

**How to Help Senior Community Service
Employment Program Enrollees Find
Jobs**

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This is the second of three manuals designed to help Senior Community Service Employment Program practitioners raise their unsubsidized placement rates. The manuals are dedicated with love, admiration and thanks to Dorothy Thomas, who for twenty years has devoted her considerable talents and energy to training the National Senior Citizens Education & Research Center's SCSEP project directors and sponsors.

Dorothy has been the quintessential role model for the thousands of older workers and SCSEP practitioners throughout the country who know her through her work as a Senior AIDES Program representative and trainer.

HOW TO HELP SCSEP ENROLLEES FIND JOBS

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INTRODUCTION

Finding a job at any time in life is a tough, sometimes humiliating, experience. It requires motivation, energy, focus, and perseverance. This tough experience becomes even tougher for people over the age of 55 with limited or obsolete skills. They need all the help they can get to become job ready again. Those of us who work with the Senior Community Service Employment Program need to be ready to supply the kind of help that will allow enrollees to develop the attitudes and skills that will enable them to compete for jobs in today's demanding workplace.

Practical Suggestions for Increasing Unsubsidized Placements

Some SCSEP project directors have been remarkably successful in helping enrollees find jobs in a competitive marketplace. Their efforts have consistently paid off with high unsubsidized placement rates, putting older workers back into jobs which improve their standards of living and allowing more eligible people to be helped through the program. How project directors help SCSEP enrollees find jobs differs with each project's circumstances. Some projects have paid job developers and job club leaders; in others, the project director performs these functions; in still others, enrollees function as job developers and there is no functioning job club. Large urban projects function somewhat differently than rural projects where enrollees are widely dispersed. Each SCSEP project's unique situation determines the nature and kind of help it can offer in the job search process. What is clear, however, is that success in achieving a high placement rate is not always a function of project circumstances. Some project directors with minimal resources achieve high placement rates. The motivation and commitment of individual project directors are, by far, the major factors in achieving high placement rates.

Where the Suggestions Came From

This manual is one of three that compile the successful experiences of project directors and sponsors of the National Senior Citizens Education & Research Center's Senior AIDES Program. The manuals evolved from a series of workshops at NSCERC's 1997 project directors' training conference. Senior AIDE Program sponsors and project directors from twenty-seven states and the District of Columbia shared their personal experiences and the best practices that have helped them achieve and surpass SCSEP unsubsidized placement goals. They each participated in one of the following eight workshops:

1. Motivation
2. Job Clubs
3. The Job Developer
4. Public Relations -
Marketing Older Workers
5. Training
6. Unsubsidized Placement in Rural Areas
7. Developing Employer Relationships
8. Job Search Courses and Individual
Job Search

"How to Help SCSEP Enrollees Find Jobs," presents material derived from the workshops on job clubs, the job developer, unsubsidized placements in rural areas, developing employer relationships and job search courses and individual job search.

Organization of This Resource Manual

"How to Help SCSEP Enrollees Find Jobs," is divided into four major sections:

- ▶ How to Organize and Operate a Job Club
- ▶ How to Select, Train and Utilize a Job Developer
- ▶ How to Train Individuals and Groups to Use Job Search Techniques
- ▶ How to Promote the Hiring of SCSEP Enrollees.

We hope that project directors will find this material useful in increasing the quantity and quality of unsubsidized placements, enabling SCSEP enrollees to live more satisfying and productive lives and permitting the SCSEP to serve more of the ever increasing numbers of deserving older Americans.