



ATE-CENTERS

Effective Strategies for Job Placement

November 17, 2016

[Click here to watch the webinar recording](#)



Webinar Details

- For this webinar you will be in listen only mode using your computer or phone
- Please ask questions via the question window
- This webinar is being recorded – you will be sent a recording link

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CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

With Additional Support by the ATE Collaborative Impact Project

ATECENTERS

Disclaimer: This material is based upon work supported by the National Science Foundation under Grants # 1205077 and # 1261893. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

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



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Discussant
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Facilitator
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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

The National Information, Security & Geospatial Technologies Consortium Map



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.skillscommons.org/handle/taaccct/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?

Join Us – All Webinars 3 pm Eastern

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

For Other Upcoming Webinars See: <http://www.atecenters.org/ccta>

Join us in Salt Lake City, UT!



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

Please take a moment to help us become better...

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<http://www.atecenters.org/ccta>