connect staff. Demand is high and you may be added to a waitlist. Your application will be subject to vetting and due diligence.

- A Northern Navigator volunteers their time, and is not paid to participate in the program. A Northern Navigator must set aside and commit no less than **four hours per month** on their calendar to meet with newcomers. The understanding is that the time will be set aside and ‘held’ on the Northern Navigator’s calendar and made available should a newcomer wish to meet with them during that time.
- The recommended mode of communication between a Northern Navigator and a newcomer is via Zoom video call, or in-person and in an outdoor setting and provided that six-feet of physical distancing is practiced.
- If selected as a Northern Navigator you will be required to undergo an onboarding and training process. This will take no longer than 2-3 hours. In addition, we may schedule a photoshoot with a photographer for you.
- As a Northern Navigator it is expected that you remain apolitical, non-partisan, non-secular, and non-discriminatory in your meetings with a newcomer.
- The Northern Navigators are volunteers who help make the Grand Traverse Region a more open and welcoming community to diverse populations. Our mission statement is: *Opening the doors to the Grand Traverse Region to new ideas, new people, and new growth opportunities.*
- Traverse Connect and the Northern Navigators program does not and shall not discriminate on the basis of race, color, gender, age, national origin (ancestry), religion, creed, disability, marital status, military status, sexual orientation, gender identity or gender expression in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all clients (newcomers), and volunteers.

CHECKBOX: I have read the statement above and understand its content and implications to my time commitment.