



UNITED STATES DEPARTMENT OF LABOR

Employment & Training Administration - Region 2

Making The Connection Between Qualified Employees And Employers



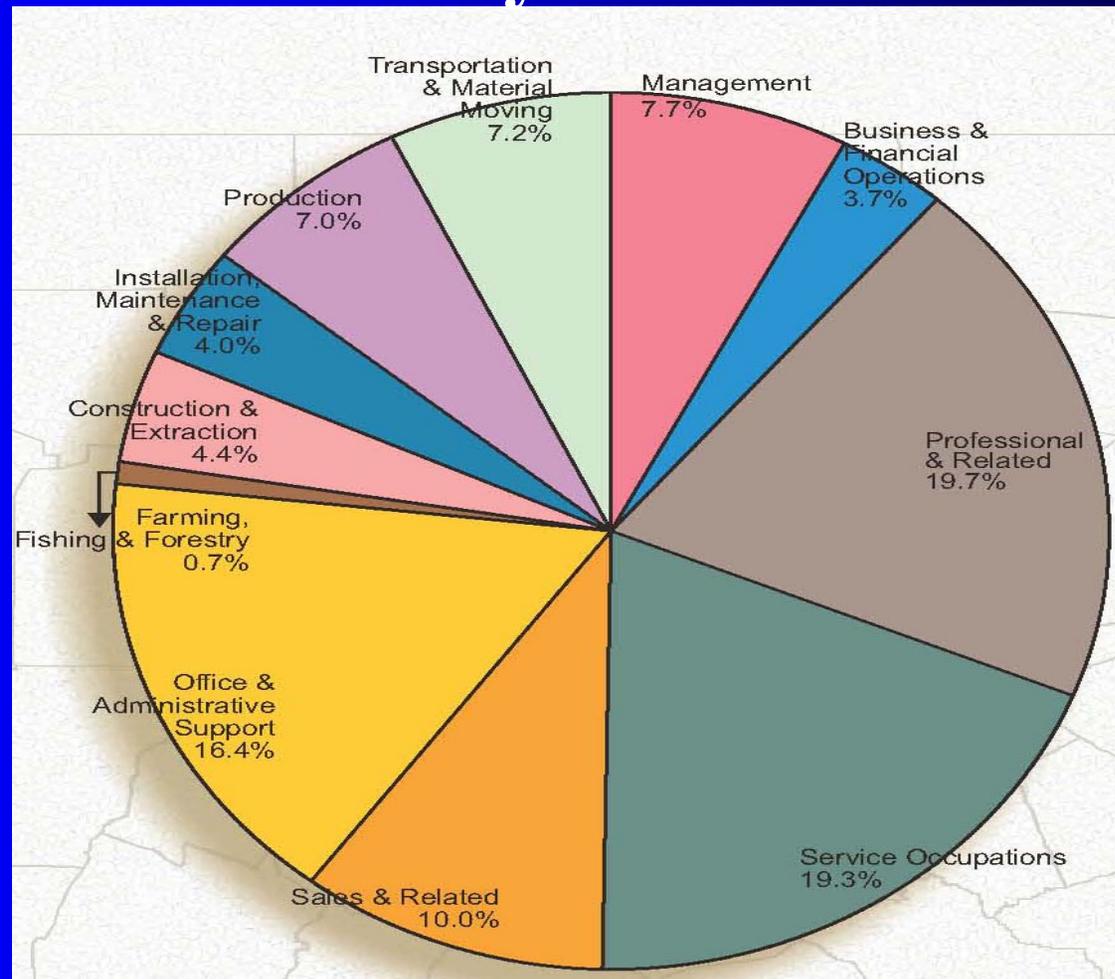
Objectives

1. Understanding your National, State, Regional, and local Economy
2. Build Relationships with Business Services, Economic Development Corporations and Educational and Community Based Organizations
3. Case Management within the Workforce System



Understand National, State, Regional and local Economy

Where are Pennsylvanians Working





Understand National, State, Regional and local Economy

Pennsylvania Industry Clusters

Life Sciences



Business Financial Services



Education



Advanced Materials and
Diversified Manufacturing



Building and Construction



Agriculture and Food Production



Information and
Communication Industry



Logistics and Transportation



Lumber and Wood



Lehigh Valley Industry Clusters

Healthcare and Life Science



Diversified Manufacturing



Financial Services/Business
Services/IT



Logistics and Transportation



Food and Beverage



Energy Services





Understand National, State, Regional and local Economy

The Changing Economy

Unemployment Rate exceeds 10% in 2009

- Recession over



- Downsizing



- Caution



- Foreclosures



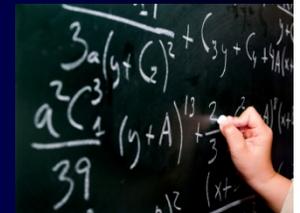
- Unemployment climbs



- Over supply of labor



Go Back to School!





Understanding National, State, Regional and local Economies

Desirable Skills

- Communication Skills
- Reading, Writing, Math
- Initiative /Enterprise Skills
- Flexible Multi-Tasking
- Critical Thinking
- Problem Analysis
- Customer Service
- Locating Information
- Time Management
- Judgment/Decision Making
- Technical/Trade Skills
- Learning Skills
- Technology Skills
- Team Work



Understanding National, State, Regional and local Economies New Jobs

- Chief Information Officer
- Career Counselor
- Computerized 3 D Modeling Machinist
- Senior Technology Security
- Molecular Beam Epitaxy Technician and/or Engineer
- Epitaxial Engineer
- DNA Lab Technician
- Nano-Technician
- Endoscopy Technician
- Bio-Engineer
- Instrumentation Technician
- Intermediate Biomedical Engineer Technician
- Science, Technology, Engineering and Mathematics (STEM)
- Medical Ethicist
- Sarbanes-Oxley Auditor
- GEO Technical Technician
- Quality Process Engineer
- Fabrication Operator Wafer
- Optical Maintenance Technician
- Office Space Coordinator
- NOC Specialist (Fiber Optics Technician)
- Telecommunications Engineer
- Optical Manufacturing Technician
- Controls Technician
- Administrative Eligibility Specialist
- Computer Forensic Analyst

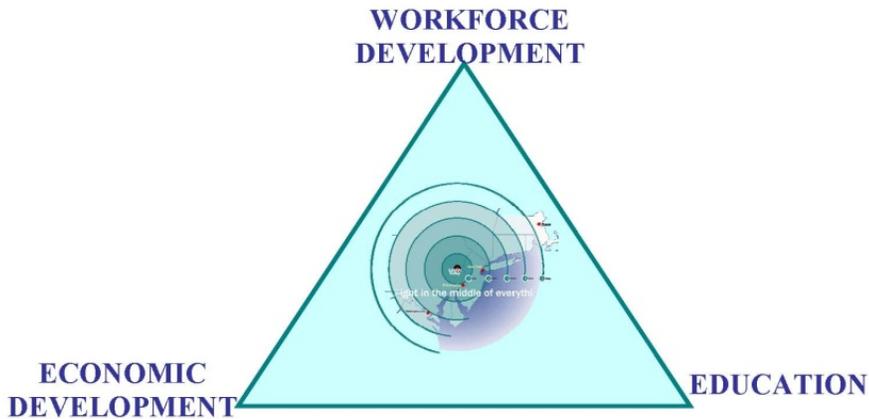


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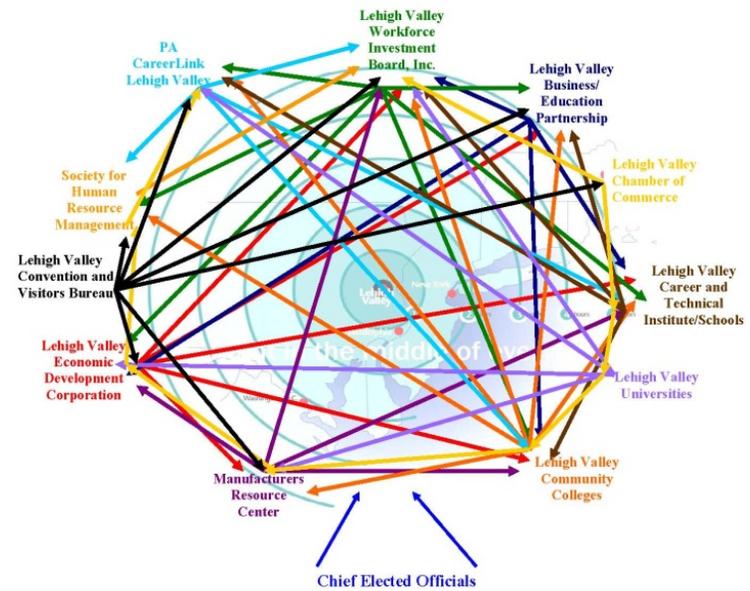
Employment & Training Administration - Region 2

Build Relationships with Business Services, Economic Development Corporations, and Educational and Community Based Organizations

Lehigh Valley Model



ECONOMIC DEVELOPMENT, WORKFORCE DEVELOPMENT AND EDUCATION NETWORK





Build Relationships with Business Services, Economic Development Corporations, and Educational and Community Based Organizations

Chambers of Commerce

- Power of numbers
- Voices of medium to small businesses
- Networking
- Skills requirements and gaps



Build Relationships with Business Services, Economic Development Corporations, and Educational and Community Based Organizations

**CareerLinking
Academy**

Funding

**Company
Tours**

**Interviewing
skills**



**Board and
Committee
Service**

Networking

JOB FAIRS

Resumes

**Human
Resource
Expertise**



Build Relationships with Business Services, Economic Development Corporations, and Educational and Community Based Organizations

What added value do you provide to these groups ?

- Pool of qualified candidates that you have assessed and pre-screened to meet the specific requirements of employers
- Job Profiling and Job Analysis
- Participation in Business Visitation Programs
- Assist in Business Attraction, Retention and Expansion



Build Relationships with Business Services, Economic Development Corporations, and Educational and Community Based Organizations

Strategies to market employees

- Participation in business groups and meetings
- Radio programs
- Workshops targeted to specific employers
- On-line Job Fairs
- Special emails about grants, training programs and employees available
- Newsletters



Build Relationships with Business Services, Economic Development Corporations, and Educational and Community Based Organizations

What type of services do you provide to employers?

- Screening and Assessment
- Recruitment and Job Placement
- Training Programs
- Pre-layoff Assistance and Outplacement
- Labor Market Analysis
- Tax Credits- WOTC
- Information about ADA, OSHA, Workers' Compensation, Unemployment Compensation



Build Relationships with Business Services, Economic Development Corporations, and Educational and Community Based Organizations

Community and Faith-Based

- Supportive Services
- Bi-monthly Meetings
- Recruiting Targeted Populations
- Priority of Services/GED and ESL



Build Relationships with Business Services, Economic Development Corporations and Educational and Community Based Organizations

Labor Management Relationships

- Pre-Apprenticeship and Apprenticeship
- Skills Requirements
- Training
- Jobs Connections
- Pipeline Development
- Youth Council





Case Management within the Workforce System

Customer Profile

- The New Unemployed
- Highly Skilled
- Highly Paid
- Smarter
- Holistic Approach
- 1st 15 Minutes
- Not Just One on One
- Accountability



Case Management within the Workforce System

Personal Commercial

This is a brief summary of your qualifications, experience, and training that highlights the most relevant skills you possess. It serves as the basis for your phone script, cover letters, and skills card and can help you answer interview questions like “Why should I hire you?”

- 1. State your Career Objective.**
- 2. State the 4-5 most important details that qualify you for the work you want to do.**
- 3. State 3 skills or personality traits.**
- 4. My Career Objective.**



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Employment & Training Administration - Region 2

Case Management within the Workforce System

Career FORCE

Get Paid. Get Experience.

If you're a young adult, age 14-24 and have barriers to employment, we're here to help. You may qualify to **get paid to get experience** working in the real world, learning new skills, exploring diverse careers, taking classes or helping improve your community.



It's a no-brainer.

- Go to careerlinkehighvalley.org
- Check out the available opportunities
- Register to qualify

Opportunities are available for:

- Work Experience
- Career Awareness
- Education Courses
- Basic & Occupation Skills
- Job Training
- Business & Industry Experience
- Internships
- Job Shadowing
- Community Service Projects

Pennsylvania CareerLink

LEHIGH VALLEY

1601 Union Boulevard, Allentown, PA 18109 **Call 610-841-1029**

Career FORCE is made possible through the American Recovery & Reinvestment Act of 2009.
Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to persons with disabilities.

careerlinkehighvalley.org

Career FORCE



Get Paid to Help.

Business & Industry Leaders- We need your help.

As part of the American Recovery and Reinvestment Act of 2009, the *Lehigh Valley Workforce Investment Board, Inc.* is seeking business and industry leaders to provide opportunities for our Career FORCE program.



Career FORCE serves eligible young adults with training and employment opportunities in Lehigh and Northampton Counties.

Opportunities should be designed to serve economically disadvantaged young adults, 14-24 years of age, with barriers to employment.

If you can provide one or more of the following opportunities, your company or corporation will be paid to offer the experience to a Career FORCE participant:

- Work Experience
- Career Awareness
- Basic & Occupation Skills
- Job Training
- Internships
- Job Shadowing
- Community Service Projects

Pennsylvania CareerLink

LEHIGH VALLEY

1601 Union Boulevard, Allentown, PA 18002-0490

Call 610-437-5627

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careerlinkehighvalley.org

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CareerLinking ACADEMY



An Innovative
Career Awareness
Experience

Pennsylvania

Lehigh Valley Workforce Investment Board, Inc.

Day One

**Career awareness activities and interest
Assessments**
[PA Academic Standards 13.11 A-F]

Day Two

**Interviewing skills and preparation of
Resumes, cover letters, briefs, job applications**
[PA Academic Standards 13.2.11 A-E]

Day Three

**Interviews and workshops with human
resource managers to discuss skills,
interests, employer needs and expectations;
soft skills exercises and more**
[PA Academic Standards 13.2.11 A-E
and 13.3.11 A-G]

Day Four

**Job shadowing opportunities at local
Employers**
[PA Academic Standards 13.3 A]

Day Five

**Career and Technical School, Community
College and University Tours; Parent
Workshop; Graduation Celebration**
[PA Academic Standards 13.4 B]

Approved for Act 48 credits



CareerCruising



CAREER CRUISING

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Welcome to Career Cruising...

March 22 - March 29, 2009

This Week's Features

Career Matchmaker
Find careers that suit your interests.

Explore Careers
Search for careers and find out what they are really like.

Education & Training
Find out where to get the education you need to start your career.

Portfolio Login
Username:
Password:
Login

» [Create a New Portfolio](#)
» [Forgot my username and/or password](#)

Career Quiz
Test your career awareness with this week's quiz.
Start Quiz!

Upcoming Events

[National Volunteer Week](#)
April 19 - 25, 2009

[Global Youth Service Day](#)
April 24 - 26, 2009

[Workers' Memorial Day](#)
April 28, 2009

Interview: Audio-Visual Technician
Tarlochan began working in the AV center in his college when he was still a student. Now in charge of the AV center, he enjoys creating audio-visual set-ups in classrooms and teaching faculty members how to use the equipment.
More

PhotoFile: Chemical Engineering Tech
Chemical engineering techs work with chemicals to help design, develop, and test new materials, products, and production processes. These techs demonstrate some of their lab duties.
More

Career Focus: Careers in space travel
The final frontier. If you are fascinated by the stars and want to know what's out there, here are some careers to explore:

- » [Aerospace Engineer](#)
- » [Astronaut](#)
- » [Astronomer](#)
- » [Avionics Tech](#)
- » [Electrical Engineer](#)
- » [Mechanical Engineer](#)
- » [Physicist](#)
- » [Scientist](#)



CareerCruising Network

- Company Profiles
- Career Coach Message Boards
- Communication Tools
- Local Content
- Benefits for Students/Clients
- Benefits for Educators
- Benefits for Businesses & Community



Case Management within the Workforce System

Interview Stream

INTERVIEWSTREAM®

Home Company Press Contact Username Password

WEBCAM RECORDED JOB INTERVIEWS

InterviewStream, the nation's leading video interview platform, provides video interview solutions to universities, employers and workforce investment boards around the globe including 9 of the top 10 global MBA Programs and the world's leading global outplacement firm.

About InterviewStream

Overview Green Interviewing Practice Interviewing Virtual Career Fairs Our Web Sites and Clients



Case Management within the Workforce System

**Advertising Sales
THE MORNING CALL**

Career/Workforce Ladder

Workshops / Seminars / Retreats

ON-THE-JOB LEARNING & PROJECTS — PROFESSIONAL DEVELOPMENT

MANAGER, REGIONAL SALES

- Responsible for recruiting and hiring sales and support team members.
- Ability to lead sales teams in a competitive environment.
- Function well under pressure and within guidelines.
- College degree required.

ACCOUNT MANAGER, MAJOR

- Have proven track record in growing revenue with key accounts.
- Find solutions to major account challenges.
- Negotiate, implement and monitor revenue-based contracts.
- College degree preferred.

ACCOUNT EXEC, SENIOR

- Must be employed for a minimum of one year in an Account Executive position.
- Solid knowledge of marketplace and industry trends.
- Strong leadership skills.
- Take a lead role in team building, meetings and projects.
- College degree preferred.

ACCOUNT EXEC, TERRITORY

- Grow and maintain local retail advertising account revenue.
- Recommend new and enhanced marketing strategies.
- Sell effectively against competitive media.
- College degree preferred.

ACCOUNT EXEC, NEW BUSINESS

- Grow ad revenue from new and inactive accounts.
- Develop advertising strategies to meet revenue goal.
- Knowledge of sales process and marketplace.
- College degree preferred.

ACCOUNT EXEC, APPRENTICE

- Excellent communication, interpersonal, organizational, and time management skills.
- Minimal sales experience required.
- Working understanding of Microsoft Office and Windows.
- Valid Driver's License required.
- College degree preferred.

COURSES — LICENSING — MENTORING — PROFESSIONAL ASSOCIATIONS

Life-Long Learning

LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK

Career/Workforce Ladder

Workshops / Seminars / Retreats

ON-THE-JOB LEARNING & PROJECTS — PROFESSIONAL DEVELOPMENT

Support Partner

- Employer trained position
- Primarily does housekeeping on clinical unit
- Assists with meeting some basic patient needs, e.g. distribution water

Technical Partner

- Six months patient care experience (six months as Support Partner can be used to meet this requirement) or
- Completion of LVH sponsored C.N.A. program with LCCC
- Performs basic patient care, TPR, EKG, Phlebotomy

Registered Nurse

- PA license
- Experience requirements vary based on specialty
- Performs variety of care for patient depending on area of work (inpatient care, outpatient, surgery, etc.)
- Is key to health care delivery system

Patient Care Coordinator

- PA Licensed Registered Nurse
- Bachelors Degree in Nursing
- Is the first line supervisor for inpatient unit staff
- Coordinates daily activities
- Functions as a Registered Nurse as well

Patient Care Specialist

- PA Licensed Registered Nurse
- Masters in Nursing
- Clinical Expert in specialty
- Coordinates or conducts all unit staff education
- Utilized by RN's for difficult patient care issues

Clinical Director

- PA Licensed Registered Nurse
- Masters in Nursing or related field
- Responsible for all care and staff issues on clinical unit or units

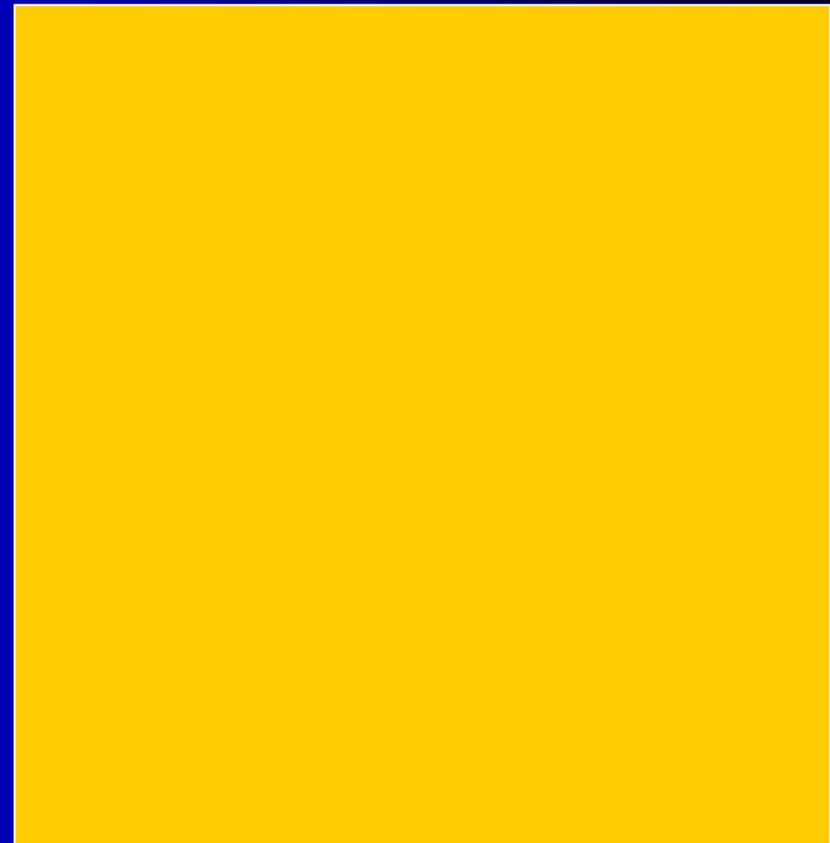
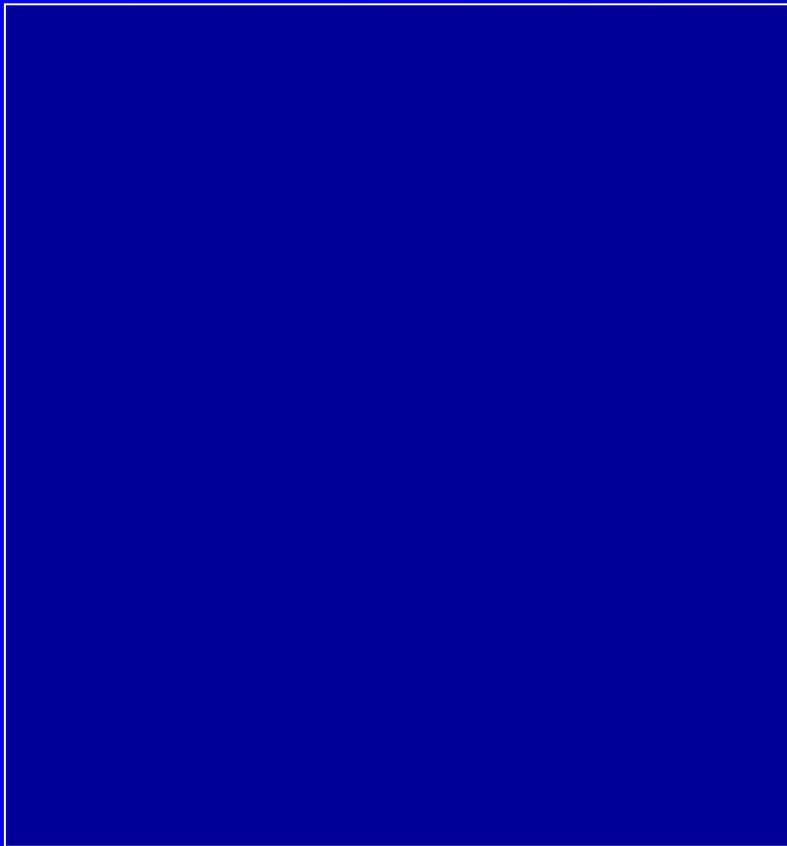
COURSES — LICENSING — MENTORING — PROFESSIONAL ASSOCIATIONS

Life-Long Learning



Case Management within the Workforce System

Blue/Gold Collar Workers





Summary

- Identified components of the Changing Economy at the National, Regional, State and local level.
- Provided Strategies to Build Relationships with Business Services, Economic Development Corporations, Educational and Community Based Organizations.
- Discussed Case Management Challenges within the Workforce System.