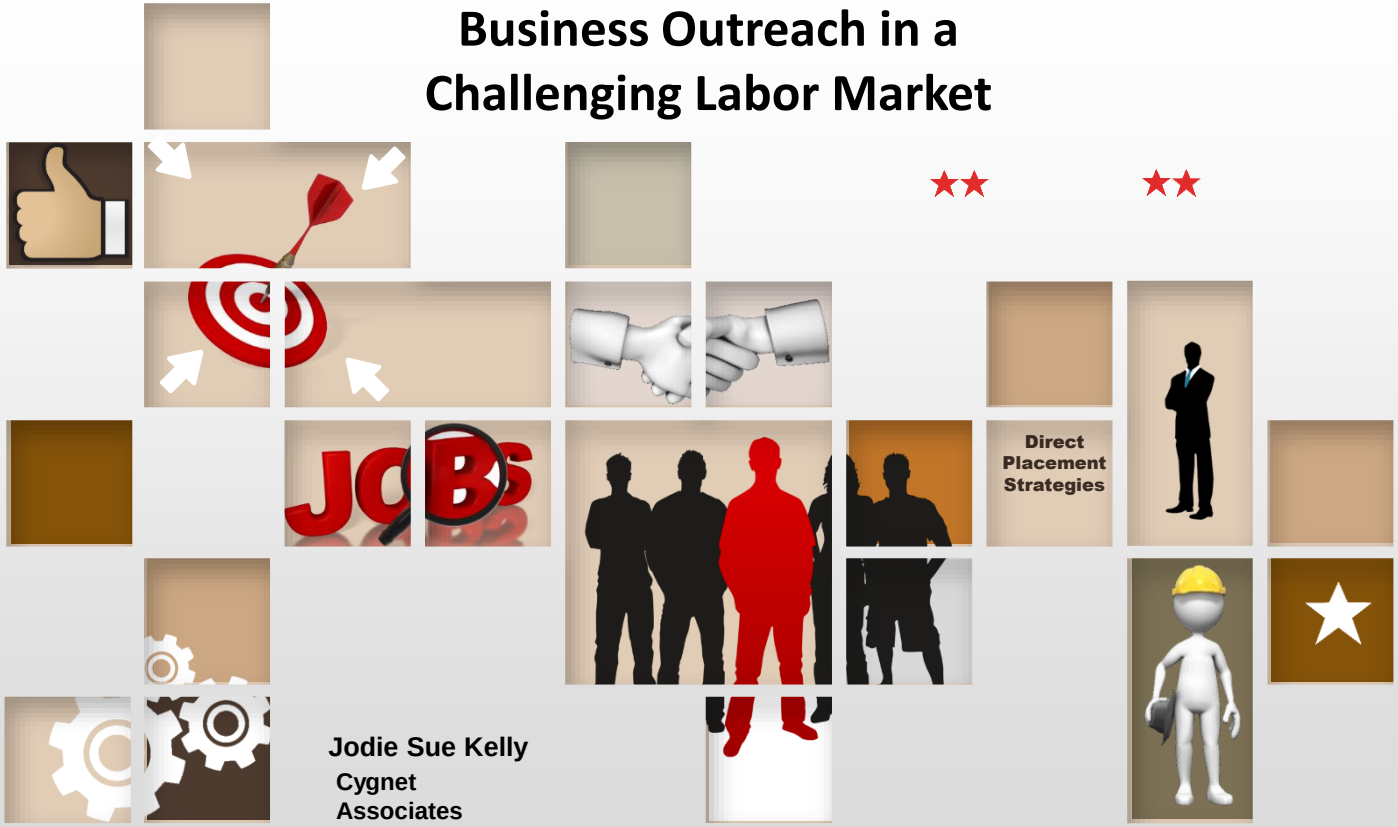
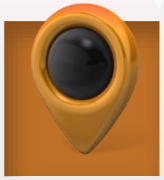
# Increasing Job Placement and Business Outreach in a Challenging Labor Market




**Jodie Sue Kelly**
Cygnet Associates
Annapolis, MD

# Two Approaches

**Staff-Directed Job Placement**



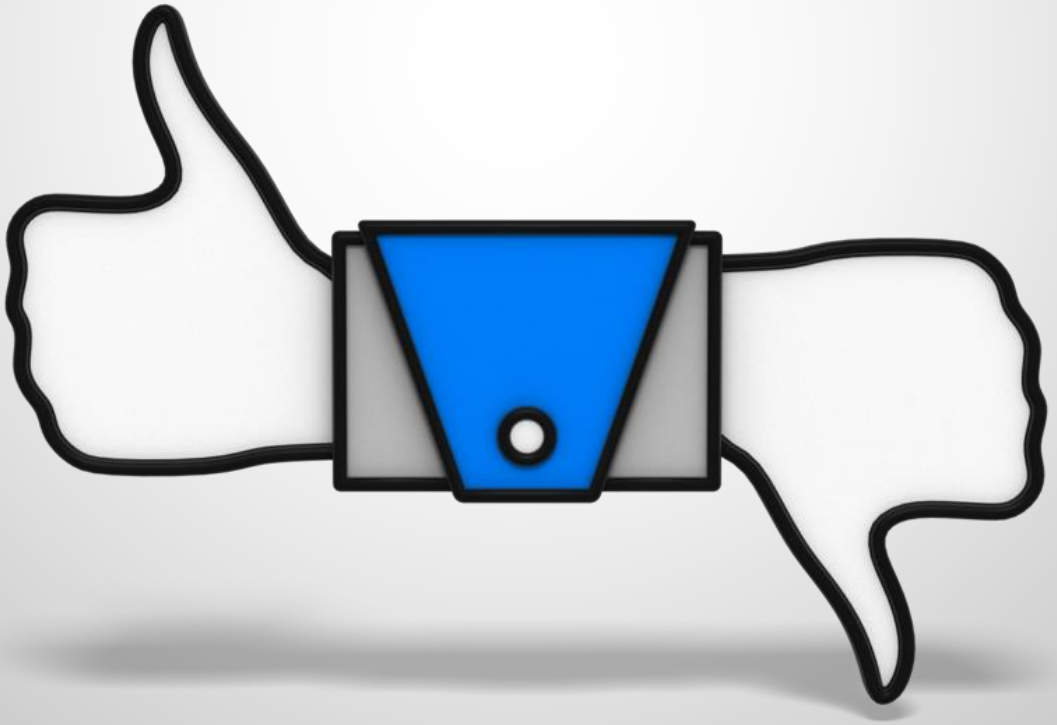
**Self-Directed Job Placement**

# Greater the Risk

Greater the Number of Services Required to Balance Risk

Minimize the Risks

# Evaluate your message. (Brochure, website, letters, interactions with employers).



# What is our message?

“Hi. Nice to meet you. My name is Jodie Sue Kelly and I represent the XYZ program. The XYZ Program is a community-based organization whose goal it is to work with high school dropouts and other hard to serve populations who live in our community to help them to earn their diplomas and get jobs in the community. We work with local businesses to find places for our participants to work.”

NEEDS

# Two Major Employer Needs

1. Finding Workers (Labor Shortage)
2. Job Retention (Reducing High Turnover $)

# Who is the focus of this sales call?

“Hi. My name is Jodie Kelly and I represent the XYZ organization. One of my major tasks is working with local home health care organizations to help them to find and hire certified home health aides and certified nursing assistants. I know how hard finding quality employees has been especially over the past year. That is where we can help. We match recent graduates to local organizations like yours. And we have graduates who are ready to go.

Hello.  My name is Jodie Sue Kelly.  I work for a local organization that matches area job seekers to job openings in our community.  We specialize in helping businesses hire qualified employees and we work with our candidates to positively impact job retention.

I have been working with the trucking industry for several years and what I hear all the time is how much managers struggle with employee turnover.  I know it's frustrating.

Our organization measures our success not based on the number of positions that we fill for employers but based on the number of people we place in jobs who stay on the job. Our focus is increasing employee retention.

# Services that Can Impact Retention

**Pre-Placement**

- **Candidates trained in team building, leadership, reliability, communication skills and more.**
- **Candidates who have received career coaching services**
- **Employment Assessments: Proof that they have a skill**
- **Applicant Screening and Matching Service**
  **(Find out what is important to you and match based on those criteria)**
- **Interviewee Commitment**
- **Interview Debriefing**
- **Job Previewing Assistance**
- **On the Job Training**
- **Try-Out Employment**
- **Work Experience**
- **Internships**
- **Vocational Training: Been trained up to industry standards**

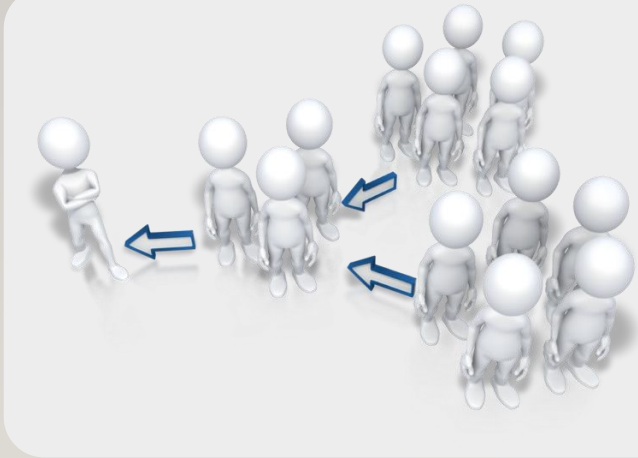
# Services that Can Impact Retention

**Post-Placement Services**

- ❑ Orientation Design
- ❑ Employee Assistance Program
- ❑ Follow-Along and Retention Package
- ❑ Job Coaching
- ❑ Additional Training
- ❑ Employee Retention and Incentive Program

# Evaluate your message.

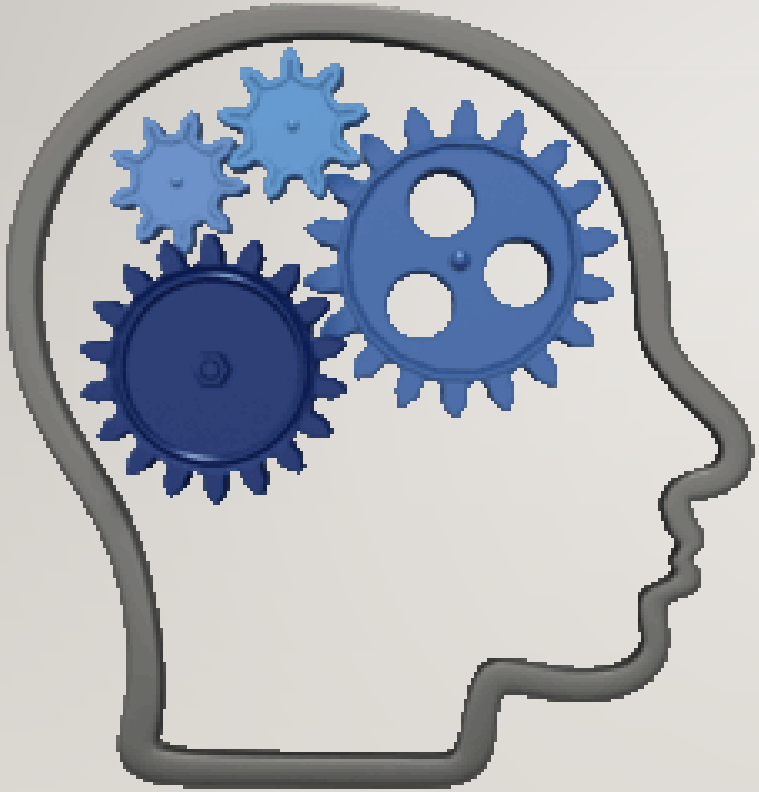
Employers **avoid** risk in the hiring process. Employers want to weed out risks.



# What is our message?

"Hi. Nice to meet you. My name is Jodie Sue Kelly and I represent the XYZ program. The XYZ Program is state-funded organization whose goal it is to work with high school dropouts and other hard to serve populations who live in our community to help them to earn their diplomas and get jobs in the community. We have three components of our program: job placement, education and personal counseling."

**What are employers likely to *think* when they hear or read any of these labels? What risk does it sound like we are asking them to take? High, Medium or Low?**



- High School Dropouts
- Homeless Veterans
- Unskilled or under-skilled low-wage workers
- Ex-offenders
- Incarcerated and formerly incarcerated
- Low Income/Economically disadvantaged persons
- Long-Term Unemployed
- Runaway Youth
- Welfare/CalWorks Recipients
- Laid Off Workers
- Displaced Homemakers

# Reposition your Candidates.

People of all ages, variety of backgrounds, a range of educational levels, a mix of skills and experience….who have one thing in common:  they are looking for work.

# Evaluate your message.

Workforce Resources for Employers

Developing a Globally Competitive Workforce.
The public workforce system is a valuable resource to support human capital development of workers across the state.

The system offers essential tools to transform the workforce to meet the changing demands of the 21st-century economy, and to become more competitive.

# Find the right worker for the job.

**Look no further!**

**We have candidates who:**

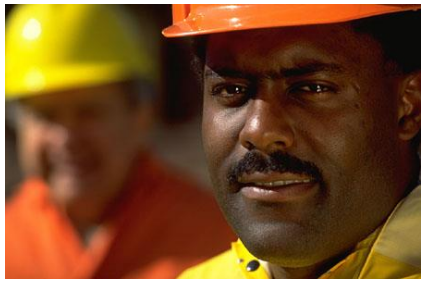
- ✓ **Want to Work,**
- ✓ **Need to Work**
- ✓ **Are Ready to Work**

No matter what the economic conditions, hiring is one of the most time-consuming, and costly processes for any organization. Add COVID and the reopening of the economy, hiring just got more complex. Employers who are reopening are all hiring at the same time!

Every day there are news stories reporting the difficulty that employers are having finding workers.

We have job candidates that want to work, have completed training, and are all set and ready to go.

We want to get it right so before we send you a candidate, we will want to understand what you are looking for so that we can match your needs. Each candidate is then screened for your available job opening using a multi-step process.



Our candidates have been interviewed, have gone through a skills evaluation, have had prior employment verified and have completed a training program in XYZ.

We have candidates who are qualified in janitorial/cleaning, factory work/assembly, construction, agriculture, hospitality, food services, domestic skills and much more.

Call xxxxx to get employees who want to work and want to be a solid employee.

- Businesses who are already reaping the benefits of hiring from us…
  - Jurassic Pork
  - Surelock Homes
  - Pane in the Glass
  - Indiana Bones Temple of Groom
  - Lawn and Order
  - Deja Brew
  - Curl Up and Dye
  - Florist Gump
  - Luna Sea Motel
  - Wok This Way Buffet
  - A Salt and Battery Hardware
  - Ditcher, Quick and Hyde
  - Sew What
  - Wok and Roll
  - Planet of the Grapes Wine Shop
  - Tequila Mockingbird
  - The Vegetarian Ham
  - The Vinyl Resting Place

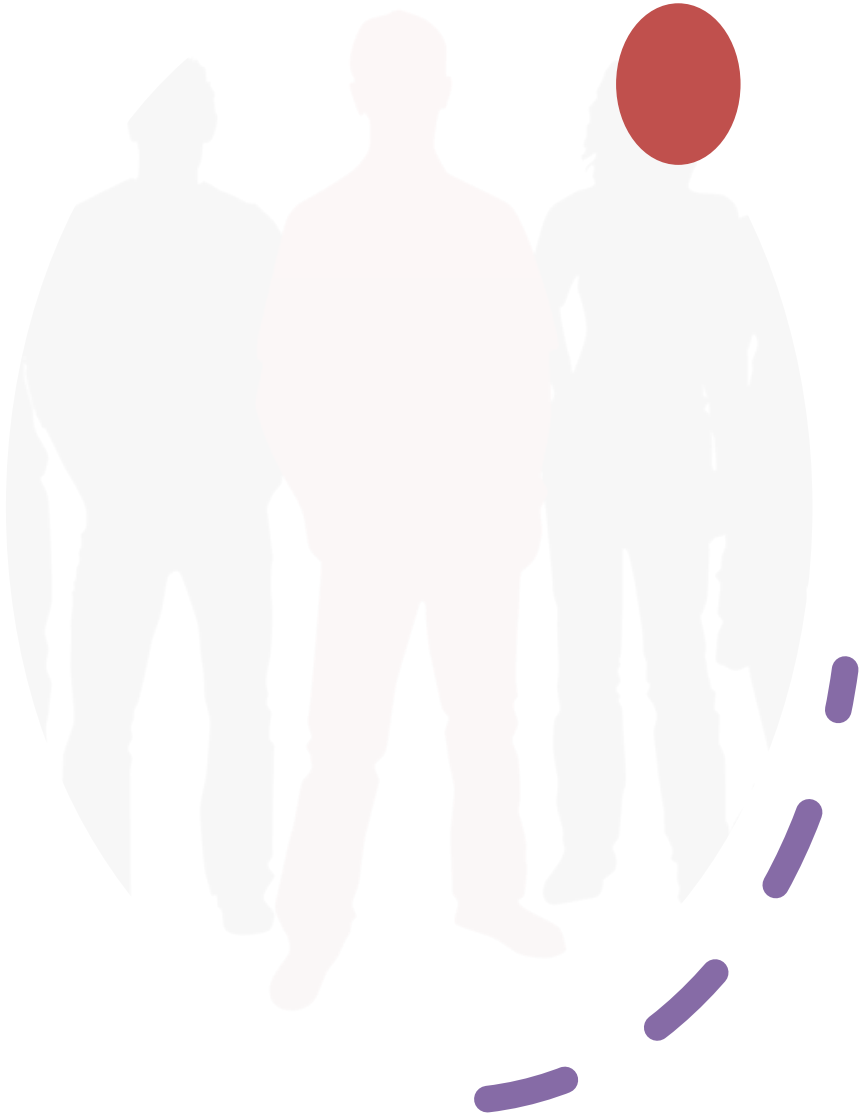
NOTE: The entire brochure is geared to employers. There is no social service information, no listing of services you provide to your clients…only what is important to business

# AVAILABLE NOW FROM (NAME OF YOUR AGENCY)

## Call (NAME AND PHONE NUMBER) Today!

- **Brenda R**.: Experience as a waitress, nurse's aide and sewing machine operator. High school graduate. Prefers daylight hours in Strasburg. Is interested in work that brings her into contact with the public. Outgoing personality.
- **Kathy B**: Has worked in all phases of family's service station/convenience store, including stock maintenance, clerking, cash management. Prefers late evening hours. A self-starting hard worker.
- **Robert S**.: Experience as a forklift and backhoe operator. Enjoys outdoor work in construction or landscaping. Has own transportation. Worked five years in previous job. Not a quitter!
- **Iva S**.: Has been a clerk/receptionist and assistant secretary in sheriff's office. Seeks full time secretarial work in Strasburg. Pleasant personality, good phone voice. Types 40 wpm.
- **Clarence T**: Twenty years with EMCO until laid off in recent plant closing. Skilled in electronics assembly, shipping and receiving, inventory control. Seeks similar work in factory setting. Willing to relocate within four-county area. Steady and reliable with solid skills.

Hired!



# Stretch Their Self Directed Job Search Skills

# Improve Their Chances of Getting a Job

**Using Chat:**

**How much time will employers on average spend looking at a resume?**

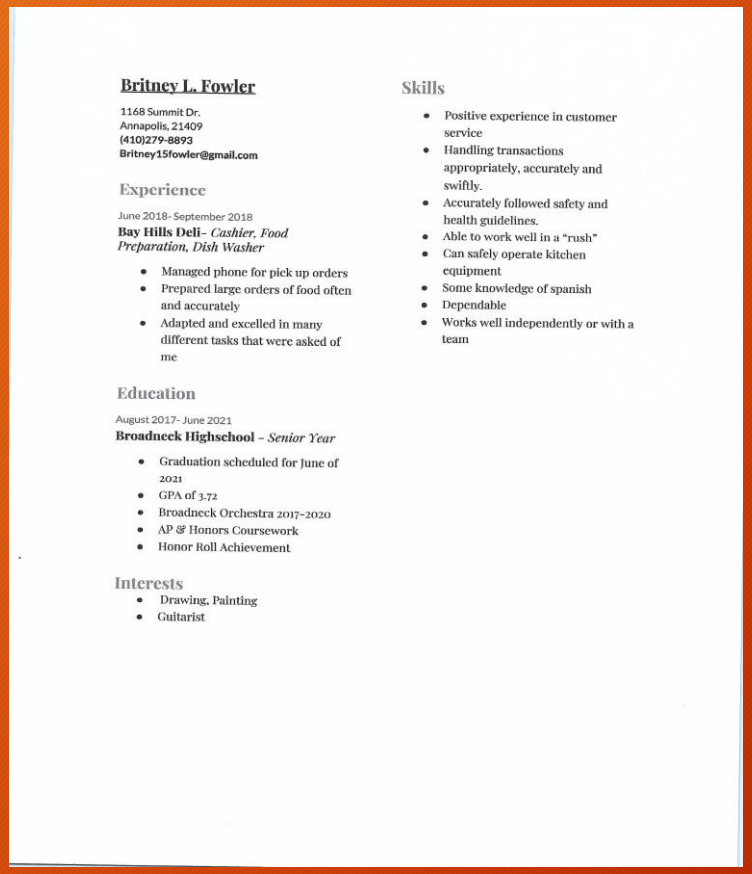
# Improve Their Chances of Getting a Job

**Using Chat:**

**What percentage of resumes submitted to a job are screened out?**

98 percent

# 7 Seconds: A or B?



**Britney L. Fowler**

1168 Summit Dr.
Annapolis, 21409
**(410)279-8893**
**Britney15fowler@gmail.com**

## Experience

June 2018- September 2018
**Bay Hills Deli**– *Cashier, Food Preparation, Dish Washer*

- Managed phone for pick up orders
- Prepared large orders of food often and accurately
- Adapted and excelled in many different tasks that were asked of me

## Education

August 2017- June 2021
**Broadneck Highschool** – *Senior Year*

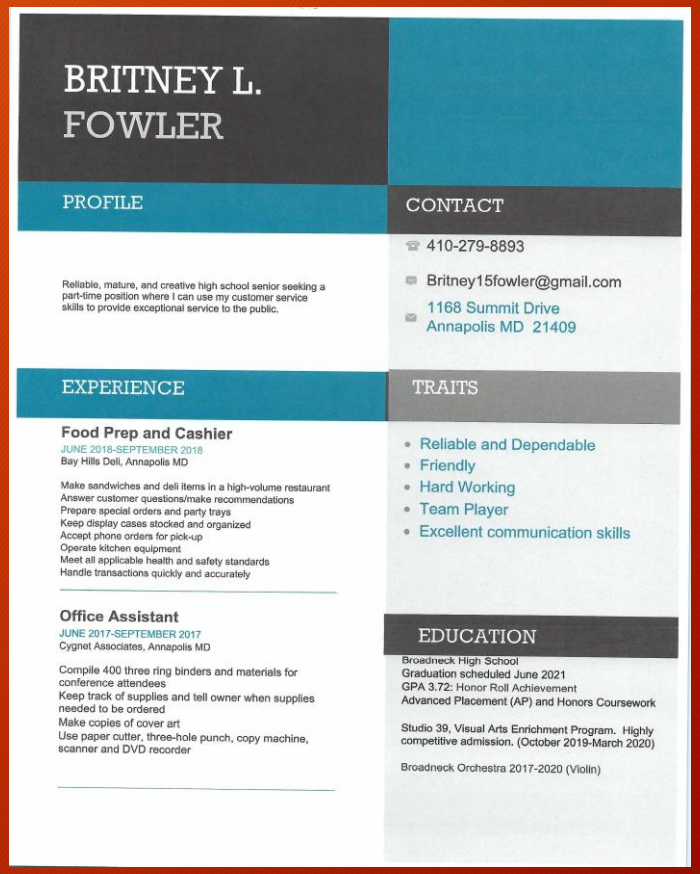
- Graduation scheduled for June of 2021
- GPA of 3.72
- Broadneck Orchestra 2017-2020
- AP & Honors Coursework
- Honor Roll Achievement

## Interests

- Drawing, Painting
- Guitarist

## Skills

- Positive experience in customer service
- Handling transactions appropriately, accurately and swiftly.
- Accurately followed safety and health guidelines.
- Able to work well in a "rush"
- Can safely operate kitchen equipment
- Some knowledge of spanish
- Dependable
- Works well independently or with a team



# BRITNEY L. FOWLER

## PROFILE

Reliable, mature, and creative high school senior seeking a part-time position where I can use my customer service skills to provide exceptional service to the public.

## CONTACT

410-279-8893
Britney15fowler@gmail.com
1168 Summit Drive
Annapolis MD 21409

## EXPERIENCE

**Food Prep and Cashier**
JUNE 2018-SEPTEMBER 2018
Bay Hills Deli, Annapolis MD

Make sandwiches and deli items in a high-volume restaurant
Answer customer questions/make recommendations
Prepare special orders and party trays
Keep display cases stocked and organized
Accept phone orders for pick-up
Operate kitchen equipment
Meet all applicable health and safety standards
Handle transactions quickly and accurately

**Office Assistant**
JUNE 2017-SEPTEMBER 2017
Cygnet Associates, Annapolis MD

Compile 400 three ring binders and materials for conference attendees
Keep track of supplies and tell owner when supplies needed to be ordered
Make copies of cover art
Use paper cutter, three-hole punch, copy machine, scanner and DVD recorder

## TRAITS

- Reliable and Dependable
- Friendly
- Hard Working
- Team Player
- Excellent communication skills

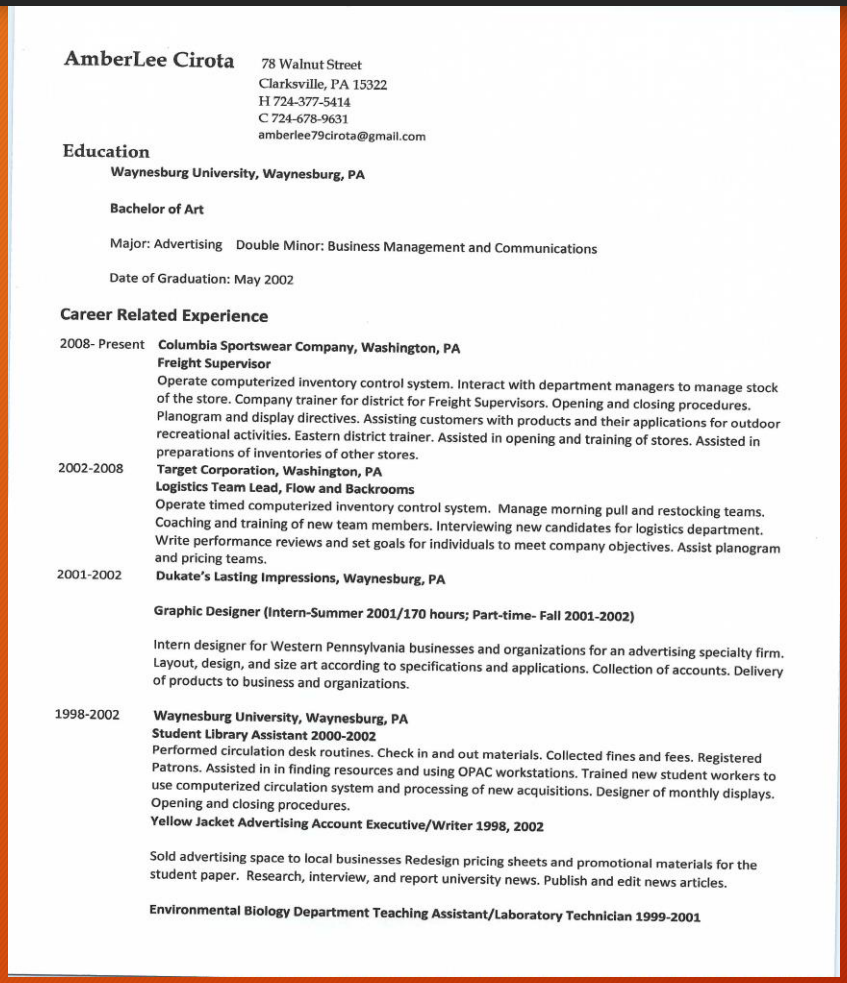
## EDUCATION

Broadneck High School
Graduation scheduled June 2021
GPA 3.72: Honor Roll Achievement
Advanced Placement (AP) and Honors Coursework

Studio 39, Visual Arts Enrichment Program. Highly competitive admission. (October 2019-March 2020)

Broadneck Orchestra 2017-2020 (Violin)

# 7 Seconds: A or B?



**AmberLee Cirota**

78 Walnut Street
Clarksville, PA 15322
H 724-377-5414
C 724-678-9631
amberlee79cirota@gmail.com

**Education**

**Waynesburg University, Waynesburg, PA**

**Bachelor of Art**

Major: Advertising Double Minor: Business Management and Communications

Date of Graduation: May 2002

**Career Related Experience**

2008- Present **Columbia Sportswear Company, Washington, PA**
**Freight Supervisor**
Operate computerized inventory control system. Interact with department managers to manage stock of the store. Company trainer for district for Freight Supervisors. Opening and closing procedures. Planogram and display directives. Assisting customers with products and their applications for outdoor recreational activities. Eastern district trainer. Assisted in opening and training of stores. Assisted in preparations of inventories of other stores.

2002-2008 **Target Corporation, Washington, PA**
**Logistics Team Lead, Flow and Backrooms**
Operate timed computerized inventory control system. Manage morning pull and restocking teams. Coaching and training of new team members. Interviewing new candidates for logistics department. Write performance reviews and set goals for individuals to meet company objectives. Assist planogram and pricing teams.

2001-2002 **Dukate's Lasting Impressions, Waynesburg, PA**

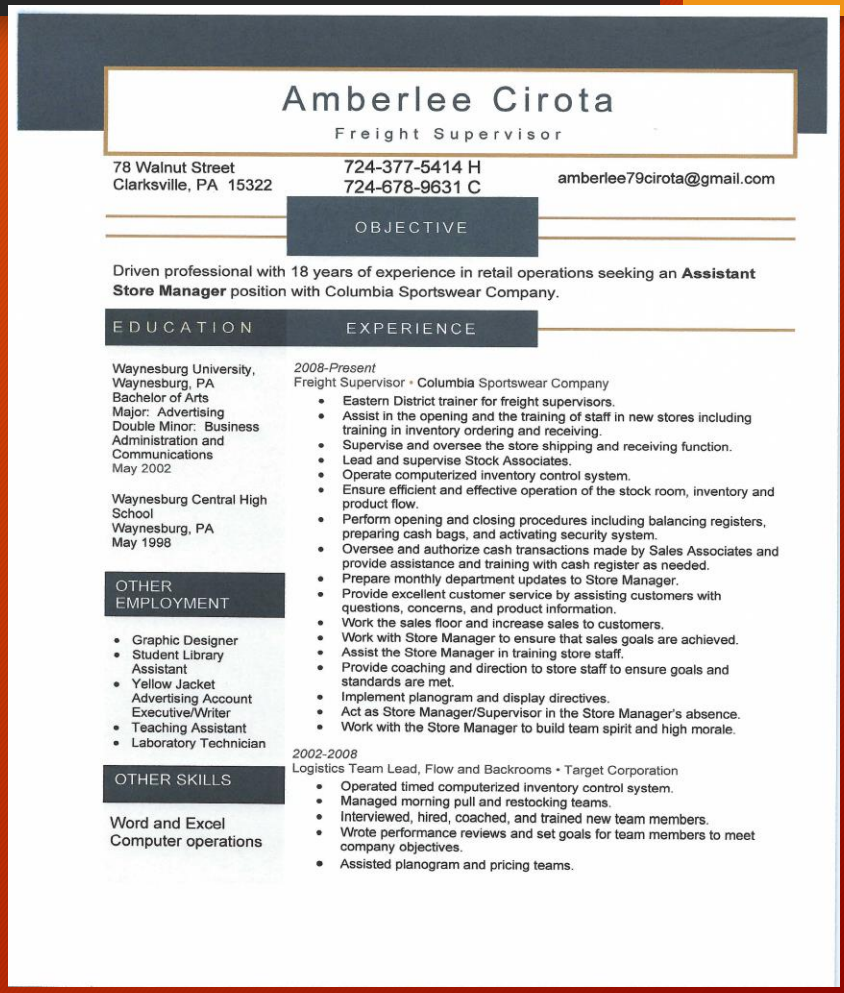
**Graphic Designer (Intern-Summer 2001/170 hours; Part-time- Fall 2001-2002)**

Intern designer for Western Pennsylvania businesses and organizations for an advertising specialty firm. Layout, design, and size art according to specifications and applications. Collection of accounts. Delivery of products to business and organizations.

1998-2002 **Waynesburg University, Waynesburg, PA**
**Student Library Assistant 2000-2002**
Performed circulation desk routines. Check in and out materials. Collected fines and fees. Registered Patrons. Assisted in in finding resources and using OPAC workstations. Trained new student workers to use computerized circulation system and processing of new acquisitions. Designer of monthly displays. Opening and closing procedures.
**Yellow Jacket Advertising Account Executive/Writer 1998, 2002**

Sold advertising space to local businesses Redesign pricing sheets and promotional materials for the student paper. Research, interview, and report university news. Publish and edit news articles.

**Environmental Biology Department Teaching Assistant/Laboratory Technician 1999-2001**



**Amberlee Cirota**

Freight Supervisor

78 Walnut Street
Clarksville, PA 15322

724-377-5414 H
724-678-9631 C

amberlee79cirota@gmail.com

**OBJECTIVE**

Driven professional with 18 years of experience in retail operations seeking an **Assistant Store Manager** position with Columbia Sportswear Company.

**EDUCATION**

Waynesburg University,
Waynesburg, PA
Bachelor of Arts
Major: Advertising
Double Minor: Business Administration and Communications
May 2002

Waynesburg Central High School
Waynesburg, PA
May 1998

**OTHER EMPLOYMENT**

- Graphic Designer
- Student Library Assistant
- Yellow Jacket Advertising Account Executive/Writer
- Teaching Assistant
- Laboratory Technician

**OTHER SKILLS**

Word and Excel
Computer operations

**EXPERIENCE**

*2008-Present*
Freight Supervisor • Columbia Sportswear Company

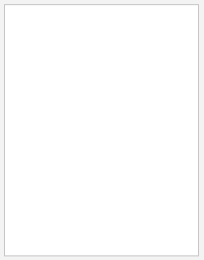
- Eastern District trainer for freight supervisors.
- Assist in the opening and the training of staff in new stores including training in inventory ordering and receiving.
- Supervise and oversee the store shipping and receiving function.
- Lead and supervise Stock Associates.
- Operate computerized inventory control system.
- Ensure efficient and effective operation of the stock room, inventory and product flow.
- Perform opening and closing procedures including balancing registers, preparing cash bags, and activating security system.
- Oversee and authorize cash transactions made by Sales Associates and provide assistance and training with cash register as needed.
- Prepare monthly department updates to Store Manager.
- Provide excellent customer service by assisting customers with questions, concerns, and product information.
- Work the sales floor and increase sales to customers.
- Work with Store Manager to ensure that sales goals are achieved.
- Assist the Store Manager in training store staff.
- Provide coaching and direction to store staff to ensure goals and standards are met.
- Implement planogram and display directives.
- Act as Store Manager/Supervisor in the Store Manager's absence.
- Work with the Store Manager to build team spirit and high morale.

*2002-2008*
Logistics Team Lead, Flow and Backrooms • Target Corporation

- Operated timed computerized inventory control system.
- Managed morning pull and restocking teams.
- Interviewed, hired, coached, and trained new team members.
- Wrote performance reviews and set goals for team members to meet company objectives.
- Assisted planogram and pricing teams.

# New

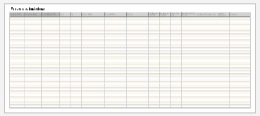
Home
New
Open
Info
Save
Save As
Print
Share
Export
Transform
Close
Account
Feedback
Options


Blank document

Blue grey cover letter

Color block cover letter

Polished cover letter, desig...


Job search log

ar's resolutions wor...

Single spaced (blank)

Modern student report

Behavior agreement

Small business startup chec...

cover letters

Suggested searches: Business Cards Flyers Letters Education Resumes and Cover Letters Holiday

# Customize!!! One size does not fit all.

# How Employers Evaluate Candidates

| | |
|---|---|
| Review | Review the Job Description |
| Evaluate | Evaluate the Resumes |
| Complete | Complete Rating Scale as though you are the employer for both applicants |
| Think through | Think through how you can use an exercise like this with your participants, so they understand the concept of customizing. |

**Golden Living –**

287167
I

What is our employer looking for? What seems to be important to the employer?

The Nursing Assistant is to render good service to the resident in the form of nursing care. *High school diploma or GED indicating that associate has demonstrated reading, and writing skills as well as an ability to consistently follow oral & written directions.*Must within four (4) months of employment have completed State required training and a competency evaluation program*Must have basic computer knowledge and ability with an aptitude to learn company software.*Must be articulate and personable as well as be able to relate professionally and positively to residents, incoming visitors and associates at all levels.*Must maintain regular and punctual attendance.*Must have ability to work in team.

Post-offer evaluation: Must meet all local health regulations, pass post-offer drug test, and pass post-employment physical exam, if required. This requirement also includes criminal background investigation and reference inquiry. *Must be capable of performing the essential job functions of this job, with or without reasonable accommodations. *This is a full time, 6a-2p shift position with every other weekend.

# Who is the best candidate for the job on paper?

| Rating | Score | Description |
|---|---|---|
| Does not meet | 0 | No evidence requirement has been met |
| Might Meet | 1 | **Not clear in resume/cover letter that candidate has specified skills required** |
| Does Meet | 2 | Clear evidence in resume/cover letter that skill requirement has been met. |

| | Alexa Smith | Anita Job |
|---|---|---|
| **High School Diploma** | | |
| **Basic Computer Skills** | | |
| **Reading/Writing Skills** | | |
| **Ability to learn medical software** | | |
| **Articulate and personable** | | |
| **Relate professionally and positively to the public** | | |
| **Maintain regular attendance and punctuality** | | |
| **Can workdays and every other weekend** | | |
| **TOTAL SCORE:** | | |

Alexa Smith
123 Main Street, North City, CA 61234
555-123-1234 – alexasmith@myemail.com

## Education

Central Community College, Grand Island, CA

- Nursing Assistant Certification – January 2021

## Work Experience:

**Nursing Assistant**, Valley Nursing Home, Valley City, CA
March 2020-Present

- Assisted residents to and from activities as required
- Reported resident health or behavioral changes to supervisor
- Monitored vital signs on patients
- Maintained cleanliness and hygiene in the patient's room
- Provided residents with bathing, dressing and grooming care.

**Sales Associate and Cashier**, Walmart, Eastside, CA
January 2019- December 2019

- Provided direct assistance to customers
- Bagged groceries and loaded cars for customers
- Operated cash register
- Processed refunds
- Stocked shelves and priced items

**Salesperson, Best Buy**, Eastside, CA

January 2018-December 2018

- Sold items to customers
- Kept section of the store clean, stocked and organized
- Completed required sales paperwork
- Sold product warranties and insurance on merchandise
- Occasionally operated as cashier

## Community and Volunteer Activities

2017-2019 Volunteer scout leader, Girl Scout Troop 212, Valley City, CA

| | Alexa Smith |
|---|---|
| High School Diploma | 0 |
| Basic Computer Skills | |
| Reading/Writing Skills | 0 |
| Ability to learn medical software | 1 00000 |
| Articulate and personable | 00000 |
| Relate professionally and positively to the public | |
| Maintain regular attendance and punctuality | |
| Can workdays and every other weekend | |
| TOTAL SCORE: | |

| Rating | Score | Description |
|---|---|---|
| Does not meet | 0 | No evidence requirement has been met |
| Might Meet | 1 | **Not clear in resume/cover letter that candidate has specified skills required** |
| Does Meet | 2 | Clear evidence in resume/cover letter that skill requirement has been met. |

# Anita Job

AnitaJob@gmail.com

101 Hickory Lane
Pierre, CA 15367
Home: 444-455-2958
Cell: 444-289-6767

Dedicated, service-focused professional seeking to transition into healthcare as a nursing assistant. Available for all shifts, extended hours and weekend assignments.

**Accomplishments**

- Passed CNA State Certification August 2020
- CPR, BLS and First Aide Certified June 2020
- Completed 4-week internship at Lady of Mercy Nursing Home
- Employee of the Month Outback Steak House
- 98 percent attendance rating
- Trained 6 new wait staff on procedures and practices

**Computer Skills**

- Microsoft Word
- Power Point
- Excel
- Medical Software
- Internet
- Email
- Type 55 wpm

**Office Skills**

- Copy Machine
- Telephone Answering
- Printers
- Scanners
- CD Burners

## EDUCATION, TRAINING AND PROFESSIONAL DEVELOPMENT

- **XYZ Community College CNA Training July 2020**
  - Care for patients & assure their safety.
  - In depth knowledge of medical terminologies.
  - Maintain electronic medical records/medical computer records.
  - Check vital signs for patients and their daily monitoring.
  - Maintain privacy of patients as mentioned by HIPAA Regulations.
- **Office Skills and Technology Course Workforce Development 2020**
- **Customer Service: Handling Irate Customers 2016**
- **Waynesburg High School. Graduated 2015.**

## EXERIENCE

### Our Lady of Mercy Nursing Home, Internship (2020)

- Learned the basics of assessing patient vital signs under the tutelage of home healthcare nurse.
- Assisted home nurse and hospice staff with all aspects of daily care, including bathing, feeding, dressing, turning and range of motion exercise.
- Maintained a high level of cleanliness and hygiene in the patient's room.

### Primary Care Provider, Volunteer (2018-2019)

- Shared joint responsibility (along with mother) for the care of terminally ill grandparent suffering from cancer.
- Helped to ensure Grandparent's last year was as comfortable, dignified and enriching as possible.

### Outback Steak House, Wait Staff and Hostess (2016-2018)

- Provided outstanding customer service, solved customer problems, delivered customer satisfaction and built customer loyalty
- Promoted from Hostess to Wait Staff after three months on job
- Multi-tasked while working quickly and accurately
- Worked banquets as well as regular tables
- Developed customer base who asked to be seated in my section

### Target Department Store, Cashier (2016)

- Delivered fast, friendly service to Target customers
- Responded quickly and responsibly to customers and team members
- Adapted to flexible schedule needs of the manager including overnights, weekends, holidays
- Cross trained to work in multiple areas of the store
- Handled 250-300 customers at check-out per shift
- Collected cash, checks and credit card payments totaling several thousand dollars a day with 99.9 percent accuracy

| | Anita Job |
|---|---|
| High School Diploma | |
| Basic Computer Skills | |
| Reading/Writing Skills | |
| Ability to learn medical software | |
| Articulate and personable | |
| Relate professionally and positively to the public | |
| Maintain regular attendance and punctuality | |
| Can workdays and every other weekend | |
| TOTAL SCORE: | |

| Rating | Score | Description |
|---|---|---|
| Does not meet | 0 | No evidence requirement has been met |
| Might Meet | 1 | **Not clear in resume/cover letter that candidate has specified skills required** |
| Does Meet | 2 | Clear evidence in resume/cover letter that skill requirement has been met. |

# How to Customize Your Resume and Cover Letter

List all of the skills and requirements listed in the job posting. Review your cover letter and your resume to make sure every point in the job posting is addressed.

| Skill or Requirement | Cover Letter | Resume |
|---|---|---|
| | | |
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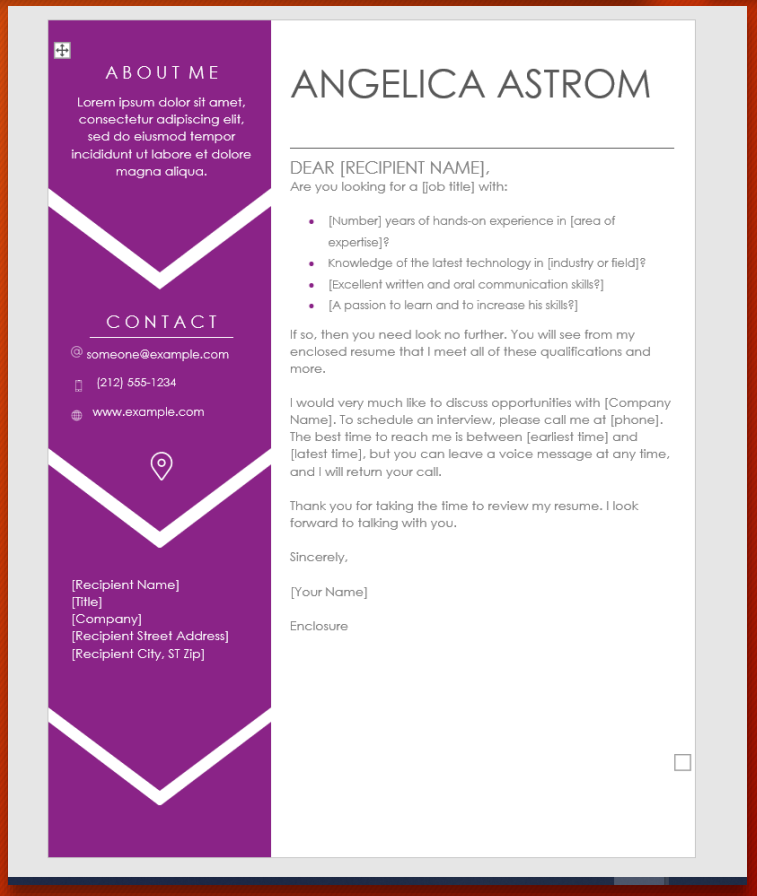
| | | |
| | | |
| | | |

# Writing Cover Letters

"Ah, do I have to?"



ABOUT ME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CONTACT

someone@example.com

(212) 555-1234

www.example.com

[Recipient Name]
[Title]
[Company]
[Recipient Street Address]
[Recipient City, ST Zip]

ANGELICA ASTROM

DEAR [RECIPIENT NAME],

Are you looking for a [job title] with:

- [Number] years of hands-on experience in [area of expertise]?
- Knowledge of the latest technology in [industry or field]?
- [Excellent written and oral communication skills?]
- [A passion to learn and to increase his skills?]

If so, then you need look no further. You will see from my enclosed resume that I meet all of these qualifications and more.

I would very much like to discuss opportunities with [Company Name]. To schedule an interview, please call me at [phone]. The best time to reach me is between [earliest time] and [latest time], but you can leave a voice message at any time, and I will return your call.

Thank you for taking the time to review my resume. I look forward to talking with you.

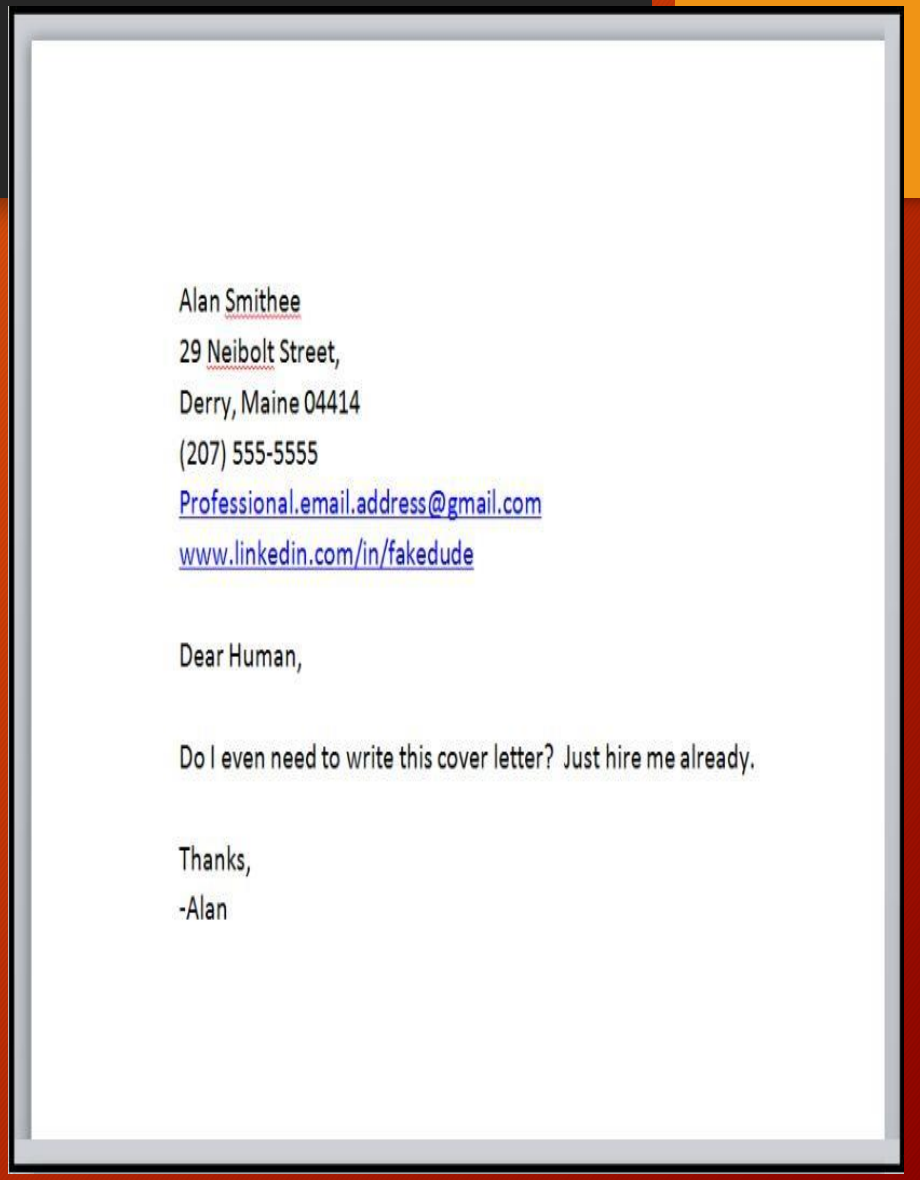
Sincerely,

[Your Name]

Enclosure

# Cover Letters

- 26% of recruiters read cover letters and consider them important in their decision to hire.
- Another study on employer preference suggests that 56% want applicants to attach a cover letter to the resume.
- A CareerBuilder study found that 49% of HR managers consider a covering letter the second-best thing to give your resume a boost (number one being customizing your resume.



Alan Smithee
29 Neibolt Street,
Derry, Maine 04414
(207) 555-5555
Professional.email.address@gmail.com
www.linkedin.com/in/fakedude

Dear Human,

Do I even need to write this cover letter? Just hire me already.

Thanks,
-Alan

# To write a cover letter, have a job description that outlines assets and qualifications

Medical Assistant Posting:

"We are seeking Medical Assistant who is friendly, well-spoken, and can multitask in a fast-paced environment."

Cover Letter

"I am friendly and enjoy engaging with people from all walks of life. I have developed conversational skills and can relate well to patients. I recognize that in a medical office environment that days can be long, hectic and require multitasking. I am up for the challenge."

# To write a cover letter, have a job description that outlines assets and qualifications

Production Worker Job Posting:

"Must be willing to learn new skills, can work with minimal instruction and has attention to detail."

Cover Letter

"I am eager to learn new skills and be an asset to your company. Once someone shows me how to do something, I learn quickly and require minimal oversight and instruction. I have always paid attention to details which as served me well as a backyard auto mechanic."

**Summary:**

- Use two-pronged approach to placement:  staff directed and self-directed.
- Review the messages and communications that you send to employers.
- Focus message on employer's needs.
- Eliminate words that paint participants as "risky."
- Have a list of every service that you offer to employers for labor exchange and for job retention.
- Show participants how to make resume pass the 7 second test.
- Teach participants how to write ***customized*** job search materials – resumes and cover letters.