**WorkforceGPS**

**Transcript of Webinar**

**Using CareerOneStop to Provide Virtual Career and Job Services**

**Thursday, September 23, 2020**

*Transcript by*

*Noble Transcription Services*

*Menifee, CA*

LAURA CASERTANO: I want to welcome everyone to today's webinar. And I'm going to turn things over to your moderator today, Don Haughton, with the Department of Labor Employment and Training Administration. Don, take it away.

DON HAUGHTON: Thank you, Laura. Welcome, everybody who is tuning in for today's presentation on Career One Stop. I am Don Haughton. I work at the Department of Labor Employment and Training Administration and one of my functions is to support any way I can the CareerOneStop website and tools provided to the nation.

I've got three people here today from CareerOneStop: Mike Ellsworth, the director of CareerOneStop; and two people who work with him, Tricia Dahlman and Julie Remington. I'd like to take a minute to have each of them introduce themselves. Mike, would you mind introducing yourself, please?

MIKE ELLSWORTH: Certainly. My name is Mike Ellsworth. I am the program director for CareerOneStop for the last 14 years and we're out of the state of Minnesota. Tricia, do you want to introduce yourself?

TRICIA DAHLMAN: Yes. Thanks, Mike. Hi, everybody. I'm Tricia Dahlman. And I am the business technology manager on the CareerOneStop. And that just means I oversee operations, outreach, marketing and product management on the team. I got my start in state government here in Minnesota in the labor market information office, and now have about 20 years' of experience working with states and national career information products. I've been in this current position with CareerOneStop for about five years and have the pleasure of working with a really outstanding team. So Julie is a part of that team is going to introduce herself next.

JULIE REMINGTON: Hi. I'm Julie Remington. I've worked at CareerOneStop for the past eight years. And I conduct research with users and develop content and videos for the sites. I've also worked with Minnesota's American Job Centers and partners to improve customer service and business processes. So I really got a good grounding in that system. And I've also served as a career counselor. So I'm really glad to be here in sharing ideas with you today.

MR. HAUGHTON: Thank you all. I'm going to make my remarks brief so we can get into the meat of the presentation and allow time for plenty of questions and answers. In addition to CareerOneStop, I think you all are familiar and I hope you're familiar with another website service called O\*NET Online the Department of Labor also sponsors. That website is primarily for occupational information providing information for users on knowledge, skills, abilities. There's a lot more information when it comes to exploring occupations and careers.

O\*NET Online also has a smaller job search function that I just wanted to briefly introduce to you in 2 or 3 minutes, and then I can turn it over to CareerOneStop for the whole presentation. Laura, could you go to the next slide, please. O\*NET Online has three job site exploration tools. The first one is mynextmove.org, which allows users to peruse careers, occupations, jobs for the country, for their local area, whatever parameters they wish.

The second website is mynextmove.org for vets. This website is geared particularly to veterans returning from the service and into civilian life. It has a number of tools with crosswalks that will match their military service to occupations in the civilian world. Or if they want to have nothing to do with their military training and go into something different, this website allows them to explore this as well.

And the third website is a Spanish-language version of My Next Move. It's miproximopaso.org and it's completely in Spanish. It's essentially the same information that's in mynextmove.org. Laura, could you go to the next slide, please. Real briefly, My Next Move, this is what the screen would look like – mynextmove.org. You see at the bottom there's three options you can put any career words and respond with options for you. You can browse by industry, like computer industry, manufacturing, service industry. Or the third option window there you can just briefly explain what you'd like to do and My Next Move with help you explore that as well. Next slide please.

For My Next Move and also for the Spanish-language counterpart, there's over 900 careers. And all of the careers in there provide knowledge, skills, abilities, personalities where technologies are required. More importantly, it talks about education requirements and job outlook. For most of the occupations, you will find pay information, median salary; and in the salary range, low, medium, and high. Next slide please. So that ends my brief introduction to the O\*NET online tools for mynextmove.org. Now I think we're going to go ahead and get to the meat and potatoes of our presentation. And I will turn it over to CareerOneStop. Thank you very much.

MS. DAHLMAN: Thanks, Don. As we said before, Julie and I are really both excited to be here with you all today. So thanks for joining us. We feel grateful to be able to share the CareerOneStop resources with you today. Our goal for this webinar is to help familiarize yourself with the online tools that CareerOneStop offers, and then learn how you might arrange these tools into virtual career and job services.

Some of you might be brand-new to the CareerOneStop website, and that's great. We're going to get you up to speed on what the website offers. And if you're already a faithful CareerOneStop user, that's great too. Thank you. We love to hear that. But also don't worry – today's webinar is going to highlight how to bundle the CareerOneStop resources and tools and possibly point out some new ones in ways to meet current customer needs.

So what brought us here today? I don't think that we need to tell you what the challenges you're experiencing every day on the front line are. You as career counselors and workforce professionals are quite aware. This pandemic has created a job market with many people who are in need of emergency employment services at the same time that our physical sites are closed, have reduced hours, or have moved to a virtual service delivery. That brings us to what we're going to cover today.

We are going to spend a few minutes on an overview of the CareerOneStop website. Then we're going to review the current customer needs that we have been hearing and where we'll focus our time on today. We're going to walk through five CareerOneStop paths that address these customer needs. And then we're going to leave time at the end to address any questions that you've entered in the chat for us. And we'll try to get to as many of those as we can. So please feel free to send us those questions in the Q&A chat box.

And also, as we go along, if you have other suggestions for customer needs or user paths that you think CareerOneStop should focus on, please also add that for us. We would love to hear from you about that. And then one last housekeeping item – I know that we're going to move fast today. So one of the handouts in that file share box is actually a list of all the URLs for the tools and the sites that we're going to cover today. So if we go fast and you don't quite catch where it is on the site, that will be a great resource for you to go back to. And as Laura said, it'll also be posted on the WorkforceGPS site after the presentation.

So with that, I think we'll go ahead and do a brief overview of CareerOneStop. There are three things that I want you to take away today and remember the CareerOneStop website. First of all, it's comprehensive. It is a comprehensive career education and job resource. It's not by chance that we have the word "one stop" in our name. We really want it to be a source where you can get all that information in one place – everything from assessments to career profiles to training information, job openings, and everything in between all in one spot.

The second is that we're trustworthy. So we are fortunate to be sponsored by the U.S. Department of Labor's Employment and Training Administration, so you can know that our data is of quality and we have reliable resources for you to use. And then the third thing is that we are free for you and your clients and customers to use. This is the question we get asked most often by users – are there any fees? Are there any log-ins required or accounts? At this time, that is all free and available for everyone to use. So those are the three highlights of the site.

And now I think we'll go ahead and dig into the site and go out there so you can look at the live site. I'm going to transition into sharing my screen here for you. OK. So hopefully, what you're seeing there is the CareerOneStop home page. And we're not going to spend a lot of time today on the website, but I want to point out this big main navigation at the top. If you hover over any of those, you're going to get a sense of what's in each of these sections. I mentioned careers, training, and job search is our focus.

For careers you're going to find everything from assessment information to our career poll styles, occupation reports using labor market information, and then some great content about setting career goals and getting started. Under the training section, I'm sure exactly what you'd expect – all the different types of training options, how to pay for it, and then how I make decisions about is education worth it or what my training plan should be.

Under the job search section, this is a really great section from everything from timing out your job search to figuring out what networking, resumes, applications, cover letters, how to interview, and then all of our job finding resources as well. Those are the three main content areas. And now these next two sections are really where all of our tools are located. So we have all 60 different tools to go along with our content. This first set under find local help is going to be how we connect users to local resources – how do they find you all?

So we have finder fools for American Job Centers, but then also the different employment and training programs, community services, and workforce development. So all of these are individual finders where they can find these resources by their ZIP code in their local area. And then this next section is our toolkit. Covering all of our content areas, we have specific tools – everything from assessments, occupation profiles, training finders. And we'll dig into a lot of those different tools today. If you're wondering, where was that thing they showed us today, it's probably going to be under one of these sections.

And then the last section I'll mention is this resources for. A lot of specialty audiences are represented by either content sections we have or specific portals for them – everything from older workers to workers with disabilities, workers with criminal convictions, military veteran personnel, so a lot of different specialty audience. And then the last thing I want to show you on the CareerOneStop website is the footer can be a great resource. All the content areas we just looked, our specialty portals are all listed right here. If you need help or you're looking for some outreach materials on our content or tools, you're going to find that all in the footer.

We have great information for developers. So if you're looking to put some of our content or our data on your website, there's some great information there. And then the last thing I'll mention is this contact us. We do have a team that answers questions and gets emails from everybody from content or data questions or just needing help. So that is a great way to get in touch with us. So that is a really quick overview of the CareerOneStop. And I'm going to stop sharing my screen here and pass it back over to Julie.

MS. REMINGTON: Thank you. As Tricia said, customers can write in and share information on questions on our website. And as the pandemic kind of swept in and the economy started to shift and so much shake up was happening, we received hundreds and hundreds of questions and comments. So we took a look at all of that in addition to getting a scan on what are labor market experts around the country were talking about happening, and then also hearing from some of our AJC and other employment program colleagues about what was going on in their local areas.

We ended up identifying about five different themes that we're going to really focus on today. Initially, we heard so much about unemployment insurance. I'm not sure you did so much in your local areas. What benefits and other forms of assistance are available to me? We'll talk about that. We heard some people about needing short-term and immediate employment to get an income stream flowing. We also heard from people who had an industry or occupational shift. And this is continuing to unfold. People who are getting out of their industry or finding that it doesn't look like a very promising prospect at this point for quite some time.

So they are looking for a longer term career plan approach. We had a lot of new graduates come out during this time into a pretty confusing job market. You know, you're new to working in the first place. And then to have the economy in such an upheaval is really challenging. And we're going to give some attention to those new graduates, the needs they have. And then the fifth area is really looking at folks who are trying to develop skills or knowledge. Perhaps they have some time available, extra time. They're wanting to make sure they're just as sharp and ready to reenter or to continue to move forward in their career if that's possible.

And based on those identifying needs, we developed some paths through CareerOneStop to help you respond to those needs for your customers. So each of these five paths, we're going to walk through those today. And we're going to show you the pages, the tools, all the content in CareerOneStop that can help start to address these needs. So we'll start with addressing short-term immediate employment resources and tools on CareerOneStop you can use to address that need, then applying for unemployment and other benefits.

Our third path is supporting new college graduates with job search help. Our fourth path is ways to use CareerOneStop to make longer term career plans. And then our fifth area is using CareerOneStop to support people developing new skills and knowledge. And with that, Tricia is going to head us off on the very first path.

MS. DAHLMAN: Thanks, Julie. I see a couple questions I just want to answer before I start on this first path. There was a question about how do I correct my email address at my AJC, and another one about how do we contact you at CareerOneStop from an AJC? And that contact us link in the bottom of our footer is the best way to get ahold of us. We look at those every day. We route them into the person who can change that information on our site. And that does get updated as soon as we get the corrected information; we get that up live on the site. So thank you for asking. And we would love to hear from you with that corrected information. OK.

Then transitioning over to our first path – each path is formatted with a goal and an objective. We tried to format these so they can be easily used with your clients or customers. And we'll show you how they're all actually organized into the user guide. That's the other file that's in your file share box there. So you can download those at the end of the presentation if that would be helpful for you to refer back to again or to use with any end users.

This first path is all about immediate employment – looking for job postings and ideas on which kinds of organizations or industries may be open to job seekers during the pandemic. And each path lists out short objectives. They're nice and succinct tasks that people can do to meet the goal of the path. What do we want our clients or customers to do to be the most successful to find employment? We want them to learn about industries and employers who are hiring in their local area. We want to best focus their job search down to maybe 2 or 3 job titles. We want to get their resume refreshed. We want them to look online for those job postings.

We also want them to use the business finder to identify some businesses in their areas – not necessarily one that's posting jobs, but who are in their local area. And then we want them to make a networking plan. So to do that, we are going to focus on one key website today, and that's the Employment Recovery website. So I am going to go and share my screen again so we can go and look at these resources. OK. And I am back out in the footer again so that I can show you the Employment Recovery website.

So this is actually a new portal to CareerOneStop. So it might be one that you're not as familiar with. We released it in May of this year to really provide critical unemployment and job search resources for those people impacted by the pandemic. As I was saying, CareerOneStop is so comprehensive. So we wanted to have a portal that really filtered out all of the most immediate content that our users would need related to the pandemic. How can we meet their short-term needs, such as collecting unemployment benefits or reentering the workforce?

For this first objective to learn about industries in the local area, I want to point out this section called find a job now. And there is a content page about who's hiring. This we put up early on in the pandemic about those industries that were still hiring and we were seeing the most job openings still posted. Now, this is obviously going to be different in everyone's local area. This is going to change as the workforce is changing during this pandemic. So we will will be updating this page, but then also we have a lot of resources that we're linking out to so that our users can do their own research as well.

I think it provides that hope and the knowledge that there are still job openings out there, and we need to just kind of attach people to where the jobs are. The next objective is to find some job titles to focus our search on. What we encourage our users to do on that stage is to do some research on careers. We mentioned we have occupation profiles on CareerOneStop. And I preloaded one for us today just so that you don't have to watch me type. But I wanted to show you under Employment Recovery under explore careers, research careers, that's where I would find this tool. And I selected computer support specialist in Arizona for my search.

I wanted to show you what the occupation profile looks like and what kinds of information they can gather from it. It starts off with a nice short description of what the occupation is about. And then there are also some alternative job titles. And the reason I like to point these out is because our users might need these different titles to put into job banks. So if they're doing a lot of searching for jobs online, they may need to use some of these alternative titles to get the kind of results they're looking for. So it's great to have those in our pocket.

We have a career video on all of our profiles. And these have been updated in the last couple of years. They're great and they show what the occupation is like today. So those are great for our users. You know, we do still have our outlook and projected employment. It is the long-term projections. And we know the pandemic has made those a little less helpful right now. They are still current on our site, but we will be looking at what other information and labor market information might be more helpful to our users. But for now, that's still in our occupation profile.

We also show the wages. I picked Arizona, but I could even put a ZIP code in and get more localized labor market information. But it gives me a snapshot of what that wage looks like and then also what kind of education and experience. I might be looking at a career that's completely new to me. So I am really going to need to know what type of training, experience, and education that is required. Now this is what people starting the career usually have. And then I also can compare that to the typical education of people in the actual occupation, so how that might differ.

I can get basic information about any certifications, licenses, or apprenticeships related to that occupation. And if I click these buttons – we're not going to do it today – it would take me to more information about the ones that are related. Then I come to these cards that have great basic information about the knowledge, the activities – what actually I might do in a day. That's great information too. What's in the video, but this has it listed out as bullet skills and abilities the job requires and then the related occupation. So if I'm in that career exploration mode, I might find some other titles related to the one I'm looking at I might also be interested in.

So that's a quick look at what our occupation profile looks like. Our next step for users is to refresh their resume. So under find a job now, we do have an update your resume section. And what I love about this is the content is very specific to the pandemic. So how might I target my resume to a new career or industry that I haven't worked in before? If I have no prior experience, what format do I want to pick that's more about my skills and what I would bring to this job. And also some advice about how to talk about being laid off due to the pandemic.

So if you're working with someone who hasn't written a resume before, the resume guide is also linked here. And we're going to show that a little bit later, but that's great for if anyone you're working with needs a step-by-step resource that covers everything from a basic structure of a resume to how to write sections and templates and samples. That's a great resource to direct them to. So next, we really wanted them to find some actual job openings in their area. And for that we have the find a job now section. This is what our job finder looks like.

Again, I preloaded it for my computer user support specialist in Arizona. So this is what a search result page would look like once I put that criteria in. And as you can see, I've found more than 1,000 job openings for that occupation in Arizona. Now, that is a pretty broad area, so I could definitely narrow that down by putting a city or ZIP code into the search box instead. I want to point out that right now it is searching with the National Labor Exchange. But I could switch that as well. We have four different sources of job information.

I see the results. I could filter that. All of our finder tools have filters on the left. So if there was a specific company I was looking for or if I still kept it at Arizona and I wanted to filter by location, I could do that. And also, how recent the posting is from. So I can see, oh, there are some that have been posted in the last one or three days. Those are pretty recent. If I click on one of those, I will see a description for that job opening. I'll find out a little bit more about the company.

And then there is an apply button. That will take you out to the external website for the employer. We do not have an applicant tracking system or anything within CareerOneStop. That's just going to bring you out to the employer. So that is our job finder. And then the second resource I wanted to show you about is we heard from users right away that they were interested not in just a job, but a remote job. They're very much interested in teleworking or working from home permanently. So we did build this tool that just searches remote jobs.

And I preloaded that one, as well, for our computer user support specialist. And that then filtered my results down to 27. So these have remote either in the job title or somewhere in the description. So that's what it's filtering on. And a little tip. So I'm living in Arizona but this is truly a remote job. I could take that out. And I could look at remote jobs across the United States if they're truly remote so that can expand my job search if that was an important criteria for me. I get the same filters on the left side that I do with the job bank as well.

So now that I have some job openings I'm interested in, I want our user to look at the business finder. This is not businesses that are hiring necessarily, but it's setting me up for that next piece of networking. And if I go back to that hiring page, there were links to the business finder. I've loaded us up again. And this is what the results on the business finder would look like. I found over 11,000 businesses for computer user support specialist in Arizona. I've got my same type of filters. I could filter by a specific industry, city, number of employees that employer has.

And if that was a business that was interesting to me and I maybe wanted to call them, this is a great little reminder that this is a data set that we don't own. So they have some capture requirements for us. But on the detail page, I can then find key contact name. I can get a phone number if they've provided it. Not necessarily visiting in person or stopping by, but if that did become a step in the process, I could find directions and a map. So that's just great for setting people up for that next step of networking.

And that's our last objective in this path, is to make a networking plan. And we do have a content section on that. It's got great information for people who maybe have not networked before ever and they need to understand not only what networking is about, but what online tools to use since transition to online now and then also just some general tips. So this closes out the first path for immediate employment. I'm going to stop sharing my screen here for a second and go back to the PowerPoint.

And because we always don't rely on the internet being able to share our screen, I'm just going to move up through these screens really quickly because we wanted screenshots in case we weren't able to get out to the internet today. So I'm going to go through this second path that we created. This one's a little shorter. This path is all about unemployment benefits and assistance. Our goal is really to help customers find unemployment benefits, meet those financial needs, and then find other local resources. We want to connect them to unemployment. We want them to find their local resources in their state. And then we want to also connect them to the American Job Center.

Our key resource for this path is also going to be that Employment Recovery website, so we'll go out there again. I'll go back to sharing my screen. Now I can set that up. So we're back at the Employment Recovery website again. And the first objective is to identify their specific areas of need for financial assistance. So we want to connect them to unemployment. This is one of the main sections of this website. When I come out there, it remembers that I was searching for Arizona. So that preloaded actually for me.

This is our unemployment benefits finder. The first three links are really those typical links about unemployment that you would find always on our unemployment finder – the best place for general information and where do I file for online or by phone? And that last link is what might be new. So our team has curated the best link in each state for any pandemic-specific UI information. So it might be a website. It might be a document, whatever is available to people.

And I know all of you are likely already experts on where to send people for unemployment insurance. I just want to mention that if you're helping some friends or family in other states that it's really easy to just quickly select another state and get the same information. So that might be helpful for other types of people that you're helping as well. And then another tool I wanted to point out is actually our content page for frequently asked questions about unemployment.

And what's great about these are our team is constantly on a daily basis updating this. So we mentioned we hear and get comments from people. And right after the pandemic, we were just flooded with about 100 times the amount of comments we usually get for people asking for help. So we really curated those questions, turned them into frequently asked questions. And then any other time we hear about federal changes, like the lost wage assistance, that goes in here as well. So we're really keeping this very timely and with great information about unemployment insurance.

The second objective in this path was to learn about local resources, so I wanted to share our state resource finder. I'll just stick with California since that's what we were last looking at. That first link is always unemployment insurance just because that's so important for people who are on this site. But the second section for find more benefits, that first link is going to be the best state-specific link with pandemic-related resources. So where the other one was focused on UI, this one is for all those different types of support resources. We changed that based on what we're hearing from users. And we try to put the best one out there.

And then I won't open all these different sections, but housing, health care, job search, career information, training information – those are all state-specific links to link people up to those resources. The last objective is we really want people to understand what kind of help they can get at the American Job Center. In this portal, if I were to click on find local help, I can search for my American Job Center. And I just loaded that up for us so we can see what the results look like. I don't think you'll have trouble finding your local American Job Center, but here what I want to show is what we've added for users.

So I've just searched here in St. Paul within 25 miles. I'm getting my list, but I'm also seeing this red notice about what their availability is. So this one specifically is not open to the public for in-person support, but they do have online services. So that is also information we're getting from AJCs on a regular basis. As soon as we get that, we load it up to the site so it's as current as it can be. And every state reports a little bit differently about what services are either in-person, not being offered, or closed entirely. So that wraps up the second path. I think I'll stop sharing my screen and I'll pass it over to Julie.

MS. REMINGTON: Thank you, Tricia. There are a lot of great questions coming in. It's very exciting to see your thoughts and comments coming up. We will have time at the end of the session to address hopefully a number of those. A couple I wanted to just take a second to do. CareerOneStop will be updating all of our data that relies on O\*NET when the O\*NET updates are out formally in November. And all information on CareerOneStop any of our sites is available for you to use. So definitely put links on your state home pages. As one question came in, this is designed to be available to you to use.

I'm going to move forward to the third path. And that is job search for new colleges grads. The goal of this path is to help new college grads and students who are anticipating graduation to learn how to conduct a job search. And we know that some of them are going to have a great sharp focus, and some won't. So we're going to take a little time in this path to help support some career focus as well. We're going to do some assessment, career exploration, resume writing, and then also a little bit of networking support. So that's all going to happen in this path.

A question you might have: could high school graduates? – certificate program, associates, bachelors, all levels – really any of those levels could use this path fruitfully. There's probably one objective that might be not as relevant for folks just coming out of high school. So our objectives are to take an interest assessment, research occupations from their results. Those are linked, so it'll be a very easy transition to create or improve their resume and any social media profiles they use.

We're going to show them how to search job bank and identify some professional associations to research, and then close with identifying networking connections to help support their more sophisticated job search. These are the resources that we'll be using on CareerOneStop. And I'd like to head out to the screen share now. Great. We're going to start this path with the interest assessment. How do you get there from the home page? Our explore career section has all of that great assessment and career research and videos under it. So I'm going to go to the self-assessment and choose the interest assessment, and then click here to actually launch.

The interest assessment is 30 questions. It's pretty fast for people to take. It works beautifully on mobile devices. And it's also Holland-based, which many of you may be familiar with the Holland code system. So we'll go right down to results. And they can see here that after selecting their responses on those 30 items, they're going to get scores on these scales. They can go out and see, what does that mean? They can also choose to ignore this, but this is where the information on those different scales is. And they can learn more about how that relates to their career interests.

The primary focus here is the list of occupations, which they will be excited to see. We've got the occupation title and outlook. The hourly wages are median national wages, and then education level required to get into the field. Let's say this user wants to see only the occupations on their list at the level of education they have. They can go ahead and filter the results over here and just show those occupations. So once they get a sense of what they're interested in, they can go out and click on that occupation title and go directly out to the occupation profile.

Here they get a chance to do their research. It's very accessible for someone new into using career information. And, Tricia, I won't go into detail. Tricia did a great job describing what you can get from the occupation profile. But a couple of things I want to draw your attention to for this particular group. The career videos, they're about 90 seconds to 2 minutes long. So they're very quick. And I think it's so important. We know young adults love video content. It's very consumable.

I think for people who haven't been out in the work world, haven't been out having an independent adult life, they haven't had that exposure to a lot of settings, and having a real clear sense of what does it look like to do this profession? What are the kinds of settings ideas? How am I interacting with people that can get a quick snapshot of that? All the information is really viable and useful for these folks.

I think a piece that I'd really like to draw your attention to for them is the knowledge section because they've merged from education programs that's very fresh. They can get a sense, does this look familiar to me? Am I confident that I've got some sense of what we're talking about here with the knowledges that are involved in this occupation? So that's a way to use the occupation profile particularly for this group. Now that they've had sense of what they're interests are, seeing how those map to occupations, we want to take them into resume writing.

College career centers, lots of them are doing resume coaching, resume support. So they may have gotten a start. They very well may not have ever stepped foot in that college career center. So it's really important to give them a sense of how do I do this in a step-by-step manner? So this resume guide really walks them through literally each section – the contact information – what do you include? What do you leave out? How do I describe my work experience? How do I mass profile my education and training to really sell my strengths to the employer? The resume guide is going to be a strong resource for that.

They can also get some coaching here on identifying key words and how important that is and navigating applicant tracking systems. How do I set up my resume to give me my best shot to get in front of someone live? Some other pieces are – I think for the objective, we really focus on get at least two people to take a look at that resume and make sure it's doing you a favor – spelling, formatting, all that kind of thing. And you know that some of you in employment programs and AJCs are offering that kind of one-on-one help, maybe an online resume review, which is incredibly helpful.

Now that they're armed with that resume, we take them to the job finder. We can give them three different ways to learn about job searching in this path. The first one is the job finder. And I've gone ahead and populated it with marketing manager. Let's say our new grad is looking at Seattle. So she finds almost 10,000 jobs. So she's going to come in here and be able to use these filters. I think a couple of things I want to put your attention on is a really great strategic use of the job finder for anyone, but really great for this younger audience is to use it as a research tool.

So I can take a look at what are the employers in this area that are doing a lot of hiring in this field? I can click into one of these openings directly and read the language. What are the kinds of credentials they're specifying? Are they asking for some kind of certification, something I could get? What are the keywords they're using? What are the kinds of qualities and trades that they talk about in their job description? Those are kinds of really useful empowering information to help them do a better job in their resumes, how they present themselves, and how they approach their job search.

So the second strategic use of the job finder is to go ahead and apply for jobs, so encourage them to do that. The second area that we're going to really focus on for their job search is the professional association finder. We're going to ask them to come here and do some research. The tool persists right over marketing managers and shows me what are the professional associations in that field that I'm exploring. Why professional association? You know, there are just so many great reasons for them. They really offer, especially a young person, some exposure to the knowledge, the current trends, the vocabulary of that field in practice.

In contrast to their academic program, it's incredibly useful for them. They can attend conferences, workshops, training events. They're probably all online right now. They're still happening. Fantastic. Get some exposure. It opens up a network for them. And then often job postings are open only to members in professional associations that you might not be able to get access to any other way. So these are a great resource and often have discounted rates for younger people starting in their careers. So that's my sales job on professional associations. Come here, they can filter. And then we ask them to select at least a couple to research.

And then the third way that we're really encouraging them to learn how to do a job search is through networking. And we're going to focus directly on social media, taking them network online on this page. And this gives them access to three of the very prominent social media sites, gives some background information. Chances are very good they're very experienced with social media, but not for job search purposes, right?

So we really encourage them to make sure that they've eliminated any objectionable content, coach them on adjusting those privacy settings to manage what employers or any networking contacts might be able to see. And then encourage them to really use those tools to follow an employer to get access to people who have the kind of occupations or who work in the occupations they're really interested in. So that's a great means. We encourage the many inner objectives to go ahead and identify three networking connections through these different fields. And that will bring us back. I want to stop sharing and go back to the PowerPoint.

I'll go ahead and forward on to our fourth path. This section is really about the longer term career planning. As I mentioned earlier, some folks are in industries or in occupations that have really been downsized or shifted focus in the pandemic and the economic recovery. So it's a pretty important area for a lot of more experienced workers, which is what we're focusing on here. So in this path, when you're helping participants make those longer term career plans, do the kind of thinking and opening up of possibilities that they may not have been imagining, and also update their resumes to target those new fields they are exploring.

So we'll start with an assessment and tools to research occupations, and then target their resume. Our objectives are to take interest in skills assessment and identify maybe 3 to 4 prospective careers to kind of start to research. We're going to use the occupation profile to learn details and do a little research on those occupations and then focus in. They are going to create or update their resume and online profile to reflect these new occupations that they're moving toward, then develop a simple networking plan. The resources that we'll use on this path are these. I'm going to move to screen share.

With our first step, we're going to start with the interest assessment. We know this is a fantastic foundation for career planning. And I think that it's really important to realize where somebody in this position, where their head is at. They may have not really thought about what they're interested in for a long time. So this can be a real refresher to kind of think about what am I interested in? and see how that maps to occupations. So we'll start there. You've seen that before so I'll move right to our next step, which is the skills matcher.

This one I think is really vital for that person who may be mid-career or well into their career. They've developed skills through all their work experience. And they may not really realize, or take for granted what they actually know how to do. I'm sure you've met customers who have that situation. We're finding it really meaningful to point to skills that can help them get more insight about what they might otherwise do. The skills matcher was developed by CareerOneStop using O\*NET knowledge, skills, and a handful of abilities.

There are 40 questions in this assessment. And it's going to map to a list of occupations and results that looks very similar to the interest assessment. I'm going to scroll down a little bit and just draw your attention to how the questions are formatted. We know that it can be really challenging for people to appropriately evaluate their level of skill. And some people are too humble. Some people are overly ambitious about what they think they're capable of. And to get a really good match on your results, it requires accuracy. So the test here helps our users calibrate their skill levels effectively.

So they've got their interest results. They've got their skills results. We're going to give them a third tool to really open up possibilities. What I would say in my work with dislocated workers and people who have come out of long-term employment particularly, this is such a fantastic tool to produce some ideas that they may not have thought about. They can feel really discouraged – what else can I do with the skills and experience I have? This tool can actually help them see that in very clear terms.

Then they can enter a past job and then hit find my career matches. And I'm going to choose a tool and die maker to show you what the results look like. They get a list of occupations with some more rich detail. A piece that I want to draw your attention to – those first two assessments are really about that individual thinking about, what interests me? What am I good at? So it's really user-focused and then matching occupations. This one is really about an analysis of the occupation. So based on what they have done in their occupations, this is going to identify occupation that matched skills and experience.

It's going to give them some really intuitive ideas and also some really unique possibilities that they haven't thought of. We've gotten that feedback a tremendous amount of times that "mySkills myFuture" is a very helpful tool for them. They're going to take a look at these three lists – the skills, the interests, and mySkills myFuture – and conduct a little bit of research to look into maybe there are some occupations that keep showing up over and over again on those lists or some job titles to just catch their curiosity and they want to look at it.

We're taking them out to the occupation profile to do that research. And you've seen this before. For this group, I'm just going to say that it's really important to take a look at the outlook piece and projected employment. And as Tricia mentioned, some of this is lagging. This is information, what we have, and we're going to continue to refresh as much as possible to keep up to date with the economy. I think certifications are such a great resource for retooling an experienced professional and helping them see how they can start to move toward a new industry or occupation. So really encourage this user to explore certifications.

And at this point, there are going to be apps in our objective to narrow down to maybe a couple of occupations to focus on to make it more manageable. Their next step is to refresh that resume. It's going to take them back out to the resume guide to do that. For them, this is really about targeting an existing resume to that new field. So we've got content in here how you can pull out those transferable skills that can really move you toward that new field. How do you revise your professional summary and integrate new key words? which is so vital for resumes currently.

So they got that resume that they're working on. And then we close this path with networking. And we take them out to here, the full networking section, because there are a lot of great pieces in here that they can work with. I think really their focus in networking is to build their knowledge of that new industry and occupation, as well as develop some confidence that they can make it a viable change. The content here developing their message is about what they're looking for and getting ultra-clear on what to ask for, whether it's online, the phone.

Maybe there's some in-person networking, how to present their strengths to move into this new field, and even instructions on identifying your network and reaching out to expand it if that's a newer skill for you. And that closes the fourth path. And we'll return to the PowerPoint and hand it over to Tricia for new skills and knowledge.

MS. DAHLMAN: Great. And this is our last path – providing resources to help those people who might want to take the time to develop new skills and knowledge to better position themselves for a new career. So since evidence is suggesting that this may be a prolonged economic down trend, this can be a great time for some people to explore credentials or different training options and things like earning a certification. The main objectives for this path that we would like people to do is to learn about some free and low-cost online training that might be available, and then also to research other types of training options and collect information about those.

In those occupation areas of interest what are some of the training requirements? And what is the length of the program, the cost, and all of those pieces of information they need to make a decision? And if they're interested, also explore maybe a couple different apprenticeship sponsors who might have potential training opportunities in an area of interest. Those are our objectives. And we're going to look at a couple different sites. We're going to go back to that Employment Recovery website, but then we're also going to look at CareerOneStop and another DOL site for apprenticeships.

So I'm going to go back and share my screen again. Right now we're looking at the CareerOneStop home page again. And actually, before we dig into this, I did see a couple questions about some of the tools we've looked at and where they are again. So before we move off this page, I just want to mention the toolkit dropdown at the very front home page at CareerOneStop.org. That toolkit is going to have the individual links to all those training finders.

So I think there was a specific question about where they could find the business finder. And that's under this job section, business finder, and then the resume guide, which actually is right below that. That resume guide that walks you through step by step to writing a resume is right there. So I just wanted to quick detour on that. That's where we're at.

The first thing was to find possibly some free and low-cost online training options. And for that, I'm going to go back to the Employment Recovery website. And I'm going to go under explore a new career, training options. And this one is where we have just a little collection of some free and low-cost training – so everything from Code Academy to Khan Academy to remembering to go and search what's available at their local library, just some resources to get that process started. And then also, we have a little paragraph of information about short-term, so thinking about those certificate programs.

We're going to look at our training finder in just a second, and I'll show you the steps here that they're suggesting to filter your results by program link as one way to find some short-term options. That second objective is really to research the training options in my local area. I'm going to use the CareerOneStop website. So I'm going to go back to CareerOneStop. And if I'm looking for that local training finder, I find it again under the toolkit and local training finder. I've preloaded it for us today.

And this time I'm looking for medical assistance programs in Florida. So those were my criteria. And I found more than 4,000 training programs in Florida. That's a pretty wide area, but it lets me start deciding how I want to start to filter that down. Just like our other finder tools, we're going to find our filters to the left. So if there was a specific program I was interested in, I could filter that. And then here's where I mentioned before where I could start playing with the program link.

So if I was in it for at least a year but maybe not two years, I could definitely filter that down to 800 results. And I can always go back and put a ZIP code or a city if I want to filter the location as well. So unlike our other finder tools, if I click on this college, I'm going to go out to that external website. So we don't have a detail page at this time, but I can gather all of those details about cost and other things that are important to me about that program or that institution from that website.

So the other tool that would help me find some training options is our certification finder. I'm going to just hop back to CareerOneStop one more time and show you under the toolkit and under training is where I would find the certification finder. And just like before, I've preloaded some results for us. Here are 36 certifications that are related either to the occupation of welder, which is what I've selected for this example, or the industry of related if I were to put an industry in there; like health care is an option I can put in there as well.

So for this example, I found 36 certifications from 10 different organizations for welder. I know I sound like a broken record, but I just want to make sure everyone's aware those filters are on the left side. If there was a specific industry I was interested in or organization, I could filter it out that way. And I do want to spend some time talking about the different types of certifications. The ones labeled core are going to be core to that occupation, so certifications that would be expected for welders.

But then specialty and advanced are those things that if I am currently a welder and I want to spend this time getting into a specialty or advancing what I'm currently doing, those would be the filters I would want or things to look of something I might be interested. So if I am a welder and I'm thinking, well, actually inspector is always something I've been interested in, then I could click on that title and get more information about that certification, who is the certifying organization, and then where can I get more information? So these can just be great options during this time if I want to look at new skills or knowledge.

And then I want to mention this little chili pepper is an in-demand icon. And we see that as a filter. Now, we did just update this in-demand filter in February of 2020. And what it is is it's based on certifications that were found in a large number of current job openings at that time. So although February 2020 really wasn't that long ago, obviously so much has changed. So I just want you to be aware that that is what the indicator means, but then obviously a lot has changed with the economy since then. But I could definitely use that as a filter if I wanted to see my results filtered by that.

And then the last resource we wanted to mention is the apprenticeship.gov. And I will just take us out to their home page. This is also a U.S. Department of Labor website, specifically about apprenticeships. It does have information for career seekers, employers, and educators. But obviously, we're going to look at how we might go about finding apprenticeships in our local area, so I'm going to click on career seekers. And I am using my welder example. And let's say I'm in Michigan and want to find out if there are opportunities or sponsors in my area. And there are. There are 11 results for welders in Michigan.

My search results are on the left-hand side. And then when I click on it, the details repopulate on the right-hand side. So it gives me some more information about that apprenticeship opportunity. Up at the top here, I can change it to results to show on a map, if that was important to me. And then the supply button would take me out to that company for more information. So that's another great resource if apprenticeship is something I'm interested in. So that wraps up our path. So I will stop sharing my screen and pass it back to Julie.

MS. REMINGTON: Great. Thanks, Tricia. Some of the last pieces that we want to show you on CareerOneStop include the fact that we know some of your folks, some of the people that you serve may not have great connectivity. They may not have internet or computer access at home. And they may still need your support at home. So a couple of ideas on ways that you could use CareerOneStop. One is if you're online on CareerOneStop and can do some research for them using some of the tools that we just showed you today, you can print out job postings from the site and send them or give them to folks. Those are some ways via phone.

We also have created user guides for each of the paths that we described today that have all of the URLs and then also instructions for each of those steps so people can actually walk through that. You could use it for curriculum. Or you could actually snail mail it to people, and then perhaps they have someone at home or a family member or friend who can work with them on their computer. So a couple of ideas – it's a website, so it's pretty focused on really looking at using computer access. Laura, I'd like to go out to the site for our last piece.

We're back on the Employment Recovery site. I just want to show you something that can be useful to you after this session. Under the resources for tab at the far right, counselor resources, we developed this just for you folks in mind. So these are resources for workforce professionals who help job seekers during this pandemic. At the top, these are the materials from today – the PowerPoint that we're using right now, the URLs, and then those user guides, printable curriculum that I just mentioned, in addition to some other quick links out to really popular sites and tools that our current counselor folks like to see.

And then at the bottom in the footer, down under news center, I'll direct your attention to the outreach materials. And that's a great tab for you to know about. We've created something just for you counselors, trainers, and workforce professionals. You can go to that tab over here on the left. And then you're going to see a list of PDFs, flyers, posters, brochures, more PowerPoints that you can go ahead and use. Of course, they're free, downloadable, printable. Use those for any purpose that you might have.

We're going to return to the PowerPoint, share our contact information, and then open it up for questions. Thank you so much, all of you, for participating today. We're excited to learn a little bit more from you about what you're curious about with CareerOneStop, and excited to give you some answers. So we'll hand it over to Mike, our moderator, to start that process.

MR. ELLSWORTH: Great. Thanks. I've been answering questions in the chat. It's hard to keep up with them. You guys are asking great questions. And we have great resources for you. I'm going to pick a few of the ones that we've recorded here and try to answer those. One thing that you all are asking about are plenty of great ideas for adding features to CareerOneStop, such as adding basic math and reading assessments and all kinds of things. We are aware that there are other things that can possibly be added.

We have a long list of things that we're working on making available in the future. But lots of personalized things where one might be able to communicate information back and forth with a counselor, those are things we would really love to do but are not currently available. So if you're looking for lots of personalization, that would require, for the most part, a user account. And we are considering adding user accounts. It would not be required. You'll always be able to use CareerOneStop for free. And you'll always be able to use CareerOneStop without any kind of a log-in. But we will probably be adding that capability for log-in in the future.

There's been several questions about how businesses can get on to the job finders that we have. We have several different job finders with the National Labor Exchange, which is a nonprofit supported by NASWA, if you know what NASWA is. And there are three others that are commercial. We may be adding others in the future. And we constantly are getting questions about how can an employer show up in these lists? And the answer to most of those questions are you need to talk to the organization that provides those jobs. These are passed through for us.

Whatever is being put on those sites is what we are displaying. We have no control over that. Same thing with getting the employer's information changed or that sort of thing. There are more questions coming in all the time here. Somebody asked if they could download all of the jobs. Not from us. The National Labor Exchange might sign you up, and you could then get nightly loads. We won't do that probably, because we're not in control of that. Let's see.

There were a bunch of questions about training vendors. We use IPEDS as the source for most, if not all, of the training that we list. So whatever's on that. And IPEDS has recently come out with more information. And we will be modifying our site as we have the available time to do so to provide that.

Somebody asked if we could link our industry and occupation videos. Absolutely, you can link to it. You can download them. If you want to bulk download, we can talk about that. We're not really prepared for a huge rush of people trying to download all this stuff all at once. But they are open source. You can have them. You can put them on your websites. You can do whatever you like with them.

Somebody asked about more interactive types of things like virtual job fairs. Boy, we'd love to be able to do that, but we don't have resources to do that. There was a question about filtering for entry-level positions and possibly other types of things when you're looking for jobs. That's in process. We don't have a target date yet for when we'll be able to do that, but we will be adding a bunch of filters, not just entry-level – like part-time jobs, remote jobs, and things like that. Of course, we already have a remote job finder.

There are a lot of these questions in the chat but I want to try to summarize for those who aren't looking at the chat. People have asked – not just here on this webinar, but in general, how come sometimes the jobs that are in the list are not appropriate?

So one of the questions here was a medical assistant and shows up cosmetology. So the way that we do the selections of the jobs is you put in an input. We match it with an O\*NET. And the knowledge, skills, and abilities, and other attributes of that O\*NET code are used to filter out the jobs that are provided in the list.

So I am willing to believe that medical assistants and cosmetologists have a lot of knowledge, skills, and abilities that are similar, which is why it would show up. We know some things that we can do to make this better. When we do our renovated job finder it will be better. But there will probably always be these outliers.

Somebody asked if all the credentials mentioned met the definition of a credential for WIOA. I am not positive on that. I don't think we use that as part of our basis for including a credential. We have some criteria. It generally involves – it's an industry recognized. It doesn't require a test. It isn't required to be renewed and things like that.

"How often is this website updated?" Sometimes daily. We have monthly releases. We often have semimonthly releases. And then if something big happens, we'll do something to enhance our site. Our data providers, it's a different story. They're all in different schedules. You're probably aware of the new O\*NET changes and SOC changes. We have not caught up to those yet. We will. The other data providers have various schedules, so we can't really tell you how often the data is updated. But it's a couple times a month for tour (ph) for our general website.

Somebody asked about opportunities for justice-involved clients. Yes. We have a reentry version of CareerOneStop. It's reentry.CareerOneStop.org. It is available behind bars, has pretty much everything on CareerOneStop with a few exceptions. And one of the exceptions is that we can't provide job details.

We'll give you the name of the job and who posted it, and I think maybe a req number even sometimes shows up. But job details is something that requires interaction out through the firewall of a correctional facility. But the site is reentry.CareerOneStop.org. We also have reentry information on the site. Just go ahead and use our site search.

If you missed anything in the chat while I was keeping updated, just put it in our search at the top right of our page, and you'll probably find the information that you want. Training provider programs pulled from the state's ETPL. As I mentioned we get it from IPEDS. And IPEDS refreshes a couple times a year. So we may not have something that is brand-new in it.

There is no training on this site. Someone asked if there was free training. There's no training on our site.

"Are WIOA-approved providers only listed on the ETPL list for each site?" Yeah. Everything on that site is WIOA-approved. Proximity range for searches you can set yourself. Put in a ZIP code. Not on every tool – on many of the tools you can. We're still using the old SOC codes. Boy, these are great questions.

"How do we get updates to the CareerOneStop website?" Log in. Just go to our site and you don't even have to log in. Just come to our site. You'll always see the freshest version of the site.

"How many career occupation videos exist?" It's close to 500. And we're pretty much done with the occupations. We've gone through all of the unique O\*NETs. There are a lot of O\*NETs that are all other. And we've combined into some of the videos several O\*NET codes. Until O\*NET adds more codes, we're probably not going to add more occupation videos.

But we're working on some skills videos right now. And we do have the industry videos, which there are two each for each industry. How will we notify employers if we have more detailed training for them? That's a good question. We could use you guys' help for that. High demand algorithm – I forget what it is, so I can't comment on that. If Tricia or Julie remembers how high demand is calculated, go ahead and chime in.

The reentry site is reentry.CareerOneStop.org for those who might have missed it. Just put that at the beginning of CareerOneStop and you're good.

"What do I mean when I say it's available behind bars?" It means lots of correctional facilities do some training of inmates as part of their reentry into the society. And there are large companies that service those.

They sometimes provide tablets behind bars in the correctional facilities. And this is every correctional facility from local, county, to federal. These tablets can't communicate with the outside world. They can't communicate with the internet because you can understand why. So we're working with two of the largest and we're going to add a third I think to provide the reentry.CareerOneStop.org on those tablets. So that's what I meant by behind bars.

"Are Native American CareerOneStop?" I believe we have some information about Native Americans, but there's not a specific site for that. Special sections, disabled clients – we do have information about people with disabilities. I'm not sure what's being asked here. We want to have a section that's more easily used by disabled clients? Or I'm not sure what the question means.

MR. HAUGHTON: Mike, I can answer the next question. It's about revisions to employment projections that'll be accounted for by the pandemic. As you know, BLS put out their employment projections for the next 10 years.

And they did not account for the effects of COVID because it fell outside of the ranges that they looked for when they developed the employment projections. However, keep an eye on BLS' website. They will be publishing a monthly labor review article discussing the effects of the pandemic over the next 10 years. So keep a lookout for that.

And also, those folks who are writing that article and who've come up with the projections, they will be on WorkforceGPS after the article is published to present it and to answer questions. So be on the lookout for a WorkforceGPS webinar on the pandemic and employment projections.

And we're at 12:28 so we have two more minutes. Laura, do you need to do any closeout?

MS. CASERTANO: Yeah. We'll bring up some feedback questions once you're finished with the presentation.

MR. HAUGHTON: OK. And, Mike, I think the question about disability clients – I saw a question earlier about JAWS and ZoomText. "Is CareerOneStop able to interface with JAWS or ZoomText for those who may be visually impaired?"

MR. ELLSWORTH: Yes. We are accessible. We are 508-compliant and WCAG-compliant. We are an accessible site.

MR. HAUGHTON: All right. So I think we are at the end of our time here. And number one, I really appreciate CareerOneStop coming out and presenting this information. I'm very happy we had such a high demand and such a high user response and attendance for this presentation. We loved the questions. I will get a list of all the questions. And I will do my best to actually type in an answer and work with WorkforceGPS to get that posted somewhere.

On behalf of DOL ETA, Minnesota Department of Economic and Employment Development, thank you very much for attending. And I hope this was useful to your jobs. We'll conclude it for now. And, Laura, you can go to closeout.

(END)