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Tap Into Success Strategies: *Training Solutions to Tackle Recovery, Reemployment, and Rapid Technology Challenges*

Using ARRA Workforce Funding to Meet the Education and Training Needs of Job Seekers

The Recovery resources are much needed by the Workforce System to respond to the downturn in the economy and meet ever-increasing customer needs. How we invest and perform shapes the opinion of stakeholders, impacts future legislation, and determines future resource levels.

We must spend it wisely! We can't just fund more of the past! New strategies are needed – timely, targeted and transformative -- to increase the number of customers in training, reach at-risk youth, help job seekers find jobs in a tough economy, and help Career Centers respond to ever-increasing traffic demands.

This seminar helps planners and service providers by: presenting the most recent requirements and expectations; outlining and customizing your strategic options; providing you with benchmarks and national promising practices; and sharing plenty of new transformational, responsive investment strategies to respond today and tomorrow.

The Recovery Act: Making Timely, Targeted, & Transformative Investments in the Future

A change in Presidential administration's always heralds a change in policy direction. And, never before has the change been so significant. In the midst of a historic economic crisis, President Obama's legislative changes are sweeping in scope and designed to turn our country around - immediately and in the future. Attendees will learn about the basic components of the Recovery Act as well as the role of the workforce system and individual staff members in the comprehensive stimulus initiative.

Improving Center Processes to Increase Training Access and Enrollments

The Recovery funds' emphasis on increasing the number of customers (including UI Claimants) in training, the reality of job-finding in a tough economy, and the emerging training focus of WIA reauthorization, means that Centers must begin to move more customers from the front desk, the resource area, and

Reemployment Services into a vibrant skills development service track. Moving to a new skills and jobs organizational culture is imperative: work first doesn't work very well when there aren't many jobs!

Workforce Boards and Centers throughout the country are reinventing their customer flow to respond to these current and emerging expectations by integrating service delivery, giving staff the skills they need to promote skill-development services, and increasing training options that respond to regional economies and customer needs. Centers are mapping "the-front-desk-to-training-entry" process, eliminating low value-added bureaucratic steps, reducing cycle time, and developing an inclusive, not exclusive, strategy to help all customers get the skills they need to compete for the jobs they want.

Green Jobs: Preparing Job Seekers & Local Businesses for Opportunities

One of the major goals that has shaped President Obama's stimulus plan is the attainment of energy independence by 2020. Therefore, it is not surprising that an ambitious expansion of green jobs is a key component of the package of stimulus solutions. While the legislative mandates will gradually take shape over the next year, there is a universal understanding that green jobs will be critical drivers of our nation's revitalization. Take this seminar to develop a basic understanding of President Obama's green energy plan while learning how to identify and train customers for green jobs in your local communities.

Reposition Your Workforce Board in the Digital Age: Unleash the Power of Technology to Make Timely, Targeted, and Transparent Investments in the Future

President Obama is using Internet tools to communicate with all citizens and he is moving swiftly and decisively to integrate technology in all facets of government. And, the President expects state and local government entities to share his sense of urgency for harnessing technology to deliver innovative products, services, and educational advancements.

In response, local boards must be facile at integrating the emerging technological advancements while helping businesses, job seekers, and workforce center staff to use the new tools for enhancing America's competitive advantage. Specifically, workforce boards need to make the following changes to reposition for success in the future:

1. Redesign the board's roles and strategic position in the community to align WIB investments and program services with the President's vision.
2. Expand the menu of demand-driven, skills-focused services to incorporate digital technology to attract and serve more customers with training and education services.
3. Transform the service delivery system to incorporate digital tools for expanded service delivery and resource sharing with job seekers, businesses, and board members.
4. Re-brand the WIB using interactive communication and e-marketing to expand your customer base and build customer loyalty.
5. Invest in new capacity building strategies (e.g., virtual learning, webinars, use of Web 2.0 tools to work collaboratively without incurring travel costs) to enhance your staff's capacity to use the technology and to teach customers how to harness the benefits of social media tools for job search success and business growth.

Turning High Center Traffic into an Opportunity

Many One-Stop Centers across the country are experiencing dramatic increases in the number of customers due to the poor economy and higher unemployment, an increase in service availability, and positive word-of-mouth from satisfied customers. With staffing remaining constant (or in some cases decreasing) and training resources increasing, you must continuously improve your entry processes, partner program connections, and methods of service delivery to best manage increased customer traffic.

Key focal areas to ensure your on-going success in today's marketplace include: consideration of increased UI claims on customer flow; understanding what first-time customer's care about most and managing their expectation; ideas for moving people beyond the resource room; strategic staffing and use of functional teams; and, adopting service standards and sequenced process steps for consistency and speed in service delivery.

Quick Steps to Success with Dislocated Workers: Transfer Workers' Focus to Skill Building and Reemployment; Improve Unemployment Claims Processing and Streamline Processes for Customer Flow

One of the President's key economic recovery strategies is to reemploy downsized workers as quickly as possible, with increased "reemployment service" requirements. To meet that objective, local areas can learn from best practice research with proven results; target and improve processes and services to different groups of customers with common needs; and improve implementation of reemployment services, including mandatory services for unemployment insurance claimants that are profiled as "likely to exhaust." Attendees will get tips for reemployment strategies, learn how to map process improvements and reallocate staff and resources.

Resumes: Retooling for Relevancy in Technology Applications

This workshop helps Workforce Center staff update their resume writing skills. Specifically, staff will learn how to help their customers transform traditional resumes into internet-compatible formats (e.g., scannable resumes, skills-based resumes). In addition, staff will learn how to revamp their resume writing materials to provide tips and techniques for internet-based applications - including how to develop a "personal brand" with a portfolio website.

Expanding, Refining, and Enhancing Youth Services

The President's stimulus package provides a huge opportunity for youth programs to re-invent work experience opportunities not only in the summer months but also year-round and to re-focus on serving older youth. It provides a forum for fundamentally changing how programs expose young adults to the career opportunities and transition youth into the labor market. In this session, you will continue to develop and refine your strategy with options tailored to meet your needs!

Re-Engineering Work Experience: Creating Transition Opportunities!

The American Recovery and Reinvestment Act places strong emphasis on work experience opportunities for youth most affected by the current economy. With a trend toward exposing youth to viable labor market options, work experience training provides an excellent forum for developing a set of transferable skills that all employers find attractive. In a quality work experience, major learning activities take place consistently at the worksite -- through projects involving individuals or teams. With guidance from an adept supervisor, young adults have the opportunity to learn and apply important basic skill and labor market transferable skills. This session covers the nuts and bolts of creating quality work experience options in the public or private sector – from marketing to potential worksites, identifying what types of projects are viable learning experiences, training supervisors on how to most effectively work with your customers, to documenting learning.

Outreach and Recruitment Strategies for Out-of-School Youth

With an increasing emphasis to serve the older, out-of-school youth (up to 24 years old with Stimulus funding), many youth programs shifted from the more traditional in-school youth customer. There are all types of older youth who want and need services, but they are not necessarily the ones who “walk into” your center. Are the right customers (or enough of them) coming into your office? Once they are in the office, do your services keep them around? If not, it’s time to rethink your outreach and recruitment strategies. A fundamental principle of marketing your services is: “you get exactly who you ask for.” When targeting and recruiting customers for your programs, it is not only where/how to find them, but also how you describe your services as a solution to their problems. During this workshop, learn how to use the classic five P’s of marketing to target, find, attract, and keep the customers you want to serve.

Recruiting Trends: Position Workforce Services for Customer Success

In today's difficult climate, companies are streamlining processes to save money and improve efficiencies - including the recruitment process. To help customers find work in this competitive marketplace, workforce center staff must keep abreast of the significant changes in hiring practices. And, they must respond with the rollout of just-in-time resources and services. Take this course to learn how to get tips and tools for creating job search strategies that align with the recruitment process used by topnotch recruiters and hiring companies.

Using Labor Market Information: Aligning Training and Job Search with Local Hiring Trends

The Recovery Act requires timely, targeted, transparent, and transformative service delivery that expands the number of individuals prepared for and placed in growing industry sector jobs - especially healthcare, finance, and energy-related positions. To ensure successful attainment of outcome measures, it's critical that customers and staff use Labor Market Information to make decisions about training options for high demand occupations, to seek stable employment options, and to build career pathways for future growth and job security. This course helps staff refine their use of labor market information to help customers build short-term and long-term career plans.

Web 2.0: Transform the Workforce Service Delivery System

If you've been wondering how to define Web 2.0, this seminar is for you. With the proliferation of no-cost and low-cost internet tools, workforce systems can access an ever expanding range of online resources. Workshop participants learn how to apply the myriad of tools that exist to enhance current service delivery options. In addition, trainees learn how to harness the Web 2.0 tools to improve communication among the center staff, work on group projects more efficiently, and develop training materials for job seekers.

Career Assessments: Use O*NET Tools to Create Options and Career Plans

For success in our skill-based workforce, every job seeker needs to know their skills, have an opportunity to grow their skills, and get the best job possible based on their (transferable) skills. This course, teaches staff how to integrate use of the readily available O*NET tools into resource room, workshop, and case management activities. Staff will learn how to market the Ability, Interest, and Work Importance career inventories as self-help, group, and one-on-one options - including sequencing the options to streamline the career counseling component of case management. In addition, using O*NET tools to determine transferable skills and compatible occupations is presented.

Harness the Power of Web 2.0: Interactive Tools to Help Job Seekers Find Work

Many workforce centers are providing job search assistance that is limited to "old school" strategies (e.g., paper resumes, face-to-face networking). Companies, however, are using Web 2.0 tools to recruit, screen, and hire new employees. Take this course to learn how job seekers might use the new web-based tools (e.g., social media) to find leads and land a job.

Networking: Using Web-Based Tools to Uncover the Hidden Job Market

Web 2.0 tools have expanded networking options for today's job seekers. Come to this session prepared to use internet tools (e.g., Facebook, LinkedIn) to explore how job seekers can use online contacts to create job leads, get information interviews, and ultimately land their next jobs.

Job Clubs: Revamping an Old Product Line for Virtual Collaboration

Dust off your old job club curriculum and bring it to this seminar to learn how to update the materials for a virtual application. We'll discuss how to create, facilitate, and track virtual job club workshops using internet tools designed for collaboration (e.g., Google Groups, Wikispaces).

Branding the Workforce System: Using Technology to Enhance Image and Communicate with Customers, Partners, and Staff

The ability to obtain information and resources online “in real time” provides the opportunity for state and local systems to capture and release this information to all stakeholders. Ultimately, the repackaging of information enhances the workforce system’s credibility, with the potential to expand brand awareness. In this course participants discuss strategies for communicating with key stakeholders and obtain templates for using podcasts, wikis, web pages, blogs and other tools to update state and local workforce brands.

Using Social Media to Strengthen a Company's Brand: Choosing the Right Tools

All companies - especially small and mid-sized companies - must understand how social media is being used by their competitors to expand and enhance brand recognition. Enroll in this workshop to learn how to help companies reconfigure their marketing with strategic online branding. Learn the pros and cons of using online marketing tools to develop a greater understanding of how the use of this technology can capture a larger market share.

New Services

President Obama is using Internet tools to communicate with all citizens and he is moving swiftly and decisively to integrate technology in all facets of government. And, the President expects state and local government entities to share his sense of urgency for harnessing technology to deliver innovative products, services, and educational advancements. Contact the Greg Newton Associates team to access new services to help you reposition your state and local workforce system:

1. **Web site redesign services** to update your Internet site from static to interactive and tips as well as strategies for using e-marketing to re-brand your state or local system and improve your system’s communication with all stakeholder groups.
2. **Recruitment webinars and podcasts for businesses** – especially small and medium sized businesses to help them implement competitive recruiting practices.
3. **Services to redesign your capacity building efforts to utilize Web 2.0 tools** to offer just-in-time training while reducing costs. Learn how to provide ongoing training at a fraction of the cost you used to spend.

New Job Search Products

The Recovery Act requires the design and implementation of virtual job search services for unemployment insurance recipients. Therefore, it is imperative that the workforce system ramps up virtual job search products and services.

"Copy-ready" Job Search Curriculum

If your staff is stretched and/or does not have curriculum design experience, you can purchase five curriculum modules that can be customized with your workforce center brand and edited to reflect local area distinctions. The five modules are:

1. Choosing the Right Job: Matching Your Skills to Job Openings
2. Getting Everything Done: Managing Your Time
3. Looking for Work: Seven Ways to Find Your Next Job Lead
4. How to Brag: Interviewing Tips & Techniques
5. You at Work: Workplace Behavior & Attitudes

Each module has an online training module, a classroom module - participant and instructor manuals, and a PowerPoint presentation

In addition, you can purchase these six online training modules:

1. Resume Writing
2. Electronic Resume Writing
3. Getting Ready for Your New Job Once You Are Hired
4. Getting to Work On Time, Every Time!
5. Surviving Your First Day on the Job
6. Who Will Watch My Kids?