

School District Employees Promising Practices **Finger Lakes Region Rapid Response Team**

The Rapid Response team contacted the school districts throughout the nine county Finger Lakes region from the spring of 2010 – fall 2011. Expeditious Orientations were given in a few of the smaller districts outside of Monroe County. Each district was contacted via snail or email or called directly to either schedule an orientation or post the “Job Search Guide for School District Employees” on their websites. Most schools opted for neither or did not respond at all.

The Rochester Teacher’s Association and the Board of Education Non-Teaching Employees, (BENTE) unions were amenable to maintaining open lines of communications. As a result: The Rapid Response team presented an Expeditious Orientation to over 100 BENTE affected workers at the Edison High School auditorium in June 2011. Individual members have reached out to RR team members for assistance.

- Resume and Kick Start Your Job Search Workshops are scheduled in late September.
- Expeditious Orientations for teachers were held throughout June and August at the NYSUT building in Rochester.
- Professional and support affected workers are being captured through REOS, tagged and are being invited in for job search planning, job referrals and counseling. Career Exploration and Job Search Workshops are scheduled throughout October.
- Rapid Response team members are meeting with former school district employees, after RSOs. Initial Assessment, job search planning, job referrals and recommended next steps have been done.
- Resumes are requested for submission to SMART.

The Rapid Response Coordinator appreciates the wealth of talent the school districts have to offer and plans for interactive workshops in:

- Social Networking
- Branding
- Marketing
- Transferrable Skills

These workshops are meant to utilize the abundant skills of the RR staff as well as those of the affected workers.

Direct contact continues with Rochester City School District affected employees (332 tagged in OSOS).

The other districts in the Finger Lakes regions were not impacted as greatly as the City of Rochester. We did, however, do Expeditious Response Services for:

- Batavia City Schools
- Canandaigua
- Dansville
- Lyons
- Geneva

We provided Expeditious Orientations for the Diocese of Rochester:

- Holy Cross
- Our Mother of Sorrows

School District Employees Promising Practices
Finger Lakes Region Rapid Response Team

- St. Michael's in Newark, NY

Each of the orientations included orientations to SMART, Job Zone and Job Search Planning sessions with a focus on transferable skills, civil service jobs, human service occupations as well as industries/companies that hire educators and trainers. We continue to monitor for continued service as directly provided by Rapid Response and local One-Stop Careers Centers (inclusive of partners).

Upcoming Events:

The week of September 26, 2011 the BENTE and other non-teaching affected workers (teaching assistants and paraprofessionals) will attend the following workshops:

- Resume Development
- Kick Start Your Job Search

The week of October 3, 2011 the teaching and other professional affected workers will attend:

- Kick Start Your Job Search
- Working With What You've Got (Making a Career Change using Your Transferrable Skills)

Rochester Works, Inc along with the Friends of the Fairport Public Library and the Department of Labor is offering a series of dynamic programs and workshops for the professional jobseeker customer:

- Managing a Job Fair for Success
- Beat the Crowd! Highlight Your Resume to Make a Difference
- A series of workshops for the 40+ job seeker
- Networking, Referrals and Getting a Yes
- Twitter for the Job Seeker
- Managing Your Career Transition
- Alternatives to COBRA

An informational packet will be distributed to include information on supportive services, upcoming events, job fairs, information on green energy job training, etc.

Submitted by:

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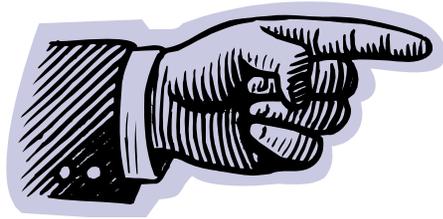
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Kick Start Your Job Search: 8 Steps to Effective Job Search

45 Second Commercial



**DO YOU HAVE
YOUR OWN
COMMERCIAL?**

45 Second Commercial

“My name is _____.”

“I am a (job title or profession) _____.”

“with expertise in _____.”

“My strengths include _____.”

“My preferred work functions/work environment are _____.”

“I’m looking for information about _____” – OR –

“My goal is _____.”



EIGHT STEPS TO THE JOB SEARCH PROCESS

8 Steps of the Job Search Process

1. Identify your Target Job/Occupation

- Job titles
- Target industry (or industries)
- How are people hired in your industry?
- Is your profession/trade in demand?
- What is the starting salary for a new hire?

Handout: “Kick Start Your Job Search” p. 3

Resources: www.onetonline.org, www.labor.ny.gov

8 Steps of the Job Search Process

2. Be Prepared

- Get all your paperwork in one place
- Job-Ready email address and voice mail message
- Job-Ready interview clothes, haircut, etc.

8 Steps of the Job Search Process

3. Create a polished and targeted resume

- Customize resume & cover letter to each job.
- You may have 3 or more versions of your resume.

8 Steps of the Job Search Process

4. Be the Best Candidate

- Know your skills and highlight them.
- Read, take classes/seminars, and otherwise get your knowledge & skills current.

8 Steps of the Job Search Process

5. Talk to Everyone. Network daily!

- Use your elevator speech
EVERYWHERE
- Enlist the help of staffing agencies, job fairs, networking groups and websites, mentors, other job seekers (Job Club/Job Network)

8 Steps of the Job Search Process

6. Leave No Job Opportunity Unexplored.

- Apply for jobs in person, by mail, and online.
- Apply for jobs that haven't been posted yet.

Resources: www.rochesterworks.org, www.indeed.com

8 Steps of the Job Search Process

7. Master the skill of interviewing

It may take 5-7 interviews to get one job offer.

- Be prepared. Do your research.
- SCAR Stories (Situation – Challenge-Action – Results)
- Follow Up!

8 Steps of the Job Search Process

8. Assess and adjust accordingly

- Are you finding job postings?
- Getting interviews?
- Making good networking contacts?
- Getting job offers?
- What's working? What can improve?



HOW NETWORKING GETS YOU BACK TO WORK



You are the Boss!

Today your star employee walks in and gives their immediate resignation.

How are you going to fill this position **without spending any money?**

Why Networking Works



**Least Company
Time & \$\$**



Supervisor
hires someone
they know

Supervisor hires
someone a co-worker
knows

Human Resources checks
applications on file

\$ Supervisor goes to Employment
Services\$

\$\$ Job is posted on the Internet and or
Newspaper\$\$

**Most Company
Time & \$\$**

Insider Tip:

- The perfect job for you may still be filled at this time, but could open with or without warning in the near future.

You need to communicate your 45-Second Commercial with potential co-workers now to be on the “A-List” soon.

LOOKING FOR WORK?



- Don't wait for postings.
- Keep your options open wide! Consider new industries, different company sizes/types, new job titles.
- Remember, most companies have fewer than 100 employees, and you may not have heard of your next employer yet.

Handout: Kick Start Your Job Search, page 7.

Resources: www.labor.ny.gov/stats/bdirector.shtm

Job Search Marketing Plan

- Defines your career objectives
- Provides a road map for your job search
- Structures a networking conversation
- Is an **evolving** document

MARKETING PLAN

Objective:

Customer Support Specialist
Problem Resolution

Inbound Help Desk
Training/Mentoring End-users

Introduction:

I am experienced in customer service and help desk support. I supported end-users who used SAP/Procurement in the US as well as globally. My troubleshooting and problem resolution rate was 99%. I also have experience in designing working instructions/training materials for new users of SAP working the Procurement arena. I have been recognized by my management as having a supportive and caring nature with end-users. Other assets I possess include: strong verbal/written communications, training skills, database maintenance, Excel spreadsheets, Word.

Geographic Preference:

Monroe County

Types of Industries:

Information Technology, Transportation, Utilities, Healthcare, Insurance

Target List of Potential Companies:

Excellus	Bausch & Lomb	CellTech	Vanteon
Blue Tie	Paychex	Safeco	RG&E/Energetix
MetlifeArea	Optimax	Hospitals	Sutherland Group
Pitney Bowes	Nortel	Frontier	Verizon
Unity Health	Genesee & Wyoming		

Networking Meetings

A networking meeting (informational interview) for your job search ...

- Is **not** a time to ask for a job
- **IS** a time to ask for feedback, strategies, and insight about your career and your next steps.

Networking Meetings

- Your best bet for a productive networking meeting is the “friend of a friend.”
- Tell them what your professional objective is.
- Ask if you can meet with them for 30 minutes and pick their brains.
- Share your marketing plan with them, use as an agenda.
- Always thank them in person and in writing.

Working A Job Fair or Networking Event

- Prepare, Research
- Prioritize
- Follow Up



Handout: “Kick Start Your Job Search” p. 11

WORK WITH PARTNERS

Employment Agencies. Some employers only hire through an agency, either permanent or temp-to-hire.

Be clear about what you are looking for and what you can do.

Resource: www.rochesterworks.org/js_jobsearch.aspx

JOB POSTING SOURCES

- Top Job Posting Boards
- Meta-search Engines
- Other Job Posting Boards of Interest
 - By industry, civil service, etc.
- Register for email notification on your job search key words.

Handout: p. 12

Resource: www.indeed.com, www.simplyhired.com,
www.ccsi.org , www.cs.state.ny.us, www.jobcentral.com/ny

Set Daily Goals



- Call or visit 3 agencies
- Respond to 3 job postings
- Call 3 contacts for information
- Fill out 3 applications
- Follow up with 3 people
- Share your marketing plan with 3 people.
- Ask for what you need: an introduction, companies to work for

Measure Your Progress

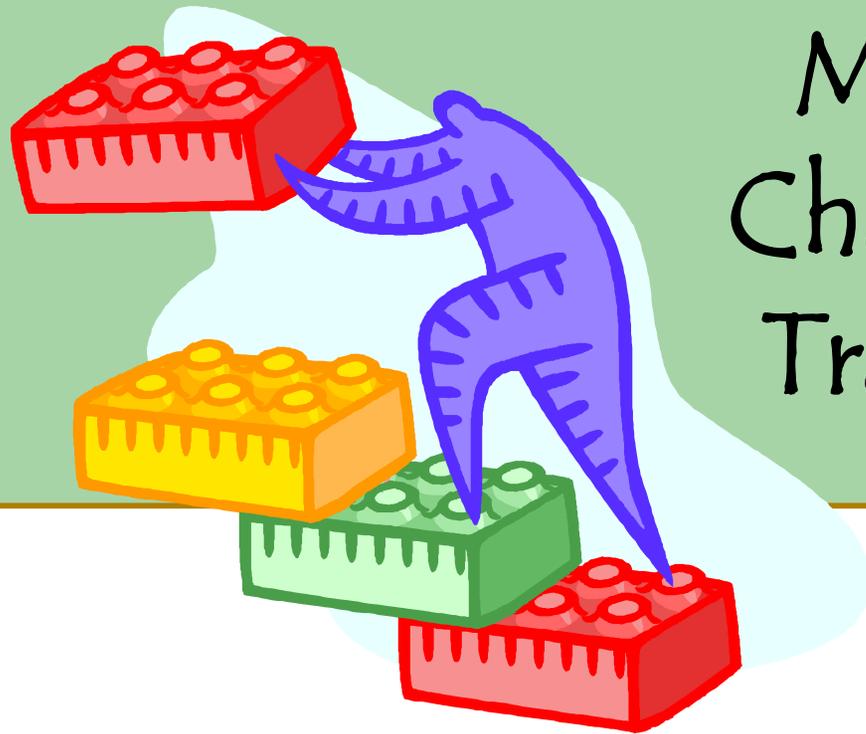
- Is your telephone ringing?
- What is working?
- Who is calling back?
- What do you do well?
- Where can you improve?

What's Next?

- Resume Workshop – or – “Right” Your Resume
- Ace Your Interview – or – Interviewing Beyond the Basics
- Marketing Plan: Your Best Guide to Job Search
- Job Club – or – Job Network

YOUR WINNING EDGE: Your Complete Job Search Guide From Self-Assessment to Resumes to Interviews
www.labor.ny.gov/formsdocs/does/CareerServformsandpublications.shtm

WORKING WITH WHAT YOU'VE GOT



Making a Career
Change using your
Transferable Skills

Work with What You've Got

- Your transferable skills & knowledge are free and available right now
- You know you can do it – bring your self-confidence to the interview!



Small Change can Add Up

- **A Career Change is not all or nothing.**
(You can keep looking for your comfort-zone jobs too!)
- **Consider career shifts**
 - old job, new industry
 - old industry, new role
 - related industry, related job.



Change is Good.

- Career shifters bring “**out of the box**” knowledge and experience to their new jobs.
- Career shifters often have **fun learning** new things!



Change is Scary.



- You'll have to **learn on your feet**.
- You might even have to do **a lot of research** ... even before you **APPLY** for the job.
- You'll need to be a **good salesperson** for your set of skills.

SO, WHAT DO I DO NOW?



What do you bring to the table?

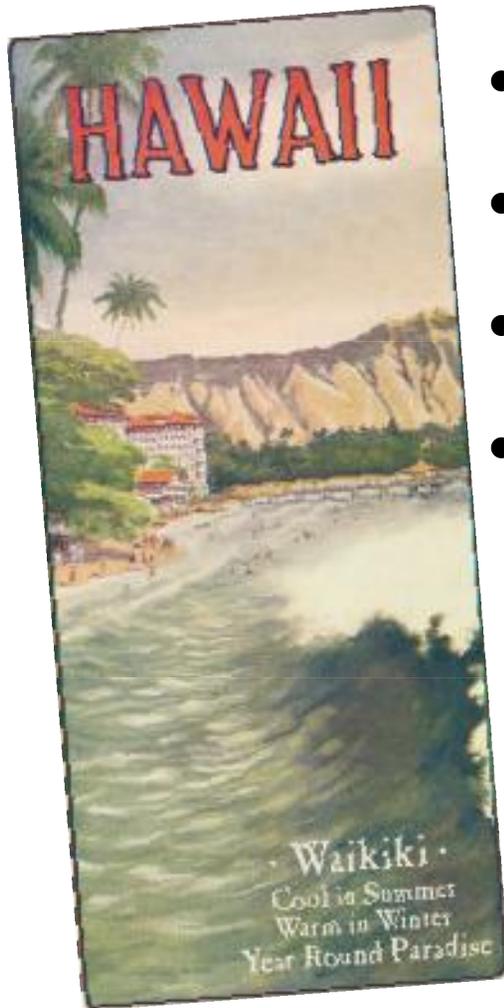


Transferable skills

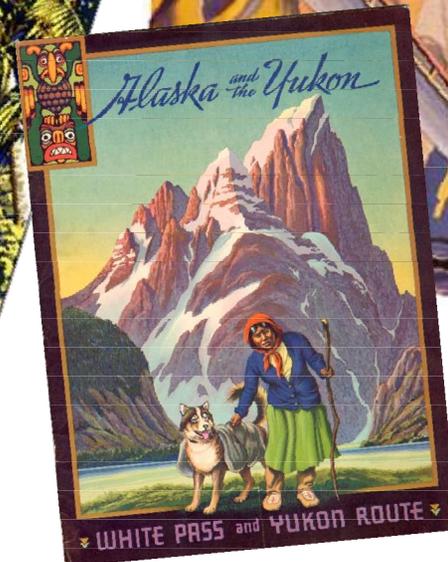
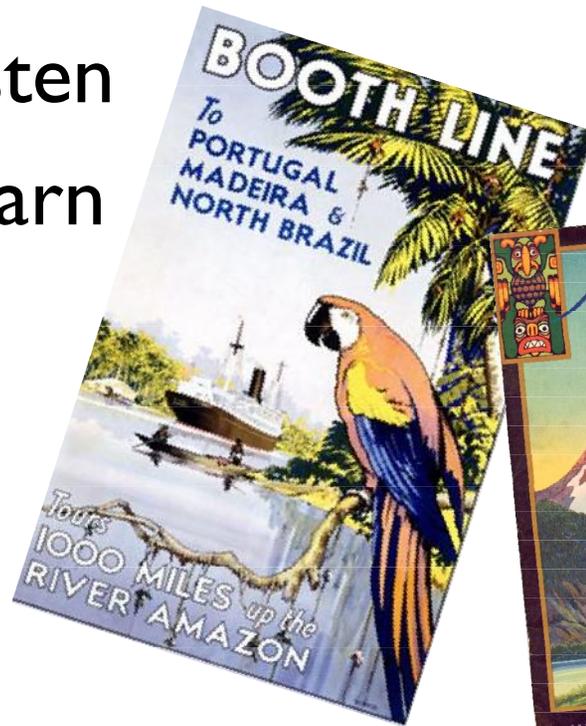
Transferable knowledge

Transferable passions

If you don't know where you're going, you probably won't get there!



- Get the word out
- Read
- Listen
- Learn



GET GOING!

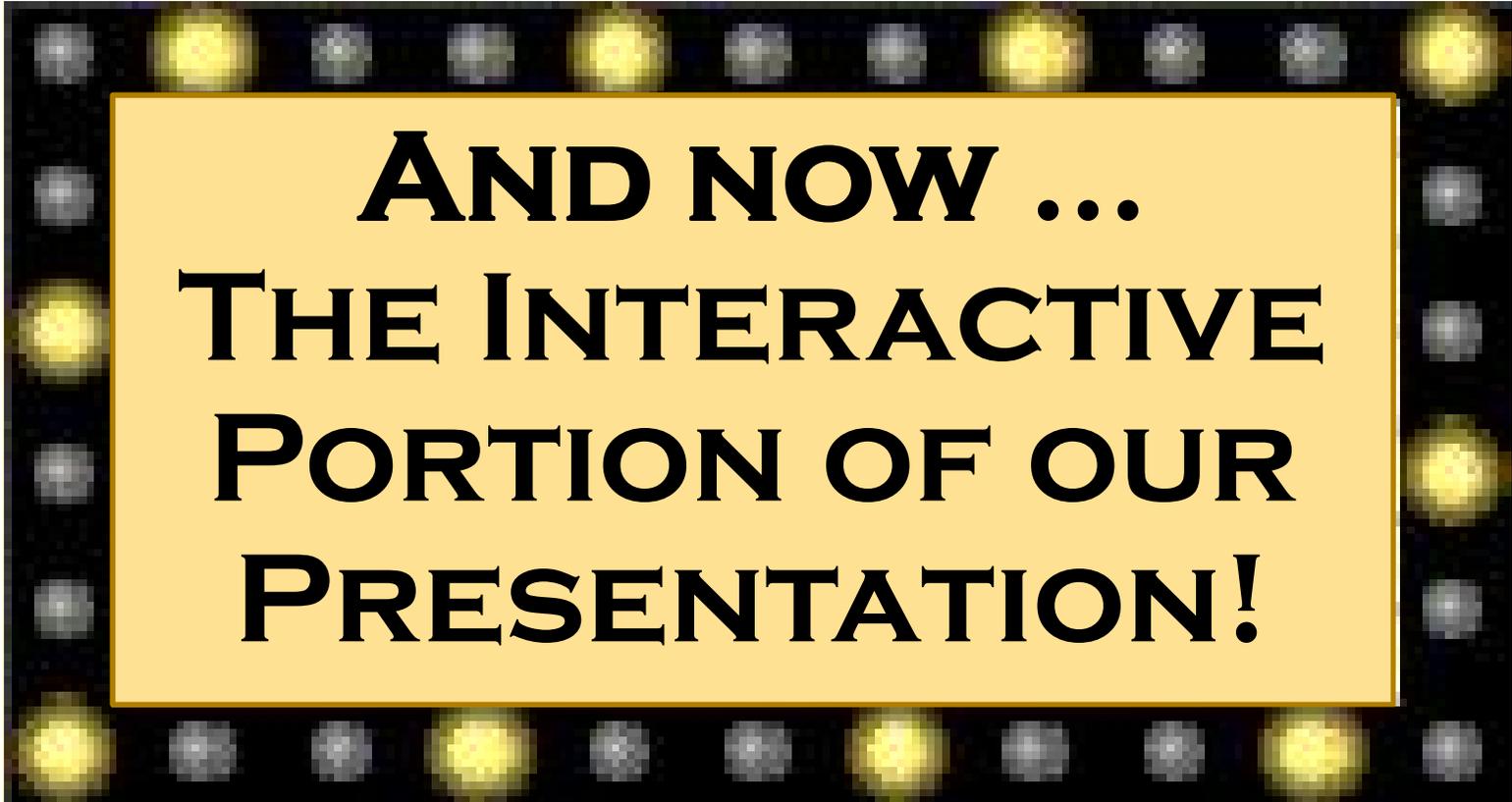


- **Don't just plan ... DO.**
- **Apply for positions.** Keep re-writing your resume until it's telling the story of your new move.
- **Consider “interim” positions.** If you can't make the leap all the way to your dream job, get yourself part way there.
- **Volunteer.** Refine your skills by giving them away for free. And develop a new set of network contacts and job references while you're doing it!



Don't Go It Alone.

- **Get a “local guide”:** talk to people in the new field about what they know
- **Job Network/Job Club**
- **Professional Organizations:** websites, and professional development meetings/seminars
- **LinkedIn.com** is a great way to “spy on” people with your new dream job. What do they say about what they do?



**AND NOW ...
THE INTERACTIVE
PORTION OF OUR
PRESENTATION!**

Team A



Team B



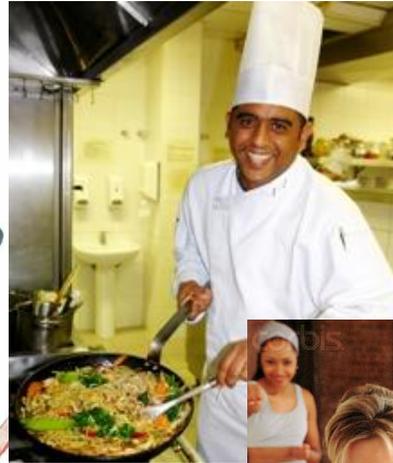
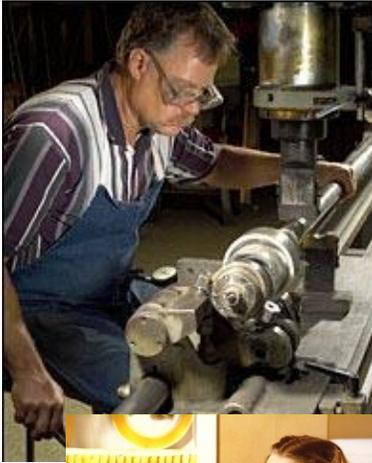
Team A



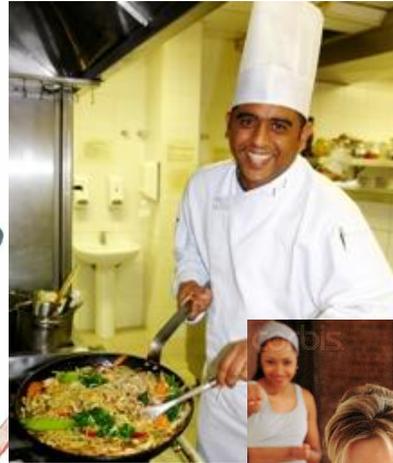
Team B



How About These?



How About These?



MIND MAP YOUR CAREER CHOICES

Interests/Hobbies

- 1.
- 2.
- 3.
- 4.

Work Experience

- 1.
- 2.
- 3.
- 4.

Possible jobs

- 1.
- 2.
- 3.
- 4.

Knowledge

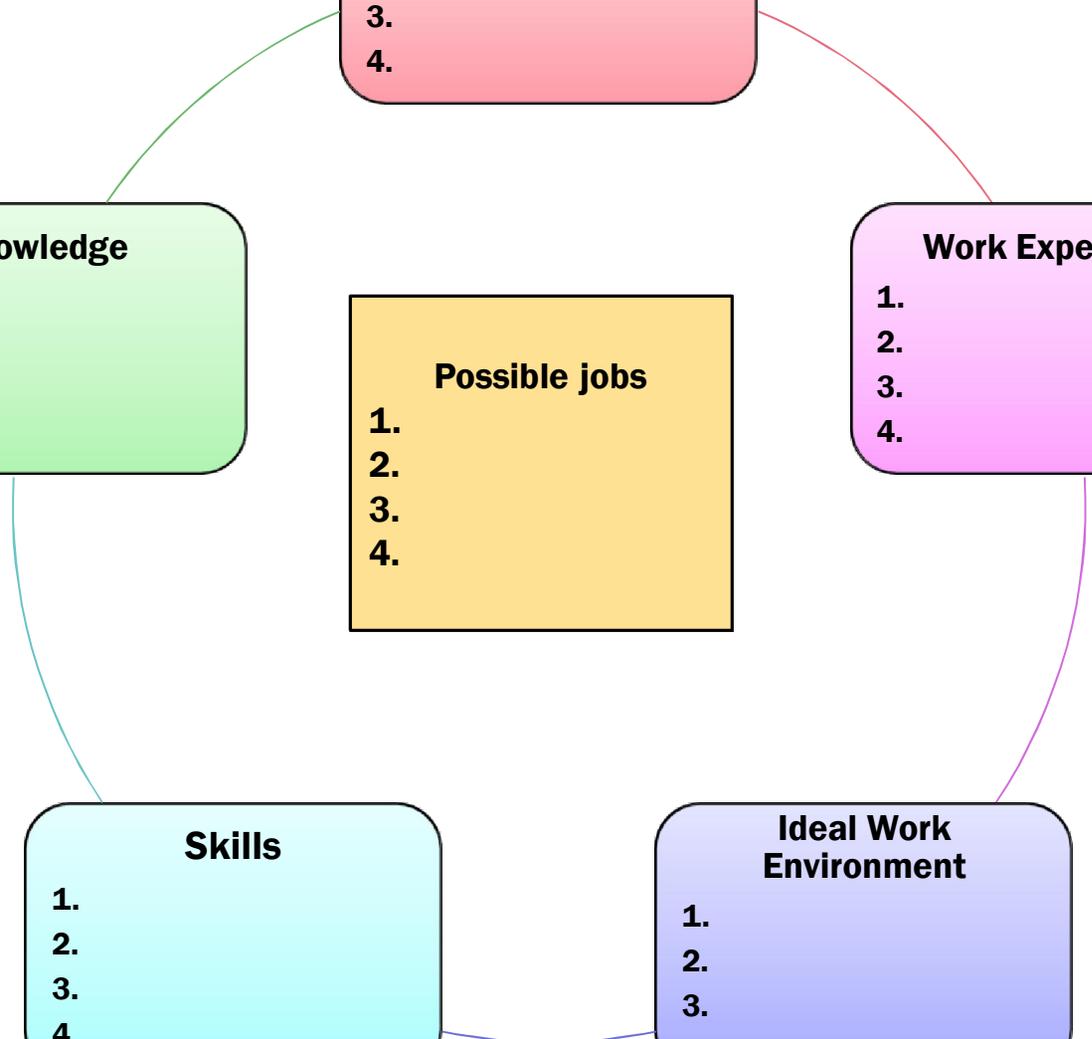
- 1.
- 2.
- 3.
- 4.

Skills

- 1.
- 2.
- 3.
- 4.

Ideal Work Environment

- 1.
- 2.
- 3.
- 4.



Some Cool Resources!

- www.labor.ny.gov
- www.myskillsmyfuture.org
- www.mynextmove.org
- www.linkedin.com
- www.rochesterworks.org
- www.onetonline.org
- www.nyjobzone.org
- www.ccsi.org

The collage displays four screenshots of career and labor resources:

- O*NET OnLine:** A screenshot of the O*NET OnLine website. The main heading is "Build your future with O*NET OnLine." Below this, there's a "What's New?" section and a "I want to be a..." section. The site includes search options for "Occupation Search", "Find Occupations", "Advanced Search", and "Crosswalks".
- MY NEXT MOVE:** A screenshot of the MY NEXT MOVE website. The main heading is "What do you want to do for a living?". It features three interactive panels: "Search careers with key words.", "Browse careers by industry.", and "Tell us what you like to do." There are also search and browse buttons.
- New York State Department of Labor:** A screenshot of the New York State Department of Labor website. It features a search bar, a "Get your 1099G form on line now" notification, and various service links like "Unemployment Assistance", "Looking for a Job?", "Wages and Hours", "Workplace Safety", "Labor Statistics", "Employer Information", "Agency Information", "Newsroom", "Labor Laws", "Forms and Publications", "Links", "FAQs", and "Contact Us".
- Rochester Works!:** A screenshot of the Rochester Works! website. It features a search bar, a "JOB SEEKERS" section, a "YOUTH" section, a "BUSINESSES" section, and a "Search for a Job" section. There are also links to "Workshop Calendars", "Hot Jobs!", and "Employer of the Month".

QUESTIONS?



Inspirational Stuff

- When you come to the end of your rope, tie a knot and hang on.

– Franklin D. Roosevelt

- The most important thing to remember is this:
To be ready at any moment to give up what you are for what you might become.

– W. E. B. Du Bois

- There's only one corner of the universe you can be certain of improving, and that's your own self.

– Aldous Huxley