

# **The Career Center Seminar**

**Facilitator's Guide** version 10/16/09

# 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 system.

- Before beginning the Seminar, the facilitator should review the contents of the presentation and familiarize yourself with the services and resources available at the Career Center as you 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\*\***
- CC 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 21.**
- 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 did 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 a modification.)**
- Any other Career Center Specific Flyers/Handouts
- Appointments for Initial Assessments (according to local procedures)

**NOTE:** Facilitator 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 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.

Facilitator should continually remind participants: to have 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 done on a self-directed basis.

There are clues for the facilitator as to when to advance the slide. The mouse icon highlights these cues.

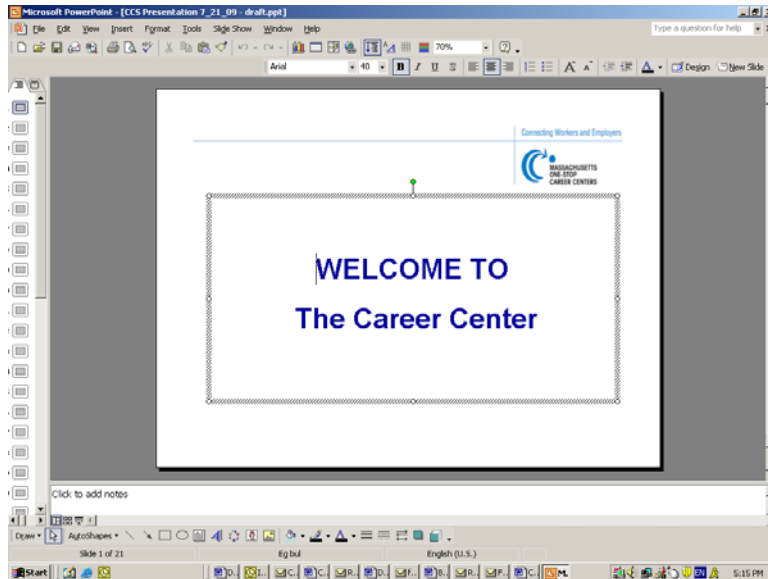


There is some information / slides that cannot be changed or deleted. These will be noted in **RED**. However, remember that the CCS Power Point and the Facilitator's Guide should be personalized to fit your career center and your customers.

## BEGIN SEMINAR:



Facilitator should advance to slide #1

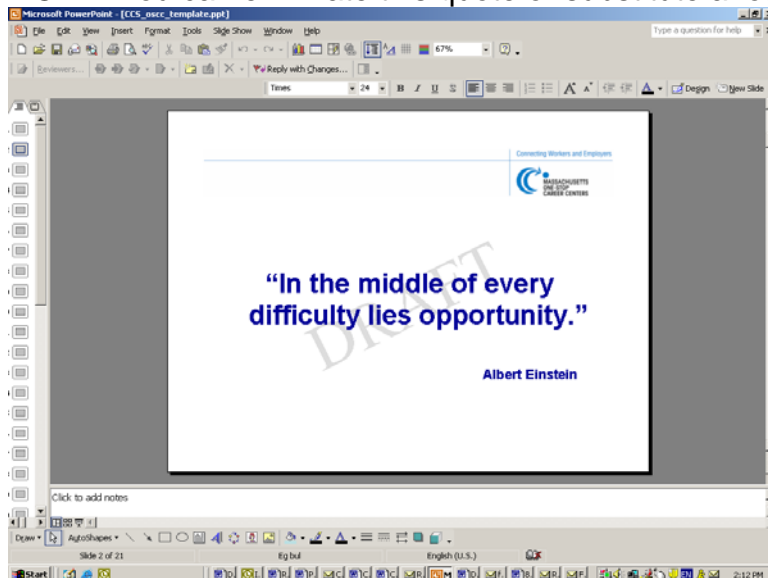


**Say:** Welcome to **INSERT the name of your Career Center** (into the PowerPoint as well) and introduce yourself.



Facilitator should advance to slide #2

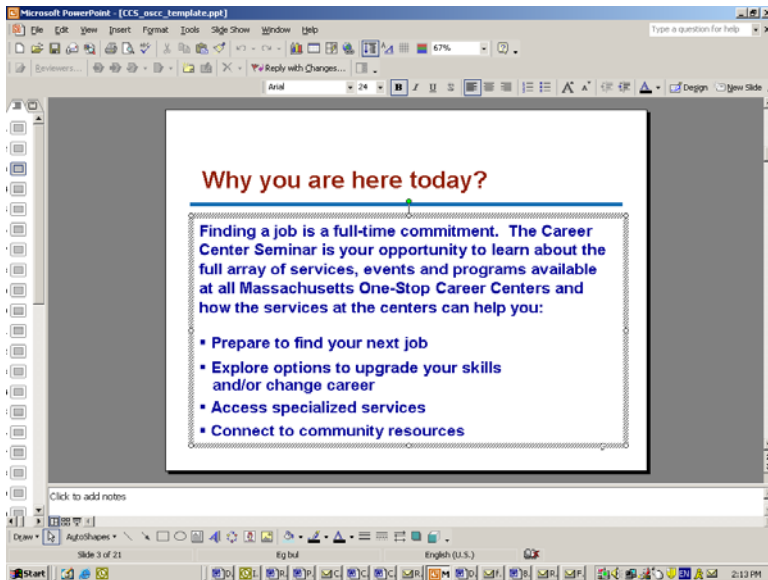
**NOTE:** You can eliminate this quote or substitute another one.



At this point in the presentation you can let them know you will be reviewing all the information in their packets during the presentation.



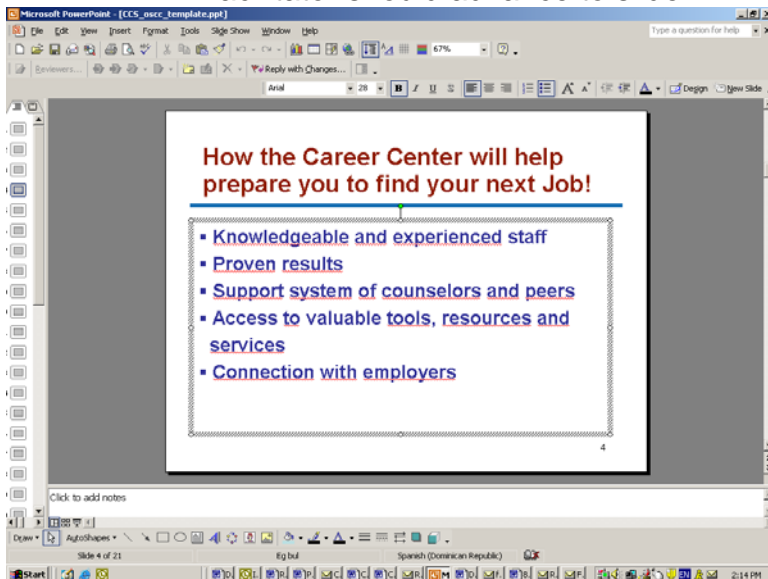
Facilitator should advance to slide #3



**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 relate to your center.*



Facilitator should advance to slide #4



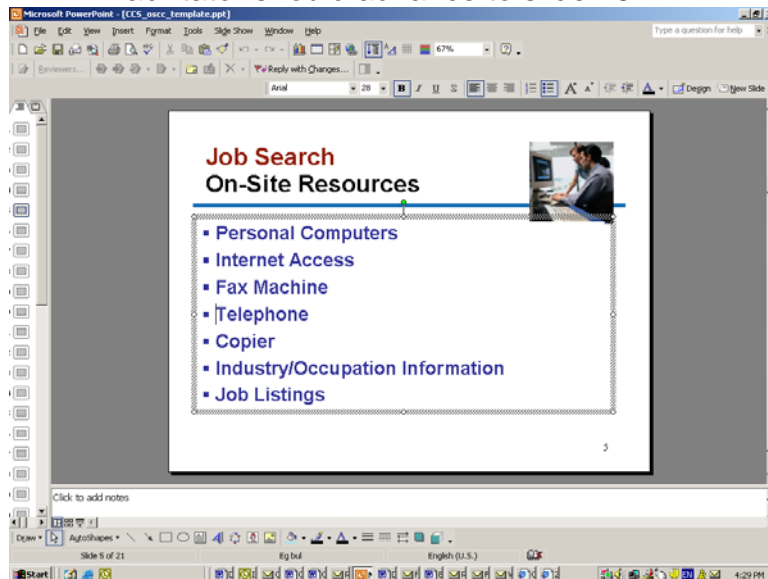
In going over these bullet points, stress the fact that finding a job is always difficult, but even more so in a challenging economy and that the career center's resources and support will help them.

Under PROVEN Results – FYI ([Based on Wage Records for Exiters 10/1/07 – 9/30/08](#)) the state statistics indicate that 57% of those customers that came back after the CCS for one or more additional services entered employment versus those who never received another service had a 43% entered employment rate.

**Note:** use the above statistic or any local statistics or information that emphasizes “proven results”



Facilitator should advance to slide #5



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.

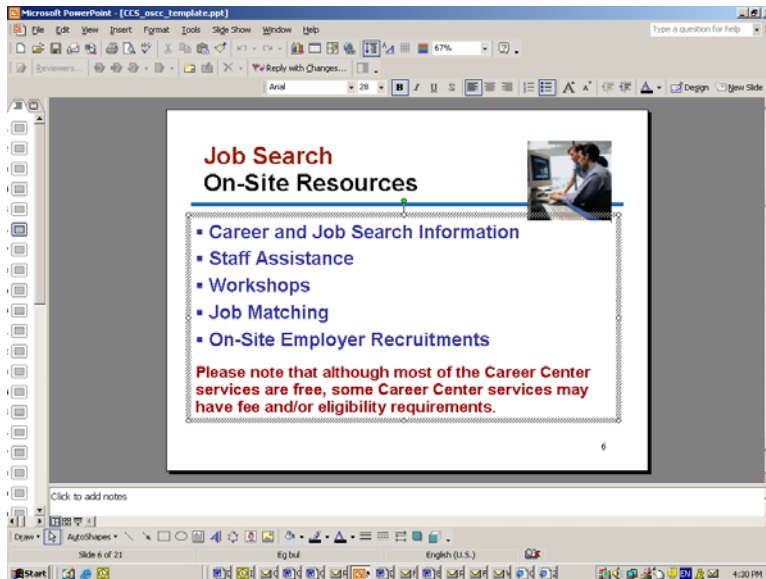
As facilitator, you should also familiarize yourself with the location within the Career Center of each of these resources.



Facilitator should advance to slide #6 (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 you career center has additional resources, add them to screen 5 or 6.**



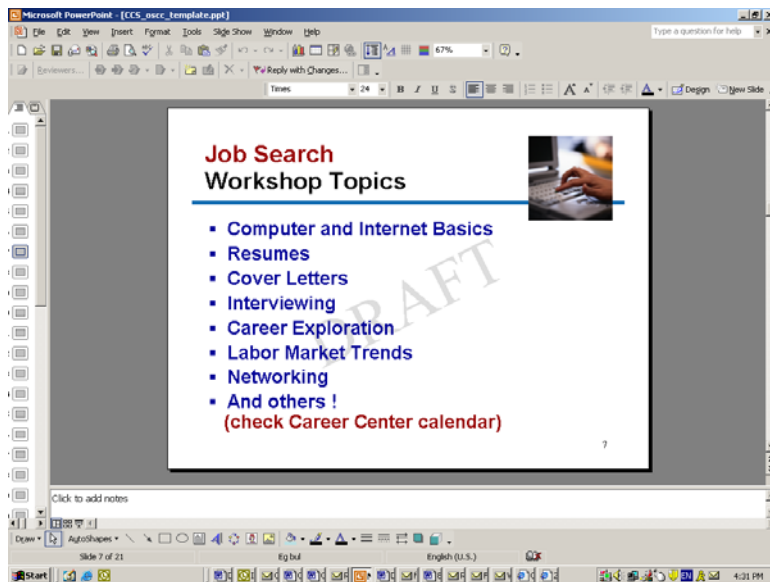
**SAY:** Job Search Preparation Workshops are another resource for you to tap into.



Facilitator should advance to slide #7



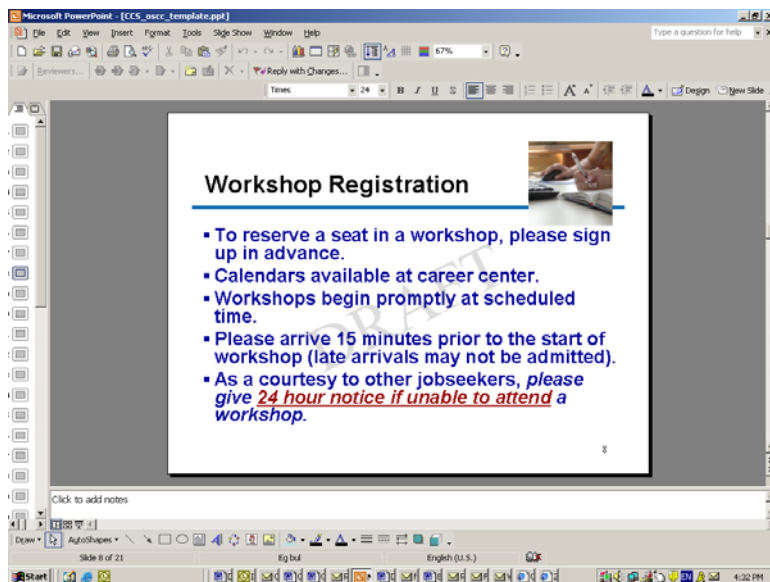
Refer to the Career Center Calendar in your Welcome Packet. Facilitator should be able to give participants an understanding of what is covered in the various workshops. (Facilitator should indicate if there is any fee and/or eligibility requirements for any of these workshops.) “This is one of the many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



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.



Facilitator should advance to slide #8



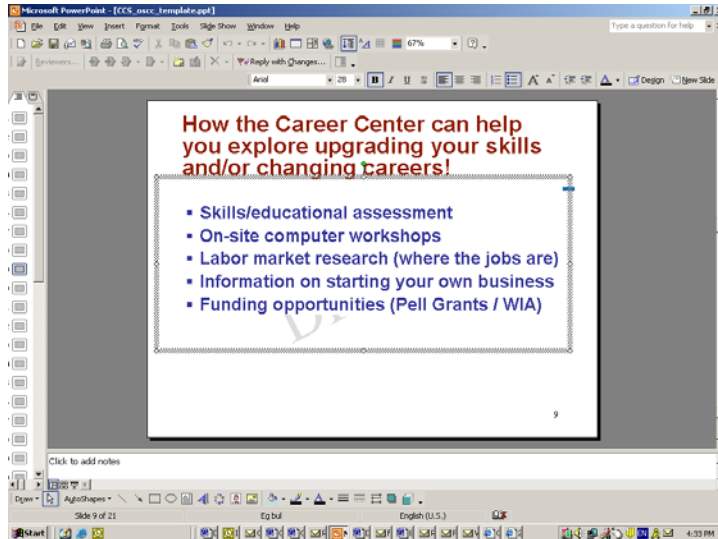
Facilitator should stress to participants that seating is limited and it is strongly preferred that they sign up in advance for Career Center workshops and call if for any reason they are unable to attend.

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





Facilitator should advance to slide #9

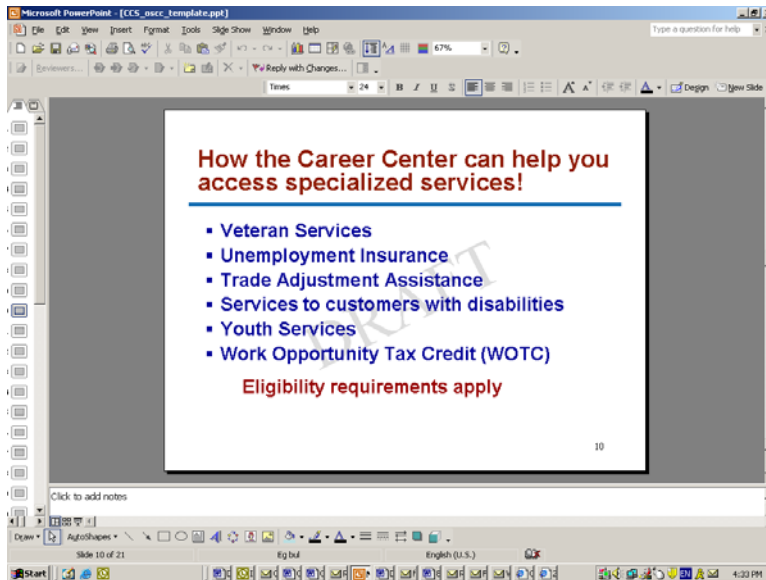


The facilitator should be prepared to describe the local career center's computer workshops, how to access labor market research and the local training options procedures, which may include a Training Opportunities Seminar / Workshop in your center.

**SAY:** The career center also provides specialized services to different groups of customers.



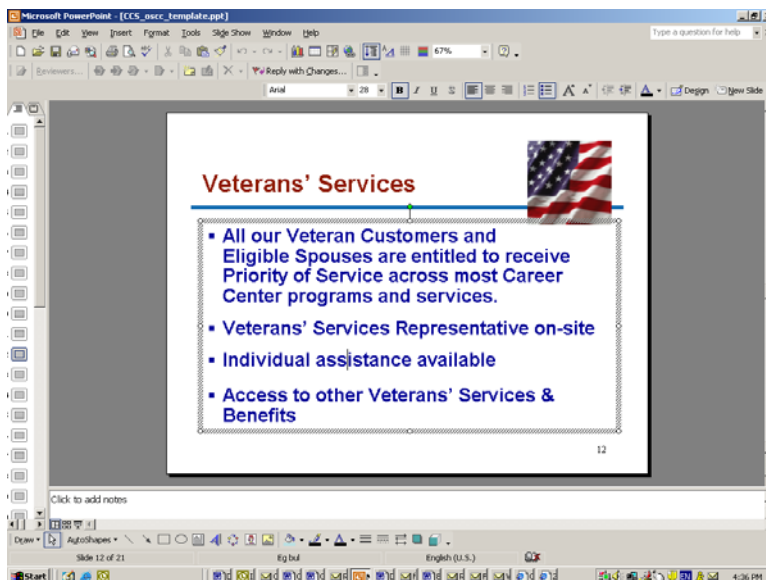
Facilitator should advance to slide #10



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 #16.



Facilitator should advance to slide #11 **Mandatory Information**



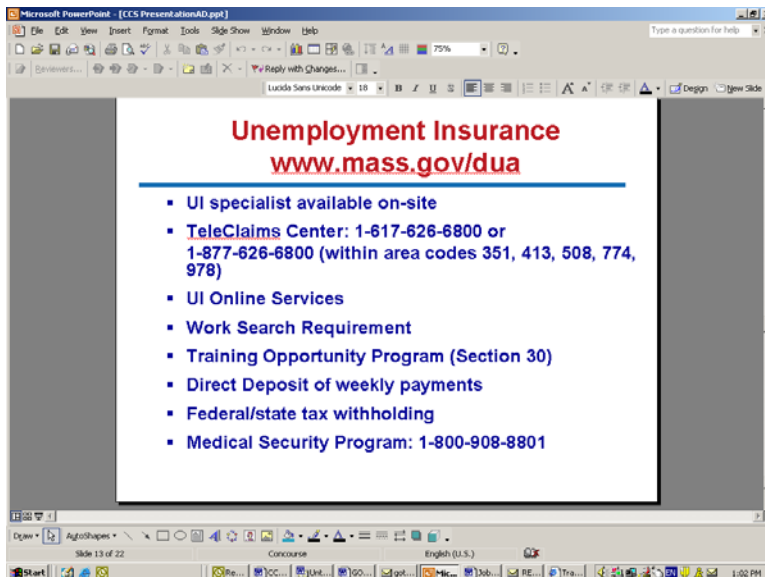
**SAY:** Every career center has specialized staff to assist veterans with their employment and training needs. These specialists can provide information and access to other Veterans' services and benefits. Give the name and contact information for any LVER's and DVOP's in your career center.



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.



Facilitator should advance to slide #13 **Mandatory Information**



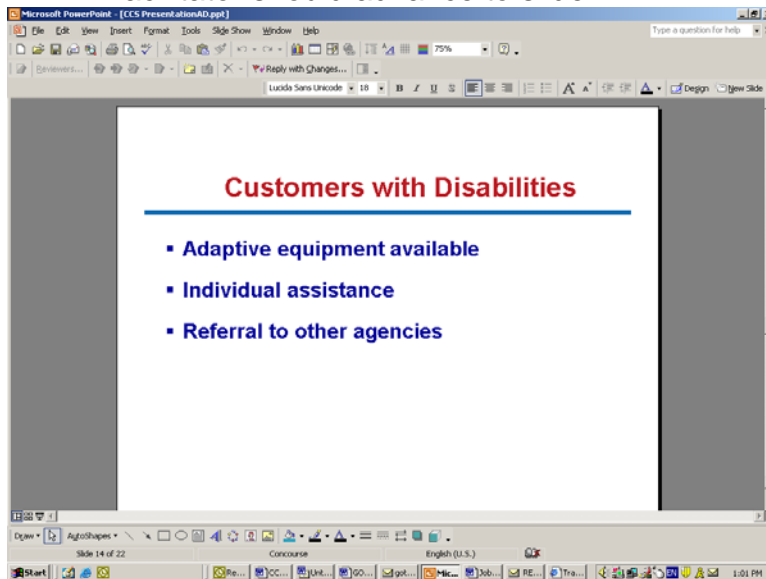
**SAY:** Most career center locations have UI specialists on site. Although most claims are taken by telephone and weekly filings are most often done by phone or on line, these specialists are available to assist with your claim if needed or desired.

- 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 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**. 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.



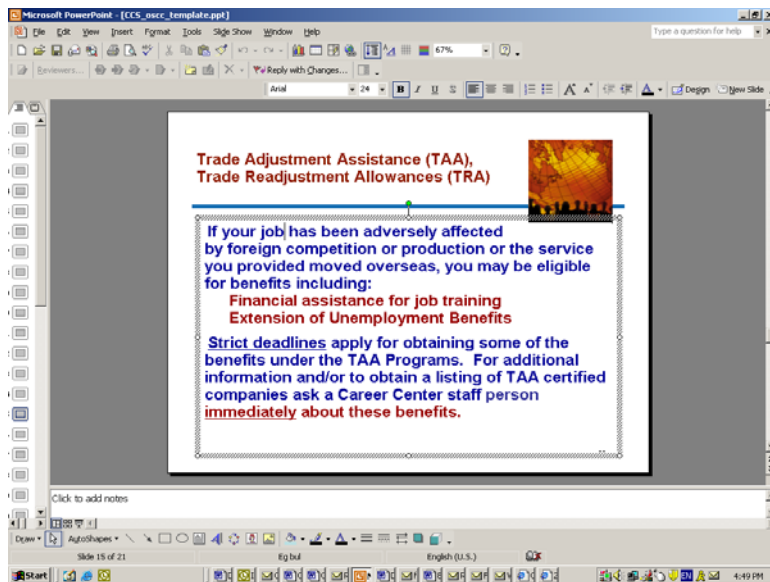
Facilitator should advance to slide #14



Inform the group about what adaptive equipment is available and the contact information of your Disability Navigator.



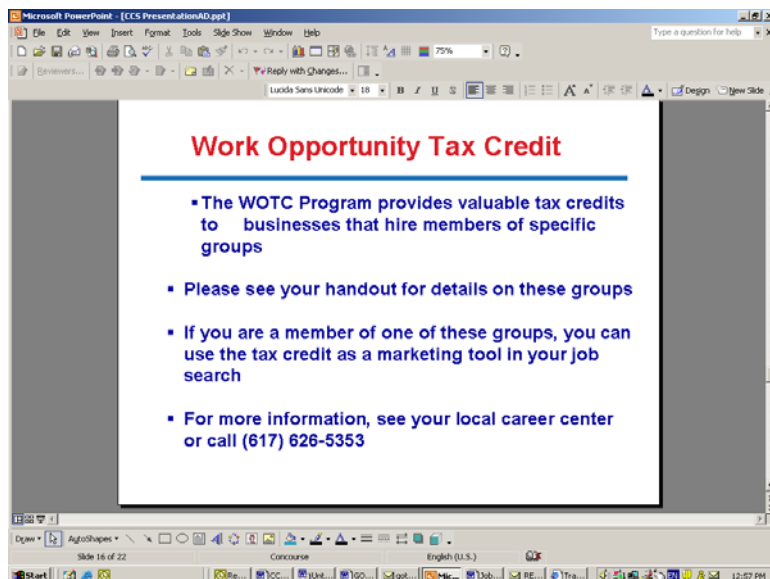
Facilitator should advance to slide #15 ***Mandatory Information***



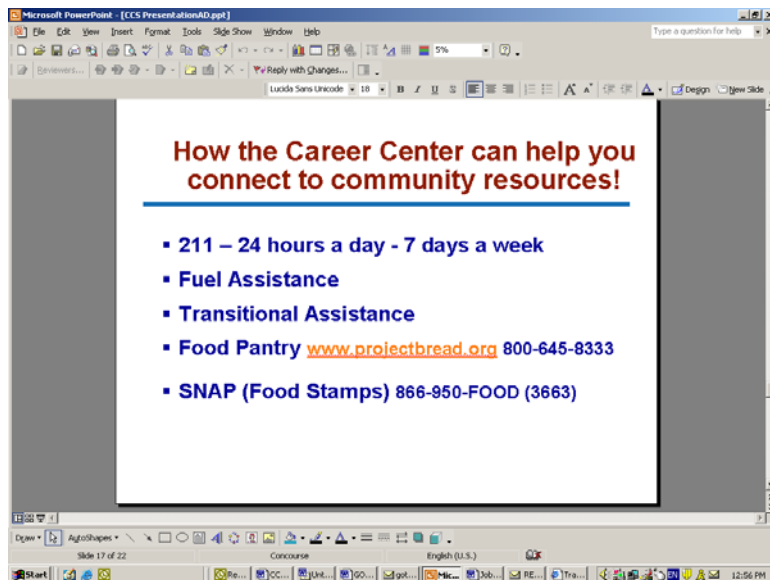
Take a few moments to touch upon all these bullet points. If there has been an affected company in your area, you may want to specify them as an example. Get feedback from the staff and management of your career center about what companies may qualify and who claimants should contact in your career center.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



Facilitator should advance to slide #16 **Mandatory Information**



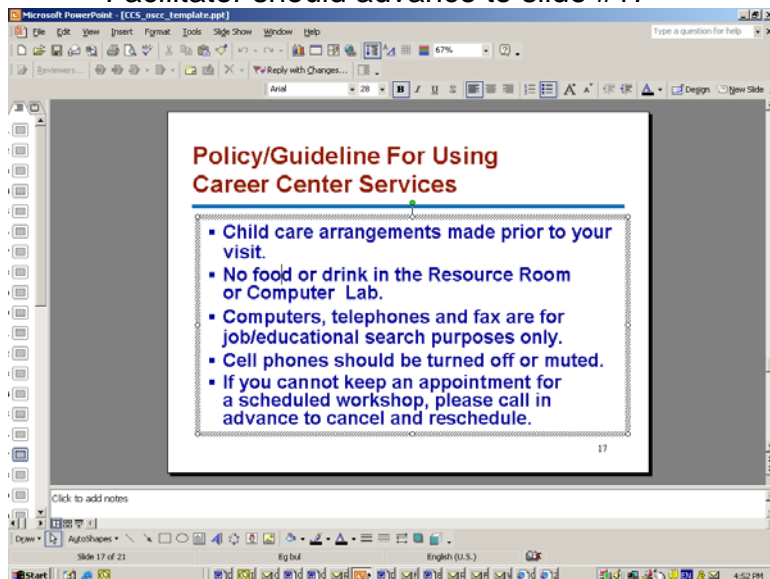
Facilitator should advance to slide #16



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.



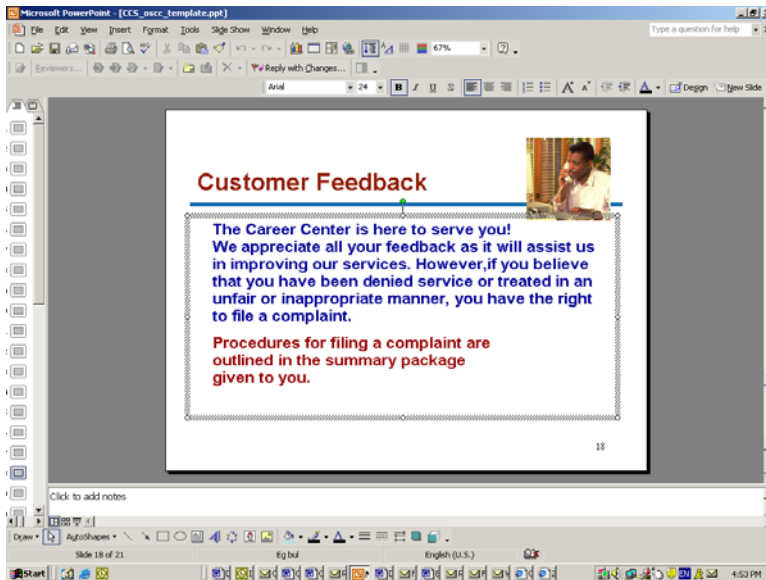
Facilitator should advance to slide #17



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.



Facilitator should advance to slide #18 **Mandatory Information**



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

**Insert: a screen shot of the Job Readiness Inventory you are using here and into the Power Point.** **Mandatory Information**

Please Note: Career centers can customize the Job Readiness Inventory 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.

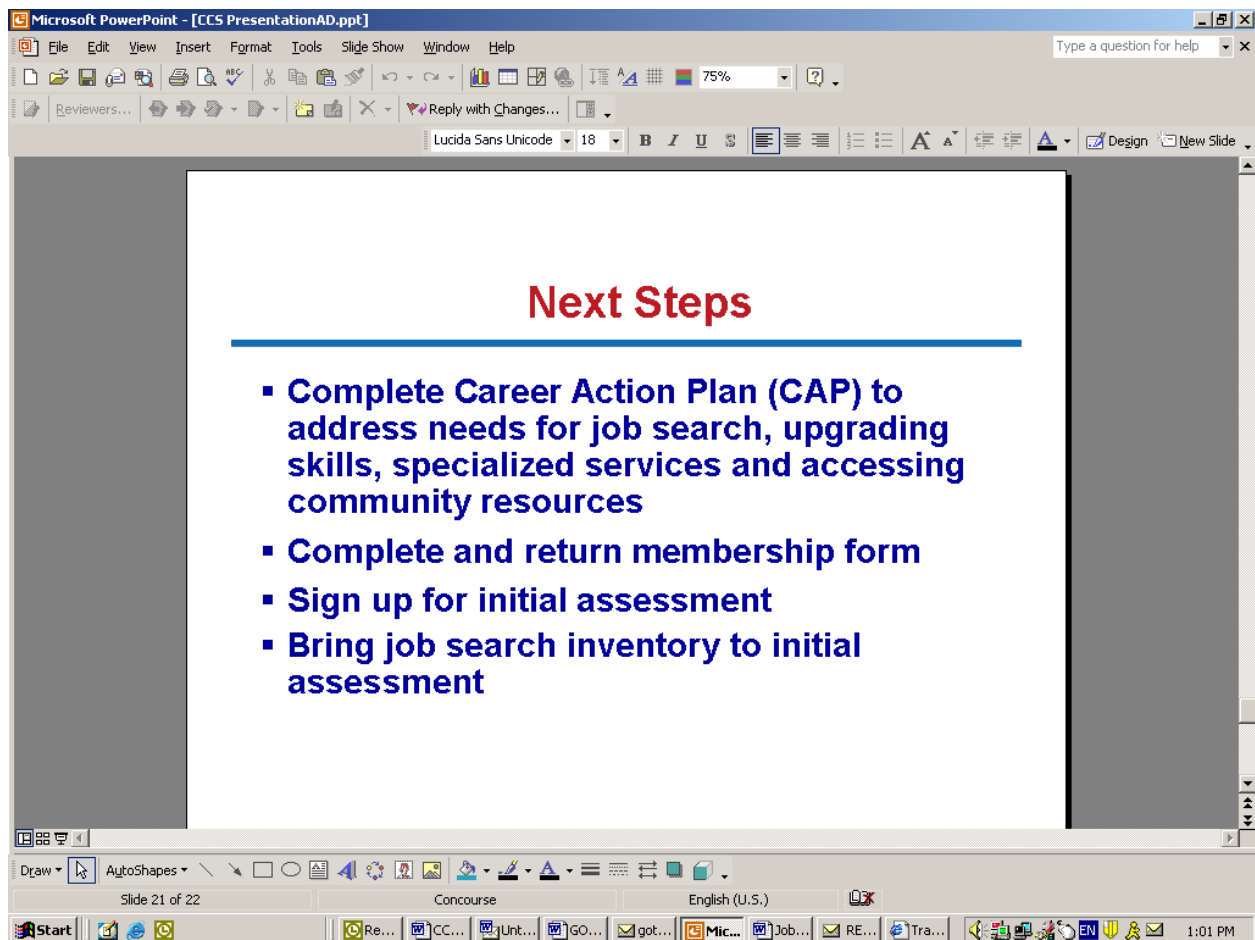
**SAY:** We are going to do a brief exercise. It should take about 10 minutes to complete.

**SAY:** Please take out your Job Readiness Inventory. What you're going to do is read each question and check anything that applies to you. Go with your first instinct. Remember there are no right or wrong answers. I'll wait for everyone to finish before continuing.

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



Facilitator should advance to slide #19



**SAY:** Now that you have completed the Job Search Inventory, please also complete a membership form if you have not done that. It is important to establish what services you need to become re-employed as soon as possible. After you have filled this out, and completed your membership form, I will give you an appointment for an initial assessment. In 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).

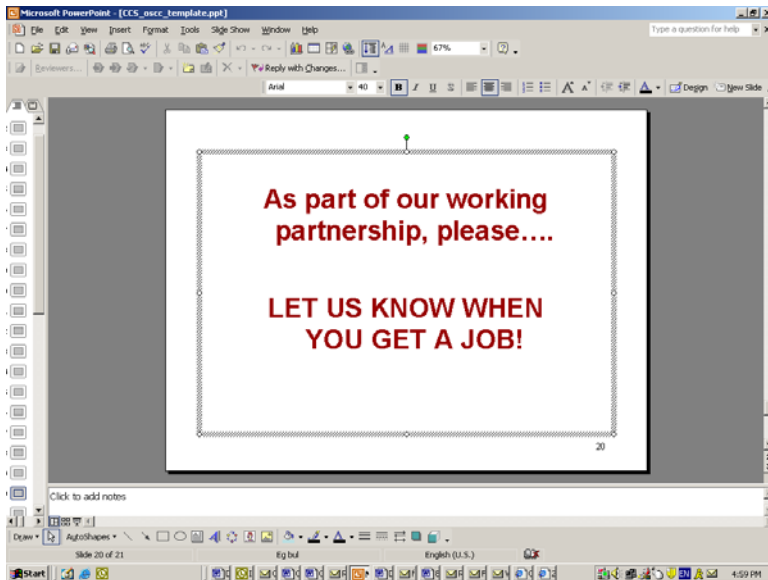


This is an important part of the presentation; entry into the ReEmployment Services program (RES). Depending on the local model, customers should be given an appointment for or receive an initial assessment based on the Job Search Inventory or other tool. The success of RES (and the claimant's job search) 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.





Facilitator should advance to slide #20



Indicate the different ways to contact the career center (phone, email, in person, etc.)



Facilitator should advance to slide #21



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.

### 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 that 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.

- 1.You could look for the same type of work in the same industry
- 2.You could look for the same type of work in a different industry
- 3.You could look for a different type of work in the same industry
- 4.You could look for 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.