

Effective Strategies for Job Placement

November 17, 2016

Michael Lesiecki - Welcome everyone to today's webinar *Effective Strategies for Job Placement* today is November seventeenth 2016. This webinar is being recorded; I'm your host Michael Lesiecki. Let me tell you briefly about the Centers Collaborative for Technical Assistance who is producing this webinar and then I'll turn over to our panelists for today

Webinar Details

Michael Lesiecki - For this webinar you will be in listen-only mode using your computer or phone and please look to your right and you can see the question pane on the right hand panel you can use that to ask questions and we will have time to respond to those questions as time allows the webinar is being recorded and after the webinar is complete you'll be sent a link to the video recording as well as the slides themselves. This webinar is brought to you by the Centers Collaborative for Technical Assistance with the collaboration additional support from the ATE Centers Project.

The CCTA is led by

Michael Lesiecki - The CCTA is led by five national ATE centers; the National Center for Convergence Technology as you see at Collin College in Texas, the South Carolina ATE in South Carolina, Florida ATE Center, the Bio-Link Next-Generation Center and the Network's Resource Center here at the Maricopa Community College's.

CCTA Purpose

Michael Lesiecki - The purpose of this collaborative besides producing these webinars is to respond to requests from the Department of Labor to the National Science Foundation that basically said you know both of us fund these programs at community colleges there's a lot to learn from each other could you help providing technical assistance to grantees and so the answer was yes and we've created a series of activities relevant for both sides Department of Labor and the NSF grants and workforce oriented programs and personnel of all kinds. We deliver topical webinars, we identify and document best practices and we host convenings we'll talk a little bit more about that at the end of today's session.

Poll #1: Your Affiliation

Michael Lesiecki - Before we get started today I'd like to know a little bit about you, we would like to know a little bit about you so on our polls today we'd like to ask you this question let me figure out how to launch a poll here, there we go, okay on your screen you'll see a panel that comes up with some radio buttons could you please respond to them that says whether you're involved with the National Science Foundation grant, a TAACCCT grant, both or neither. Oh yes, I see many of you hitting the buttons this is an easy question so go ahead and do and very interesting answer here I'm going to over ninety-five percent of the people voted thank you I'm going to close the poll when I count down for a moment and then we'll take a look at the results ok 5, 4, 3, 2, 1 good. So the polls closed and now let's go ahead and share the poll and there it is on the screen the majority of us involved with Department of Labor grants but both coming in from the National Science Foundation side and some of us with just an NSF grant but a large fraction of folks 25 percent have neither grants, so you can see there's a broad interest in these thanks very much let's go ahead and hide that poll.

Poll: How many people are listening with you?

Michael Lesiecki - Now I have one more question to ask you as we get going and we use this for our impact many of us listen to these events with a group of people in the room so let's for a moment just launch this other poll, hold on just a moment, ok excuse me, Tim I have a technical problem could you come up and help me for just a second sorry folks will deal with this in just a second. Thank you friends, I've settled my technical challenge would you please answer this one and I see many of you are typing in how many people are listening with you in the room lets countdown 5, 4, 3, 2, 1 close the poll. And let's look at the results there they are, so the majority of us by ourselves of course but a fair number of people that have one, two or more people in the room so thank you for that information we log that as we as we go through with this. We're ready to continue with our program today just one moment and there we go.

Today's Presenters

Michael Lesiecki - It's my pleasure to introduce Ann Beheler, she's our facilitator for today the PI of the National Convergence Technology Center welcome Ann would you say a few words and then introduce your colleagues.

Ann Beheler - Certainly I will thank you Mike. Thanks very much I am excited to see so many people involved with us today to learn about job development it's a more and more very important thing for us to do in our college programs and we have some of the best to talk with us today I will start off by introducing Susie Davisson, who is our main presenter she was the job developer and career coach at Collin College for our almost 20 million dollar DOL grant and Jon Kendall is one of our very involved employers. I will start here by giving just a little bit of background and then turn it over to her, next slide.

Setting the Context for Job Development

Ann Beheler - In terms context I've been involved with the National Science Foundation first regional and now National Center for Convergence Technology since 2004 and right now we work with seven different partner colleges in almost 60 college and university partners in general across the United States to share everything that we do and everything we do is done in lockstep with the businesses as we go along, next slide.

National Information Technology, Security, and Geospatial Technologies Consortium

Ann Beheler - Now almost five years ago we applied for one of the round one TAACCCT grants we were one of two round one grants that actually had partners in multiple states and we built that grant on top of our partnership with three other National Science Foundation Centers and three other leading colleges and we focused on four IT specialty of that of networking, cybersecurity, programming and geospatial technology and the thing that was really interesting about that grant among others there were a lot of things that were very interesting was that we have funding for the actual support services that we needed for our participants to keep them in school, to help them finish and then most importantly for their the topic today to actually help with job placement getting more employers that wanted to work with us that knew about our products our students and encouraging their activity and engagement with us, next slide.

National Information Technology, Security, and Geospatial Technologies Consortium

Ann Beheler - This is a graphic that shows you that we were coast to coast and each of these colleges like for example in our case our National Science Foundation grant was still in process during the time of the NISGTC which stands for National Information Security and Geospatial Technologies Consortium

map anyway my comment here is that we were always working with our National Science Foundation partners as well as our DOL partners that we shared everything that was going on in both grants and we continue to do so, next slide.

Career Coaches

Ann Beheler - At this point I would like to say that our career coaches were a really big difference with the success of the NISGTC grant they were always charged with recruitment in the beginning but the same people also worked on retention, various aspects of how to keep students in school and then job placement we had lots of different workshops and Susie's going to talk to you about this and the key to our ultimate success and placement for the students is our job developer, next slide.

Attributes of a Job Developer

Ann Beheler - I'd like to introduce Susie again this is Susie Davisson she is the job developer extraordinaire and she's going to tell you about her situation and how what she did with respect this grant. She's gonna tell you a lot about what worked, but she may actually tell you a couple of things you might be afraid of that you shouldn't be afraid of as well. Susie take it away.

Susie Davisson - Thank you and good afternoon everyone just a little bit about me, I have an education background, I taught and coached volleyball and track in Illinois I got tired of the winters and found myself here in Texas. I worked originally as a job developer for a non-profit working with refugees and placing them in job and then I saw this and meet with Ann and here I am almost four years later. But yes as I was working with the other career coaches and got a better understanding of the grant as we went along I knew we had to get some employers involved I had to reach out and do some job developing and the first key I guess was building relationships you are the face of the of your organization so it's really important that you remember that and your main task is to find the hiring authority or finding someone who can get you to that person and being an effective communicator. I'm assuming a lot of you are working to place students and other participant I guess in your program you know if it is for an educational purposes it's really important that you're versed in all your programs that you're placing people in. In my case, IT was new to me all these areas were very new to me but now I can speak the language, I you don't necessarily know how it all works but you know if somebody says we need programming and I could say okay what languages and you know I can talk with them but it's important that you educate yourself on your programs so you can address and speak to these potential employers. Just knowledge of the territory, the industry's, the skills needed, future trends you know you can go to there's a lot of different places you can go U.S. bureau of Labor Statistics there's also there's a place here that talks on future job, yea there's Ted Talks, the Water Hog but anyway so there's different things out there that will come in and so just being aware of that. Being thick skinned, like I mentioned the other day to Ann, yes having a coaching background helped in this but you're going to be told no, you're going to be dismissed, people are not going to be interested, but you have to keep marching on march forward because there are going to be many more that are than not. A lot of the networking events take place after normal work hours so you have to be prepared to dedicate time, also a lot of times the night we'll talk about workshop coming up but you have to accommodate the employer that volunteering their time there's you know their schedule a lot of time going to be an evening thing where they can come and do that so your typical nine-to-five job is not.

Ann Beheler - Before we move on to one more slide, Susie we did have a group of business people that we could build on for starters because we have the business and industry leader team for the IT side of the house, what we had to build across the country was the business relationship for the other specialty areas for IT and we also needed to have more people involved because at our College alone we have

1,500 participants in the Department of Labor grant and that's a lot of people to be planning to put through an entire program and skill them up to the point that they can get a job so we had a little bit to work on but we did not have the relationships in all the various areas and in fact Jon is in an area that is not on our standard networking business and industry team so.

Susie Davisson – Alright, next slide please.

Purpose of Job Development

Susie Davisson - Ok why we do it why we job developed, because we're here we need to market our participants to employers and you're also marketing your organization as well. You need to educate the employer in how our students or participants can add value to their company, as I mentioned earlier you know you can you know how it's important to know what programs you are marketing but that way we can ask them also what they need you know that's a that's a good way in the door as well as you know what is that you're looking for, what do you need your employees to have and then that information can be shared to with your organization. Yeah that goes to helping develop a relationship between the employer and the college also like Ann just mentioned the BILT, you know you can possibly add some of these employers to your BILT team and like I said that the feedback is really important in developing programs especially in the IT are we are in because it's ever changing and always evolving and so that's really important in that kind of a program, next slide please.

Methods of Job Development

Susie Davisson - Yes so reviewing job boards you know this I'm sure you guys know all this and you do all this, LinkedIn is a good way, company website, I think people neglect going to company websites and you also should go to like your city state website everybody needs in our case IT. So that was you know places to look school districts, you know there's just a variety of places that you can go to search these jobs also look in your area to see what companies are headquartered there, read your local you know we have like a community impact that comes for each city in our area and tells of possible companies moving into your area you know just kind of doing your homework, attend local job fairs and other hiring events this is where I found most of all my contacts, you know and there are I know in the DFW area here we have a there's a website that tell it's like a calendar and it has you know it has what job fairs are going on every day where you know and all of that so that would be a useful tool for you. Attend networking events like chambers and Jon Kendall will be speaking here soon, that's where we met Jon, meetup groups, just a lot of different each city I know around here has a local meetup group that meets a couple times or once a month. And the last one you know working with your current and former students, I mean if you're in the you're placing them you need to follow up with them anyway but also you know they're such a great resource because not only are we gonna know how they're doing but you know I in many cases we had them calling us after we placed them and letting us know hey these openings for coming you know you might want to contact you know whoever the person we are dealing with their at the company and you know kind of like a little edge because we knew before other people did so yeah definitely working with who you've placed, alright next slide please.

Cold Calling Essential

Susie Davisson - Alright cold calling essential this is something like Ann mentioned not everybody's comfortable doing you know I think a lot of us that are job developers are very social anyway so that's helpful but of course you got to research the company and do your best to try to identify who you want to talk to you know LinkedIn is a really good tool for the job developers just do a lot of searching and if possibly when you're at an event and if they're in the same area as the company you're thinking about you know say do you know who might be the first to go to it that company so definitely asking around.

The elevator pitch now this is you have to have this and everybody should just have one anyway but definitely use your elevator pitch it's for those that don't know it's a little 20 to 30 seconds persuasive speech basically you're selling your organization and your participants your employees you want to let them know how they can add value and if you get a feeling that when you walk in the door because sometimes you can read people and you're like a boy I'm never going to get pass this front desk person you know you can phrase it like I mentioned earlier about you know I know what I did I said, "Well we have this new grant you know we're working with IT companies were trying to figure out what the needs are you know I would like to talk to someone to see you know what you guys are needing how we can better prepare our students," and that got me in a lot of doors and then once I got in, I'm like ok well I do have people you know so you just gotta figure, you gotta learn to kind of read people but definitely have your elevator pitch ready anytime, you're going to use it at job fairs as well. Treat everybody you know from the front desk and then director of first impression to the CEO you know with the same respect. One of my first places I visited you know they told me they watch the people come in and how they interact with the front desk person you know so this goes to preparing you know our students for the job but you know they'll be watching, they probably watch whoever comes in the door even if they're not a potential employee as well so definitely how you treat people, they watch that and that's definitely affect you know whether they'll work with you or not.

Ann Beheler - Also didn't you work with our students Susie to make sure that they were aware that they needed to be just as kind to everybody?

Susie Davisson – Yes, we share after I heard that I was like wow and then you think wow travel companies do that I think Jon will speak to that later to and then recommend okay so yeah I am a big believer just showing up I mean some places some people don't like it but you know it's hard to tell somebody know one person you can send an email you can try calling and they'll just ignore you and not get back to you and you know this way if you just show up you know a lot of times somebody will see you and that you took the time to do that, alright next slide please.

Cold Calling Continued

Susie Davisson - Ok there's me and that one of our employers that we worked with but situational awareness this is once you get through the door and you get into the person's office that is hopefully the hiring authority, but yeah look around the room you know there was one case where I saw a NASCAR picture and there was this recently a race here in Texas, so I'm all like did you go you know try to make it personal and be genuine and don't be faking it you know you see pictures of their grandchildren oh you know ask about the grandchildren, I mean people like to talk about themselves so that's one good way to start the relationship. Never take rejection personally always leave with a thank you and a smile you've established contact and you know in my prior job I had stopped somewhere and then a year later they contacted me wanting people but to them they were like we just wanted we wanted it to be the right fit and it took that long for that to happen so you just you can never count something out. And always follow up with a thank you a hand written note very nice and then at the holidays, I always send emails even now even though I'm not currently in that position I still stay in contact with all the people I worked with in my job developing here with the DOL program grant, which is numerous I like I think I contacted over 250 companies in my two-and-a-half years.

Ann Beheler - She cold called on 250 companies, I have to tell you that. I gave her other people to talk to that I might run into and in the process of doing my job as the lead but Susie was fearless she would just cold call her heart out and we have come up with an awful lot of really good relationship as the result.

Susie Davisson - Yeah and you know some of it I would plan my day I would just I would you know kind look at a job board and I would see maybe some places and then I would just google mapped it and I would see what other companies were near there or if it was in like a skyscraper building I just you know go and read the directory and just you know I was there for that one company but I visit five others as well cause in what we were doing everybody needs IT, so you know you just go if you're there you just go and that's how I would plan my day and that's how I ended up with that many contacts, alright next slide please.

Compile and Track Employer Contacts

Ann Beheler - I'd like to remind everyone that we're going to have a question slide after this one so if you have a question please go ahead and type it in the question box thank you.

Susie Davisson - And then just keeping track of your employer contacts we had a database that we used that was incredible and it was very helpful type any kind of notes in there set reminders because for instance somebody might not be hiring you know this week but they know oh especially this time of year it really slows down so maybe in January, you reach out to me in January, you know it's definitely important to follow up. And then be persistent you know until they tell you no they're a potential you know prospect and you just have to keep at it. Yeah but the detailed part you know make sure you have the names of the contact people not just the address phone number the website all of that but keep the names and any notes that you may have because somebody else might needed like up to five of us career coaches at one point and we all had access to, so you know they could be reaching out and following up. Okay I think the next slide is the question slide.

Questions?

Ann Beheler - Yeah, Susie how is this different from just being a salesperson for a product.

Susie Davisson - Well first of all it's a lot easier, because what we are selling is free, our services are free and a lot of times that's what a lot of the employers that I worked with and you know they like you they knew we weren't gonna to cost them anything and they knew our students were being prepared for what they needed so that was that was a good thing and you know like I said we were IT area and so we are here and where we are located Frisco and Plano Texas it's kind of a hub for that kind of thing so it was there's a lot of companies that are needing us to.

Ann Beheler – So with respect to the students, we know that we have the super stellar students and we have students that get through but maybe don't make stellar grades, do you handle them differently, did you handle differently?

Susie Davisson - Yes I mean and I'm going to talk about one of the workshops we did with the mentoring it's a mentoring workshop where and that's we're going to talk about that's one way we could use employers also you know there's we had a lot of entry-level well I can say a mix, the majority of who we worked with were non-traditional students but we did have a lot of entry level and I was fortunate to find a few companies that they were a perfect fit and that's another thing as a job developer and being a career coach you know your students better than anyone else and you know there were certain circumstances where I'm like oh they just are not going to work there, like I would just know you know that's really helpful that you get to really know your students as well.

Ann Beheler - So just knowing what does fit mean?

Susie Davisson - Fit, not so much culture but that could be something like I said with the non-traditional you know we had a lot of people coming back to retrain and you know you work with them you and I'll talk about the resumes and stuff like that you get a feel for what they're wanting you know what the company wants and sometimes it's just not a match.

Ann Beheler - So you kind of played matchmaker?

Susie Davisson - I guess I was a matchmaker.

Ann Beheler – Ok, next slide will do more questions toward the end.

Ways to Prepare Job Seekers/Participants

Susie Davisson - Ok so now we have developed some of those relationships but now we have to prepare our job seekers and our participants we did numerous the resume, resume workshop you have to do it you can assume that they know what they're doing, you need to know your industry and know what kind of resumes are acceptable and will be looked at in your industry. IT resumes are very different than any others I learned that right off the bat you know right from the beginning. You learn to help them tailor their resumes to the specific industry, we did resume workshops and a lot of just one-on-one the students wanting help Ann mentioned the 1,500 participants thankfully not all 1500 needed a job, so the numbers were a little lower but yeah we were very busy we're very busy but resume workshops a necessity. We did workshops on social media, do's and don'ts Jon can kind of talk about that for us in a little bit. You know you have to stress especially with the younger with your younger students or younger jobseekers they search you the employer will search you, you know Facebook or whatever it is and so with a lot of the younger ones we had to help them go through and clean up some things. Portfolio workshop this also can depend on the area obviously if you're working with photography students in our case like our programmers, web developers we did a portfolio workshop it was difficult it's really was difficult because it's kind of a newer thing finding the people who could instruct it and we did find somebody and then he changed out and moved to St. Louis so that was not helpful but it was really good and actually one of our participants in there you know as we did the workshop and it was actually the first time I had met this student and I was able to see his work and what he did and I was like oh and this is again going back to building relationships with your employers and knowing exactly what they want, I thought he had gotten an HTML experience and I'm like oh well geez ok so I knew immediately to send him to this one employer because they told me anytime you come across that send me it, send me the resume. I just checked on LinkedIn and he's gonna be there two and a half years and I actually saw another resume last week I don't even do this job any more but I came across the gentleman who had this experience I'm like let me help you out.

Ann Beheler - So why did the employers like portfolios?

Susie Davisson - It displays their work they can see it and a lot of times I guess it makes it easier for them to do their research on a potential employee yes they can go to the person's website but this way the portfolio in this case they show the word but then there's a link and it is able to show more of their work especially if their programmers and the code and knowing how to do that. Interviewing you know we did interview workshops we use employers a lot of times to do this you know there's two different interviews workshops you can do you can do one where you talk about the types of interviews you can do behavioral interviews, traditional interviews it was important that we talked about phone interviews and Skype interviews when this grant was ending and I wasn't sure if I was gonna be able to stay on here at the college I had to do one of the Skype interviews and yeah it's definitely out of a person's comfort

zone but that's and the group interviews, so there's just a lot of different interviews that you can talk about if you don't have an employer but when you do it's very helpful and obviously you want to try to get somebody who in the who does the interviewing at the company I mean HR is great they don't always do the interviewing I mean if that's who you get great but try to get the actual hiring people to do the interview workshop for you. Mock interviews you know and we prepared our students like they dressed up like they were going to a real interview they you know had their resumes you know the case to carry them in, you name it you know we did everything we could do to prepare them and then the employers that volunteer their time you know we did this during the day we were fortunate to find them, I mean you might have to do this at night again depending on their schedules and availability but we also made sure that the employer filled out a form almost like an evaluation form and we shared those with our students and you know thankfully our employers are very honest you know then we were able to take that information and work with the students depending on what area of improvement was needed or maybe they did too much of something but you know they're invaluable the mock interviews, alright next slide please.

Workshops Continued

Susie Davisson - Ok how to work a job fair um obviously this is preparing students to maximize the benefits of attending a job fair and beforehand we talked about how to prepare for it in our case the job fairs that we put on we had the first one was smaller because I had never done this before but I thought what the heck I had attended all these job fairs I'm like well why don't I just put one on and the first one was 12 companies but then we got up to 30 at one point but that way without prepare us putting on the job fair we were able to share what companies were going to be attending, that way the students could research ahead of time, you know and maybe the company's didn't have any hiring needs at that time but they knew there was going to be potential so that's something you need to discuss with your participants set well they might not be hiring now but they will be hiring soon it might actually work out for some of your students schedules because maybe they'll be graduating in May and they're going to hire in August or something along those lines and we also discussed do's and don'ts and I can't wait for Jon share his story in a little bit. Personal branding was another workshop that we did this kind of goes along with a career changer I mentioned we had a lot of a non-traditional students so we had ones unfortunately who had been somewhere for 30-40 years and then their retirement was gone and they'd only been in IT but the IT they've been in kind of had gone away and so they were having to retrain and learn new skills but yeah this is definitely very important that we did this just to show them that a lot of the skills that they did have were transferable and that you know they did have a lot of value left to give. Speed interviewing this was Ann came back from one of her trips she always came back with something it seems, but this one was speed interviewing like speed dating so I guess I was the matchmaker, you have you just have a certain number of students that are allowed to attend it's difficult because you want everybody to be able to participate because this is a smaller event with less employers and it just has to be smaller for it to work you know you picked the ones who attended everything that's how we did it we just pick the ones who came to everything and were involved in everything and signed off and they were the ones chosen but yeah you just have think we had 10 or 12 employers at tables you know the chair in front and yeah you just you have that many, you have 12 students to help employers they go to the tables, you start the clock and they have five to seven minutes and then that's it and then they moved to the next and this allows the employers you know a time to screen the candidates quickly a lot of times you know and they'll tell you a lot of employers they know within the first five minutes if they want to continue a conversation with potential employee so this was just a way to save time for everybody involved ok, next slide.

Ways to Utilize Employers

Ann Beheler - Before we move on can you go back one.

Workshops Continued

Ann Beheler - We have outlines for almost all of these workshops at on SkillsCommons.org that's the repository for the Department of Labor TAACCCT grants and there's the link for you to use, next slide.

Ways to Utilize Employers

Susie Davisson - And then did I mention generations in the workplace, I didn't mess, I thought I put that on there I'll mention that really quick and that went along with a career changer and the personal branding with your non-traditional students you know they may have a supervisor or boss that could be 30 years younger than them so that's really important topic to cover and how to deal with that yes your grandson or granddaughter that age might be in charge of you so that is definitely something to cover there's a lot of information out there on that I think our information will be on that with the linkage.

Ann Beheler – Sure.

Susie Davisson - Ok how to use employers, interview workshops like I mentioned we're very fortunate that we never had a problem with that, mock interviews, an entrepreneur workshop well Jon Kendall whose on the call will talk about that as well as the mentoring he was involved in that. Class presentations I have a contact I met him early on and he owns High-End Staffing IT Company and so at first he didn't really think any of our candidates would be good for him but he said he would come talk to them and he was very upfront honest and just told it like it was and I kind of cringe because I knew some of my students I was like oh boy, they ate it up they loved it and it was one of the best class presentations we had. So sometimes you gotta take a leap of faith I guess. On campus employer hall visits and tables we had a for instance State Farm moved into our area built a hub and they had bit they had a lot of hiring needs I still do actually but just a job fair wasn't enough and so what we would do in the case of our IT to students a majority of the classes we had for what they needed were at like six o'clock State Farm we arranged it they came set up a table in the building of that class so the students would have to go by and from four to when class started they hosted a table and took resumes and talked to potential employees. I would send out a email to our applicants and let them know that this is going to be happening so they know ahead of time. State Farm wasn't the only one doing you know there's many places and so offer that up because a lot of times that something they think about the company I talked about earlier about the dot HTML I talked to their new recruiter they're opening an office in the Virgin Islands and my contact is moving there so he introduced me to the person I'll be working with here and yeah she's interested in doing a class presentation and a table you know so definitely a good idea. Employer on-site hiring events we've had a few things where they had a big need and they just couldn't get over here and I happened to meet the head of the network operations center of the NOC and he said why can't we just do something here so I sent I think of 15 to 20 resumes to them they picked 12 people and we set up a day we went over there and they did the interviewing there on site which actually worked out great because they could tour the facility and all that 4 or 5 people were hired from that event. So if you can you can find those employees and they're out there they're out there, you just have to look, sometimes its luck, alright next slide.

Untitled Slide

Susie Davisson - Employer panel Ann mentioned the BILT earlier the Business Industry Leadership Team they're fantastic as they're often willing to jump in and do whatever and they this was one of our first events this employer panel and it was just we picked our students that were near completion that was a

big deal in our case and we had 6 to 7 employers up there, I was the moderator we had questions at a time there was a little time for questions from the students in the audience but yeah it's just they just talked about a variety of topics but the needs what they were looking for, how to get there, a lot of great advice and then after that we had a little mixer where they the students were able to mix with the employees or employers over there and that resulted in that was our one of our first events with State Farm and they hired two of our cyber students from that event that was a big deal. And then State Farm again came and did a Day in the life, 7 to 8 people from State Farm and they all had different positions and just talked about different ways you can get through the company and what education you'll need. So those are a couple options, I mentioned speed interviewing, the job fair, employers sending us open positions and that'll happen once you develop that and especially if they've hired one of yours, one of my first placements it was the very entry level and it was perfect for some of our students that were new to the field and once they were there are 6 to 8 months they were ready often to move a ready to move on because they had gotten that experience and the company would contact me again for another person. And it's just what the risk is you know it's a cycle revolving. Virtual job fair this is something we didn't do we ran out of time but I think it's a really cool idea I believe its career eco something but you could you could Google it, but you know it's a job fair and they can sit at home and the companies are there and they can get the company and try to find out about it, but we ran out of time to do this one, alright next slide.

Resources for Job Developers

Susie Davisson - Resources I do want to say I forgot to mention earlier about keeping track like of the employers but you also need a database for your if you have students or whoever your job seekers are it's really important that you keep a database of their resumes, a lot of times you know a company would contact me and they we need special resumes because we need to fill the job quickly and it's very helpful if I already had them on hand, I would send an email to the college student and say hey I'm gonna send it here and they were often good with that so it's important that you keep the database of that. And another thing I did was I would put together a list of jobs I guess I'm an early riser so I get to work early often and I would go through job websites, just to try to think of everything and if I found open IT jobs I would just put them together and do an email blast to students and then let them look at it from there. Okay of course job websites we've talked about that Bureau of Labor Statistics that's a good resource that's telling you what jobs are there which ones are going to be coming in the future which might be going away. There's a job developers resource network group on LinkedIn you can go gather ideas from each other or questions or whatever you have. The National Development Association and I put the website and the next one I found very important do DISC or any personal assessment tool, we did it here, up here at the college among our group not only will help with relationships among your group but you learn to recognize the different personalities and how to twerk and deal with people and this helps so much when you're out there immediately I was like wow, what were you a D?

Ann Beheler – I'm a D.

Susie Davisson – Yeah, Ann's a D.

Ann Beheler - Not too surprising.

Susie Davisson - Yeah and so because I knew what her profile was and I met this gentleman at this company and I'm like oh man in my head, he is a D. So that helped me know that I just need to get right to the point with this guy like he doesn't want to hear any song and dance like this is who I am, this is

what I'm here for, how can we work together. So I just really suggest you try to do something like that ok, next slide.

Suggestions

Susie Davisson - Use Alumni I mentioned that earlier have them come back and do interviews, become active in your global networking events, I'm in a different position here at the college I'm in workforce education but I still do a lot of chamber and different events and it's great because of my job developing I've met a lot of people and I run into and it's awesome you just gotta maintain those relationships, and like I said, I still send out a little email here and there, "hey, just checking in how are you" stay current and scour the job boards, I think next slide.

OSKYBLUE

Ann Beheler – Ok, we have Jon from Osky Blue with us and he has been absolutely fabulous, he is the co-founder and CEO for the company, it's a consulting company and Jon probably massacre it so you can describe it a little bit better. I would like to ask you what part or parts of Susie's value proposition made sense to you so that you wanted to work with us?

Jon Kendall - Well I think the opportunity we really enjoyed the job fair and you know I don't think enough companies go to job fairs they just hire a staffing agency or and you know just look at resumes and have them come in, at a job fair you actually get almost watch people interacted booths and I felt that was very helpful for us to go hey this is the type of individual we want because we see how they play itself out in public that was helpful I think there's a copious amount of resources that you'll provide from preparing them you know making sure that they dress up and they understand the culture you guys are teaching them that we do look at their social media so I love that you are preparing them for what we really are looking for.

Ann Beheler - And Jon you also did a webinar and a face-to-face workshop on entrepreneurship first for the students and then for our partners nationwide and again just by way of clarification there's some questions that are coming up, the 1,500 students that were participants for us we're just one of seven colleges and there you know it's not seven times that but it was over 6,000 by the time we were through with our total numbers that we were working with any way back on entrepreneurship we did try to share in every way we could we tried to share good resources across the nation with our partners and I suppose I'd like to know why you think that support was important enough to dedicate your time to doing that for us.

Jon Kendall - Because you know I don't wish any failure on people and you want hopefully people to learn from your mistakes and I'm fortunate in my industry that I get pitched ideas probably 3-4 times a week that people come into my office and say I want to start this company and I want to do this and over and over I see that makes some of the most basic mistakes in entrepreneurship and so I felt it imperative that I educate saying here's some basic 5- 10- 15 things that before you start a company if you don't have in order you're going to fail even if it's the best ideas, great you have funding and you know and you have sales it can still fail if you don't have some things in order. So we felt it was important to share our knowledge and experience working and you know creating our own business picture skill and what we've seen other people and do to fail or be successful.

Ann Beheler - So Jon one of those meetings that had students attending was actually advertised through meetup and you ended up having people come to the workshop as well as our students and I thought

that was very good to have those students interacting with the general public as well could you talk just a little bit more about that and why that makes so much sense.

Jon Kendall - Meetup is a great resource that many people don't take advantage of, is how do you get your message out rather than just a Facebook post and really unless you're paying for it you're hoping that you're friends with them and then tell her friends which doesn't always happen case but meetup is a free service just meetup.com where you can go and find like-minded people that want to network together that want to go and get it continued education and you know how to build their business, learn public speaking, so meetup is a place to I know create heard of people, if you want to call it so you can start your own meet up or you can find one that you want to attend, so meetup is a great way to build your network and a very cost-effective way.

Ann Beheler - You hired some of our interns too didn't you? Can you talk about that?

Jon Kendall - Yes what we took on I believe five interns and at one point where I think we hired two full-time, another one we had using contract work and it was exciting to see them learn hands-on and really grab some of our skills that we needed at our company so we were grateful to have a local interns that won't work eager to learn and I guess that you how well you prepare them, so yes we were fortunate that happen entrance come on in and have them and continue with us.

Ann Beheler - Well and that's pretty impressive since you're a small business, in fact I'm going to brag just a little bit Osky Blue has been nominated for Business of the Year, Small Business of the Year in Frisco, I think three different times and that's quite an honor to be nominated for that and I think it's really impressive that you picked up five interns with the size of the company that you are. Go ahead.

Jon Kendall - No I said thank you we want to invest I think it's important even small businesses need to invest in their local community and when you put faith in local community it hopefully it turns out to work at beneficial for all the parties.

Ann Beheler – Ok would you tell us why you were willing to share all of the information about effective LinkedIn profiles with us to, that's actually part of Jon's business people pay him good consulting money to share that, why were you willing to share that he actually shared it with again all of our project leads nationwide over a working lunch session one day.

Jon Kendall - I think when you're willing to educate them and when I say them we your willing to educate people what you do it empowers you not everyone can afford our services and probably every business is not everyone one can afford to buy other people's products or show this is so what we feel it hey let's give away some of our best stuff and share it, teach them, assist with them and we hope that you know that is returned you know they'll tell their family members, they'll tell their co-workers, they'll tell their neighbors going hey this is the person if you do have money or you are in a position to start up a company I would go talk to them so it's important that you do give back and I get paid tenfold by sharing our knowledge and even though yes we do charge for it some people just if their time is to valuable they go hey you know what I know I can do it myself, I don't have time and so those are our ideal clients ones that might be too busy and then go hey I just want to and curve your services and pay for it so it's worth educating.

Ann Beheler - I have a kind of pointed question if we had tried to recruit you through email would it have been as effective?

Jon Kendall – Uh no, (laughing) it's one of those were we all get inundated with a plethora of emails and you know usually I read kind of the heading and if I don't have any connection a lot of times I just you know I assume its a sales pitch and I just have to unfortunately, it's not I don't want to but you just can't read all your emails and so you really just kinda have to read the first maybe 1/2 first sentences and if it doesn't grab me and by then I just unfortunately do delete the email.

Ann Beheler – Well that what we're hearing from a lot of our business people and again we had four different BILTs during the four different national BILTs during the NISGTC grant and we still have one on the UH the networking side that actually existed before the DOL grant still exists with heavy heavy involvement. I will say that it's a high-touch sport to recruit employers to be actively involved and build relationships with you let's go to the next slide because we have some questions that have come in that are going to be for both you and for Susie.

Questions?

Ann Beheler - Susie you talked about the fact that we keep information, kept information on the employer in the database can you talk about what kind of information we kept?

Susie Davisson -Right you know obviously name, address and contact information and a lot of times I would note in there you know if it was the first time meeting just things I took away from it when you meet with that many people you need to kind of have a little reminders if like I said if they were hiring at the time if they weren't hiring at the time you know kind of self-evaluation if I didn't think the meeting went well how could I you know how can I re- approach at a later time and what can I do better, just stuff like that basic information. We did also have a job placement part of the database and so if there were jobs I would put them in the database and then we can track what students applied.

Ann Beheler - Right and what did you keep on the students to?

Susie Davisson - We kept, well we had their resumes well of course we had their in our case they had a form they filled out to be in the grant so we had a copy of that so we had all their contact information and we kept track of everything, everything they attended, any time we had a meeting with them and what the meeting was about you know, we have the resumes, trying to think of what else we had for them.

Ann Beheler – Well one thing that I recall that you kept was their preferences in terms of jobs, what kinds of jobs they were willing to take.

Susie Davisson – You know, I learned that from working with my refugees because you know they would tell me they would want any job and then I would start listing jobs and well no I don't want that, well then I'd say that's not any job and the same goes for the IT students, well would you do this, this; well no; okay so we need to narrow down what they will do or it was more important to in the area to know what skills they had.

Ann Beheler - Ok there's another question about how we evaluated career services, well career services was more than just the job developer we do not have an instrument for evaluating career services that was asked as well, however I will tell you this we had at one point in time five different career coaches really only one job developer Susie, some of the others got involved to a lesser extent along the way however when it got to sustainability I knew that we needed to come up with something that would

speak to the VPs that were in charge of the supplemental budget because if you go for adding a position to the college you have to adjust by why it's in the benefits and best interest of the college. Well actually we just got started trying to get our evidence together again remember we were round one and we were the guinea pigs for sure but bottom line is what we had kept in our database was information on all the participants and whether or not they used career services and what we found from our institutional research area is that the people that used career services were twice as likely to be retained from fall to spring, now to me that wasn't a huge resounding earth-shattering piece of information but when we got it up to the VP level they're like wow that's pretty impressive because if you can retain the students they're going to be more likely to complete and we don't have to go market to get a new student in their place and we were able to get three positions actually added to the hard-money budget. Unfortunately they didn't get added in time to keep all the people that were in place but they are actually in the budget and it worked out I wish we had an instrument we don't have anything to share with you on that. And in terms several on statistics on placements I don't have that off the top of my hand so I can't give that to you.

Susie Davisson - And you have to remember to the placement is going to be skewed for the fact that those of you with the DOL or the TAACCCT grant if they were working for instance that Kohl's and we're going to school and then we got a job in the IT field it wouldn't count it didn't matter because they were employed at the time of enrollment. So I think and I think it was 50 to 60 we placed maybe first-time.

Ann Beheler - More than that.

Susie Davisson - More than that,

Ann Beheler - Yeah we placed more than that I'm thinking more like 200 or so yeah we did.

Susie Davisson - Oh there's some I didn't know about for instance, Amazon Web Services I gotta it took me a year to get in with them, but we got in and I met with them at their offices and towards the end they wanted all these resumes and I submitted and then we were done with the grant, so I really don't you know.

Ann Beheler - Yeah we don't know about all the follow-up but we also do know that of the incumbent workers that were involved with us the for Collin only the average wage increase over the time the grant was a about twenty four thousand dollars which was pretty impressive. We are almost out of time let's do next slide real quickly.

Join Us – All Webinars 3 pm Eastern

Ann Beheler - And again these slides will be made available to you as well the recording we do have another webinar that, What Can We Know About our Graduates as They Enter the Workforce our leader today Mike Lesiecki is the lead for this and this is very going to be a very important webinar in January so put that on your calendar, we do not have a webinar in December, next slide.

Join us in Salt Lake City, UT!

Ann Beheler - Another opportunity is the HI-TEC conference in Salt Lake City, Utah in an absolutely fantastic hotel July seventeenth through the 20th and the reason we're bringing this up to you is you may want to go to the actual HI-TEC conference but on the 21st we have a convening day that we work with TAACCCT grantees etc. and on that day our focus that is going to be on applying for other grants because we know that TAACCCT grantees are about to be at the end of their time and there's always the

need to have other people that want to know how to apply for grants so we're going to focus heavily on that, next slide.

DOL and NSF Workforce Convening

Ann Beheler - And I already told you that.

Webinar Survey

Ann Beheler - So I think the next slide will be the actual survey but what I would like to do first is thank Mike for leading us today; thanks Susie for her involvement in this and also thank Jon. Jon you've been a fabulous employer partner we were very, very lucky to find you and we really appreciate you giving your time to the nation today in this. And if you want to know something else I can potentially help you with other items and you can get my contact information I think it's on the website. So thank you very much for attending and I hope you have a really good day.

Susie Davisson - Thank you.

Ann Beheler - There you go.

Michael Lesiecki – Ann as the attendees exit the webinar today the slide will pop up and the survey will pop up in another browser window. So thank you everyone for attending.

Ann Beheler - And please do take time to do the survey because it's very important for us to know how we can improve. Thank you, bye everyone, thanks very much.