

Effective Strategies for Job Placement

November 17, 2016

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Webinar Details

- For this webinar you will be in listen only mode using your computer or phone
- Please ask questions via the question window
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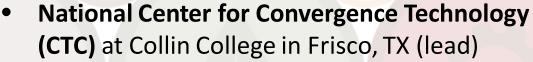
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The CCTA is led by







 South Carolina ATE National Resource Center (SCATE) at Florence Darlington Technical College in Florence, SC



 Florida ATE Center (FLATE) at Hillsborough Community College in Tampa, FL



Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link) at City College of San Francisco in San Francisco, CA



Networks Resource Center at the Maricopa Community College District in Phoenix, AZ

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees
- Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds
- Deliverables
 - Topical webinars on existing and new solutions
 - Live/recorded with attendee Q&A
 - Identify and document best practices
 - Host convenings



Poll #1: Your Affiliation

- A. I am involved with an NSF grant
- B. I am involved with a TAACCCT grant
- C. Both
- D. Neither



Poll: How many people are listening with you?

- A. None
- B. 1
- C. 2
- D. 3 or more

TODAY'S PRESENTERS



Susie Davisson
Presenter
Job Developer/Career
Coach, Collin College



Jon Kendall
Discussant
Founder and CEO,
OskyBlue



Ann Beheler
Facilitator
Principal Investigator,
National Convergence
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Setting the Context for Job Development

National Convergence Technology Center National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College

- 2004 forward
- Consortium with 7 partner colleges and 59 college and university partners in the Convergence Network
- Primarily in the area of networking infrastructure/mobility/data communications
- Developed to address the downturn in IT in the early 2000's
- Designed with lock-step cooperation with regional and now national business to ensure employment for graduates





National Information Technology, Security, and Geospatial Technologies Consortium

Created through partnership with 3 other NSF Centers and 3 other colleges

Four IT specialties:

- Programming/Mobile App Development
- Networking/Data Communications
- Cyber security
- Geospatial Technologies

Provided funding for student support with heavy emphasis on retention, completion and job placement



The National Information, Security & Geospatial Technologies Consortium Map



Career Coaches

- Originally charged with recruitment
- Always charged with retention
- Job placement
 - Numerous workshops prepared students for jobs— LinkedIn,



Resume Writing, Interview Facts, Mock Interviews

Key to success: The Job Developer



Attributes of a Job Developer

- Relationship Builder
- Effective Communicator
- Knowledgeable of territory- Industries, Skills Needed, Future Trends/Needs
- Thick Skin
- Understands job development may not be a 9-5 job

Purpose of Job Development

- To market participants to employers
- Educate employers on how participants can add value to their company
- Help develop relationship between employer and college-Can lead to long-term employment needs for company,

create a dialogue that will help college assist employer in providing courses/training needed for current and future employees



Methods of Job Development

Research Companies

- Review Job Boards, Company websites, LinkedIn to determine open positions
- Determine what companies are headquartered in your area
- Attend local job fairs and other hiring events
- 4. Attend networking events such as Chamber of Commerce weekly gatherings
- 5. Work with current/former students so they share open positions at their current workplace





Cold Calling Essential

- 1. Prior to cold call, research company and attempt to identify decision maker/hiring manager
- Use "elevator pitch" and be sure to include how your job seekers will add value to their company
- 3. Treat front desk/admin/Director of First Impressions with the same respect as the CEO
- Recommend not calling ahead...harder for them to dismiss a cold call that is in person

Cold Calling Continued

- 5. Situational Awareness Be observant of the office and surroundings. Identify items that can trigger conversations (Ex. Person has a Nascar picture, ask about most recent race, etc.)
- 6. Never take rejection personally!
 Always leave with a thank you and a smile. Contact has been established and they may reach out to you at a later time
- 7. Always be prepared to meet with the decision maker
- 8. Always follow up with a thank you email or hand-written note



Compile and Track Employer Contacts

1. Record detailed employer information into

company database

Set reminders to contact employers and invite to events or to simply "check in"

3. Be Persistent!! Until the employer tells you no, consider them a potential prospect





Ways to Prepare Job Seekers/Participants

Workshops

- 1. Resume Writing
- 2. Social Media Do's and Don'ts
- 3. Portfolio Workshop (Depends on area)
- 4. Interviewing
- 5. Mock Interviews



Workshops Continued

- 6. How To Work a Job Fair
- 7. Personal Branding
- 8. Career Changing
- 9. Speed Interviewing



https://www.skillscommons.org/handle/taaccct/843





Ways to Utilize Employers

- 1. Interview Workshop
- 2. Mock Interviews
- 3. Entrepreneur Workshop
- 4. Mentoring Programs
- 5. Class Presentations
- 6. On-Campus Employer Hall Visits/Tables
- 7. Employer On-Site Hiring Events



8. Employer Panel
(Various Employers
or One (State Farm
"Day in the Life"))

9. Speed Interviewing

10. Job Fairs

11. Employers sending open positions

12. Virtual Job Fair



Resources for Job Developers

- Job Boards/Sites
- Bureau of Labor Statistics
- Job Developers Resource Network (JDRN) group on LinkedIn
- National Career Development Associations website- www.ncda.org
- Participate in DISC or any other Personal Assessment Tool (helps to improve work productivity, teamwork and communication)
- O*Net Online- onetonline.org



Suggestions

- Use Alumni to do interviews/etc.
- Become active in local networking events
- Stay current –
 Research-Know
 Trends
- Scour job boards/ company websites/ etc. and compile an email with job open

email with job openings and links if possible to send to seekers



OSKYBLUE



Jon Kendall





Join Us – All Webinars 3 pm Eastern

January 19, 2017

What Can We Know About Our Graduates As They Enter the

Workforce? This webinar starts with the premise that we, at community colleges, seem to know almost nothing about our graduates as they leave us. At least that is the case at our college district. And yet we are being increasingly pressed to know how our students fare. I have heard program heads say "all of our students get employed." But with very few exceptions we have no direct knowledge. We will discuss approaches that include creating an agreement with your state's department of economic security to get wage data (not particularly easy), sending out a survey by email to graduates (anticipate a low response rate) and setting up a call center. In the latter we saw a 56% response rate and got some valuable information. See how this might work for you and at what cost.

Presenters:

Michael Lesiecki, MATEC

For Other Upcoming Webinars See: http://www.atecenters.org/ccta





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July 17-20, 2017



www.highimpact-tec.org



DOL and NSF Workforce Convening

 Free follow-up DOL and NSF Workforce convening for all TAACCCT grantees and others who can benefit on Friday, July 21.



WEBINAR SURVEY

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