Effective Strategies for Job Placement

November 17, 2016

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The CCTA is led by

- **National Center for Convergence Technology (CTC)** at Collin College in Frisco, TX (lead)
- **South Carolina ATE National Resource Center (SCATE)** at Florence Darlington Technical College in Florence, SC
- **Florida ATE Center (FLATE)** at Hillsborough Community College in Tampa, FL
- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** at City College of San Francisco in San Francisco, CA
- **Networks Resource Center** at the Maricopa Community College District in Phoenix, AZ
CCTA Purpose

• Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees

• Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds

• Deliverables
  – Topical webinars on existing and new solutions
    • Live/recorded with attendee Q&A
  – Identify and document best practices
  – Host convenings
Poll #1: Your Affiliation

A. I am involved with an NSF grant
B. I am involved with a TAACCCT grant
C. Both
D. Neither
Poll: How many people are listening with you?

A. None
B. 1
C. 2
D. 3 or more
TODAY’S PRESENTERS

**Susie Davisson**  
Presenter  
Job Developer/Career Coach, Collin College

**Jon Kendall**  
Discussant  
Founder and CEO, OskyBlue

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

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

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

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

Four IT specialties:
- Programming/Mobile App Development
- Networking/Data Communications
- Cyber security
- Geospatial Technologies

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

• Originally charged with recruitment
• Always charged with retention
• Job placement
  – Numerous workshops prepared students for jobs– LinkedIn, Resume Writing, Interview Facts, Mock Interviews
• Key to success: The Job Developer
Attributes of a Job Developer

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

- To market participants to employers
- Educate employers on how participants can add value to their company
- Help develop relationship between employer and college—Can lead to long-term employment needs for company, create a dialogue that will help college assist employer in providing courses/training needed for current and future employees
Methods of Job Development

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

1. Prior to cold call, research company and attempt to identify decision maker/hiring manager

2. Use “elevator pitch” and be sure to include how your job seekers will add value to their company

3. Treat front desk/admin/Director of First Impressions with the same respect as the CEO

4. Recommend not calling ahead…harder for them to dismiss a cold call that is in person
Cold Calling Continued

5. Situational Awareness - Be observant of the office and surroundings. Identify items that can trigger conversations (Ex. Person has a Nascar picture, ask about most recent race, etc.)

6. Never take rejection personally! Always leave with a thank you and a smile. Contact has been established and they may reach out to you at a later time

7. Always be prepared to meet with the decision maker

8. Always follow up with a thank you email or hand-written note
Compile and Track Employer Contacts

1. Record detailed employer information into company database
2. Set reminders to contact employers and invite to events or to simply “check in”
3. Be Persistent!! Until the employer tells you no, consider them a potential prospect
Questions?
Ways to Prepare Job Seekers/Participants

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

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

https://www.sillscommons.org/handle/taacccct/843
Ways to Utilize Employers

1. Interview Workshop
2. Mock Interviews
3. Entrepreneur Workshop
4. Mentoring Programs
5. Class Presentations
6. On-Campus Employer Hall Visits/Tables
7. Employer On-Site Hiring Events
8. Employer Panel
   (Various Employers or One (State Farm “Day in the Life”))
9. Speed Interviewing
10. Job Fairs
11. Employers sending open positions
12. Virtual Job Fair
Resources for Job Developers

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

• Use Alumni to do interviews/etc.
• Become active in local networking events
• Stay current – Research-Know Trends
• Scour job boards/company websites/etc. and compile an email with job openings and links if possible to send to seekers
OSKYBLUE

Jon Kendall
Questions?
January 19, 2017

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

Presenters:
Michael Lesiecki, MATEC

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July 17-20, 2017

www.highimpact-tec.org
DOL and NSF Workforce Convening

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

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