

## H-1B READY to WORK LONG TERM UNEMPLOYED SUBJECT MATTER EXPERT WEBINAR SERIES

### Outreach and Recruitment

October 6, 2016

The H-1B Ready to Work (RTW) Technical Assistance (TA) Team recently moderated the **H-1B Ready to Work Long Term Unemployed (LTU) Subject Matter Expert (SME) Webinar Series on Outreach and Recruitment: Strategies for Re-engaging Older and Discouraged Workers Back into the Workforce**. This webinar featured SMEs John Fugazzie and Chris Czarnik as they discussed outreach and recruitment strategies for re-engaging the LTU population of older and discouraged workers back into the workforce.

This summary/ helpful tips document was developed to share challenges, solutions, strategies and promising practices that were addressed during the webinar series.

RTW Grantees can view the presentation at the following resource link provided below.

**RESOURCE LINK:** [https://www.workforcegps.org/events/2016/09/13/12/08/H1-B Ready to Work Webinar- Re-engaging Older and Discouraged Workers Back into the Workforce](https://www.workforcegps.org/events/2016/09/13/12/08/H1-B%20Ready%20to%20Work%20Webinar-%20Re-engaging%20Older%20and%20Discouraged%20Workers%20Back%20into%20the%20Workforce)

#### Challenges Faced by Older and Discouraged Workers

- Discouraged and older job seekers are often frustrated with the current job search process, tools and system and have given up;
- Without an entirely new way to go about their search, older and discouraged workers will continue to distrust the process and not engage with employers;
- Many become discouraged not only by rejection, but also by lack of control over their search and the lack of employer feedback of any kind;
- Many believe that they have been judged as “unworthy” and have no reason to think otherwise;
- Jobseekers need a process that they can control and execute step by step.

#### The Effect of Long-Term Unemployment on Older and Discouraged Workers

- The network of business contacts decreases, making it more difficult to find a new and good job;
- This network is replaced by other long-term unemployed (LTU) contacts;
- Older LTU workers are likely to the labor force and become discouraged workers;
- Stress of being unemployed can influence mental and physical health;
- Enrollment in a disability program.

#### A Potential Solution

- Introduce a logical, linear, project-based job search process;
- Turn their job search into a research project that they are in charge of;
- A research project without the pressure of a "job search" takes the pressure off of both the job seeker and the people they are networking with;

- Focus on networking;
- Show participants how to search for a job the same way they find everything else of value in life.

## A Three-Step Process to Job Searching

1. Definition: Who am I? What are my values, skills, and interests? Where do I belong in the world of work?
2. Research: Who has the problems that I can solve? What do companies value? Match their needs with the benefits of hiring me.
3. Marketing: How can I reach the people who have the problems that I can solve? How can I get advice, guidance and feedback about my search from people in the industry?

## Promising Practices

- Help participants create a “networking brief” that profiles the type of organization their search will focus on. This one-page document includes a description of who they are, what their skill set is, and the types of companies they would like to learn more about;
- Work with participants to develop ABC lists and AWESOME lists to create safe and easy networking opportunities that will help build confidence;
- Create accountability groups so participants can work as a team on each other’s search by utilizing their own networks to help others;
- Use traditional and non-traditional methods of outreach to reach older and discouraged workers where they are: public libraries, houses of worship, community organizations, adult schools, colleges and alumni groups, and local print media;
- Align your efforts with organizations that serve this population, such as veterans groups, United Way, Rotary Clubs, and religious charities;
- Use social media to reach all stakeholders including people who need your services, volunteers who serve older individuals and the unemployed, and employers who will hire;
- Mobilize your entire network of partners to reach this population. This includes organizations that serve older individuals and discouraged workers, such as AARP, the YMCA, and companies that have many underemployed workers;
- Develop techniques to engage all your partners. They can market your program and refer potential participants. For example, employed AARP members can talk to your participants about different industries and how to secure employment. Community organizations can teach older and discouraged workers how to manage their finances and rebuild credit.

### DEVELOPING ABC LISTS AND AWESOME LISTS

**AWESOME List:** Includes everyone that the participant has ever worked with or hired them that thinks they are great at what they do.

The **ABC list** is actually three lists:

**1. A List:** Anyone with hiring authority or owns a business of ANY kind

**2. B List:** Anyone in the participant’s area of expertise or industry WITHOUT hiring authority

**3. C List:** If the participant was looking for advice on any topic (money, health, finances, and relationships), who would they talk to?

The goal is to teach people who are WILLING to help your participants how to get them in front of people who are ABLE to help them with their job search.

## Contact Information

- John Fugazzie: Founder and President of Neighbors-*helping*-Neighbors USA, Executive Director of Hudson County Workforce Development Board, and Adjunct Professor at Petrocelli College Fairleigh Dickenson University; [www.johnrfugazzie.com](http://www.johnrfugazzie.com)
- Chris Czarnik: Founder and CEO of Career [RE]Search Group, Subject Matter Expert for Pearson Education, and author of the [Human Search Engine for Career Search](http://www.myhumansearchengine.com); [www.myhumansearchengine.com](http://www.myhumansearchengine.com)
- Your Federal Project Officer, DOL National Office, and Technical Assistance Providers: [RTW@dol.gov](mailto:RTW@dol.gov)