MASSACHUSETTS WORKFORCE DEVELOPMENT SYSTEM

MassWorkforce Issuance

100 DCS 05.132   ☐ **Policy**   ☑ **Information**

To: Chief Elected Officials
             Workforce Development Board Chairs
             Workforce Development Board Directors
             Title I Administrators
             Career Center Directors
             Title I Fiscal Officers
             DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
             Department of Career Services

Date: October 19, 2017

Subject: **LinkedIn Workshop Materials and Resources**

Purpose: To notify Local Workforce Development Boards, One-Stop Career Center Operators
             and other workforce development partners of new materials developed and shared in
             cooperation with LinkedIn and the Massachusetts workforce system that are available
             for download. The documents include a self-service job seeker checklist and a
             PowerPoint presentation for trainers to use directly with customers. Being public
             information material (in full or portions of) is available immediately for use in
             scheduled LinkedIn workshops.

- Self-Service Job Seeker Checklist

- [Job Seeker PowerPoint Presentation](note) *(note: this doc is VERY LARGE and may
  take time to load. It is recommended to download directly from the Dropbox link)
  - to be opened up outside of the Citrix environment.*

Other Resources:

Free resources from LinkedIn include their job search platform, salary comparison
tool and freelancing platform called ProFinder. The links to each tool and
descriptions are included below.

LinkedIn offers eligible military and Veteran members one year of free access to
LinkedIn Premium Subscriptions including the [LinkedIn Learning Platform](#).

https://www.linkedin.com/jobs/
https://www.linkedin.com/salary/
https://www.linkedin.com/profinder/

LinkedIn Job Search: Leverage the world's largest professional network to connect with opportunity. Use LinkedIn Jobs to harness the power of your network and get hired. LinkedIn Jobs surfaces insights such as whom you know at a company, providing you an edge in your job search.

LinkedIn Salary: Discover your earning potential with LinkedIn Salary. Explore salaries by job title and location. See how years of experience, industry, location and more can impact your salary.

LinkedIn ProFinder: LinkedIn's new professional services marketplace that helps to connect entrepreneurs and freelancers with real business projects.

Background: The National Association of State Workforce Agencies (NASWA) teamed up with LinkedIn, the world's largest professional network, to connect U.S. employers with job seekers. This collaboration connected the states' job banks to LinkedIn through NASWA's tool that collects national job openings, the National Labor Exchange (NLx).

As part of the new collaboration, NASWA and LinkedIn agreed that NLx state job bank openings would be available to all LinkedIn users. Additionally, LinkedIn agreed to provide state agencies with training curriculum on effective online job searching and networking. Networking has always been a key component of job search and today, online networking has become the new forum to amplify one's chances of finding the right match.

Training and tools developed under this partnership agreement provide workforce system staff with information on how to best assist job seekers to effectively use LinkedIn for online career networking. The goal is for State and Local staff to be up-to-date with today's job seekers and recruitment processes with better outcomes for the customer.

LinkedIn used materials straight from local areas and compiled a consistent training tool.

Action Requested: Please assure that all Career Center staff, in particular workshop coordinators, are aware of these materials.

Effective: Immediately

Inquiries: Please email questions to Beth Goguen, Elizabeth.M.Goguen@MassMail.State.MA.US

Attachment: Attachment A: LinkedIn Checklist