



Employment & Training Solutions

Job Search Cooperatives
Tapping the Talent of the Long-Term Unemployed
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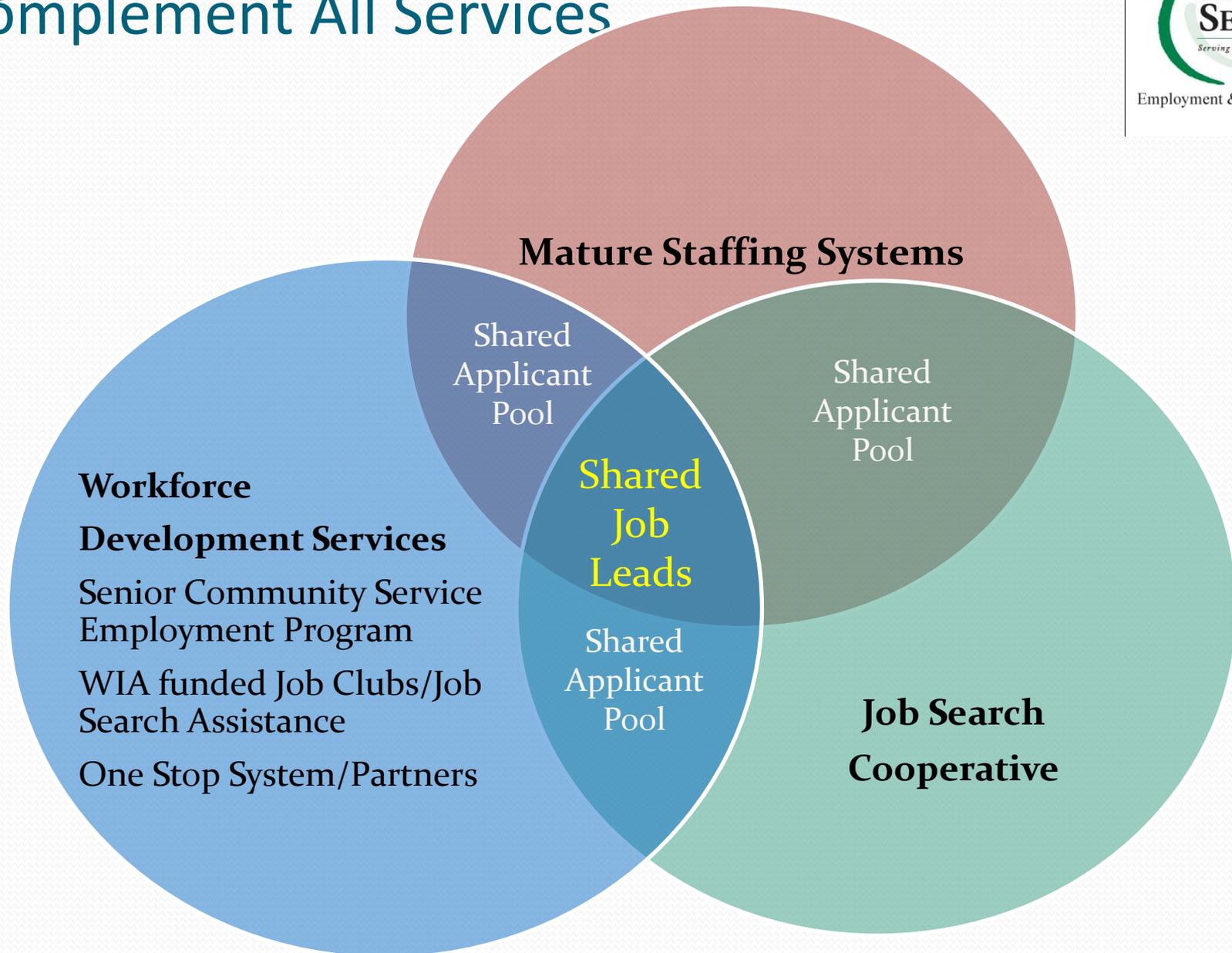
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Job Search Cooperatives Enhance and Complement All Services



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Job Club Services

- ❑ Three-week format allows for intensive training on pro-active job search strategies
- ❑ Sessions allow for peer-support and collaboration
- ❑ Emphasis on developing new strategies to tap the hidden jobs market
- ❑ Employer involvement in mock interviews and on-site hiring activities
- ❑ Library tours





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Job Club Services

- ❑ Diversification of job search strategies
- ❑ Use of databases such as Reference USA
- ❑ Development of both standard and scanable resumes
- ❑ Use of LinkedIn and other social networking tools
- ❑ Use of practice online application tool
- ❑ Strategies for research and targeting companies



Job Search Cooperative

IS NOT

- A networking group or peer to peer assistance
- A job search training service
- A duplicative service to traditional programming

IS

- Members go beyond collaboration and support and provide direct service to each other
- Job Search Cooperatives address the implementation phase of job search
- An auxiliary job development service

Continuum of Services for Mature Workers

Give a person a fish and they will eat for a day

Teach a person how to fish and they will eat for a lifetime

Help a person develop a fishery and they will not only feed themselves, they will help you feed others and teach them how to fish as well



Job Matching

Universal or Self-Service Models

Cohort Training

Job Clubs and Networking Groups

Job Search Cooperatives

Participants form “ad-hoc” job search firms



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Job Search Cooperative Features

- Members are volunteers that agree to form a job search agency to help market each other directly to employers
- Caseloads are treated as human capital rather than victims to help
- Mature Services' Employment & Training Solutions provides the infrastructure for operating a Job Search Cooperative
- Program activities limited and simple (targeting, cold calling and training new members to do the same) allowing for open enrollment and replication
- By volunteering to help other job seekers, the members develop more pro-active job search techniques

Job Search Cooperative

Job Clubs

Three-week workshop series focusing on development of pro-active job search strategies

Networking Groups

Provides collaborative job search and peer support

Job Search Cooperatives

Members form ad-hoc job search firms focusing on consultive marketing to generate leads for each other

Videoconferencing extends Job Club to additional sites

LinkedIn Group expands networking and communication among job seekers, staff and employers

Job Search Cooperative

Requires buy-in and commitment to helping others group members

Provides follow-up and enhanced services for individuals who have completed job search training and need help with execution of their job search plan

Members often find it easier to market someone else than themselves

Taps into the need to collaborate and work as part of a team or work unit

Utilizes the talent pool of our case load to help us help others

Helps the long-term unemployed

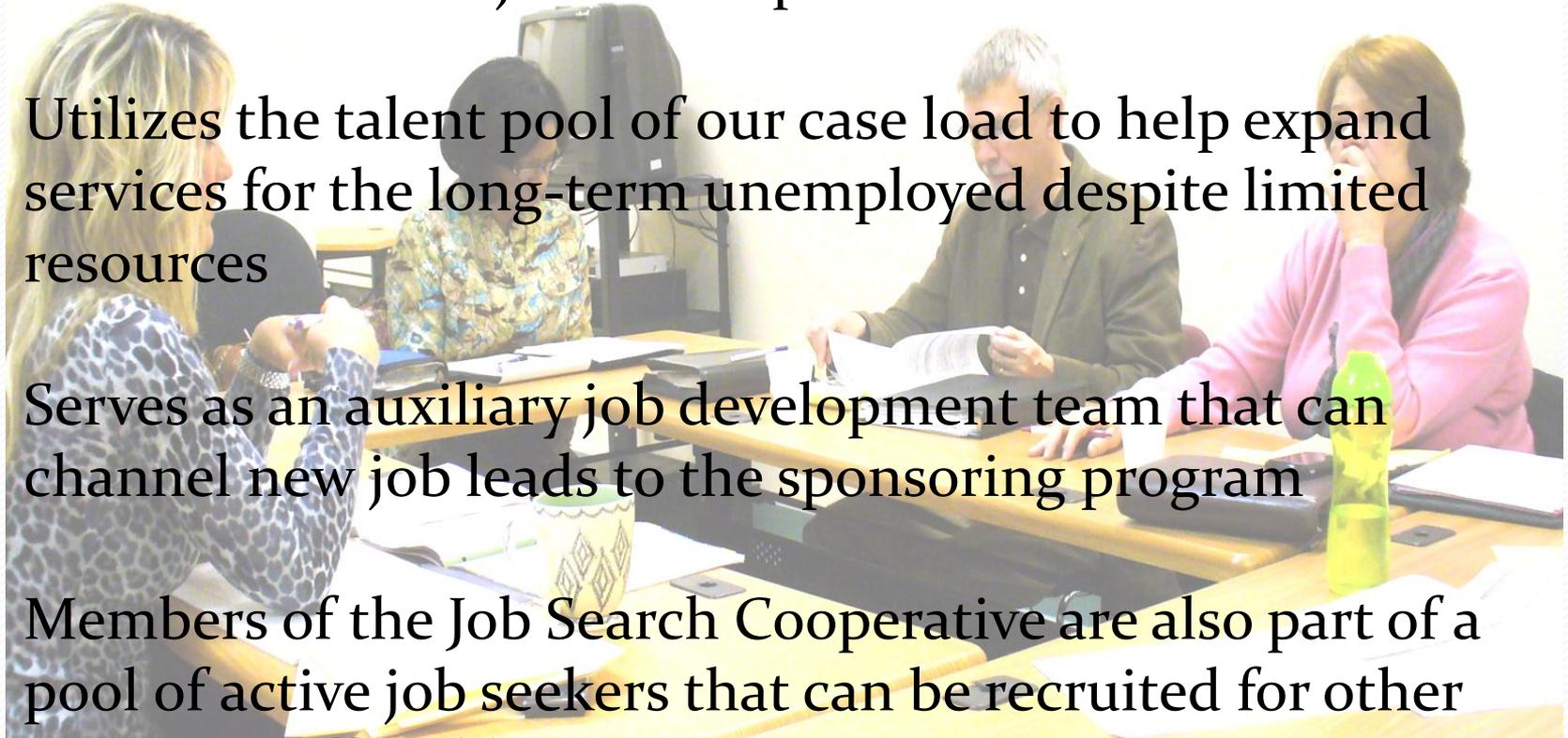
Job Search Cooperative

Provides follow-up and enhanced services for individuals who have completed job search training and need help with execution of their job search plan

Utilizes the talent pool of our case load to help expand services for the long-term unemployed despite limited resources

Serves as an auxiliary job development team that can channel new job leads to the sponsoring program

Members of the Job Search Cooperative are also part of a pool of active job seekers that can be recruited for other programs offered by Mature Services Employment & Training Solutions



Lessons Learned from our Job search Cooperatives Pilot Year

- Need for ongoing programming with members meeting every one to two weeks
- Keep the roles simple so it can accommodate open enrollment and be easily replicated:
 - *Target marketing of members directly to employers*
 - *Training new members on marketing techniques based and use of Reference USA online database*
 - *Updating profiles for group members on Linked-In*

Lessons Learned from our Job search Cooperatives Pilot Year

- Staff needs to be involved as cooperative forms to ensure group stays on task and does not devolve into a networking group
- Cooperatives work best with variety of job seekers
- Membership must be selective, not in terms of skill level but in terms of willingness provide “sweat equity”
- The Job Search Cooperatives need to be prepared to coach new members on how to engage employers in consultative marketing