**WorkforceGPS**

**Transcript of Webinar**

**Using CareerOneStop to Provide Virtual Services**

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GRACE MCCALL: Welcome to "Using CareerOneStop to Provide Virtual Services." So without further ado, I'm going to turn things over to Don to kick things off. Take it away.

DONALD HAUGHTON: Grace, thank you very much. Welcome, everybody. Good afternoon or good morning or if you're in Hawaii, I hope the sunrise is beautiful. Thank you for joining us today. We're here to show some virtual services CareerOneStop can provide for those who are interested in changing occupations or industries.

I have with me three very intelligent, talented and dedicated folks from CareerOneStop, Mike Ellsworth, Tricia Dahlman and Julie Remington and if you would please introduce yourselves in that order, Mike, go ahead.

MIKE ELLSWORTH: Hi. I'm Mike Ellsworth. I'm the program director for CareerOneStop and I will be answering your questions live from the welcome – from the chat. So just go ahead and put any questions you have in there and I will try to answer them to the best of my knowledge. Tricia.

TRICIA DAHLMAN: Thanks, Mike. Hi, everybody. I am Tricia Dahlman and I am the business technology manager for CareerOneStop. That just means I oversee things like operations, outreach, marketing and product management on the team. I started in state government here in Minnesota in the Labor Market Information Office where I got a great background and understanding for labor market information and workforce development data.

Now I have more than 20 years of experience working with both state and national career information products like CareerOneStop. We have an outstanding team at CareerOneStop and one of those outstanding team members is Julie Remington who's going to introduce herself next.

JULIE REMINGTON: Thanks, Tricia. I'm Julie Remington and I'm a content strategist for CareerOneStop. I research and write about career and workforce development topics and make videos and I meet with our audiences that use our website to learn more about how they'd like to see us make the site more user-friendly and relevant.

In earlier days, I earned a master's degree in educational and counseling psychology, I've worked as a career counselor and then I also worked for Minnesota's American Job Centers system to staff training and improving services for the public.

MR. HAUGHTON: OK. Thank you very much, Mike, Tricia and Julie. Really quick, just to reiterate what Grace opened with, in the lower right-hand corner, there is a box called file share, today's presentation will be mostly on us sharing our screen. So we have, in the file share, a URL list. So the URLs that we're using during today's presentation are all listed in the URL list underscore ACC.

There's a PowerPoint that also accompanies this presentation that's there and then there's a user guide specific to today's presentation also attached. This is our third webinar series for CareerOneStop. We already went through, initially I think, how to find immediate employment and look for UI benefits.

Last week we did a presentation on helping new college graduates find employment. Next week we will offer a webinar on how to help people develop new skills and knowledge and then on March 4th, we will have a webinar for transitioning citizens who are both inside and outside of correctional institutions. So having said all that enjoy the webinar and I will turn it over to Tricia and Julie.

MS. DAHLMAN: Great. Thanks, Don. Well, Julie and I are really excited to be here with you all today. Thank you for taking time out of your day to join us. Back in September Julie and I presented a webinar that covered all of five different user paths about how to use CareerOneStop to provide virtual services for those user needs and the feedback we got from that webinar suggested that we offer these as individual series, as Don mentioned.

So you don't have to have seen the original webinar for today to make sense and it's also okay if you did, because we're going to dive deeper today and spend more time on each tool and resource. Our goal for today's webinar is to review the online tools that CareerOneStop offers to help change occupations or industries.

So how did – why did we put this presentation together? We initiated the original webinar based on the immediate challenges of the pandemic where we were seeing that the demand for career and employment services was growing at the same time that the physical sites were closing, reducing hours or transitioning to online services and now as the impact of the pandemic continues, we developed this current series to continue to support the need for virtual services and tools.

This is not something, I think, that we need to spend a lot of time explaining to you all. I know these are the challenges that you are experiencing every day as career counselors and workforce professionals. Julie and I really hope that you find something today that's going to be immediately helpful as you work with your clients and customers.

So thank you very much for everything that you are doing. That brings us to our agenda today. We're going to spend a few minutes on an overview of the CareerOneStop website. Some of you might be new to the CareerOneStop website and that's great, we're going to get you up-to-speed on what it offers and if you're already familiar with the site, don't worry, we'll take a deeper dive today and highlight how to bundle specific CareerOneStop resources and tools to meet customer needs.

And our mini goal that Julie and I have for every webinar is to hopefully show you something you've never seen before, so something new. After that, we're going to dig into the user paths about how to change your occupation or industry and then as Don mentioned, we'll leave time at the end for questions that you've entered for us.

So go ahead and feel free to send questions. And I just want to take one quick second to also mentioned that file share box, I know it's been mentioned already, but we will be looking at a lot of different sites and resources today. So we'll try to be very clear about where you can find that on the site but that URL list in the file share box might be very helpful to go back and reference after today.

OK. So let's take a look at the CareerOneStop homepage, there's a screenshot of it and it is available at careeronestop.org and before we go out to the website, there's just three things I want to talk about in hopes that you'll remember about CareerOneStop. First of all, it's a comprehensive career, education and job resource.

Probably not surprising as you look at our name and our URL and our tagline, that is the focus of our site. We're also national in scope. So we serve all 50 states and U.S. territories. The second thing I want you to remember is that we're trustworthy. So we are lucky to be sponsored by the U.S. Department of Labor Employment and Training Administration and what that means for you is that we're bringing you quality data and reliable resources.

So whether it be occupation information from O\*NET or labor market information from the Bureau of Labor Statistics or training data from Department of Education, we're just bringing all of that quality data and resources into one spot for you. And then the third thing -- this is something we get a lot of questions about -- I want you to know that we're free for you and your customers.

So there's absolutely no cost to use CareerOneStop and there's also no user account requirements. We are looking at adding user accounts in the future so that users would be able to save and share items, but at this time, there is not a user account and an account will not be required to use the site.

So with that, I think we're going to go out to the live site. So I'm going to be sharing my screen to you so we can go look at the site live and hopefully you are now seeing the CareerOneStop homepage. As I mentioned, it's available at careeronestop.org. And I want to go over our main content areas with you and just show you a couple of things to help navigate the site.

First, we'll look at our main navigation bar that shows you the main content areas. We'll start with explore careers.

So this is really where you'll find everything from our self-assessment tools to ways that I can learn about careers, whether it be through career clusters or individual career profiles or videos that we have on individual careers and then some great general information about planning your career, how do I set career goals, how do I find out of a license requirements and those types of content areas.

The second section is find training and I'm going to find everything there from the types of training available, like adult basic education, college programs, apprenticeship internships, I'm going to find content about how to pay for training, what do things cost, how do I find financial aid or scholarships and then again, those general planning topic areas, like how do I figure out what's right for me or what's in demand or how do I make a training plan.

The third section is job search and as you can see, there is a lot in this section. So we have the general planning your job search and then we have a lot of content around networking, where would I find job openings, how do I create a resume or prepare a job application, a lot of great interviewing and salary negotiation topics and then again, those general job search tips type content.

Now, our next two sections in the navigation are where we have most of our tools – or actually, all of our tools within here. So the first one, find local help, are going to be our finder tools to find workforce services. So that means from American Job Centers that are close to me to specific employment and training programs, like if I was looking for a Job Corps center or an older worker program or a youth program, those finders would help me locate those in my area.

Also, community services, like job clubs or libraries, some finders for workforce development, like workforce development boards and youth committees and then our finder tool for unemployment benefits that will connect people to their state unemployment office as well as some specific resources for UI related to the pandemic.

The next section, our toolkits, is going to cover the tools in our main content areas. So this would be where I find the assessment tools, like our interest or skills assessment, that work values assessment, where I'm going to find training tool skills, job finders, specific tools and reports on wages and industries and then some state and local finders as well.

And then that last section called resources for. So as you can see, CareerOneStop is pretty comprehensive, like we were talking about, and sometimes we have smaller content areas or portals for specific audiences. So this is where you could access those and then there's a wide range of audiences, like veterans, workers with criminal convictions, young adult businesses and so forth.

One more thing at the top of the CareerOneStop homepage I want to point out is this link up here where you can translate our site into Spanish and all of the navigation and content will translate. Individual documents don't translate, but we have a Spanish equivalent next to the English document that you could download. So that can be very helpful.

And now I'm going to bring you all the way down to our footer to point out a couple more things down here you might want to know about. This first section, again, is our main navigation repeated with the addition of a link to our video library.

So I mentioned before we have career videos and we do have over 500 career videos that have been updated in the last couple years which can be a great way for people to learn about a job, but we also have videos for career clusters, skills, abilities, some tutorial videos. So definitely check that out if you are looking for video content.

The second column is the other way you could access some of our specialty portals for those audiences we looked at under resources for. Our help section does have this link here called data sources and if you ever have any questions or you get asked a question about where our data comes from for our tools or what data is behind it, that's just a great place to go.

It goes tool by tool, what's the data behind it and how often it's updated. So that can be a great resource. In our new center, I'm going to point out that we have a blog and our team does a wonderful job posting blog articles usually about weekly and they've just been great, they're very timely topics.

There's been a ton related to the pandemic and how do you find out what's local in your area, how do you keep your job search motivation up, just great topics. Also, when we ever have any new tools or content areas, there's usually a blog article about that. So you can sign up to be notified when those are released.

And then also, in our CareerOneStop new section, we – you could sign up for our quarterly newsletter. So that, again, is a great way to stay up on what's new and kind of highlighted tools on the site. Outreach materials, the one right above there, would be if you're looking for any brochures or flyers to print out about CareerOneStop, those are located there.

And then one more link to point out in our footer is contact us. This is a great way – this is monitored daily, the emails that come in. So if you need to get ahold of us, you have a question, you see contact information on the site that needs to be updated you could certainly send that to us through contact us. So that is a quick overview of CareerOneStop.

And really quick but something new that we wanted to point out in this webinar is a tool that's relatively new to the site and I'm not sure that a lot of people know about it, under our toolkit, there is a tool under industry called employment patterns and I want to bring that up for you. So I would go under toolkit and employment patterns to get here and what this is is a snapshot of employment by industry from more than 800 occupations.

So it's a really great way for me to get a sense, if I have an occupation in mind, to know what industries employ that occupation. So it's relevant to our content area today about changing your occupation or industry, because it can give me some background information. So I loaded accountants and auditors and when I click this, it brings me up a list of results of the industries with accountants – that hire accountants and auditors.

So it's probably not surprising that the majority of accountants and auditors are hired by accounting and bookkeeping services, but here are six other industries I might not be as familiar with that also hire for that occupation. So maybe I hadn't thought about local government employers or real estate employers who also hire those occupations.

So again, it can just be some great general information as I'm exploring either changing my occupation or my industry. All of this data does come from the Bureau of Labor Statistics employment projections and if I would click on any of those titles, that would bring me out to the Bureau of Labor Statistics website for more information about that industry.

So that's just a little fun tool I wanted to tell you about. So now I will pass it back over to Julie to get us started on our user paths.

MS. REMINGTON: Great. Thanks, Tricia. So as we started to explore how we could best support you all to provide virtual services, we listened to our colleagues in workforce development all around the country. We reviewed the kind of comments coming in from our website users and then we also scanned the workforce news and out of all of those sources we really kind of boiled down to these five scenes that emerged related to key needs of customers around career and employment topics.

So today's session is focusing on the one highlighted in blue, I need a longer-term career plan. For any of you who missed it in Don's introduction, this is the third in a series of five webinars. So next week is helping customers develop new skills and knowledge and then the last session on March 4th focuses on reentry and job search help for ex-offenders.

So those sessions are open for registration on WorkforceGPS. So let's talk about this path. Who is this for? We know that a lot of people have been laid off or can no longer make an adequate living in a previous job or industry due to economic impacts of the pandemic.

So this path is targeting that reflective process of identifying skills, exploring the job market where growth and potential might be stronger for them and asking how do I translate what I know, what I'm good at into a new work setting. Maybe I'll need to work with new processes or in a new context with different products or services.

That's kind of getting at that notion of a new industry. This path is for the client who has some time to take to rethink that career and that's different from that person we described in our first webinar who needs immediate employment and that's available on WorkforceGPS, but today and our upcoming webinars we developed paths, each one looking very similar to this.

If you're using CareerOneStop, it's formatted so you can easily build them into classes or workshops or your one-to-one services with a goal and then the objective that guide the user to meet that goal. There's also as it has been mentioned in file share and that will also be posted on WorkforceGPS after this session – there's a user guide to download and the URL list and that's going to walk someone through every step in detail.

It's basically like a set of homework assignments to do all of this on their own. All right. Let's dig into the path, all about making a plan to change your occupation or industry. We've laid out the nine tasks. Number one, take the skills matcher to identify occupations based on your skills. Second, use mySkills myFuture to generate new career options based on your previous experience.

Then review in-demand careers and industries, conduct two to three information interviews, from that process, boil it down to one or two target jobs for your search, create or update your resume to reflect those targeted occupations you're now focusing on, craft an elevator speech, update your social media to reflect your new job search goals.

Eighth is use the business finder to identify three to four local employers to target for your networking. And finally, find two professional associations to contact and join. How are we going to do that? Our key resource is CareerOneStop. And so these are the pages that we're going to be focused on.

We'll dash out to mySkills myFuture, it's another website in our suite, and we'll look at a handful of tools and pages to meet these objectives. We'll start with the skills matcher. Tricia, if you'd take us out to the live site. Our first objective, take the skills matcher to identify occupations based on your skills.

So how do I get here? I can get here from explore careers on the main navigation, dropping down to self-assessment and then skills assessment is located right there. So the skills matcher asks you to rate your current level of skill or knowledge in 40 different areas. Quick background, we developed the skills matcher tool using data from O\*NET's knowledge, skills and a handful of abilities we included.

There are 40 questions and based on our user research we knew it's really hard for people to accurately evaluate their own skill levels, you know this from your own experience. So we embedded what's called anchor text at different skill levels and that's going to guide that user to more accurately rate their skill level which is going to lead to more meaningful results.

So for example, on that first item, administration and management, rather than leaving it to the user to figure out if they're a one or a five completely without context, an example of a level one skill level is completing a timesheet and to earn that expert-level rating, manage a $10 million company.

And so those actually come from O\*NET. How – let's take a look at the results. My results, once I complete those 40 items, show my strongest career matches in order of how well they match my skill rating. They list the job title, wages, education required and outlook for each of my match occupations.

Up in the upper right, the sort-by box at the right top, I can sort my results to show highest to lowest wages, brightest to lowest outlook. So I can kind of get a more meaningful look at my occupation list if those are my interests. Based on our user research we did set a maximum of showing 150 career matches, which you see noted up there about the results box.

What if my careers seem to high level or too low level for my education? I can go over to the left and filter by selecting my education level and then I'll just see careers at my preferred level. Scrolling back up I can click on change my answers at the top left if my list seems kind of off. For example, I may have high skills in areas I don't want to use in my professional work.

So I may have rated myself high in those skills, but I don't want them reflected in my occupation choices. So I can go back and then just bump my skill level rating down and that's going to change the list of matches. Note that in your skills box there on the left, you can click the link to see your full list of skills and that you can download and save to use on your resume, cover letters just to have a reference point of the skills that you identified.

The career titles do link out to the occupation profile where you can explore the details all about it, but for today's presentation, we're going to focus on looking at occupations in detail on mySkills myFuture. What's the difference? Well, the presentations look different, but the underlying data is all the same.

So we're going to go to mySkills myFuture next, but how do I get there from here? I can go down to the footer and there in our site is mySkills myFuture or I can just enter the URL right in my search. Let's take a look at mySkills myFuture. Some of you may be familiar with this, it's our second objective to use this tool to generate new career options related to my previous experience.

When I first started at CareerOneStop, I was just agog. This is what I wanted when I worked as a career counselor. I wanted this tool. So I hope you find it as useful as I have. It's all about transferring skills, changing your occupation or industry based on what you've done. So it's not an assessment, but it's a really great tool, especially for mid-career folks to guide them in thinking about what else could I do, what else could I be where people feel so stuck.

So enter a title of a job they've held and then the system will generate a list of careers with similar skills. So we'll go out to our results list and for my example, I used physical therapist assistant. Now, if the system was guessing my job title incorrectly, I can select that arrow right and then I can see related occupations and select one that's going to be a little more accurate in describing what I did, but in this case, physical therapist assistant was just what I did.

This results page is showing me a list of my matching occupation titles with a lot of info that we'll look at on a detailed page, but while we're here I want to show you a couple of unique things. First is up towards the top on the right, narrow your results. So let's say I have maybe some physical limitations around standing and walking for more than a short time, I can select walking, standing or climbing that item and my list will now eliminate any occupations that require that.

So it's really helpful for folks who do have some kind of limitation or they just hate public speaking. Another feature that I want to show is compare skills. This is going to give me a chance to compare my former occupation, the physical therapist assistant, with a new match on my list and it's going to give me a quick snapshot that compares which skills will transfer and where I might have some gaps.

So here we are looking at physical therapist assistant compared to radiologic technologist and technician, which was one of the matches on my occupation and I chose my location to be Seattle, Washington. You can see there where you can choose your location and even narrow down within a certain distance or radius.

What I see here right away is an exciting jump of about $13,000 in difference and these are both mid-level salaries. I can scroll down and see the similar skills and knowledge that I would use in this new field if I chose to pursue it and where the gaps are. The typical level of training is a really important piece for me to pay attention to.

It looks like my current job takes an associate's and so does the new one. I will probably need to get some different courses, but there's a good chance I've got some duplication in my coursework and I could make potentially a pretty good-sized salary jump pretty quickly. So this new field looks really interesting to me.

So I think I'm going to go out and take a look at the detailed profile. How did I get here? I can go back to the detail page and then just select that job title. So I'm going to look for then the radiologic technician and technologist, I'm excited about that earning potential, maybe not too many classes and this is the profile I want to see more about it.

Here I can read a description of duties, I can see the outlook, it looks like a bright outlook, that's encouraging that there's likely to be jobs in my area. I can see the total number of people employed in this field in my location, I can see the expected number of annual job openings, typical hourly wage and salary and I can even go right out and scan current job listings.

Looks like there's 61 in my area right now just to kind of get a sense of what they ask for and then I can also see some related businesses down below related to this new field and Tricia's going to show us that new tool in a few minutes. Typical training needed to enter my field and I can go right out on that find training link and use my training finder to see program options right in my local area.

I can scroll down and see those – that very expanded list of typical job duties and get more of a sense of what would this really be like to do this work. I can also scroll back up to get more of that sense and watch a video. I can take a look at a career video and see more about the work setting and so on.

Where does the information here come from? Data primarily from O\*NET, Bureau of Labor Statistics and also from CareerOneStop's original source and I will tell you there are quite a few others because it's such a linked-out tool and if you're interested in hearing more about that, I can tell you more in our Q&A session.

Well, that's been an exciting adventure out to look at some different possibilities for myself. Now the third objective is going to move me more to the focus outward to the job market itself. I'm going to review in-demand career and industry information. How did I get here? I can follow explore careers to learn about careers and then go to what's hot and then research industries just drops down a couple more items exactly where you need to go.

So we'll spend a little time in those two spots. On this page, I'm going to scan through the list to kind of get a sense of what's going on with growth and decline trends that could affect my future career and we know, as workforce professionals, the best informed decisions include asking those big questions, like is this career growing or declining in my area, how hard is it going to be to find a job when I complete training, will I be able to get the kind of job I want in a new location.

So these career reports really can help address those questions. We have fastest growing careers, careers with most openings, largest employment and careers with declining employment. I'm going to go out and look at an example, the fastest growing careers. These are the occupations that were expected to have the largest rate of growth from 2019 to 2029 and that's for U.S. overall and for specific state information, the data is 2016 to 2026.

We know there's a time lag on data collection and publication. So these projections do not account for the impacts of the current pandemic and we know the pandemic has really affected occupations and industries unevenly. Some have seen a big impact, some have seen very little impact and some have seen a bump up and a large increase.

So this is really a great time to note that your state labor market information offices are all working really hard to get a specific handle on the impact of the pandemic in your area. So be sure to check with them and wherever possible provide that more up-to-date local information to your customers.

Once we have updated data we will publish it here through the site. Getting a scan here I also want to go out and take a look at industry recruits. Why consider industries knowing where that growth is in industries? It can guide you to focus job search in a certain location, target specific companies, strengthen your knowledge of a growing industry.

We know that some careers exist in a variety of industries. I think Tricia noted earlier accountants and auditors, they work in a lot of different industries, so do a lot of IT roles, human resources, sales, administration, customer service. So I can take my skills to a different industry that is thriving and growing and be intentional about that.

We can view industry reports here on fastest growing, largest employment, declining employment, highest paying and more. I think that the employment pattern report that Tricia showed earlier is also helpful to kind of see what are the types of employers or industries that typically employ my occupation.

We're going to take a quick look at one of these examples, industries with largest employment. So that means the highest number of people – the largest number of people employed in them. And one thing I want to mention to keep in mind, this may be very familiar to you, but an industry or an occupation could be growing, they could be showing up in these fastest growing but still not have a large number of job openings and the reverse is true.

So an industry could be growing slowly or even declining but still have a really large number of job openings in retail and some of those areas. We know that our fastest growing occupation on the list is – I think it was wind turbine service technicians. It's growing really fast, but the total number of people employed is not very large.

So it's helpful to look at multiple lists. Well, I have cast my net very broadly looking at what's out there in the world and what I'm interested in or might translate skills to and now at this step, my research is going – it's going to get a lot more concrete. I'm going to conduct at least two to three informational interviews.

So how do I get to informational interviews? That's under job search, networking and then informational interviews is one item there. An informational interview, for those of you who might not be familiar with it, it's a meeting to learn about the real-life experience of somebody who works in a field or a company that interests you.

So here we're going to use our informational interview step to learn about how my experience and my goals might fit with the new occupations or industries I'm looking at shifting to. My first step is to identify potential contacts through my network and Tricia's going to get into that in just a couple minutes.

But from this page, I can use information for tips to set up informational interviews, find ideas for a script, questions to ask and – (inaudible). So then based on what I learned from my informational interviews and all these previous steps we've discussed we want to narrow our job search focus down to, let's say, one or two occupations.

And with that, we'll be able to move on to the resume step, create or update your resume to reflect the new targeted occupation, resume guide under job search, resumes and applications and that's the top item. The resume guide is going to walk me through the steps to create or update my resume so that it really positions me well for my new field that I'm moving toward.

Steps could include clarifying my transferable skills, developing a professional summary that is more focused on my new target using key words for that new career as I describe my past work experience. So I'm moving that – moving the intention of that person reading my resume towards seeing me in this new light and then of course, if you plan to apply for work in more than one field, target a different version of the resume to each field.

And with that new resume ready to go and I've kind of figured out how to frame my skills and experience into my new career direction, I'm ready for step six, craft an elevator speech to promote my qualifications. This step is under job search and networking. So you'll find elevator speech there.

What is an elevator speech? It's just about a two-minute description of your skills and your career goals. It's a quick way to communicate what are my best strengths and what am I asking specifically of you, my contact, for help. So I can follow the instructions on this page to write out a script that really highlights my skills and my goals and really targets very clearly the kind of help I want.

You know this is a challenge for people; right? I'm looking for career advice. Do you have any information on job openings in your company, would you be willing to share some contacts in your company? Those are the kinds of things that I can do as I wrap up my elevator speech. And with that, we're going to move back to Tricia for next steps.

MS. DAHLMAN: Thanks, Julie. So our next objective is to update social media profiles to reflect job search goals. So where I'm going to go is under job search and take your network online under the networking section. And so what this is is a great content page with good general information about how to present a professional image for online networking.

So this would be especially helpful if you're working with someone who needs to transition their social media profile from more of a personal experience to a professional and really help them think about how a hiring manage might look at their profile. It has some good information about why we use online networking tools and some great tips about before you log on, here are some things to consider and then also what common networking tools are used.

So if they're not familiar with LinkedIn or Twitter or Facebook for these purposes, there's some great general information. And finally, the section we have kind of overviewed before that, the networking section has a lot of good information. So also, if you're working with someone who has done a lot of networking, maybe they need some content in how to maintain that network and build those relationships.

So just a lot of great general information in Section 941.2 no matter what the experience level of the person you're working with is. Now, our next objective is to identify three or four local employers to target for networking. Now that I have my resume put together, I have my elevator speech already, I know what I'm doing online for networking now I really have to find those employers.

And the tool we're going to use for that is called the business finder and I would find that under the toolkit, under jobs and business finder and I'm just going to take a couple seconds to tell you a little bit about this tool. What it has is contact information for more than 12 million employers. It's almost like the virtual version of the white pages.

It is not necessarily employers who have current job openings but just that general listing. So it's great if I just need to find employers in my local area, especially if I'm considering changing an occupation or industry I might not know who's in my area as well as who I was currently employed with and this, again, will help greatly for my networking task.

The data that we use for this we do purchase. So it is licensed data from a company called Data Axle. If you're familiar with a group called Infogroup that – they just changed their name pretty recently. So same company just different name and like I said, we do license that data from them to display.

So how I start is I put a key word and I can search either the business name, an industry or an occupation. So I can do it any of those ways and then my location. So in this example, I've picked accountants and auditors in Arizona. I'm going to go ahead and search and what I find is a listing of just under 20,000 businesses in Arizona for accountants and auditors.

On my left, that's a pretty large set of results. On my left, I'm going to find all my options of how I could filter that down to something more meaningful to me. Every business provides kind of a description or a type of business they are. So I could look at those. If I wanted more than five, I could hit this more button and that would expand.

I could also filter by industry. Since I have searched a pretty broad area of the state of Arizona, it's giving me options to filter it by city within that state and then I also have the option to filter by the size of the company. So if I'm looking specifically for a small employer or a large employer, I could do that here as well.

Since we're at the bottom of the results page I'll just point out a couple things down here too. I can change how many results are displayed. We are limited to 50 per page just from who we license the data from and I could download that too and here's a little pro tip, it downloads how many are displayed on the page.

So if you want to download a bigger set of results, you'll want to change how many are displayed on the page and I can download those in Excel, PDF, Word or Rich Text Format. So back up to my results, again, here's the list of employers for my search criteria, I could sort by any of those by clicking on the column name and if I wanted more detail, I could click the link and get a detail page for that business.

And here I'm just going to find some more general information. Some of the smaller companies like this one have contact names, some larger ones too, but not all of them give a contact name, but you also find websites, when they were established. If I were visiting in person, I could find a map and directions of how to get there.

So just some great general information and I can download these results – or this detail page as well if I would like. Back to my results, I could quickly change either the keyword I'm using or the location here and get a new set of results or I can go back to that original search page as well to do the same.

So again, this should really help me find some great employers in my new occupation or industry in the location that I would like to search for them for. Now, our last objective for this user path is to find two professional associations to contact and join and we have a tool for that called our professional association finder and again, if I was looking for this tool, I would go under toolkit, sorry, moved too quick, under training and professional association finder.

And this tool does exactly what it sounds like it does, it identifies national, professional and industries, associations related to the industry, occupation or name that you choose. This is a unique tool to CareerOneStop. Our staff collects and maintains this data and we included this tool in this step for the user path, because it's a great way to find, obviously, professional development resources and opportunities.

If we are changing our occupation or industries, these professional development opportunities can help us learn and grow in the field, which is extremely helpful. Professional associations can also help us develop a network of peers that can be helpful during a job search or some of those information interviews and down the road when I'm established in a new career, they offer ways to keep me current on changes in my field through conferences and publications and other activities.

So I'm going to use our accountants and auditors example again and go ahead and search. So very similar to the tool we were just looking at, on my left are all my filter options. So if I wanted to do – search for a different occupation, I could do that from here. I could also filter it by the industry down here on my download and number of results to display per page and then here are my results of 24 professional associations related to accountants and auditors.

And what I'm going to find in this results table is these links will bring me out to the external website for that association. So I can definitely go out there and learn more about the association, but also I can just see from this table a quick snapshot of which associations have a career center or what that means is they post job openings to their members of the association on their website.

So that can be helpful and also, if that association offers a certification. So that can be helpful too if that's something I'm interested in knowing more about. So that, like I said, is the last objective in our user path, but there is just one more page I do want to point out to you on our website that might be useful and that is under our resources for tab again and the page we have for career advisors.

So I just want to share that there are a variety of resources available on this page, it includes PowerPoints, recorded sessions, user guides, videos and other types and we just want you to feel free to go up here and if you need any additional materials for a class or a workshop or any other use, please feel free to use anything that you find out here.

These webinar links here are from that original session I mentioned that we did back in September and we will be loading the new ones up there as well. And I do want to point out this link at the top, we did just develop a five-minute overview video for workforce professionals about CareerOneStop.

So if that would be something that's useful for you or your colleagues to learn more about CareerOneStop, that is available as well. So with that, I am going to take us back out to our PowerPoint. We have this contact information side. Julie and I wanted to provide our contact information for you all.

If you have a question that occurs to you tomorrow or after the webinar, you could certainly contact us and we can help you out and also that contact us link at the footer in all of our websites is also just a great way to contact anyone at CareerOneStop to help you out. So with that, I think we could move on to questions.

MR. HAUGHTON: OK. Tricia and Julie, outstanding job, thank you for presenting. That was quite a show. So we've got time here for questions for roughly 30 minutes or so. I've got a handful of questions ready. If more come in that Mike would like to pass on to us, that would be great. So let me go ahead and start reading them.

Julie, the first question here, what if you are a nonprofit providing employment services and are looking to partner – oh, I'm sorry, let me rephrase – "What if you are a nonprofit providing employment services and are a partner with WorkSource in your state; how can we get on a list?" I'm assuming we're talking about eligible training provider or some sort of list within CareerOneStop.

MS. REMINGTON: That's going to be better answered by Tricia.

MR. HAUGHTON: OK. Trish.

MS. DAHLMAN: Sure. Actually, so when I was seeing that question, I was wondering the employment services made me think maybe they were an affiliate American Job Center location. Maybe I'm misinterpreting that question, but if that's the case, I mentioned we have the finder to find American Job Centers and that does list affiliate sites as well as comprehensive American Job Centers.

If you weren't on that list and think you should be, please definitely use that contact us link at the bottom of the site and we can help kind of figure that out. If it is a question about an eligible training provider, that is something that I believe would go to the new training provider results website. Don, is that right –

MR. HAUGHTON: Yes.

MS. DAHLMAN: – to be considered a training provider in your state?

MR. HAUGHTON: Yes. ETA has put out an employment training provider scorecard and information. I think they just released it several weeks ago.

So on that question, I think we were a little confused if you were an AJC or if you were, say for example, a nonprofit grantee who provides services to your local area, how could you get on the list and the place to go to would be the ETPL, Eligible Training Provider List that ETA just recently put out into the world on the web. So I hope that answered the question. Onto the next question.

Julie, let's go with you on this one. "Is the individual state on-demand job listed in CareerOneStop?"

MS. REMINGTON: You can enter a state in those career reports or the industry reports and look up that state's fastest growing occupations, declining occupations and so on. So this sounds like they may be referring to something more specific than that, but you can actually get state-specific information on those reports.

MR. HAUGHTON: OK. And you just showed folks how to do that on the live site; correct?

MS. REMINGTON: Yeah.

MR. HAUGHTON: Can you walk through those steps one more time? I'm sorry.

MS. DAHLMAN: Yeah. So I just –

MS. REMINGTON: Absolutely. So – oh, go ahead.

MS. : So sorry, Julie.

MS. DAHLMAN: – so I just went under the explore careers navigation, again, learn about careers and what's hot. So we picked that fastest growing careers report again and this just remembers I just searched for Colorado. So up here, the default that Julie was showing earlier was for the United States, but I could change that location to any state and research and that's going to pull up that state-specific list.

MR. HAUGHTON: OK. I think that satisfies that question. Trish, the next question, "How do you look up by industry?" I'm assuming there's –

MS. DAHLMAN: How do you look up by industry? Maybe – so I'm not sure what specific part, maybe it was back to that employment patterns tool we were looking at.

MR. HAUGHTON: Why don't we – why don't you go ahead and just demonstrate like how would you find a job opening in a particular industry and also just projected jobs within an industry? So those two examples.

MS. DAHLMAN: OK. So to find a job in an industry would use a tool we didn't look at today. So I'll show you that one. Under the toolkit is our job finder that is a very popular tool on the site. So it's remembering that I've already done some searches on the site. So that's why it's providing me some information already, but what I could do is just change the keyword to an industry.

So let's do information technology, Colorado Spine and it's going to use my key word to match job titles. So again, I can put a key word specific to an occupation there or in this example, an industry and that's going to match me up with jobs. I can certainly do some more filtering just like on any other tools since that's a pretty big number of jobs to sift through, just under 14,000.

I can filter by things on the left, by location or how frequent the job posting is or a company within that industry. So that would be a quick way to find job openings in an industry. If I was looking back at those reports that Julie had mentioned under explore careers research industries, those are places that might give me some more general information about industries.

So we have some great career cluster videos if that was a content of the way I wanted to learn about industries or those reports, I could start off from there, look at the fastest growing industries, this is all United States, there's not state-equivalent data for that, and then I can link out to the Bureau of Labor Statistics for kind of a snapshot about that industry and more information about what it includes and what type of occupations it includes.

MR. HAUGHTON: OK. Great. The next question, and they're asking where Trish and Julie work. Trish, do you want to answer that question?

MS. DAHLMAN: Sure, I'd love to. So we are located in Minnesota. We actually work for a state agency called the Minnesota Department of Employment and Economic Development and we are, in normal times, located in St. Paul, Minnesota, but our team is working virtually right now.

MR. HAUGHTON: OK. And Mike Elsworth also works with Julie and Tricia in Minnesota as well. Well, it looks like the presentation was well received, because we are out of questions. So with that, I would like to – I guess we could go ahead and end early if it's okay with everybody else. I'll babble on for a few minutes in case any other questions will pop into our list.

First of all, Grace McCall, who is working behind the scenes here at WorkforceGPS making sure everybody is connected and able to see and hear our presentation, thank you very much for your help. Mike Elsworth, I know you've been extremely busy in the chat area answering questions as they come in and reposting larger questions that may be interesting for the rest of the participants.

Tricia and Julie, as always, outstanding presentation, very informative. I think we all really appreciate the fact that you can bring up the live site and click us through everything and just as a reminder for the participants, in the file share box in the lower right, there's a URL list of all the websites that we hit during our presentation as well as the user guide in the lower right-hand corner of the file share box.

The user guide is specific to what we covered today. I do hope you found this interesting and if time permits and you can join us next week talking about enhancing knowledges – for some reason I'm caught on that word "knowledge" – enhancing your knowledge and skills, we would love to have you and then again, on March 4th where we make a presentation on how to use virtual services to help either returning citizens or citizens that are currently incarcerated who are planning to rejoin the workforce.

So with that, I think I'm going to go ahead and turn it back over to Grace McCall who has some very important close-out information for our participants. Thank you.

(END)