

# **The Career Center Seminar**

**Facilitator's Guide** version 10/8/11

# Career Center Seminar

## INTRODUCTION:

This is to be used in conjunction with a Power Point presentation of the Career Center Seminar (CCS).

The career centers are the cornerstone of the Massachusetts workforce system and your CCS is the entry point. The Career Center Seminar facilitator is vital, as you are not only representing your career center but the entire One-Stop system.

- Before beginning the Seminar, facilitators should review the contents of the presentation to familiarize themselves with the services and resources available at the Career Center as they will need to “market” services and resources to the Seminar participants.
- The Seminar is now the entry point for the ReEmployment Services Program. All customers attending the CCS should fill out the Job Search Readiness Inventory and be scheduled for an initial assessment according to the procedures established at the local Career Center.

## MATERIALS:

Welcome Packet (This will include all **required handouts\*\*** as well as any Career Center specific handouts which are discussed in the Seminar.)

- **\*\*New Trade & WOTC Handouts**
  - **\*\*Local Career Center Complaint Process with name & contact for the complaint officer**
  - Career Center Hours and Contact Information
  - CC Calendar of Events
  - List of all Massachusetts Career Centers\*\*
  - Policy for use of CC Facilities (Resource Room guidelines, what to do if unable to attend workshop, how to inform CC when you get a job)
  - **\*\*Resources & Website list that is discussed in slide 18**
  - Optional is CCS Power Point as a Handout
- UI Booklet\*(Form P2594 Rev 03-09) copies can be included in every Welcome Packet or offered to those who do not remember receiving one in the mail. This booklet contains information on all of the UI Information on slide 13 (Section 30, Direct deposit etc.)
  - **\*\*Job Search Readiness Inventory (Use the one developed by the CCS Design Group or your own modified version.)**
  - Any other Career Center Specific Flyers/Handouts
  - Appointments for Initial Assessments (according to local procedures)

**NOTE:** Facilitators should also have handout materials printed in a large font to meet ADA regulations (size 18 font). A few copies of the presentation in the larger font should be made available.

## **GENERAL INFORMATION:**

There are notes for the facilitator, which are highlighted by the notepad icon  , throughout this guide. The icon will be an indication to the facilitator that he/she needs to give participants additional information on that particular topic/bulleted point.

Throughout the CCS, the Facilitator should continually remind participants that in order to ensure a successful job search they should take advantage of the services offered by the Career Center. Facilitator should also emphasize that many of the activities offered by the Career Center can be completed on a self-directed basis.

There are cues that guide the facilitator in advancing the slide. The mouse icon highlights these cues.



The CCS Power Point and the Facilitator's Guide should be personalized to fit your Career Center and your customers. However, there is some information / slides that cannot be changed or deleted; these will be noted in **RED**.

## **BEGIN SEMINAR:**



Advance to slide #1 now.



Commonwealth of Massachusetts  
Executive Office of Labor and Workforce Development

## WELCOME TO THE CAREER CENTER

Deval L. Patrick, Governor  
Timothy P. Murray, Lieutenant Governor

Joanne F. Goldstein, Secretary

George Moriarty, Director

**Say:** Welcome to ***INSERT the name of your Career Center into the PowerPoint*** and introduce yourself.



Advance to slide #2 now.

NOTE: You can eliminate this quote or substitute another one.



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**“In the middle of every difficulty  
lies opportunity.”**

**Albert Einstein**



Please inform your audience that, during this presentation, you will be reviewing all of the information that is contained in their packet.



Advance to slide #3 now.



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## Why you are here today?

Finding a job is a full-time commitment. The Career Center Seminar is your opportunity to learn about the full array of services, events and programs available at all Massachusetts One-Stop Career Centers and how the services at the centers can help you:

- Prepare to find your next job
- Explore options to upgrade your skills and/or change career
- Access specialized services
- Connect to community resources

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**Say:** Some of you could be wondering why you had to attend this Seminar and what the importance of it is ..... *expand on points on slide 3 especially as they as they relate to your center.*



Advance to slide #4 now.



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## How the Career Center will help prepare you to find your next Job!

- Knowledgeable and experienced staff
- Proven results
- Support system of counselors and peers
- Access to valuable tools, resources and services
- Connection with employers

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In going over these bullet points, stress the fact that finding a job is always difficult, but even more so in a challenging economy and that the Career Center's resources and support will help them.

Under PROVEN Results

**SAY:** state statistics indicate that customers who return to the Career Center after the CCS for job search activities versus those who never return for services have a 10%-15% higher rate of returning to work - emphasizes "proven results"



Advance to slide #5 now.



## Job Search On-Site Resources

- Personal Computers
- Internet Access
- Fax Machine
- Telephone
- Copier
- Industry/Occupation Information
- Job Listings



**SAY:** The Career Center offers many resources to assist you with your job search.



Give examples of how the resources could be used (i.e. Personal Computers could be used to prepare your resume and cover letter, use the internet to email a resume to an employer or research occupations, etc.) Review each resource bullet by bullet.

As facilitator, you should also familiarize yourself with the location within the Career Center of each of these resources.



Advance to slide #6 now (continuation of slide #5)



At this point you should inform participants that some Career Centers may charge a fee for some services (indicate whether or not your Career Center does). Point out also that some services have eligibility requirements. Tell participants that if they are interested in a particular service and are not sure if they are eligible, they can ask Career Center staff after the Seminar. **If your career center has additional resources, add them to screen 5 or 6.**



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## Job Search On-Site Resources

- Career and Job Search Information
- Staff Assistance
- Workshops
- Job Matching
- On-Site Employer Recruitments



**Please note that although most of the Career Center services are free, some Career Center services may have fee and/or eligibility requirements.**

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**SAY:** Job Search Preparation Workshops are another resource for you to tap into.



Advance to slide #7 now



Refer to the Career Center Calendar in your Welcome Packet. Facilitator should be able to give participants an understanding of what is covered in the various workshops. Facilitator should indicate if there are any fee and/or eligibility requirements for any of these workshops. "This is one of the many ways we can help prepare you to find a job."



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## Job Search Workshop Topics

- Computer and Internet Basics
- Resumes
- Cover Letters
- Interviewing
- Career Exploration
- Labor Market Trends
- Networking
- And others!



Go to [www.mass.gov/careercenters](http://www.mass.gov/careercenters) and click on *Find a Career Center Near You* to select a center

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The generic Power Point refers to “find a Career Center Near You”; however, at your Career Center you should just talk about your Career Center Calendar and the workshops that you offer.



Advance to slide #8 now



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## Workshop Registration

- To reserve a seat in a workshop, please sign up in advance
- Calendars available at career center
- Workshops begin promptly at scheduled time
- Please arrive 15 minutes prior to the start of workshop (late arrivals may not be admitted)
- As a courtesy to other jobseekers, *please give 24 hour notice if unable to attend a workshop*





Facilitator should stress to participants that seating is limited and it is strongly preferred that they sign up in advance for Career Center workshops and call if for any reason they are unable to attend.

**SAY:** In some cases, workers may need to upgrade skills, learn new ones or consider career changes.



Advance to slide #9 now.



### Online Web Resources

- [www.mass.gov/jobquest](http://www.mass.gov/jobquest)
- [www.mass.gov/dwd/cis](http://www.mass.gov/dwd/cis)
- <http://us.jobs>
- <http://www.careermag.com/>



Stress that no job search is complete without using on-line resources. Inform the customers that if they are unfamiliar with PC's, email accounts and on-line job search procedures, there is assistance available at the Career Center. The first step to getting this help is through their Job Search Inventory (or local substitute). Repeat that the staff and resources of the Career Center are here to help them to find a job in this challenging market. Ask for any questions they might have.



Advance to slide #10 now.



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## How the Career Center can help you explore upgrading your skills and/or changing careers

- **Skills/educational assessment**
- **On-site computer workshops**
- **Labor market research (where the jobs are)**
- **Information on starting your own business**
- **Funding opportunities (Pell Grants / WIA)**



The facilitator should be prepared to describe the local Career Center's computer workshops, how to access labor market research and the local training options procedures, which may include a Training Opportunities Seminar / Workshop in your center.

**SAY:** The Career Center also provides specialized services to different groups of customers.



Advance to slide #11 now.



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## How the Career Center can help you access specialized services

- **Veteran Services**
- **Unemployment Insurance**
- **Trade Adjustment Assistance**
- **Services to customers with disabilities**
- **Youth Services**
- **Work Opportunity Tax Credit (WOTC)**

**Eligibility requirements apply**

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Since the next slides go into detail, all you need to do is review the list. Note: Youth Services will be specific to your career center and there is a new handout for WOTC that is covered on slide #17.



Advance to slide #12 now. ***Mandatory Information***



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## Veterans' Services

- All our Veteran Customers and Eligible Spouses are entitled to receive Priority of Service across most Career Center programs and services
- Veterans' Services Representative on-site
- Individual assistance available
- Access to other Veterans' Services & Benefits



**SAY:** Every Career Center has specialized staff to assist veterans with their employment and training needs. These specialists can provide information and access to other Veterans' services and benefits. Give the name and contact information for any LVER's and DVOP's in your Career Center.



You should encourage any veteran to set up an appointment with the Career Center's Veteran Employment Specialist. Another option is to offer to introduce them to the Veteran Employment Specialist after the seminar or have the Veteran Employment Specialist come into the seminar and introduce him/herself.



Advance to slide #13 now. **Mandatory Information**



## Unemployment Insurance [www.mass.gov/dua](http://www.mass.gov/dua)

- UI specialist available on-site
- TeleClaims Center: 1-617-626-6800 or 1-877-626-6800 (within area codes 351, 413, 508, 774, 978)
- UI Online Services
- Work Search Requirement
- Training Opportunity Program (TOP) Section 30
- Direct Deposit of weekly payments
- Federal/state tax withholding
- Medical Security Program: 1-800-908-8801

**SAY:** Most Career Center locations have UI specialists on site. Although most claims are taken by telephone and weekly filings are most often done by phone or on line, these specialists are available to assist with your claim if needed or desired.

- Give the days and hours that claims staff are available at your Career Center.
- Stress that on-line service is available and that there may be significant waiting time to see an in person UI specialist.
- Specify that there is a work search requirement for all claimants and that to remain eligible they must actively look for work and be ready to accept a job. The work search requirement is that they make a minimum of three work search contacts per week, keep a written log of these contacts and provide this information to DUA upon request.
- Under the TOP/Section 30 bullet point, be sure to mention that there are timelines applicable to these benefits and that **training is not funded by DUA or the Career Center under this program**. The TOP Unit/Section 30 is approving the training, waiving your work search requirements and extending your benefits.
- Also touch upon the availability of Direct Deposit, tax withholding and Medical Security. Refer to the UI Booklet (Form P2594 Rev 03-09) as it has answers to these topics. Copies can be included in every Welcome Packet or offered to those who did not remember receiving one in the mail.

**NOTE:** You are not expected to become an expert on UI as the people selected to attend a CCS have received their first check; however, it is required that we give claimants access to this information.



Advance to slide #14 now. **Mandatory Information**



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## REA Reemployment Eligibility Review

- Are you collecting Unemployment Insurance?
- As part of your eligibility to receive benefits you may be selected to attend a Mandatory Reemployment Eligibility Review
- Reemployment Eligibility Review Meeting:
  - Goal – to help you be successful in your job search
  - One on One meeting with Career Center staff member
  - Review of Job Search Activities
  - Compliance with Career Action Plan
  - Be encouraged by your success
  - Learn helpful strategies to meet and overcome roadblocks to reemployment
  - Failure to attend this meeting and comply with program requirements may cause a delay or loss of your unemployment benefits.

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**Say:** The Reemployment Eligibility Assessment is a program mandated by the Department of Labor for the Career Centers to provide reemployment services to our customers receiving UI benefits. Claimants are randomly selected for this program. If selected, you will meet one-on-one with a staff member to help you plan a successful job search. Our staff will help you navigate your way through labor market research, developing a resume, meeting the UI requirement of work search and other helpful job search strategies. Review the bullets on the slide. You will know before you leave today if you have been selected to be part of this program. You will be given your next appointment(s).

If you are selected, please remember it is mandatory to meet the program requirements or there may be an interruption or loss of your unemployment benefits.



Advance to slide #15 now.



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## Customers with Disabilities

- Adaptive equipment available
- Individual assistance
- Referral to other agencies



Inform the group about any adaptive equipment that may be available.



Advance to slide #16 now. ***Mandatory Information***



## Trade Adjustment Assistance (TAA), Trade Readjustment Allowances (TRA)

If your job has been adversely affected by foreign competition or production or the service you provided moved overseas, you may be eligible for benefits including:

**Financial assistance for job training**  
**Extension of Unemployment Benefits**

**Strict deadlines** apply for obtaining some of the benefits under the TAA Programs. For additional information and/or to obtain a listing of TAA certified companies ask a Career Center staff person **immediately** about these benefits.



Take a few moments to touch upon all these bullet points. If there has been an affected company in your area, you may want to specify them as an example. Get feedback from the staff and management of your Career Center about what companies may qualify and who claimants should contact in your career center. Also highlight the newly developed **TRADE handout** in the Welcome Packet.



Advance to slide #17 now. ***Mandatory Information***



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## Work Opportunity Tax Credit

- The WOTC Program provides valuable tax credits to businesses that hire members of specific groups
- Please see your handout for details on these groups
- If you are a member of one of these groups, you can use the tax credit as a marketing tool in your job search
- For more information, see your local career center or call (617) 626-5353



Advance to slide #18 now.



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## How the Career Center can help you connect to community resources

- 211 – 24 hours a day - 7 days a week
- Fuel Assistance
- Transitional Assistance
- Food Pantry [www.projectbread.org](http://www.projectbread.org) 800-645-8333
- SNAP (Food Stamps) 866-950-FOOD (3663)



If you have a handout of local community resources, now would be a good time to call attention to it. Have the address and phone number of the local DTA office and any other local information you want to include here.



Advance to slide #19 now.



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## Policy/Guideline For Using Career Center Services

- Child care arrangements made prior to your visit
- No food or drink in the Resource Room or Computer Lab
- Computers, telephones and fax are for job/educational search purposes only
- Cell phones should be turned off or muted
- If you cannot keep an appointment or attend a scheduled workshop, please call in advance to cancel and reschedule



Career Centers may edit this slide to reflect local policies. Touch upon the points briefly. This is placed at the **end** of the presentation AFTER you have explained what the Career Center has to offer to be more user friendly.



Advance to slide #20 now. ***Mandatory Information***



## Customer Feedback

The Career Center is here to serve you!  
We appreciate all your feedback as it will assist us in improving our services. However, if you believe that you have been denied service or treated in an unfair or inappropriate manner, you have the right to file a complaint. Ask a staff member.



Go over **local procedures for eliciting feedback from customers**. Point out the complaint procedures and the name of the local complaint officer.



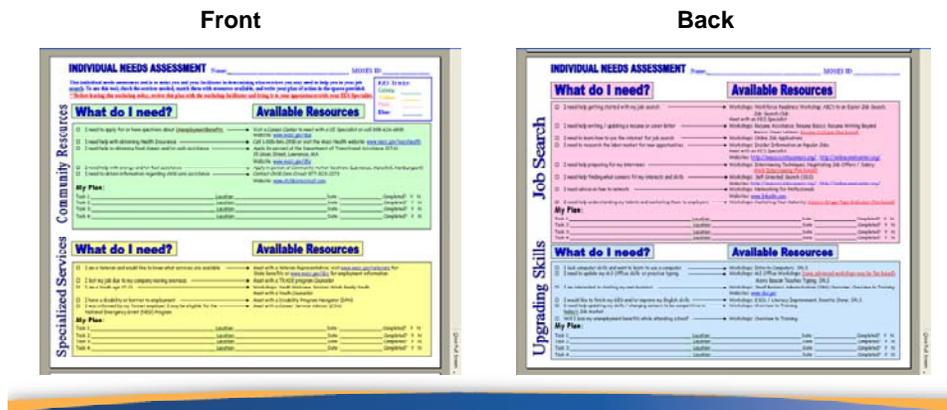
Advance to slide #21 now. ***Mandatory Information***

**If the Job Readiness Inventory / Individual Needs Assessment (INA) you are using is different than the one shown, replace this screen shot of the Job Readiness Inventory / Individual Needs Assessment with the you are using**



## Individual Needs Assessment

### Fill out the Individual Needs Assessment



### Mandatory Information

Please Note: Career Centers can customize the Job Readiness Inventory / Individual Needs Assessment designed by the CCS workgroup to optimize the services at your center. If your Career Center will use another tool for determining what services customers will need to become re-employed, go over the procedures for that tool at this time.

**SAY:** We are going to do a brief exercise. It should take about 10 minutes to complete.

**SAY:** Please take out your Job Readiness Inventory. Please read each question and check anything that applies to you. Go with your first instinct. Remember there is no right or wrong answers. I'll wait for everyone to finish before continuing. (Give customers time to complete Interest Inventory)

The questions on the inventory were designed to guide you towards services and activities that will assist you with your job search.

**SAY:** Now that you have completed the Job Search Inventory, you can begin to develop your Career Action Plan. Take a look at your Individual Needs Assessment Survey to determine what your next steps are. Please look at our workshop calendar and resources offered to see how we can help you reach your goal. Select activities or workshops to help meet the needs you identified on your INA. It is important to establish what services you need to become re-employed as soon as possible.

Please also complete your membership form if you have not done that (and ensure that any other required signatures are in place. Encourage customers to fill out the membership form completely including work history and education.

Next you will be given an appointment with a Career Center staff member to continue your assessment and help you to develop your Career Action Plan. During this appointment, you will meet one-on-one with a job specialist to get your job search on the fast track. (Local procedures may differ).



Advance to slide #22 now.



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## NEXT STEPS

- **Complete Job Search Readiness Inventory**
- **Complete Career Action Plan (CAP) to address needs for job search, upgrading skills, specialized services and accessing community resources**
- **Complete and return membership form**
- **Sign up for initial assessment**
- **Bring job search inventory to initial assessment**
- **Register for JobQuest (mandatory REA participants)**



This is an important part of the presentation; entry into the ReEmployment Services program (RES). Depending on the local model, customers should be given an appointment for or receive an initial assessment based on the Job Search Inventory or other tool. The success of RES (and the claimant's job search) depends on the positive attitude of the presenter. The intent is to get the customer back for needed intensive services such as workshops, job referrals and job development. Refer to your local RES plan for details.



Advance to slide #23 now.



**As part of our working  
partnership, please....**

**LET US KNOW WHEN  
YOU GET A JOB!**



Indicate the different ways to contact the Career Center (phone, email, in person, etc.)

**SAY:** Providing us your return to work information helps us keep current on local labor trends and is useful in planning Career Center services and the optimal use of our limited resources.

**Closing Comments: optional**

**SAY:** Remember, your job search is more than just sending out a resume or looking through the want ads. You need to know how to conduct a successful job search. YOU are the key to your job search success! It's natural to focus on the experience/skills you acquired in your last job, but maybe you need to take a look at yourself from another angle. We all have skills; many of these skills are transferable to different jobs and industries. These skills just need to be identified.

- Know what your needs and interests are
- Identify the work values that are important to YOU
- Know your skills and be able to effectively communicate those skills to others
- Learn about the job market
- And finally, keep a POSITIVE attitude

You all have options. You could look for...

1. the same type of work in the same industry
2. the same type of work in a different industry
3. a different type of work in the same industry
4. a different type of work in a different industry

Finding a job is a job. It takes planning, research and a commitment from you. Review what we discussed today. Take a look at your Job Readiness Inventory. What is your plan telling you? It's up to you. Start planning your job search today.

Thank you for attending the Career Center Seminar. Are there any questions?



You may want to give participants a quick tour of your resource room. Be sure to point out where certain resources are located. This may help ease the anxiety some may have upon their return to the Career Center.