**Workforce 3One**

**Transcript of Webinar**

**21st Century Job Centers: A Practitioner's Guide**

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BRIAN KEATING: Welcome everyone to today's "21st Century Job Centers: A Practitioner's Guide" Webinar. And my name is Brian. Again, I'm here if you need anything technically. Many of you have already typed into that chat window on your screen, but feel free to take a moment right now if you haven't already done so to let us know where you're located in the country, name of your organization or group, and how many are joining if you happen to be joining us in a group today.

I know a lot of you have already done that, but if not, feel free to type that in now. That's also where we're going to be monitoring any questions or comments, and anything relevant we'll definitely address – we'll make room for as much as we have time for, so feel free to ask any questions or comments you might have in that chat window on your screen.

All right. Well, real quick, I just want to introduce our presenter team today. So in a moment you'll be hearing from Virginia Hamilton, she's the regional administrator with Region 6, San Francisco Employment Training Administration with the U.S. Department of Labor; Ben Kushner is a workforce analyst and an Independent Contractor in Los Angeles; Matthew A. Poland is a senior program manager with Jobs for the Future in Oakland; and we're also going to be hearing from Candace Moody today, vice president of communications with CareerSource Northeast Florida; and last but not least, Jodi Leipold-Mostel, operations manager with the Pennsylvania CareerLink in Allegheny East.

So looking forward to hearing from all of them, but to kick us off and provide some context, I'm going to turn it over to Virginia, Virginia.

VIRGINIA HAMILTON: Thanks, Brian. Well, good morning, good afternoon, everyone. This is Virginia Hamilton, and I'm delighted to be able to kick off this webinar. The labor market has changed a lot in the last 10 years. The way people find work has changed in the last 10 years. This slide up here I think is probably more like 50 years ago, or longer, but people are getting jobs in lots of different ways.

Many people still continue to get jobs on their own through friends, tried and trued ways. But some of them use headhunters, but there's lots of new ways that people find work these days, Craigslist. I know my daughter works in the tech industry in San Francisco, and essentially as soon as you get out of college, you get a recruiter, and that's how you find a job.

There are lots of new tools. There's apps. There's websites. And frankly, because of the need for skilled workers and the skills gaps in many industries, there are a lot of people in the private sector who have seen that this whole field of assessment, job search, matching the right skills, skill building really has become its own industry. And there are hundreds and hundreds of companies around the United States that are investing in building tools for job seekers and for employers, because they see it as a way to make money. There are also organizations, certainly DOL as being one of them who has built tools over the last few years really for the social good so that there are free tools out there that people can use in order to get jobs.

Before I came to the Department of Labor I was a consultant for a number of years, and I did a bunch of focus groups for American Job Centers around the country. And one of the things that I came away with was a sobering idea that a number of job seekers said to me – which is, when they went into the One-Stop Center – that the people who worked there would have all sorts of fabulous connections to employers that were secret, that they really would know the labor market in a deep way, that they would have ways in which these job seekers could really learn how to go out and look for work and find jobs. And their report to me was that they felt like many of the people they talked to the American Job Centers really didn't know a whole lot more about the labor market than they did, people who'd been out there searching.

And I found that sobering, and as I've been thinking about this in the last couple of years, and as I've been looking at these new modern tools, I thought it might be an interesting idea to think about our American Job Centers, and frankly, many of the organizations that we fund through competitive grants who are helping people find jobs, if there was a way that we could continually refresh and update their understanding of all of the new ways that people can find work that are out there, and we've really done a very poor job of investing in the skills of our own workers.

And so this project came about as a way to, first, just sort of bring up this idea that there's lots and lots of other tools out there besides what states and local communities have already built, and that there are and should be ways that our staff on a continual basis can be looking at what's out there, what's available – and for those of you who know me you know I'm obsessed with customer center design – ways that we can understand what our customers need and then tailor our services, which might be services that we provide directly in our American Job Centers or in our community-based organizations, but they might be access to tools.

And in some cases, the people who come onto our centers need help. They may need help in navigating. You might need to sit down next to them and walk them through the use of some of these online tools, but there is a lot out there that we can connect our customers to that are free or that are very cheap that will really leverage our staff time in a way that will allow us to provide a much better and bigger suite of services to our customers, and that will help our own staff start to understand the dynamics of the local labor market better.

So this webinar is a preview of a document that we're going to be finishing up and issuing in the next month or so that we hope will be just a place to start. It will be a document that will highlight, as we will do on our webinar here today, some of the more common tools and certainly some of the apps that we think aren't going to disappear in the next couple of months, but also give advice on how to continue to evaluate the kinds of tools that are out there that our job seekers can use. And, frankly, also our employers can use. So to start us through this conversation over the course of the next hour, I'm going to turn the agenda over to Ben Kushner who's going to talk about today's agenda.

BEN KUSHNER: Thanks, Virginia, and greetings everyone. So here's our agenda for today's webinar, Matt and I will provide a preview for the guide then we'll hear from Candace and Jodi, our expert practitioners in the field, then we'll answer some questions at the end of the webinar from you, and we will have some polling questions in between.

So the guide is called 21st Century Job Centers or Practitioner's Guide, and it'll be available on WorkforceGPS in about a week or so. You'll see some older resources that have been updated and some new resources that you may not know, but the idea was to create a compendium of effective career development tools. There'll also be tips on how to evaluate the resources and how to serve your customers. We're hoping that you adapt the guide. That you keep it updated and relevant, that you will make it available to your staff, and that you will take a look at the URLs and the other links to make sure they're still up-to-date.

The guide should be a good resource for new staff as new staff comes on. When you read the guide you'll see that we refer to the term, workforce practitioners, and by that we mean the staff who work at the job centers, but we also mean coaches and advisors at community colleges and community and faith-based organizations, and agencies, such as voc rehab and the departments of justice. We're hoping that you – that this guide will help you serve all of your customers, so that would include your long-term unemployed, the dislocated workers, youth, people with disabilities, older workers, people who are returning to the community after incarceration, and incumbent workers.

And you'll see that the tools come in different formats. Some are Web-based tools, some are software that you download to your computer. And for the 21st Century angle, we have apps that you load on your Smartphone. So the guide is divided up into four basic sections: tools for assessment, career exploration, skill building, and job matching. So first let's look at the tools for assessment. And the tools for assessment are divided up into three types, one is an interest assessment. These ask a series of questions, and you input your likes and dislikes and then a report comes out with recommended job titles for occupations that you should pursue.

This is very good for entry-level folks and for people coming from public assistance programs. It's also good for individuals returning to the community after incarceration. The guide looks at such tools as My Next Move, and what color is your parachute, and the O\*NET Resource Center. Here's the screen shot of My Next Move, so some of you will be familiar with this. It's a free Web-based tool. It has data on new jobs, so it's updated regularly with BLS data, and it looks at interest. So you put in the interests and you get a report back of the occupations that will lead to job satisfaction, and it's connected to the O\*NET system, so there are lots of libraries and a wealth of data available.

It will identify occupation titles and occupation codes, and you could use that in career exploration, which we'll discuss later. It'll also give you alternative occupation titles and information on the level of education required, training and certification you could pursue, and to advance your career. There's also a My Next Move for Veterans. And one of the features of that is that it has a translation for military occupation codes and reports out on what civilian occupation codes would be.

So the next type of assessment is work style assessments. These look at your personality and how you fit in the work place and how you interact with others. So what the tools that we mention have in common is that they identify your work styles. Are you quieter than others? Do you listen before speaking? Do you first speak and dominate the conversation? How do you evaluate your options? Do you see things in shades of grey or are you very black-and-white-oriented? So familiar tools might be the Myers-Briggs Type Indicator or DISC, but for today I wanted to mention Woofound, W-o-o-f-o-u-n-d, because there's something a little bit different about Woofound.

What's interesting about it is that the test is designed by asking questions showing pictures. So you might see a picture of a farmer, and then underneath there's a button to press that says me or not me, so that's how you answer the questions. And then it collects all this data and analyzes the data, and it reports back to you what your work style is and gives you career matches. That program is also linked to O\*NET and to My Next Move, so again, it's connected to a wealth of information.

There's another type of assessment, which is the skills proficiency assessments, and these should be familiar to you, so we didn't want to spend too much time on it, but you'll see names like – (inaudible) – and WorkKeys and Aztec. I wanted to talk a little bit about evaluating the tools and our suggestions. We suggest, in many of these cases, that you talk to your partners, your employers, your educators, and the support service providers in your area about what recommendations they have as to which tools should be used. For example, a support service provider could help you figure out which tool would be particularly good for a population such as youth, or older workers, or people with disabilities, or people returning from incarceration.

But other considerations, you should look for the user-friendliness and the ease with which the user could use the tool. And will the job seeker need good reading skills, or good concentration skills, or good language skills to be able to use the tool? How much coaching will be required for the job seeker for them to use this tool? So these are all considerations as you're evaluating tools. And then of course, consider the cost and whether or not it's affordable and whether or not there are discounts for volume users.

I think we have a polling question now. Polling question one.

MR. KEATING: All right. We're going to go ahead and bring that up. And just give us a sec to do that. And what we'd like to know is: how do your customers currently learn about available tools and resources? And you should see the options on your screen, so go ahead and click the radio button next to your choice. I will give you a few seconds to do that, so again, read through these options, choose the one that best relates to you.

And if there are others that are not listed here, please go ahead and use the chat box to let us know what those other choices are so we can have an idea of what you think if not one of these first three that we give you. All right. And we'll give you just a sec to do that, so let us know if you need anything.

All right. Ben, I'm going to hand it back to you to comment on what you're seeing so far.

MR. KUSHNER: Great. I like how – this is great that you do have workshops; that's terrific. And that the job coach spends the time explaining how to use the tools. That's great. That's great to see. Thank you.

OK. So let's go onto the – the next section of the guide refers to career exploration, so you'll see familiar programs like mySkills myFuture, but we also have – we also look at something called Knack, K-n-a-c-k, and that is a Smartphone gaming application that is science-driven. And what you do basically on your phone you play games and you learn which skills you have a knack for. And then there's an occupation matcher, which gives you an idea of what knacks that employers are looking for.

So you develop your knacks, and then you see which employers are looking for your knacks. Another program that we mentioned is RoadNation. That's geared towards youths who are transitioning from education to career, and basically that's videos describing various career options and industry sectors to explore. And those videos are made by young people in their own career exploration.

Here is a screen shot of TORQ, T-O-R-Q, which is another career exploration tool. And our guest speaker, Jodi, is going to be talking about TORQ, so I'm going to skip by it. This was another option that we wanted to bring up, and that is that many non-profit organizations have their own websites where they put tons of information on career exploration. So you can learn a great deal about sectors and industries, manufacturing, retail, IT, healthcare, so we're encouraging you in the guide to look at such sites as the Manufacturing Institute, the Retail Federation, CompTIA, and the National Association of Healthcare Assistance.

And when you look at these websites, you'll get a lot of technical language, you're learn how people speak in that particular sector, which is great for resume development and for improving your interview skills, learning what the language is. You could also figure out what nationally recognized credentials there are and what these associations support in nationally recognized credentials. You'll see where to find education and training programs, and you might even see job listings with occupation descriptions and with salary information.

So here in looking at how to evaluate the tools, again, we encourage you to speak to your local employers and educators and support service providers for their suggestions. For example, what are the employers using in their career development offices? Some larger employers might actually have a career development office, so what are the tool they're using? And ask them what associations, what national associations do they belong to? Does the community college have a nationally recognized and portable and stackable credential in the field? And if they do, what associations recognize that those credentials or support or validate those credentials?

Again, what exploration tools are used at the community college? When you recommend a tool to a user, it's very important that you also find out exactly what the user is going to be looking for. So are they looking for salary information? Are they looking for growth potential in a particular job or a particular locale? Are they looking for career changing information or training information, where to find training? So it's important that you work with the job seeker in figuring out what their goal is so that you could get them to concentrate and use their time efficiently. For example, entry-level workers might just need very basic information whereas experienced explorers might want to go into much more detail.

Let's move on to skill building. So after a job seeker identifies their skill gaps, they may want to pursue self-service skill building options. This might be with or without other formal classroom training and they're pursuing. And some of these tools are fee-based and some of them are free. And there's now a 21st Century spin on this because your Smartphone becomes a teaching aide, and there are apps that have game playing. You can learn languages on your Smartphone, and you can improve your English vocabulary by games that are on the Smartphone.

Here is a screen shot of GCFLearnFree, and I think Jodi is going to be talking about this later. In the guide we also mentioned Khan Academy, K-h-a-n, that has instructional videos in history, and math, and science, and computer programming, grammar, and parts of speech. There's also a program called LearningExpress, and Candace is going to be talking about that later in her presentation.

Here's a screen shot of Duolingo, and this is a service to help you improve your language skills and to develop conversational language. So this could be especially useful for someone who's trying to refresh their language skills. It uses a flashcard method where you're pronouncing words, you're using them in sentences, you're building your vocabulary. So I've been using it to learn Spanish, and it's been a very good tool. There's a small fee for some of it, if you're taking a lot of lessons, or some of the basic lessons take just – they're free.

There's another program called MindSnacks, which you could use to – for either language or even to improve your English vocabulary. So evaluating these skills, these skill building tools, for occupational skill building, we recommend that you see if the program was developed by professionals. Is it recognized by employers in your area? How easy is it to use? Also ask, is it accessible at all levels of skill building? And then finally, of course, you want to know how affective it is in the training. So is the user improving their math skills? Are they learning the language? Are they increasing their vocabulary? And can they learn – are they learning a process that's described?

Is the program available in different formats? This is an important thing, too. Can it be in a laptop or an iPhone or a Smartphone? And, again, it's always a good idea to consult with your partners and support service and education and your employers to see if they can endorse any of these products.

We're going to go on to tools for job matching and job search. So a couple of important facts that we wanted to bring up about the job boards, these national job boards, they are still very popular, and employers are using them to find candidates. Job seekers upload their resume, and their resume gets scanned, but there's also a new way of doing this, and that is through an electronic master application where the job seeker is actually putting in information about their skills and experience, and this information gets scanned by employers and the databases. Another feature to look for in job boards is tutorials on writing a good resume, and tutorials on improving your interview skills.

So the guide is going to mention certain familiar job sites like Indeed and Monster and Dice, but we also want to draw your attention to some of the state's job boards, and Jodi and Candace are going to mention the job boards that he used in their states. Most of the job boards, most of the state job boards connect to national job boards, so it's possible that the job seeker could get access to not only local, but also national job availability.

So in evaluating the job matching tools, we're recommending that you consider whether to not this particular tool specializes in a certain sector, or if covers a variety of sectors. Are the job postings current? Do they mention the employer or an agency name by name? And is it a meta site; is it a meta search site? So an organization like Indeed, that is considered a meta site that gathers information from various job boards and puts it into their board.

Also important is, have the jobs been vetted by workforce professionals? Sometimes they are and sometimes they aren't, so that's an important consideration. Now I want to turn it over to Matt who's going to give us a couple of more features that are in the guide, Matt.

MATTHEW POLAND: Great. Thanks, Ben. So first we wanted to touch on social media, so we talk about this just a little bit in the guide. It could be a guide unto itself. And there's a lot of social media throughout communication now as everyone is well aware, Facebook, Twitter, Instagram, all of those features – all of those sites are really good for communication and could be used for communication tools. But one we thought in particular was – worth a special mention discussing in the guide was LinkedIn. And as many of you know – so here's a screenshot of my LinkedIn page, and you can see some of the people that I'm connected to.

It's an online resume, and it's a great chance for people to practice networking, looking for jobs. When I was a career counselor I used to use it all the time with my client having them set up LinkedIn profile, and using it myself as a career counselor to find folks at different companies. There is a paid version of it, but you can get most of what you need out of LinkedIn in my experience in the free version and networking with folks. But it's becoming a really ubiquitous part of the career world as many of you know, both for professional jobs as well as middle skill and even lower skill jobs now that it's becoming a major network to have people connected to, and so we talk about that a little bit in the guide.

Also we wanted to give a mention in a guide, so there's a small section in the guide dedicated to the on-demand economy. Again, this could be a whole separate guide, but we thought it was worth mentioning that this is a growing part of the economy, and so here you see screenshots of TaskRabbit, Uber, and Amazon's Mechanical Turk just as examples that we talk about a little bit more in the guide and give you a little bit more detail on them.

But we thought this was important to mention because these sites offer a new market for job seekers that really can help them if they're in transitional employment, if they are between jobs and they need experience to put on their resume, it can help with the job seekers that come in and the first thing they need is income.

It gets them working again. It also offers a flexible schedule where a lot of part-time jobs are not that flexible. So when you have job seeker who's in training and trying to access training programs, but also needs to have a part-time job, most of these sites allow you to schedule work around your own schedule, so they're very useful in that respect. Some caveats are that – for sites like Uber, Lyft, even TaskRabbit, they're definitely used more often in rural – I mean, in urban areas than rural areas, but there are sites, like Amazon's Mechanical Turk.

Another one that we thought is a really promising service is called Samasource, and is talked about in the guide. Samasource and Samaschool, and those, it doesn't matter where the worker is. These are tasks that can be accomplished completely online, so it doesn't – the person offering the job can be anywhere, or the person doing the work can be anywhere.

And these are things to really pay attention to in order to really fully serve our customers and job seekers. But some caveats, another caveat is having to cover your own expenses, so with Uber and Lyft, for example, you have to pay for your car, your car insurance, repairs, gas. The job seeker has to be prepared to pay for all of the expenses. They also have to be prepared to pay their own taxes. They'll be a 1099 employee, and I think that's something that often surprises people when they first join. They're not used to having to pay their own taxes quarterly and being responsible for that full cost, and being able to save for it accordingly. So those are discussed in the guide just briefly.

Finally, the guide wraps up with how to incorporate the tools with process of scanning the environment, and a little bit what to look for when you're evaluating the tools, such as the cost, asking job seekers, your staff, your customer employers on what's useful to them, what kind of sites they would like to see you using, the ease of use, those types of things, and then, of course, incorporating them into your services. And before – quickly before it turn it over to Candace in a moment, I want to do a quick polling question on how people are accessing this, or whether or not they have looked into this or not. Are we able to bring that up, Brian? Yes. Thank you.

MR. KEATING: Yeah. We'll go ahead and bring that up, and that would be the third one; right? So let me go ahead and –

MR. POLAND: Yep. That –

MR. KEATING: – bring that up. So the question this time is, have your job seekers had success with the on-demand economy? Your choices, again, are we always recommend on-demand opportunities, our job seekers have had limited success with it, it's not worked out that well for our job seekers, or we haven't looked into this possibility yet. So again, go ahead and click the radio button on your screen. That would be great. And we would love to hear from you, so go ahead and click the button on your screen. We'll give you a few more seconds. And, Matt, I'll turn it back to you to comment on what you're seeing so far.

MR. POLAND: Yeah. That's interesting, but it's interesting to see some people have been experimenting with it. I did expect that a lot of people haven't really thought about it. It's a new and emerging thing in many places. We're here in the Bay Area where a lot of these things are much more widely used, but just something I think we could all be paying attention to in the career counseling world.

So that wraps up my part here and it wraps up the discussion of the guide. I'm going to pass it over to Candace Moody who's going to be discussing – and this is our promising practices section – but she's going to be talking about their service, the CareerSource of Northeast Florida, so, Candace.

CANDACE MOODY: Thanks so much, Matt. I'm really happy to be here. I'm speaking to everybody from Jacksonville, Florida today, sunny Florida. And I wanted to take just a moment to set up some context for the size and nature of our region. We're a six county region that is surrounding Jacksonville, Florida in the northeast corner of Florida. We're also the largest city in South Georgia as well. We – (inaudible) – that just by caveat. We have about 1.2 million people here, and we served last year about 75,000 job seekers in our area, which includes urban, rural, and suburban areas.

So with 75,000 job seekers in any given year, it's obvious that we can't serve them all in one particular way. And we had to develop a lot of online resources for job seekers. We classify our job seekers in two different categories, the high touch ones who really, really want to talk to someone and have a coach with them, and the high tech job seekers who just need to be pointed out some online opportunities. And we've even decided to develop some of our own.

So for career exploration, we developed a site called CareerTrax, which can be found at mycareertrax.com. And it's a six step process for helping a job seeker get to from where they are to where they need to be, and it starts out with self-assessment and goes all the way through resources for success. Should I stay or should I go? Should I invest in education?

CareerTrax is designed for either someone to go through in a very structured manner under the guidance of a coach from step one through step six, or people can skip around. I'm about to consider an offer for a job, for example, and I'm not sure if I'm comfortable in negotiating a salary. I can just jump right up to the going to work and negotiating resources and see if they work for me.

We have a lot of library of opportunities, which offers people a chance to look at the very best resources we could find on the Web. So a library of things like a dress for success video at cnn.com, or we have forms and other PDF documents that they can download and bring into their career coach in one of our America's job centers.

The other thing that we offer for people is the ability to set up a coaching session. So we have coaching sessions that take about 30 minutes. They can meet with our staff members one-on-one in one of our career centers to discuss things like how to talk about a criminal background, how and when and if to disclose a disability during the job process, the job application process.

The other exploration tool that we have developed on our own is industry portals. One of the big changes in WIOA is an emphasis on industry sectors and sector strategies. And we decided to develop online portals that will allow people to explore careers in our targeted industries for economic development, which include healthcare, financial services and IT, aviation and manufacturing, and logistics and transportation.

You're seeing a screenshot here of our logistics and transportation portal. And people will be able to find information on the careers, detailed information on job growth, salaries, things like that. They'll also be able to look at featured training programs in the region that may be eligible for WIOA training funds and featured employers who are hiring.

So we have a blog format. It's built on WordPress that allows us to publish information instantaneously on events, recruiting events and other career things that are coming up, and jobs, and we also provide access to an industry Twitter feed, which has Twitter feeds from local companies and industry publications and other respected resources. So people can subscribe to those and actually get updates in their e-mail inbox on a daily basis.

The other thing that we're working on is tools for skill building. You're taking a look at our site for the 21st Century Learning Success, and this is a site that was really affordable for us. We pay about $1,500 in licensing for a year that covers all of our TANF population and some of our entry-level skill job seekers. Here, the 21st Century Learning Express allows people to improve workplace skills, which include teamwork and things like that.

They can also take courses on foundational skills, getting ready for taking the – (inaudible) – test, improving their scores, math, language, reading, spelling, and vocabulary. They can also work on things like GED prep and Office skills – Microsoft Word, Excel, Outlook, and PowerPoint – are featured there. And they also have test prep for certifications like CNA, culinary, electrician, EMT, nursing, and real estate certifications and licensing.

There's also resume tools, interviewing tools, job search tools, and stress management as well. What we love about this site for our TANF population is that we are able to track their progress and their time that they've logged in since they log in and the site measures the time that they're on and their level of engagement, and provides tests for us to be able to see their progress. The tools for job matching, of course, include our statewide database called the Employ Florida Marketplace. Employ Florida has both the opportunity for employers to self-enter their job postings, or for us to take care of them and manage their job listings for them.

It also has some specific portals for workers over 50 for veterans and other special categories of workers, so we use this all the time. Employ Florida also offers tools for resume building and career exploration, and it also offers workers the opportunity to receive notices when jobs that match their skills are coming in. Employ Florida also screen scrapes jobs from other sources like Monster and company websites. So even if they're not a particular customer of ours, we'll be able to see their employer postings.

For job matching, we also make sure to talk about the on-demand economy. And one of the resources that I like the best is FlexJobs. FlexJobs is a paid service, but it's nominal, about $15 a month with no extended contract. You could do it for a month or a year, whatever you'd like. And it provides opportunities specifically for telecommuting, project work, and virtual workers. And the reason it's a paid service is that they've claimed that they have certified at every job on that site is actually a real job, and that means that those jobs are with real employers. They pay actual money, and that nobody actually is running a scam there.

And lastly, I want to talk just a little bit about social media. One of the things we offer is the coaching session for job seekers to get a checkup for their social networks, including LinkedIn of course. And we offer the opportunity for them to check in with Rep'n Up, which is a resource online that, for free, will give you an opportunity to see if you might have concerning things posted on your social networks, pictures that might be inappropriate, references to alcohol or body parts, things that you may have forgotten were there, especially for this generation that's grown up on Facebook and other social media. So it's a free service to give you the checkup, and then a small fee, very nominal fee, will allow you to get links to actually each of those posts.

And don't forget a millennial may have thousands of posts on their social networks. And this allows the posts to be cleaned up. You can go back and delete them or edit them to make them more palatable for your job search. So we consider LinkedIn to be a really important part of a job seeker strategy, and we have groups, both for our Veterans and our professional job seekers that are closed groups where we publish information that's specific to them. We also allow recruiters and other professionals who might be hiring these groups to enter the groups and become members. Matt, I'll turn it back to you.

MR. POLAND: Great. Yeah. Thank you, Candace. I really appreciate that. There's some really great materials that you guys have available there. I'd like to now introduce Jodi Leipold-Mostel from Pennsylvania CareerLink Allegheny East, so Jodi, please take it away.

JODI LEIPOLD-MOSTEL: Thank you, Matt. Good morning or afternoon to everybody on the line, depending on where you are. I just wanted to tell Candace that I have looked at her resources in the past, I'm constantly looking at other people's resources to see what we can utilize in Pittsburgh, so I just want to tell you you're doing a great job down there. Like I was introduced, I am the Operations Manager for the PA CareerLink, which is actually here in Pittsburgh, Allegheny County. I have been working in the field since 2006.

We have two very busy America's job centers, or we call them PA CareerLinks here. My job is to constantly be working on process improvement, reviewing data, but more importantly, looking at the trends and adapting. I will walk you through what we do in Pittsburgh just to serve as an example, but I hope that we do and continue to do and is helpful to all of you. OK.

The first thing I'm going to walk through is the common assessments that we use, and we touched on them a little bit earlier. I know Ben touched on them a little bit earlier. We use the O\*NET Interest Profiler, which assess the job seeker's interest and how they relate to the world of work. We use the O\*NET Work Importance Profiler, which was kind of one of those work important things that assesses how they like to work, what kind of environment they like to work in and what kind of environment they would thrive in. We also utilize mySkills myFuture, which is a transferrable skills analysis. And a new tool that has been purchased for us in the state of Pennsylvania that we use within JobGateway is the TORQ assessment tool.

That offers a transferrable skills analysis and skills gap analysis. So what that does is because it's connected to the JobGateway system, which I'll get into in the next slide, and allows a linkage to real time jobs based on their transferrable skills. So we'll take an assessment that's actually linked to their job profile that can assess what jobs they may or may not be appropriate for, and also to assess whether training might be an appropriate options, and I'll talk about that in a second. All of these tools are used, depending on the type of job seeker, from youths, dislocated worker, underemployed, older worker, recent college graduates as a real way to guide any of your job seekers to applicable job openings and/or training opportunities.

We all have those job seekers that come into our offices knowing they want to be a truck driver, for example, but may have a skill to build upon, or have never explored any other career opportunities. These tools should be used to guide a job seeker to a plan that results in employment that provides a wage of pay and that fits their skills, aptitudes, and interests. All of these are virtual and available at our America's job center, PA CareerLink, or home, or library.

Next I'm going to overview our state job board, which we touched on a little bit earlier. Ours is called JobGateway. It's a service of the PA CareerLink. So what we do here in Pittsburgh is we take this and build upon it, so we utilize these tools and then localize them. JobGateway has many tools that are available that are virtual to assist in talent matching and job search. These are a few of the tools. OK. So I'm going to talk a little bit more about TORQ and what I can do for you.

TORQ is a skills gap and transferrable skills assessment linking to job opportunities, and now this summer we'll be linking to eligible training providers training programs, because it's connected to our state job board. That's what I'm being told, so that's what I'm hoping how it's going to work. So basically a person can sit down and take an assessment, and they can look at whether there's employment opportunities that meet their skills, or if they need training, we'll link to the training so they can do the research right from there. Very useful tool.

And it's also our state job engine, which means there's 45 plus employers. All of them are vetted, or at least approved by a local staff member in our PA CareerLinks, which leads to less scams of all the national boards may have scams out there. We've been noticing that as an up – an increase on our center here is more people are getting that scam that's trying to get their information from them, so we want our job seekers very cognizant that those are vetted jobs. It also has a really fantastic military jobs translator, so you can take your military skills, which is directly connected to O\*NET, and their skills translator to make sure that they know what they can do within our local job market.

They have all of our vet posting. We have a lot of hiring events that we put those all on there that are connected to the job opening. And it is also tied to our case management system, so it's used by Title I – (inaudible) – rehabilitation. All individuals in the state of Pennsylvania that collect unemployment benefits are required to register in there as well. So in today's job market we must reach each person, an employer, where they are, but in Pittsburgh we build upon JobGateway to ensure that the local needs are met.

So adapting to your local customer base, I have to tell you something about Pittsburgh Allegheny County area. A couple of the trends that we see here are an aging workforce, which I'm sure many of you are experiencing right now, or what we call the silver tsunami. So we have a lot of resources available on our One-Stop around those kind of resources for the aging worker. And we have a lot of in-demand kind of high growth industries, which I know that Candace touched on growth sectors, so here it's IT. It's construction. It's manufacturing. It's healthcare. So we try to do a lot of adjustments on those and to make sure that those individuals get connected to those jobs that are coming into our job centers.

So the local job force that we utilize, we have a local job site called www.careerlinkpittsburgh.com, which we are reviewing and revamping constantly so we can have a lot of these resources available in real time. We also utilize Carnegie Library of Pittsburgh and other local libraries. We actually have a pilot program connecting the America's job center, or PA CareerLink to libraries by providing staff within the library. We also have an interesting non-profit job arena here in Pittsburgh, so we have a non-profit job board here in that region, so we have a connection to that.

We have the Pittsburgh Tech Council, which kind of poses upon the IT job sector and the non-profit sector as well. We also utilize local networking groups that are outside of our own center. We do local networking with our center, but we do have a professional employment network called PAPEN. That allows professionals to network with each other. We also have local resources, and I can't stress this enough. We have very strong connections and strong partnerships in our PA CareerLink.

We, first and foremost, connect to a network in force which you see on your screen. I'm sorry, an organization called Pittsburgh Works, which is 80 plus workforce agencies. Yes. I said that right. Eighty plus workforce agencies in Allegheny County alone that we allow PA CareerLink to be a – (inaudible) – of talent for, so we connect with them to make sure that there are individuals that are in those neighborhoods, or those communities, are accessing our job work and our services so that we can have a holistic approach to serving the job seeker, allowing for us to be a conduit of talent for the employer needs. So we have everyone in there from Goodwill to the local YMCAs.

We also do a strong referral services for individuals with disabilities. We've seen an increase in that in the trends. So vocational rehabilitation services are onsite with quick and easy referral methods, but all of our staff are trained on working with individuals with disabilities. So if someone is not interested in services from OVR, or they just choose not to, we could also have the ability to work with them, and we utilize an excellent resource, which is called Ask JAN. And JAN is the Job Accommodation Network supported by the Office of Disability Employment Policy through DOL. It is the premier resource to bridging the gap between employers and employees with disabilities.

They provide free and confidential services to their client. That's a connection we have for some of our workers that we've noticed coming in the door. Older workers, I mentioned before, so we have a connection with our senior employment program, such as the AARP and the Senior Employment Training Program. PA CareerLink Pittsburgh also hosts participants and work experience that are in one of those programs in our centers. And we also utilize two national job boards for the work to provide resources and job openings to the older workforce, including work from home jobs, job sharing opportunities, and part-time work.

One of those is retiredbrains.com. That's retiredbrains.com, and seniors4hire.org. These are both valuable resources for the 50's and up, or senior tsunami we are seeing today. Youth are also a major component to what we see, so we do have local connectivity to youth workforce programs that focus on preparing youth for our regions labor market.

And computer training, Ben touched on this a little bit earlier. With the silver tsunami and with our workforce we often see that they need some kind of baseline computer skills, but in our centers we do have an adult that – education provider that provides computer training, computer basics, Word, Excel, PowerPoint, Outlook, etc. that this resource is not enough, so of course we have to capitalize on the resources that are available.

So we recently have been utilizing the gcflearnfree.org in our workshops and centers to allow our customers who may have a computer skills gap access to that information. So I have to thank any of the Goodwill participants that might be on the call. This is an excellent resource. We actually love it.

So the gcflearnfree.org site is a service of the Goodwill Community Foundation and Goodwill Industries of eastern North Carolina. Tutorials are available on their site that we guide participants through in our job centers, but also they can utilize at home. They are available in everything from computer basics, Excel, Access, PowerPoint, Word, e-mail, Internet 101, iPad basics and more, and it's a free virtual resource that can be implemented in your centers.

The last remarks I have for this is that of course employers are the stirrer for the drink that is everything that we do; right? So we always have to make sure that whatever we're doing with our job seekers are meeting the needs of the employers, so that's where a lot of our focus is as well, so we constantly poll employers to make sure everything that we're doing is in line with what the job seekers need for everything from our workshops to any kind of training that we have. So I just want to tell you that right now, the job market is ever evolving and so are your clients, your employers and your job seekers.

So just keep improving what you do, and I'm happy to be here. So I'm going to kick it back over to Matt.

MR. POLAND: Great. Thanks, Jodi. I really appreciate it, especially talking about the customizing it locally and how important that is, and some of the really cool stuff you guys are doing to customize for your local market. So I'd like to now turn it over to all of you and the participants that in terms of question and answers, spend the last about seven or eight minutes that we have here. So you can type questions into the textbox. We'll try to adjust to as many of those as we can.

While we are waiting for questions, there are a few that came up during the presentation that we can address now. So during – when I was talking about social media, there was a few – there was a question about the sites that I listed.

So in addition to Uber, TaskRabbit, and Amazon Mechanical Turk that were on the screen, I talked a little bit about Samasource and Samaschool – so that's sama, s-a-m-a, source – and they offer online tasks for people to do so that people can both put tasks up there to pay for them to be done and workers can log in. You complete tasks virtually anywhere, but they're unique enough they have the Samaschool where they actually have training.

So you won't – (inaudible) – on training on Uber and Lyft, or TaskRabbit for that matter, but Samasource is a non-profit and does have training for folks, and a very interesting one to watch. And I think some of the links are being posted right now on the screen.

MS. HAMILTON: And Matt –

MR. POLAND: In addition – yes?

MS. HAMILTON: This is Virginia. We'll also make sure that every site that we have discussed in this presentation gets included in the document somewhere.

MR. POLAND: Yep. It will all be in the guide. Yes. All the things we've mentioned so far are in the guide. Another question was, "Is Amazon Turk – the people that work with Amazon's Mechanical Turk, are they 1099 contractors, or do they work for Amazon?" I believe they are independent contractors. I don't know for 100 percent, but I believe they all are contractors.

OK. So there is a question about other virtual online trainings for Word, Microsoft. Ben, there was a couple that – I'm not sure we talked about all of them on the guide. I'm thinking of Mavis Beacon and others. Is there any others that we could address as far as online trainings for Word, Microsoft – (inaudible) – like Microsoft Suite (sic)?

MR. KUSHNER: I think –

MS. HAMILTON: This is Virginia.

MR. KUSHNER: – yeah. Go ahead, Virginia.

MS. HAMILTON: There was also a question about WorkKeys. A lot of – we do have that in the guide, and a lot of the One-Stop and we've used WorkKeys all around the country, particularly where there – in communities where employers use them as well.

MR. KUSHNER: Right. And I think that also GSS Learnfree has the type of training that you're looking for as well. But it'll be all mentioned in the guide.

MR. POLAND: There's another question about the name of Candace's site. Candace, do you want to tell everybody your site again?

MS. MOODY: Sure. Our site is mycareertrax.com. And the other one that I mentioned was 21st Century Learning Express, the one where clients could log in and look at the learning opportunities.

MR. POLAND: OK.

MS. LEIPOLD-MOSTEL: There's a question on here about – if anybody knows any personnel assessments for free. There are a number of – personality assessment is sort of a tricky one when you're in the business of helping people get jobs, because it's really more about the personality in relation to the work site. But certainly there are free Myers-Briggs tests. If you just Google Myers-Briggs, a bunch of them come up for free. And I believe there are also free DISC, the D-I-S-C test, although the robust reporting that you get from DISC actually you have to pay for, but it's not that expensive. It's $75, I think; something like that.

MR. POLAND: Great. We had a question about when the guide comes out. We're hoping that the guide will come out in the next couple of weeks. I believe there'll be an e-mail that goes out. It'll be posted in WorkforceGPS, and we will try to get an e-mail out to notify everyone when the guide is available.

OK. A question for Candace. "Did you hire a staff person specifically to monitor and post on your WordPress or your blog, or are all staff keeping it up-to-date?"

MS. MOODY: We have a vast staff of two people that do it all the time. WordPress is really easy to do, and I have a blog myself that I run, so I'm on WordPress all the time. It literally takes a couple of minutes to cut and paste in an article. We also repost from our local newspaper and directly from the sites, like on the education sites about their program, so it's cut-and-paste, and it's takes less than a minute usually to put up a great article with a photo.

MR. POLAND: Great. Thank. I have another question here that asks about the best ways to help sex offenders or people in the reentry population. The question is about strategies. I don't know if we want to talk about strategies, but if there's any tools or any – I'll kind of open this question up for any of the presenters, any tools we might want to point folks to.

MS. HAMILTON: We'll do a little research and see. I mean, the focus of this webinar really is about the online tools, but we'll just do a quick search before the guide comes out and see if we can see anything.

MR. POLAND: Great. OK. "How will the guide be distributed?" So, again, it's going to be posted on WorkforceGPS. We'll send out an e-mail – (inaudible) – WorkforceGPS will send out an e-mail to announce that it is posted and so you all will be able to go and log in and download it from the site. OK. So the last question, and we only have about one minute left. I'll take one more question.

OK. The last question, "Are assessments being done for employers on a fee for a service basis?" I'm not sure we're able to answer that or not. I'm not – Ben, do you have any ideas there?

MR. KUSHNER: You mean – I don't understand the question. So fee –

MR. POLAND: Yeah.

MR. KUSHNER: Some of the tools are fee for service, but some of them are also free.

MS. LEIPOLD-MOSTEL: Well, the question is there's some American Job Centers that actually do assessments, do skill inventories for employers as a fee for service. In other words –

MS. MOODY: Yes. Jacksonville is actually one of them, and we have a state wide assessment called the Ready For Work Assessment that's very similar to WorkKeys, and we perform that on a fee basis. And we also perform some skill tests that are really specific, and we do them on behalf of the employers, so we're doing a little bit of that our self.

MR. POLAND: Great. OK. So thank you everybody. Thank – I'd like to thank you for all the great questions. Again, the guide will be posted within the next couple of weeks. I'd like to turn it back over to Virginia to close the webinar.

MS. HAMILTON: Thank you. Well, I'm thrilled. Thank you so much to our guest speakers. We got so much more information from you. It was really terrific. And, again, we'll make sure that all of the sites that we've mentioned are included in the guide even if we don't have a big description of them, but they'll all be there. We want to keep this going.

We want to make this an active set of collections and conversation among workforce practitioners around the country so that we can really keep our American Job Centers and our other community organizations and local governments working with job seekers as up-to-date as possible in terms of these tools in the new economy.

So thank you for participating today. We had about 300 people on the call, and this will be archived so you can refer your friends to it, and look forward to seeing the document out in a couple of weeks. And we'll try to figure out how to keep it a live document. Maybe we'll put together a community of practice, or some way of keeping this conversation going. We at DOL are really super interested in making sure that you're providing the best possible services to your customers, and we appreciate that work that you do every single day.

MR. KEATING: All right. Terrific.

(END)