



The Secret to Making Successful Placements

- Employer Outreach
- Specialized Training and OJE



Targeting Employers & Jobs

- Program Goal: Participants placed in high growth jobs according to local labor market data
 - Demand-driven approach to training, job development and placement
- Targeted jobs should enable participants to become self-sufficient in positions for which they would not have otherwise had without the skill training provided by the program



Top 10 Job Categories Nationally

1. Sales Representatives
2. Teachers
3. Mechanics
4. Technicians (production / operations, engineering and maintenance)
5. Management and Executives
6. Truck Drivers
7. Delivery Drivers
8. Accountants
9. Laborers
10. Machine Operators

Determine Your Local Employer Needs

Work with community partners and local resources to identify the local needs

- Create a local Top 10 list
 - Focus on those employers
 - Small businesses are the primary market for hiring older workers
- This becomes your “game plan” for developing OJEs with employers

List of Companies – “Hot Jobs”

- Jobs that go unfilled
- Demand exceeds supply
- How do you know?
 - Frequent advertisements
 - www.indeed.com
 - News stories
- Ex: CNA, home health, driver, food service, security guard
- Create a list of job titles
- Identify companies that hire for those titles

List of Companies –Current Skills

- Create list of skills you have in “participant inventory”
 - Previous experience
 - Recent training/host agency assignment
- Create list of potential job titles
 - Identify companies who may hire for those job titles
 - Consider a variety of industries
 - Ex: Administrative assistant – could work for a hospital, bank, law firm, hotel



Who Are Your Most Placeable Participants?

- Think through your current participants and identify at least 5 whom you feel are job-ready (or almost there)
- List under each name their job goal and marketable skills
- These are your candidates for OJE

List of Job Ready Participants

Some indicators of job readiness:

- Motivation: Does he want/need a job? Can he produce a list of recent applications?
- Resume: Is it professional, and in soft copy?
- Job target: Can he identify one?
- Email account: Does he have one?
- Computer skills: Are they reasonable?
- Job expectations: Are they realistic?

Next Step:

- **Compare the list of your Top Ten Employers to your list of job-ready participants**
 - Is there a match in job goals and potential employers?
 - Is there a skill-level match?
 - Is additional skill-building necessary?

Final Step:

- **Take your list of job-ready participants as compared to your Top Ten Employers, and analyze your next steps:**
 - Should they be rotated?
 - A new host agency developed?
 - Enrolled in specialized training?
 - For what skill?
 - Where?
 - Cost?
 - Or are they ready for an OJE placement?



Specialized Occupational Training – a few requirements

- Should supplement Host Agency training
- Must relate directly to job skills in demand in the community
- Need must be reflected in the IEP
- Contract with vendor must be on file



On-The-Job- Experience (OJE)

- **The perfect final-step before unsubsidized placement**
- **The hardest part is finding the employers**

Approaching Employer Partners: Goal of Telephone Calls

- Interview
- Job order
- OJE leading to placement
- Host agency training assignment leading to placement
- Opportunity to share information about your service, which will lead to a future employer relationship (call us first when you have a need, before you list elsewhere)
- Referral to someone else in the company
- Lead – other employers who may find value from the program (may I use your name when I call?)

Remember: Get SOMETHING from every call!



HOT CALLS

- Companies you already have relationships with
- Companies that have hired your workers



WARM CALLS

- Companies you know/who know you and can make a first contact for you
- “Peer to peer” contact
- Use “hot calls” to make “warm calls”



COLD CALLS

- Begin with a letter
- Follow-up with a phone call



Employer Questions

- Tell me about the types of positions you have trouble filling.
- Where do you experience the most turnover?
- What challenges are you facing in hiring today?
- Tell me about the financial impact of turnover.
- Are there personality traits you find lacking in some of the candidates you interview or hire?
- How long does it take you to train a new employee?
- Do you sometimes lose people after you've trained them, before they actually become productive workers?
- Would it be helpful to be able to evaluate someone before you hire them?
- What if you could evaluate someone at no cost for two weeks, while you are training them?

Job Order Leads – Sources

- www.indeed.com – aggregator
- www.linkedin.com – create profile, join groups
- Employer websites, job boards
 - Make personal call to be sure info is correct
 - Get name & phone of hiring mgr
 - Get details of position, qualifications, how to apply
 - Introduce yourself, open door for participant, present OJE
- Employers who have hired from you before
- Service organizations – Rotary, Lion's Club
- Networking organizations

More Information Sources

- Melissadata.com/lookups/index.htm
 - [Business Counts by ZIP](#)
Get a list of business counts and SIC codes by ZIP Code
- [WWW. Rileyguide.com](http://WWW.Rileyguide.com)
 - All things career development and job search
 - [Research & Target Employers & Locations](#)
 - [How to Job Search](#), [Before You Search](#), [Career Research Center](#),
[Sites with Job Listings](#), [Resumes & Cover Letters](#),
[Research & Target Employers](#), [Network](#), [Interview](#), & [Negotiate Salary Guides](#)



<http://online.onetcenter.org/>

- **Occupation-Specific Information**
 - Tasks — Occupation-Specific Tasks
 - Task List — List of tasks for each occupation
 - Tools and Technology — Machines, equipment, tools, software, and information technology workers may use for optimal functioning in a high performance workplace
- **Workforce Characteristics**
 - Labor Market Information — Current labor force characteristics of occupations
 - Occupational Statistics — Information related to economic conditions and labor force characteristics of occupations
 - Occupational Outlook — Future labor force characteristics of occupations

How Can These Resources Help You?

- Potential Host Agencies
- Potential OJEs
- Potential unsubsidized placements
- Analyze job possibilities re: task requirements and skill needs, certifications, etc.
 - Develop specialized training contracts to provide needed skills, credentials
 - Specialized training key to making placements in a short-term project

Now It's Time To Make The OJE Match

OJE useful when participant's IEP goal requires employer-specific skills not attainable through the regular community service assignment

Must provide planned approach and sample contract in grant narrative for DOL approval before beginning OJE on the local level



OJE Basics

- 2 weeks at community service assignment first; detail in IEP
- Prevailing wage
- Don't close out host agency assignment until OJE ends
- Maintain copy of contract in participant file
- Regular follow-up
- Right of return
- Current host agencies cannot have OJEs



Other Provisions

- May combine with community service assignment / classroom training (not to exceed 40 total hours a week)
- Participants: 1 OJE per 12 month period
- Employers: 5 OJEs per job category per 12 month period



Three OJE Placement Options

1. Employer may be reimbursed for up to 100% of paid wages if training will last no more than 4 weeks
2. If OJE more than 4 weeks, employer may be reimbursed for up to 50% of paid wages for the cost of providing training
3. Grantee may pay wages of participant directly during OJE



Contract Specifications

- Skills and benchmarks
- Timeline
- Hours/weeks (not to exceed 40 hours/week for 12 weeks)
- Employer will hire participant at the end
- Reimbursement or direct payment
- Worker's comp



Some Final Thoughts on OJE

Presenting OJE To An Employer As Trial Employment

- Risk-free; try before you buy
- Evaluate employee performance for a few weeks
- No cost – nothing to lose
- Could gain a great employee!
- Person can be removed if it's not working out (need feedback for coaching purposes)
- Simple paperwork + signed timesheets
- Employer can be certain before making a hire
- Reduces turnover

Note: *Employer agrees up front to hire participant at the end of OJE if performance is acceptable*

When to Offer Trial Employment

- During a job interview – have participant bring letter
- To smaller companies (less than 100 employees)
- To overcome objections after an interview
- When participant is competing with others for the job
- When an employer can't make a decision
- With call-in job orders