

# Job Development- Marketing Our Customers' Unique Skills/Talents to Employers

## Presented by:

Richalene (Ricki) M. Kozumplik

Owner, AHA Consulting

134 W. Third Street

Peru, IN 46970

(765) 472-1495

kozumplik@iquest.net

Tara Bradley

CFO, Employ Indy

151 North Delaware, Suite 1600

Indianapolis, IN 46204

(317) 684-2313

TBradley@EmployIndy.org

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**“The reward for work well done is the opportunity to do more.”**



Jonas Salk, MD

# How Are Your Current Job Openings?

- Too many
- Plentiful
- Just enough
- Not enough
- Way Too few
- None



# Philosophy Differences

## TRADITIONAL JOB DEVELOPMENT\*

- Focused on *job seeker*
- Sees a *limited* job market
- Seeks openings in the *open* job market
- *Responds* to job orders
- Sees *scarcity* of *identified* employment opportunities
- Hears “we are not hiring”

## SOLUTIONS MANAGEMENT JOB DEVELOPMENT

- Focused on *employer*
- Sees a world of *possibilities*
- Seeks opportunities in the *hidden* job market
- Proposes to *create* new jobs
- Sees *abundance* of yet *unidentified* opportunities
- Hears, “we are not hiring *yet*”

\* Taken from *Beyond Traditional Job Development: The Art of Creating Opportunity*

# Philosophy Differences

## TRADITIONAL JOB DEVELOPMENT \*

- Persuades, manipulates, convinces, influences, verbalizes, negotiates
- Has more *answers* than questions
- Focuses on *placement goals*
- Sees employer as *power-wielding* party

## SOLUTIONS MANAGEMENT JOB DEVELOPMENT

- Understands, fosters, discerns, interprets, listens, communicates
- Has more *questions* than answers
- Focuses on *enhancing* the *growth* and *prosperity*
- Sees employer as *equal* partner

\* Taken from *Beyond Traditional Job Development: The Art of Creating Opportunity*

# Philosophy Differences

## TRADITIONAL JOB DEVELOPMENT \*

- Goal – to *convince employer*
- Sees *limited* options
- Works for short term gain
- Concerned about *closing techniques* at end of meeting



## SOLUTIONS MANAGEMENT JOB DEVELOPMENT

- Goal – to *help employer*
- Sees *unlimited* options
- Aims for long-term gain
- Concerned about *gaining understanding throughout* the meeting



\* Taken from *Beyond Traditional Job Development: The Art of Creating Opportunity*

# Program Services that Connect Job Seekers with Work

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- Get into a group of 5 or 6.
- With your group, identify 6 workforce **system** program services that directly connect job seekers with work. Raise your hand when you are done.
- The first group to get all six answers first will win a prize.

# Focus Career/Focus Talent Job Matching System

- Particulars
- For what issues would this be a solution?
- How would you present it as a benefit?
- How can you use this to “prime the pump”?



# On-the-Job Training (OJT)

## Particulars

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### ◎ Person

- is *hired* and *employer* paid
- *trained* to bridge the gap between his/her skills and skills required by the job

### ◎ *Training* (not *hiring*) subsidy

- up to 50% of wage amount
- to offset extraordinary
  - training costs
  - additional supervision
  - lower productivity during training time

# Additional OJT Particulars

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- Provided to employed workers if:
  - employee is not earning a self-sufficient wage
  - introduces new technologies, production or service procedures
  - for new job upgrade
- Requires a contract
  - of limited length
  - that may vary based on skills/education/experience of employee

# Additional OJT Particulars

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## • Type of employer

- Public, private non-profit, or private employer
- Cannot exhibit a pattern of failing to provide long-term employment
  - after the training is complete
  - at comparable wages/benefits /working conditions
- Must wait 120 days if relocated and left dislocated workers in the US

# OJT Benefits

## EMPLOYERS

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- Creates jobs in a job-loss recession
- Saves time
- Saves money

## JOB SEEKERS

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- Helps them find a job NOW
- Helps them move in a career pathway
- Hands-on training style honored

## SERVICE PROVIDERS

- Stretches training funds
- Helps achieve program outcomes

# What Employer Issues Can be Solved by **OJT's**

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- Hiring objections based on
  - lack of skills of applicants
  - lack of work experience of applicants
- Lack of
  - HR departments
  - training funds/opportunities



# Using OJT's



- Who is currently using OJT's?
- How have they helped you meet *employer* issues?
- What challenges have you had?
- How have you solved them?

# Customized Training

## Particulars

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- Training designed to meet special requirements of an employer(s) who
  - commit to hire/continue employment upon successful training completion
  - pay at least 50% of training costs
  - Must wait 120 days if relocated and left dislocated workers in the US
- Provided to employed workers if:
  - employee is not earning a self-sufficient wage
  - introduces new technologies, production or service procedures
  - for new job upgrade

# Customized Training Benefits

## EMPLOYERS

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- Creates jobs in a job-loss recession
- Saves time
- Saves money

## JOB SEEKERS

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- Ensures a job
- Ensures skills to match a “real” job
- Enhances their resume

## SERVICE PROVIDERS

- Stretches training funds
- Helps achieve program outcomes

# What Employer Issues Can be Solved by **Customized Training**

- Unique skill requirements of employer(s) not addressed by current training options
- Lack of local applicant pool with specific required skills
- Disconnect between training institutions and employers



# Using Customized Training



- Who is currently using Customized Training?
- How has it helped you meet **employer** issues?
- What challenges have you had?
- How have you solved them?

# Work Experience (WE)

## Particulars

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- Planned, structured learning experience
- Takes place in a work place
  - public, private non-profit, private employer
- Limited amount of time
- Paid/unpaid
- Need determined through objective assessment
- Requires
  - worksite provider agreement
  - job description

# Additional **WE** Particulars

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- Exposes youth to work and its requirements
- Elements may include
  - Teaching employability skills
    - hard
    - soft
  - Exposure to industry
  - Integrating basic academic skills/work activities
  - Supported work/work adjustment and transition
  - Entrepreneurship
  - Service learning
  - Community service
  - Internships and job shadowing

# WE Benefits

## EMPLOYERS

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- Provides additional workers
- Provides “try out” time
- Saves money

## JOB SEEKERS

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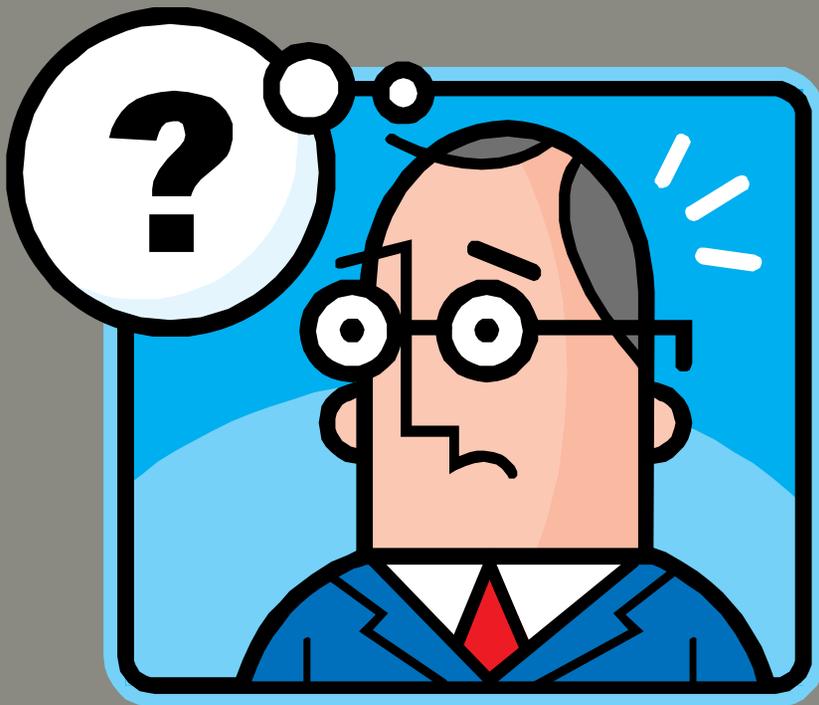
- Helps them learn about work
- Grows skills/hands on for future jobs
- Enhances their resume
- May lead to a direct placement

## SERVICE PROVIDERS

- Provides an “in-road” to employers
- Provides needed developmental services that lead to program outcomes

# What Employer Issues Can Be Solved by **WE**?

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- Needing additional workers with no funds to pay them
- High turnover due to poor selection processes
- Unsure whether a person is ready to be a supervisor

# Using WE

- Who is currently using Work Experience?
- How has it helped you meet **employer** issues?
- What challenges have you had?
- How have you solved them?



# Internship Particulars

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- One-time work or service experience related to a student's major or career goal
- In a professional setting under the supervision and monitoring of practicing professionals
- Opportunity to
  - get real world experience in the field
  - test compatibility with a prospective line of work
- Has a fixed duration
- May or may not receive academic credit
- May be paid/unpaid

# Internship Particulars

## UNPAID IF

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- Structured around classroom or academic experience
- Benefits the intern
- Employer does not benefit (may be impeded)
- Skills learned apply to a variety of employers
- Intern not displace current employees but works under close supervision
- Intern not entitled to a job at the end
- Employer/intern understand no wages

## PAID IF

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- Structured around employers operations
- Employer benefits via productive work of intern
- Skills learned are specific to intern employer
- Intern displaces the possibility of other employees
- Intern placed in a trial period with expectation of permanent hire at internship conclusion

# Internship Benefits

## EMPLOYERS

- Creates jobs in a job-loss recession
- Opportunity to “try out” the person
- Saves money
- Markets the company name
- Helps educators better understand employer needs

## JOB SEEKERS

- Might lead to permanent job
- Career exploration
- Increases their resume
  - Work history
  - Academic credit

## SERVICE PROVIDERS

- Connection with employers
- Helps achieve program outcomes

# What Employer Issues Can Be Solved by **Internships**?

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- High turnover due to poor selection process
- Education institutions not understand the industry needs
- Need for additional workers at specific times throughout the year but not all year



# Using Internships



- Who is currently using Internships?
- How has it helped you meet *employer* issues?
- What challenges have you had?
- How have you solved them?

# Apprenticeships Particulars

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- Training system that produces highly skilled workers to meet the demands of globally competitive employers
- Combines OJT with classroom instruction
- Standards-based
- Programs operated by government, employer and labor-management partnerships
- Sponsors (employers, employer associations and labor-management organizations)

# Additional Apprenticeships Particulars

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## • Sponsors

- register programs with government agencies
- Provide
  - mentors
  - on the job learning opportunities
  - required technical instruction

## • Apprentices

- Begin in a job with incremental wage increases
- Have a mentor
- Get technical training from educational institutions
- Earn interim and final credentials

# Apprenticeship Benefits

## EMPLOYERS

- Skilled workers trained to industry/employer specifications
- Reduced turnover
- Pipeline for new skilled workers
- Reduced worker comp costs

## JOB SEEKERS

- Jobs that pay high wages
- Higher quality of life and skills versatility
- Nationally recognized portable credentials
- Opportunities for college credit/future degrees

## SERVICE PROVIDERS

- Connection with employers
- Helps achieve program outcomes

# What Employer Issues Can Be Solved by **Apprenticeships**?

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- Lack of
  - skilled workers
  - skilled labor pipeline
  - career pathways
- Low productivity
- High turnover rates
- High recruitment costs



# Using Apprenticeships



- Who is currently using Apprenticeships?
- How has it helped you meet **employer** issues?
- What challenges have you had?
- How have you solved them?

# Practicing What You Learned

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- Divide into 6 groups and go to your assigned flipchart.
- List benefit statements for how using your assigned service will assist employers to address their issues.
- When time is called go to the next flipchart.
- Repeat until you get back to your original flipchart.



# Bringing This Back to the Office

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- Determine one thing you will do differently as a result of this session.
- Share with a partner
- Report out

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“Small opportunities are  
often the beginning of  
great enterprises”



Demosthenes