

Job Creation: Seven Recommendations for Aligning Workforce Services for Customer Success

In 2010, the federal government's primary initiative will be to expand job creation. Are your state and local workforce systems ready to ramp up to support this national vision? Do you understand the enhancements and/or changes you'll need to make to position your system as the preferred strategic partner in the jobs creation effort?

Here are seven actions you can take now to support job creation and economic development in your state and local communities:

1. **Understand the new jobs vision and the emerging framework for the workforce system.** You'll want to read and identify the implications for workforce systems in the white papers and policy documents that are being released by USDOL.
2. **Revise your strategic plan and initiatives to focus on job creation.** Create an action plan for implementing five key strategies for job creation – especially job creation for disadvantaged job seekers and the long-term unemployed.
3. **Improve strategic alliances with workforce partners for greater success.** Successful job creation will depend on the ability of the unemployed to perform well in demand occupations. Thus, it's more important than ever that WIA Title I, Title II, and TANF service providers collaborate to provide the pre-employment literacy skills that are necessary for successful employment in local companies.
4. **Ramp up employer and business services staff contacts with companies that will most likely create new jobs and/or fill vacant positions.** You'll want to coordinate business services outreach to offer subsidized hiring initiatives that help job developers and counselors find employment opportunities that match the skill set of the job candidate pool.
5. **Revamp job seeker services to build skills that will match the job requirements for new jobs that will be created (e.g., infrastructure/construction jobs).** Focus and expand pre-employment skill building efforts (in-house and contracted) to enhance marketable skill sets for subsidized and unsubsidized employment opportunities.
6. **Expand and enhance your existing Internet and virtual service delivery options to help job candidates attain new employment in this competitive market.** To be competitive, job candidates need to apply for work using Web 2.0 tools. Teach them the tips and techniques they need for success.
7. **Train all staff to use Web 2.0 tools to work smarter, not harder.** Business services staff need to know how to use Web 2.0 tools to build strategic partnerships with companies in your local communities. Case managers and resource room staff must also be able to use Web 2.0 tools to provide competitive job search strategies.