

# Video EUC Orientation

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Welcome to your One-Stop and today's presentation.

In today's competitive job market, job seekers need to stay on top of their game. It is much more difficult to weather a period of long-term unemployment than a short-term job loss or career change. Now that you have collected more than 26 weeks of unemployment insurance benefits, you may need to reassess your job search plan and job search needs.

While benefits such as Emergency Unemployment Compensation, commonly referred to as EUC, can help during this time, there are requirements that need to be met in order to maintain eligibility for the weekly support. These requirements represent work search strategies with proven results and positive job outcomes.

During this presentation, we will:

- review the requirements for maintaining EUC benefits and,
- show you tools and techniques that can help strengthen your job search.

As you watch, take notes on the tips and information presented for your reference or as a reminder of a discussion topic to talk about with a career advisor or employment counselor after this presentation. We will provide you with a list of the resources discussed during the presentation. Do not feel the need to copy down website addresses, but note the title of the resource or tool for your reference.

To maintain eligibility for EUC benefits, you must:

- have an active registration with your local One-Stop Career Center;
- be registered to receive potential job leads or referrals from the New York State Job Bank;
- be engaged in an active work search and make appropriate employer contacts, considering the labor market and your skills and abilities; and
- be actively searching for work and keeping a detailed record of your work search efforts.

## ***What does it mean to be registered with the local One-Stop Career Center and how does that help me?***

Registration with your local One-Stop Center ensures that you have access to all of the publicly funded resources available for free to assist you both in meeting your immediate reemployment goals and your longer term career goals.

One-Stop services vary by location, but generally include:

- Job search assistance
- Career counseling
- Job referrals
- Resume critique
- Interview coaching
- Counseling on skills upgrading and training options

- Workshops –we offer workshops that can put you in the driver’s seat to landing the job you want. Topics may include:
  - Resume writing
  - Job search strategies
  - Interviewing skills and more!
- And you get access to the Resource Room – In the Resource Room, work at your own pace and take advantage of: computers, phone, fax your resume to employers, create your resume with easy to use software, search for jobs online, complete online job applications and explore new career options.

Having an active registration means it is your responsibility to notify us if your contact information, employment status, or employment qualifications change. Keeping your registration active also means making periodic visits to the One-Stop and taking advantage of available One-Stop Career Center services. Your registration lapses after 90 days of non-activity. If scheduled for reemployment service at the One-Stop Career Center, you are required to participate. Failure to keep a scheduled appointment may result in suspension of your unemployment insurance benefits.

### ***How do I register for the New York State Job Bank?***

Registration with the New York State Job Bank means that the One-Stop Center has enough of your resume information to effectively match you to available jobs. The One-Stop Center needs to have a complete work history, including tasks performed; a list of your qualifications, certifications, licenses or degrees; and an inventory of the knowledge, skills and abilities you have. This information will allow staff to match you to open jobs in our Job Bank and alert you when an appropriate match is found. Again, it is very important that you keep your record up-to-date by alerting the One-Stop Center to any significant changes to your employment status or qualifications.

By registering with the New York State Job Bank through your One-Stop, you will receive information relevant to you about job fairs, workshops and other events.

In addition, we encourage you to have a resume in our SMART system. SMART, or skills matching and referral technology, is artificial intelligence software that analyzes your resume, including your work history, tasks performed and skills you have. It then matches you to open jobs and sends you job leads via email.

This means you should have an email address. If you do not yet have an email address, this may be negatively affecting your job search, as many employers use online job applications and expect applicants to be reachable by email. There are many websites that offer email services for free and you can always use one of our resource room computers to sign up and check your email for job search-related correspondence.

### ***Will employers be able to view my resume if my information is in SMART and the New York State Job Bank?***

Your information is never shared with employers through these tools; it is up to you to send an application, resume and cover letter in response to each opportunity.

However, you do also have the option to include your resume in our Talent Bank, available at the online portal to our Job Bank at [ny.jobs](http://ny.jobs), and we encourage you to pursue this option. By uploading your resume to the Talent Bank, your resume will be visible to approved employers that are looking to hire people like you. Employers then can contact you directly. If you choose, you can even keep your contact information confidential, allowing employers to only contact you through the website to your email, while keeping your email address confidential. Posting a refined resume like this allows employers to find you for positions that sometimes aren't even advertised. This hidden job market is one of the best-kept secrets of job searching.

### *How do you define an active work search?*

An active work search consists of looking for work every day and using all of the networks and resources that are available to you. You should never rely on just one method to look for work.

Here are some of the most common job search techniques and tools for you to incorporate into your work search plan.

- Preparing and sending resumes and letters of application.
- Contacting friends, family, former colleagues, classmates, neighbors and others to network and get leads. Telling everyone you meet that you are looking for a new career opportunity.
- Networking through professional trade associations.
- Networking through social media sites like LinkedIn and Facebook.
- Posting your resume on New York's Talent Bank.
- Checking job listings frequently on the internet at [ny.jobs](http://ny.jobs) or [jobs.ny.gov](http://jobs.ny.gov).
- Visiting many career sites, including [monster.com](http://monster.com), [indeed](http://indeed.com) or niche job boards that are specific to your area or industry. You should never assume that one job board has all the jobs.
- Responding to appropriate "want ads" for work you are qualified to do.
- Using the telephone, yellow pages and internet to get leads and make appointments for job interviews.
- Applying to appropriate job listings that you receive through SMART.
- Making personal contact with businesses that could potentially have suitable job openings.
- Leaving or sending applications and resumes with businesses when appropriate.
- Creating personal business cards.
- Applying for employment with former employers.
- Registering with private employment agencies and employer placement facilities that do not charge fees. This may include outplacement companies and Headhunters.
- Taking Civil Service examinations for government job openings.
- Registering with placement facilities of a school, college or university that you attended or professional organizations that you belong to.

Remember, a job search without a strategy can quickly become random and non-productive. Any of these could be the key to your next job, so it's important to consider all of these methods in your strategy. Which techniques become the focus of your job search depends on your occupational goal, desired industry and local labor market. Select and use the techniques that will enhance your job search strategy.

Also, it is important to understand that the internet is a vital tool for your job search and use it effectively and wisely. Conducting your job search on the Internet is convenient and popular in today's job market. However, dishonest individuals may try to draw you into an e-mail scam. Be wary of any unwanted e-mails you may receive. Information regarding e-mail scams is available on the Department of Labor website from the "find a job" page.

Remember, jobs listed in the New York State Job Bank are posted only by approved employers or by One-Stop Center staff. This means no duplicate job postings and no spam.

Because you are unemployed, job hunting is your full-time job.

- Plan to spend 30-40 hours per week on your job search.
  - Set up a workspace. Have a phone nearby. Keep a typewriter or computer, stationery, envelopes, stamps, copies of your resume and phone directories handy. Choose a quiet space where you will be free of interruptions.
  - Use a calendar or planner, either electronic or paper, or your personal computer to keep track of your time and make notes.
  - Maintain a routine and schedule to keep you on target. Check your calendar or planner every day. Do not rely on your memory. Set aside specific times for writing your resume, making phone calls, answering ads and doing research.
  - Use your work search record to monitor job applications and follow up with employers you have contacted.
  - Incorporate opportunities to network.
- Get up in the morning and eat during the day at the same times you did when you were working.
- Keep up with your exercise routine or start one.

### ***What do you mean by "appropriate employer contacts considering the labor market and my skills"?***

We are aware that job openings change every day and while one week there may be several job openings that you can apply to, the next week may not be so abundant.

Some of you are looking for work in industries and occupations that have frequent job openings, and in those jobs, we expect that your work search would reflect that. While on the other hand, some job seekers are in very specialized occupations, and therefore may not have as many opportunities to apply for work. In those occupations, we expect the job seeker to be using all of their networks and thinking about how they can expand their work search. Identifying all of your skills, especially your transferable skills can help you expand your work search.

Making "appropriate employer contacts" means that you are applying to jobs that are suited to you, based on your past work experience, education, training and skills. So, for a journalist, who has a degree in journalism and work experience as a journalist, suitable work is more work as a journalist. However, at this point in your claim, "making appropriate employer contacts" also means that you are applying to any work that you are capable of performing whether or not you have any experience or training. So, the journalist should also be looking for capable work as a technical writer, for example.

To find capable work, it is important to identify all of your skills, especially your transferable skills.

### *What are transferable skills?*

In any job market, it is important to understand your skills and the skills that can transfer to another job or industry. We call these transferable skills. Transferable skills are often the skills employers are looking for – it is important to take inventory of your transferable skills and to be able to relay them on your resume and discuss them with employers at interviews.

For example, let's look at Stephanie's transferable skills. She was a paralegal, so her transferable skills include: judgment and decision making, critical thinking, clerical skills, and deductive reasoning. Additionally, she has experience as a bank teller, which requires many of the same skills, as well as math skills, handling money, active listening, ability to stand for 7 or more hours and customer service.

So, we can compare Stephanie's entire skill set with the knowledge, skills and abilities required for other occupations. She has some of the skills required of a lawyer, but she does not have the appropriate training at this point. This career is something she can aim for, but for now, she needs to find an occupation she is already able to do. There are several openings for tax preparers in her region and her skills fit well with this occupation. There is very little training required for a qualified candidate like Stephanie, as the companies where she is applying train their own staff.

A handy tool to identify your transferable skills is the website JobZone. JobZone is an online job search and career planning tool that can help you make informed career decisions. Let's take a few moments now to demonstrate the website. Later on today you can look up your own occupation, either in the One-Stop's resource room or on your personal computer.

You will have to create an account. It's free and takes only a minute to create. Set up your account with a username and password and you can access all that JobZone has to offer.

This is the landing page for the JobZone site. This is what you will see once you are logged in.

There are a lot of tools that could be useful for you here.

You can search for jobs, look for upcoming job fairs, explore training programs, search for colleges, build a resume, create a cover letter, and search for information on over 900 occupations. You can even take assessments that will then recommend occupations for you based on your skills, interests, and values.

If you want to narrow your job search, look up your specific occupation. Up in the top right hand corner, you can search for an occupation. For our demonstration today, we will use as an example the job title of Secretary. It will then ask you to choose which exact title you are looking for. This page gives us valuable information about an occupation. The tasks section can be helpful in updating your resume. Did you perform all of the tasks listed? If so, are they detailed on your resume?

The skills and knowledge sections can help you think about your transferable skills. When looking over these skills, ask yourself:

- Are these skills highlighted on my resume?
- Am I comfortable discussing these skills in an interview?
- Can I transfer these skills to other occupations?

Staff are available to help you identify your transferable skills and figure out how to apply them to your job search.

The Job Outlook section tells you the prospects for your occupation. The outlook is on a 4 point scale ranging from very favorable to least favorable. If your occupation is less or least favorable, you should think about expanding your search to include other occupations as well.

The Similar Jobs section can help you think about what other occupations you could apply for. Just a quick glance provides you with job titles you could include in our job search. Instead of just searching for a Secretary title in an on-line job search, a secretary can use these other titles like Procurement Clerk and Production, Planning and Expediting Clerks for their job search.

We encourage you to create an account on JobZone and start exploring. Log on today!

### ***What other online tools are available through the Department of Labor?***

The New York State Department of Labor’s site, found at labor.ny.gov, has links to many tools for your job search. Many of you use this site to claim weekly benefits and access information about unemployment insurance. Today, we’ll be looking specifically at the “Find a Job” page. To access this, click the “Find a Job” link on the right side of the home page.

Here we’ll find some specific tools to help with your job search: Jobs Express & the New York State Job Bank; the Directory of Possible Employers; our Job Fair and Recruitment webpage; SMART, Skills Matching and Referral Technology; and JobNow! These are just a few examples of the many job search tools available; your One-Stop Center can provide additional resources.

In Jobs Express, accessed from the “Find a Job” page and available at jobs.ny.gov, you can find job openings in your area. You can view the region you live in, see which industries are growing and find out what jobs are available in that economic sector. Jobs Express then links you to the New York State Job Bank, where you can continue your job search.

In the ***directory of possible employers***, you can find the contact information for businesses most likely to employ people in your occupation or industry.

From the “Find a job” page, scroll down to “Directory of possible employers.”

Select either “by industry” or “by occupation.” We’ll search “by occupation.” This jobseeker is looking for a job in the Healthcare field, as a “Home Health Aide” in Erie County. The directory lists employers that have hired in this occupation in the past. Please note that these businesses may not be hiring or may not have a posted job opening at the present time, but they may be a great place to look.

The directory gives basic information about the business. In this example, we can look at the business’ website and view available openings on the company webpage.

**Job Fairs and Recruitments** - From the "Find a Job" page, select "Job Fairs/Recruitments" to see a calendar of monthly listing of job fairs and recruitments. Select your region on the New York State map, scroll down to see continuous recruitment announcements, or check out what's happening for the month. When you see a company that interests you, click on the name to view the detailed announcement for when, where, job openings and application instructions.

**SMART job leads.** Many of you are obtaining job leads through our Skills Matching and Referral Technology or SMART tool. For those of you who are not, please contact your One-Stop Career Advisor to submit your resume after this presentation.

SMART Job Matching reads your resume and understands the knowledge, skills and abilities you have gained through your experiences. The system asks: "Who are you?" and "Where are you going?" It then sends you an email recommending potential career opportunities where your skills can apply. These job leads are star rated based on how well the job matches your knowledge, skills and abilities, as outlined in your resume.

You may have skills for a job that you have not considered and would not find in a traditional job search. SMART can help you open the door to more opportunities by matching your skills to new kinds of job openings – jobs that keyword searches won't find.

Now that you are collecting emergency unemployment benefits, it is even more important to study your job leads from SMART. SMART is a great way to see what jobs in your geographical search radius fit your experiences and knowledge, skills and abilities.

If you still do not see jobs that are looking for similar knowledge, skills and abilities that you have, you may need to consider revising your resume. Work with your One-Stop Advisor to enhance your resume for the SMART tool to produce better job leads.

If you are not getting jobs where your skills could be used, the quickest way to see what may be going on is to do a broader geographical search to see if you get better matches.

SMART works best when your resume is very descriptive about tasks you did, the materials you used and the products you developed. The more detailed your resume, the better leads you will see because the artificial intelligence will be more able to analyze your transferable skills.

Another online tool that can assist you is **JobNow!** JobNow is free for all New Yorkers and offers online services like resume assistance, live interview preparation and career coaching. You can access this tool by going to your local public library or by simply logging on to [www.novelnewyork.org](http://www.novelnewyork.org). Then click on the JobNow link at the top of the page.

Log in by entering your ID number from any NYS Department of Motor Vehicles-issued ID card, like a driver license or a non-driver ID. JobNow is also available at your local library. You may also be able to access JobNow from home using your library card number, if your local library's webpage has this feature.

You will need to login using a username and password for JobNow. If you do not have one, use the "sign up" link at the bottom of the page. You will not need to enter any personal information. Just create a username, password and security question.

You are then able to access all of the services. From this page, you can use JobNow tools that are organized into 4 sections:

- The “Write the Resume” section features resume templates, resume resources, and a resume lab where you can submit your resume and receive comments from an expert.
- The “Ace the Interview” section features interview tips and a live chat with an interview coach.
- The “Links and Tips” section offers Job Resources and career assessments.
- There is even an “Adult Learning Center” which offers test preparation for tests like the GED and live online tutors to assist you.

Use JobNow at [novelnewyork.org](http://novelnewyork.org) or through your local library for job help today!

### **So let’s return to the EUC requirements.**

We’ve already discussed having an active registration with your local One-Stop Career Center and being registered to receive potential job leads from the Job Bank and SMART. We’ve also been talking about what it means to be engaged in an active work search, but what types of jobs are you required to apply for and accept, in order to continue to receive your unemployment benefits?

- For jobs that you are suited to, based on your training, education, skills and experience you should accept a job offer paying at least the UI cutoff wage.

The UI cutoff wage is a term for wages that are 10% below the UI prevailing wages. Prevailing wages represent the current average wages and vary by occupation and region.

- For jobs that you are capable of performing, even if you do not have any experience or training in that type of work, you should accept a job offer that pays at least 80% of your high quarter wages and the UI cutoff wage.

Steve was an executive secretary and is now receiving Emergency Unemployment Compensation. Steve is expected to apply for executive secretary jobs because he is suited to them by training and experience. Steve’s unemployment insurance benefit rate was based on a wage rate of \$20 an hour as an Executive Secretary in the high calendar quarter of his base period. The UI cutoff wage for executive secretary is \$18.17 per hour. Steve is expected to accept executive secretary jobs that pay at least \$18.17 per hour. This means that he should be applying to all jobs that fit this criterion. If he receives a job offer that pays \$17 per hour, he is not required to accept this job to maintain his unemployment benefits, but he may want to consider this position, as the pay cut is not too steep and it is the same type of work he was doing before. However, if he is offered an executive secretary position that pays \$18.50, he is required to accept this job because it is suitable work that pays more than the UI cutoff wage. Turning down the offer based solely on wage will put his eligibility for EUC in jeopardy.

Steve is also capable of performing many other jobs, but is not required to accept every job he is offered. Because Steve’s previous job as an executive secretary was \$20 an hour, 80% of his previous wages are \$16 per hour and he is allowed to refuse any job that pays less than this and is not suitable work. He can also refuse any job that is below the UI cutoff wage for that occupation. He applies for and is offered a receptionist position. The UI cutoff wage for receptionist in his area

is \$11.23 an hour. The job he is offered pays \$13.50 an hour. Although the job offer meets the UI cutoff wage, it does not pay at least 80% of Steve's previous job as an executive secretary. Steve is not required to accept this employment. However, he should consider the benefits of the job such as increased networking opportunities, health benefits, or the possibility of promotion before making a decision.

Because we are talking about capable work and there are many jobs that Steve is capable of performing, he should be applying to more than just secretary and receptionist positions. He is also capable of doing the work of a municipal clerk, so he also applies to jobs like this. The UI cutoff wage in his area for municipal clerk is \$15.45 per hour and he is offered a position at \$17 per hour. Because this is above both the UI cutoff wage and 80% of his previous wages, he must accept this job. If he refuses this job based on the wage offered, he may not be allowed to continue receiving unemployment benefits.

At this point in your claim, you have to be more flexible to be competitive. In today's economy, it is an Employer's Market. You may need to take a lower paying job to bridge the gap in employment until you find a better job. Taking a bridge job may not only be a reality, but can help you land your next job. It is easier to find employment when you are employed than when you are not.

In considering job offers, you should also be thinking about how long you have been unemployed. The longer you are unemployed, the more difficult it becomes to return to work. In fact, those who accept a lower paying job earlier in their period of unemployment often work their way back up to a wage level similar to their previous salary before those who choose to remain unemployed longer, waiting for a higher salaried job offer.

Also, your personal needs may require you to accept employment that does not pay as much, but offers you a paycheck and health benefits until a better job is available.

Strive for your ideal job, but in the meantime have a plan that allows for a job to bridge the gap. This interim step in your career may allow you to learn new skills, meet new people and get back into a daily work routine.

You must also be willing to travel a reasonable distance to obtain employment. Generally, travel of one hour by private transportation or one and one half hours by public transportation is considered reasonable.

### ***Where can I find this UI cutoff wage data?***

The UI cutoff wage is available from the "Find a Job" page of the Department's website. Scroll down to the "Labor Market Information" section. Click to expand the section and then click on "Prevailing Wages under Unemployment Assistance Law".

The UI cutoff wage is different for each region and job. To find a UI cutoff wage for a specific occupation in your area, select the appropriate county from the drop-down list and then type the job title. Click on "Search now."

This will bring up the prevailing wage information for the selected job title and county, including the UI cutoff wage.

### ***What are the work search record requirements?***

In addition to actively seeking work, under EUC, you must also keep a detailed record of your work search and be able to provide the New York State Department of Labor with your work search record when it is requested. Please note that you may receive a notice to send your work search record to the Department of Labor in Albany. The work search record is the same one that you were required to keep while you received regular unemployment insurance. It is available under “Forms and Publications” in the Unemployment Insurance section of the Department’s website.

A work search record is a valuable tool. Use your record to keep track of your contacts, monitor the status of your job applications and strategize your follow-up contacts.

For each contact, you need to record:

- Date of contact;
- Employer’s name, address and phone number;
- Method of contact;
- Name of person contacted;
- Position applied for; and
- The result of the contact.

You should also list other work search activities you are doing. For example, did you update your resume or attend workshops at your Local One-Stop Career Center? If so, please list them on your Work Search Record. Be sure to record:

- the date of the activity; and
- the activity performed.

You should complete one work search record for each week. If you wish to keep a continuous log to track your work search efforts over a longer period, it may be helpful to use a program like Microsoft Excel.

### **Next Steps**

Now that we have discussed the requirements for maintaining EUC benefits and demonstrated various tools to assist you in your work search strategy, you should take a moment to think about what is working in your job search and what changes you may need to make at this time.

Think about your job search needs. What help do you need from your local One-Stop?

Here are some questions you should ask yourself in assessing your next step:

- Have I been applying to jobs, but not gotten any interviews?
- Do I tailor my résumé and cover letter to the job description for each application?
- Am I struggling with completing online applications and need some guidance or tips to help me?
- Do I need to learn more about social networking and how it can work for me?
- Do I practice responses to the most common interview questions before an interview?

- Do I resent being interviewed for a job by someone with a fraction of my experience?
- Am I scared to network and really do not know how?
- Do I really know the type of job I want?
- Are my skills current for the type of jobs I am applying to?
- Am I willing to take a pay cut to get back to work?
- Do I feel good about everything I am doing and think something will come up soon?

If you have questions, concerns or are struggling with any of these topics, remember, the One-Stop Centers offer a wide variety of services such as workshops, job clubs, resume and interviewing assistance, employment counseling, career planning, referral to community support services and skills training.

Next, you will meet with a Workforce Advisor to review your Work Search record, EUC Questionnaire and eligibility for benefits. Staff will be looking to see if:

- you are ready, willing and able to work and conducting an active work search.
- you are contacting potential employers and applying to jobs that are suitable to you, based on your past work experience, education, training and skills.
- you are contacting potential employers and applying to jobs in any work that you are capable of performing whether or not you have any experience or training as long as it meets prevailing wage and, if it is not suitable work, 80% of your high quarter earnings.
- you are using all available resources to look for work.

There are still jobs available out there and you only need one. There are many resources available for your job search strategy. With a positive attitude and hard work, we know that you can get back to work. We are here to help you in finding that next job. Anytime you need help please talk to a career advisor at the One-Stop Center.

And remember to contact us when you've found a job. We love hearing success stories and want to congratulate you!