Job Club Tool Kit

A Guide to Starting Your Job Club

NYS Department of Labor - Division of Employment and Workforce Solutions

NYS Department of Labor

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Job Club Tool Kit: A Guide to Starting Your Job Club

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Use of This Tool Kit

This tool kit is designed to help New York State Career Centers create Job Clubs. By setting up a Job Club you are encouraging job seekers to take ownership of their job search and take advantage of all the services your Career Center has to offer. The tool kit provides Job Club formation and facilitation advice in a checklist format. The checklist is not exhaustive, but is designed to assist a Career Advisor or a new Job Club Facilitator to develop a Job Club. Feel free to "check off" each component listed in the tool kit as you proceed during your planning process. If this is your first time planning a Job Club, this Job Club Tool Kit provides enough information to help you get started.

Acknowledgements

We would like to acknowledge and thank the New York State Career Center staff who shared their first hand experiences and provided us with their Job Club resources that we used as examples in this tool kit.

Contributors:

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RochesterWorks!

Why Start a Job Club?

Dealing with job loss can be a very difficult process, especially in a competitive economy where there are numerous job seekers competing for the same position. That is why maintaining employability and staying motivated are essential for getting back to work. The Career Center plays a critical role in helping customers on their journey to reemployment.

One approach that has proven successful in helping customers get back to work is to encourage job seekers to join a Job Club. What makes it different from what they are doing now at the Career Center? The peer support helps to keep the job seekers motivated and reinforces the feeling that they are not alone. When you create a Job Club, you are essentially creating a support system of job seekers that can propel each other toward the direction of successful reemployment.

How it works: Job seekers team up with the intention of helping each other obtain employment with the assistance of a meeting facilitator. Members "graduate" when they have successfully completed the hiring process and are encouraged to share their successes with the group.

#1 Define the Need

☐ *Consider Using a Focus Group to Help Throughout the Planning Process*

- ☐ Fellow staff can help you identify the need for a Job Club at your Career Center
- ☐ A group of customers can give their opinion as to what they would find most useful

☐ *Identify What Other Job Clubs Exist in Your Local Area*

- ☐ Identify how many Job Clubs are in your local area
- ☐ Assess the local Job Clubs' capabilities and enrollment cap
  - ☐ Are the needs of a significant number of customers not being met?
  - ☐ Are the needs of customers in a particular skill-set or demographic not being addressed?
  - ☐ Are existing Job Clubs filled to maximum capacity?
- ☐ If the Job Clubs in your area are sufficient to meet the needs of Career Center customers, provide a list of these clubs and encourage your customers to join.

Advice: Get Feedback

For information on starting a focus group check this article:

http://www.ehow.com/how_5127517_start-focus-group.html

#2 Identify the Members

☐ *Choose Your Demographics – Mixed, Similar or Specialized Groups*

Think about the jobseekers working with your Career Center. Are there a number of customers with the same skills, similar work history or challenges? You can create one Job Club or more than one Job Club. Look at your demographics and find the groups in most need of teaming up to get back to work.

☐ Mixed or Similar (Homogeneous) Group:

In a mixed group, members can learn from each other's differences with regard to education and experience and the different jobs and industries members represented. Some members will enjoy this diversity; others will be more comfortable in groups that have similar experiences.

☐ Specialized Group:

Is there a specific group that needs extra attention due to unique challenges? For instance you may want to create a Job Club specifically for UI customers collecting benefits beyond 10 weeks.

- ☐ Blue Collar Workers
- ☐ Disconnected Youth
- ☐ Dislocated Workers
- ☐ Displaced Homemakers
- ☐ Ex-offenders
- ☐ Group Affected By Mass Layoff
- ☐ Limited English Proficiency
- ☐ Refugees
- ☐ Seasoned Workforce (50 plus)
- ☐ White Collar Workers
- ☐ Workers with Special Needs
- ☐ Veterans

#3 Create Your Team

☐ *Choose Staff to Support Your Job Club*

☐ Ask 1 or 2 staff to assist depending on size of Job Club

At least one staff person should be available for every 10 Job Club members. One staff can facilitate the meetings and provide administrative support while the other develops and plans the career development activities.

☐ Encourage staff to coordinate

Staff members can meet in between Job Club meetings to discuss Club members' progress and plan future events.

#4 Design Your Program

☐ *Identify Logistics of your Job Club*

☐ What Group Size Will Work Best?

Establish the size limit. The group size is dependent on the number of staff assisting and the amount of attention your customers will need. You want to keep the group small enough that they can get to know each other and contribute. We recommend having at least one facilitator per every 10 job seekers. If your members need extra attention you may need to have a smaller group size.

☐ How many weeks will your program cycle run?

- ☐ Example: 2 to 6 weeks in length and new members can join in at any time
- ☐ Example: 26 weeks to follow length of unemployment

☐ Make meetings accessible to all members at different stages of the program cycle

☐ Will you meet more than once a week?

Frequent meetings help members to stay motivated. Members are encouraged to stay connected with each other between meetings.

☐ Will it be based on career development level?

Individuals with different career development levels can benefit the group by sharing their experience, while various career development levels may have differing job searching needs.

☐ What specific areas will your Job Club cover for customers?

Choose some helpful topics based on your group demographics. For example, if you are running a Job Club for UI claimants, cover information on maintaining eligibility for benefits and discuss UI integrity. Include a review of job search responsibilities, explore what it means to be capable of work, and provide strategies to expand a job search. Be sure that UI claimants are aware of the meaning of integrity as it relates to their UI benefits.

Sample: Niagara WorkSourceOne 6 Week Cycle

Week 1: The #1 KEY to Your Job Search (Attitude)

Week 2: Secrets to Turn your Resume into Interviews

Week 3: Effective Cover Letters

Week 4: Networking

Week 5: Interview Tips to Land the Offer

Week 6: Mock Interview Questions

#4 Design Your Program (Continued)

☐ Why should they join your Job Club?

Generate your program description and promote the benefits to being part of a Job Club.

☐ *Determine What is Required of the Meeting Space*

Tip: Design the space to promote good interaction among members (e.g. half-circle)

☐ Seating Capacity – Determined by Group Size

☐ Connectivity –Internet, Video/Phone Conference Equipment

☐ Accessibility – Special Needs Accommodation

☐ Resources – Computers, Projector, Copier, Printer, Whiteboard

☐ *Choose and Reserve the Location, Time, and Date of Your Meetings*

Your Job Club may conduct different types of meetings, each with differing space requirements, such as: break-out sessions, guest speakers, and discussion forums. Below are some recommendations of places to hold your meetings.

☐ Your Career Center
- ☐ Resource Room
- ☐ Computer Lab
- ☐ Meeting Rooms
- ☐ Video Conferencing

☐ Places That May Lend Space
- ☐ Library
- ☐ Community College
- ☐ Church
- ☐ Local Business
- ☐ Other Organization

☐ A Virtual Space (For more info on virtual tools refer to page 7.)

Members can share ideas without having to be in the same room.
A virtual space could be created using a shared group website.

#5 Choose Your Tools

☐ *Things to Keep in Mind When Choosing Which Tool to Use*

☐ Purpose: What would you like your tool to do for your Job Club?

☐ Customers: What is their skill level and experience using these tools? Which tool would benefit them the most?

☐ Staff: Who will be responsible for setting up and monitoring the tool? What tools are they comfortable using?

☐ Access: Which tools can your customers access? Which tools are accessible from the Career Center?

☐ Privacy & Confidentiality: All of the tools explored below have options to make your group private and secure.

☐ *Once You've Answered Those Questions, Go Back to the Purpose*

☐ Decide what you want to do

☐ Pick the tool that will do it best

#5 Choose Your Tools (Continued)

☐ *Explore Using Virtual Tools: How Can Virtual Tools Benefit Your Job Club?*

☐ Maximize the job search

Job Clubs can benefit by setting up a virtual site. When you have your Job Club available through a virtual space it means that your on-site members can continue to share job leads and ideas even when meetings are not in session.

☐ Increase access to members

Virtual Job Clubs make it easier for customers that have obstacles reaching your on-site location. Some of these customers may have issues finding transportation to the Career Center. A computer lab at the jobseekers' local library may be at a closer location than your local Career Center. If your customers have off-site online access to a computer or prefer to stay in touch using personal computers or smart phones, then using a virtual space is the right option for your Job Club.

☐ Keep the group engaged

If your Job Club cannot meet more than once per week, the members can use a virtual space to post follow-ups related to the meetings. Staff members can post assignments or facilitate the members to work toward next steps. If you create an online Job Club page using a social media network such as LinkedIn or Facebook, you can engage both the members that are at the Career Center with members that would otherwise not have the ability to attend Job Club meetings.

We have explored some useful tools. For assistance in selecting a tool, use the table below and access the links below for detailed information.
(Refer to page 14 for more information on virtual groups).

Tool	Why use it?	Links
Google groups	Group discussion and networking	www.google.com
LinkedIn groups	Group discussion and networking	www.linkedin.com
Facebook groups	Group discussion, chat, planning events	www.facebook.com
Wikis	Group collaboration, organizing and sharing information	www.pbworks.com, www.wikispaces.com
E-mail	1:1 discussion, sharing information and updates	Set up free accounts at www.google.com or www.yahoo.com or others

#6 Prepare for Your First Job Club Meeting

☐ *Prepare Materials*

- ☐ Flyer introducing the Job Club Program, its purpose and benefits
- ☐ Meeting Agenda that includes date, time & location as well as:
  - ☐ Framing the Job Club/ meet and greet (introductions)
  - ☐ Ice breaker team building activity
  - ☐ Ask for volunteers to keep track of time and take notes (ask if they would like to rotate each week)
  - ☐ Housekeeping/setting ground rules
  - ☐ Good news (interviews, job fairs, job offers, etc.)
  - ☐ Facilitated discussion on job leads and networking opportunities
  - ☐ Activities that prepare members for the hiring process (i.e. resume critique, mock interviews, elevator speeches)
  - ☐ Other resources available to members at the Career Center
  - ☐ Someone who members can go to for career advice between meetings
  - ☐ Topics/expectations for the next Job Club meeting
  - ☐ Meeting closing (may include next steps and goal setting)
- ☐ Questionnaire to assess specific needs & expectations of customers
- ☐ Worksheets and handouts related to agenda items
- ☐ Flyer detailing UI benefits, rules, and requirements related to the job search
- ☐ Survey for feedback on Job Club member's experience during the meeting

☐ *Confirm Staff Roles & Responsibilities*

- ☐ Make sure that all Career Center staff supporting the Job Club are aware of their respective roles and responsibilities for the first meeting.

☐ *Confirm Attendance from Guest Speakers*

- ☐ If using a guest speaker during the meeting, confirm their participation. Provide directions to the Job Club meeting as well as parking information. Guest speakers can include community leaders, business representatives, recruiters and job search subject matter experts.

Advice: Peer Leadership

We encourage staff to use the Job Club as an empowering experience for members to be leaders in their job search process. You can encourage members to also take leadership roles in the Job Club by asking them to volunteer. Roles for members could include:

☐ Tracking Time
Ask for a Job Club member to keep track of time during the meeting.

☐ Taking Notes
Ask for a Job Club member to take notes during the meeting.

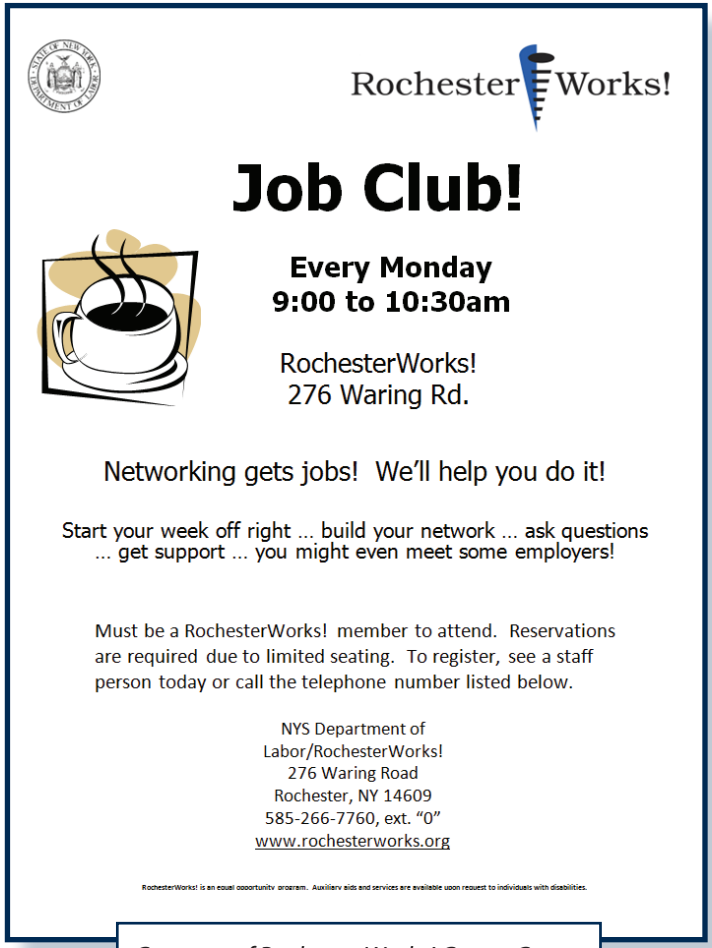
☐ Sharing Leads
All members are encouraged to share leads to jobs or hiring events such as career fairs.

#6 Prepare for Your First Job Club Meeting (Continued)

☐ *Invite Members*

Refer to the Job Club program design to identify and refer customers that fit the program demographic (See page 5). We recommend that you advertise your idea of a Job Club adequately for staff to relay it to the Job Club candidates. You should consider the following advertising methods:

- ☐ Refer existing customers
- ☐ Talk to colleagues about which of their customers might benefit and ask them to encourage these customers to attend
- ☐ Create a flyer that staff can use when referring customers
- ☐ Announce your Job Club at workshops
- ☐ Add your Job Club information to Career Center brochures
- ☐ Add Job Club information to your events calendar
- ☐ Publicize the Job Club on your website or social media sites



Rochester Works!

Job Club!

Every Monday
9:00 to 10:30am

RochesterWorks!
276 Waring Rd.

Networking gets jobs! We'll help you do it!

Start your week off right ... build your network ... ask questions ... get support ... you might even meet some employers!

Must be a RochesterWorks! member to attend. Reservations are required due to limited seating. To register, see a staff person today or call the telephone number listed below.

NYS Department of
Labor/RochesterWorks!
276 Waring Road
Rochester, NY 14609
585-266-7760, ext. "0"
www.rochesterworks.org

RochesterWorks! is an equal opportunity program. Auxiliary aids and services are available upon request to individuals with disabilities.

Courtesy of RochesterWorks! Career Center

☐ *Rehearse*

Run through what you will say to engage Job Club members and practice using the materials you prepared. Prepare questions in advance that you can use during the Job Club meeting to facilitate discussion and involvement. Questions you might consider are:

- ☐ "How many of you have attended workshops? Is anyone willing to share their experience?"
- ☐ "What are your expectations for this Job Club?"
- ☐ "What is your biggest challenge in finding work? How can you overcome this?"
- ☐ "What are some tips you would share with us on job searching?"

☐ *Prepare the Meeting Space*

- ☐ Move tables and chairs (if needed) to promote interaction
- ☐ Check any equipment that you'll be using –Internet, Video/Phone Conference, computer, projector
- ☐ Make sure you have markers if using a whiteboard or newsprint
- ☐ If using name tags or a sign-in sheet make sure these are readily available upon entrance into the room

#7 Facilitate Your First Job Club Meeting

The first Job Club meeting is your opportunity to get to know your members, set ground rules, and obtain additional information to help you plan the rest of the meetings. This is your chance to find out members' challenges and expectations, including any concerns they may have or specific areas the members would like to improve upon (e.g., role-playing with peers to practice interviewing skills).

☐ *Follow Your Agenda to Keep the Meeting Focused but be Flexible*

- ☐ Stray from the agenda when necessary. Recognize that an agenda is a tool to reach an end, not an end unto itself. If the Job Club is having a particularly useful discussion, consider straying from your agenda, but ask the group's permission before doing so.

☐ *Set the Environment*

- ☐ Provide a safe and confidential environment
- ☐ Encourage a positive attitude ("there is a job for every member") that reinforces positive behavior to foster employability

☐ *Focus on Group Participation*

- ☐ Stress the importance of peer support ("you are not alone") to boost the morale of the job seeker by helping him/her avoid the loneliness and isolation of job loss
- ☐ Empower job seekers with ownership of job search through active group participation
- ☐ Facilitate a team approach for jobseekers to maintain and upgrade workplace skills through the best aspects of being part of a workplace ("feeling like a contributing part of something bigger than you")
- ☐ When a Job Club member addresses a question to a staff member, immediately consult the entire group for their input. This is an effective technique to shift the focus from one member to the entire group. When discussing UI eligibility and requirements, refer to the NYS Department of Labor as the primary source for information
- ☐ If members are quiet or disengaged, catch their eye and ask them to share their insights or experiences
- ☐ Brainstorm ideas together to remove roadblocks specific to that group's members

☐ *Set Ground Rules Together:*

Example of Weekly Job Club Housekeeping/Rules

1. Attendance.
2. Review Job Club rules.
   - » Participate during the meeting. Share ideas, contacts, business cards, information, news and upcoming events.
   - » Attend and participate in the meetings on a routine basis to develop professional allies.
   - » When you land that great position, please share your success with the group.
   - » Turn cell phones off or on mute.
   - » Absolutely no side bars. Full attention is given to the person speaking.
   - » Do not monopolize group time; everyone must get a turn to speak.
3. Share information relevant to Job Club and/or the topic that day. (employment contact info., articles, news, job ads, additional resources)

Sample Courtesy of Albany Career Central

#8 After Your First Meeting

☐ *Review Member Feedback*

- ☐ It is important to continue to evaluate Job Club activities after each meeting to make sure that the needs of the members are met. Review formal (survey/evaluation) or informal feedback received from members

☐ *Evaluate the Success of the First Job Club Meeting*

- ☐ How was the turnout of your first meeting?
- ☐ How was your meeting received by the members?
- ☐ What was the level of participation from the members?
- ☐ Is there anything you would do differently when facilitating the next meeting?
- ☐ Was the meeting space adequate?
- ☐ Was there enough staff to attend to the members?
- ☐ Are there any discussion items that need follow-up at the next meeting?

☐ *Record the Job Club Activities in OSOS**

- ☐ Job Finding Club

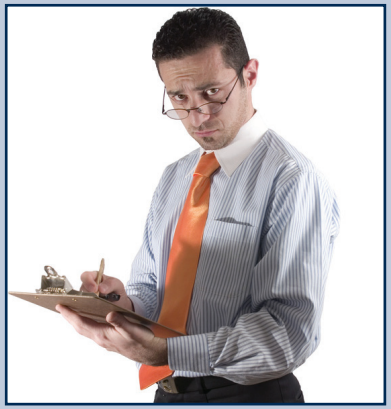
  When the job seeker participates in a one to two week period of structured, supervised group activity where the participant attempts to obtain a job it can be recorded as 'Job Finding Club'.

- ☐ Job Search Planning

  You can record Job Club activities in the OSOS activity as 'Job Search Planning' for the job seeker as long as Job Club activities are geared toward expediting the job seeker's job search. Document the services you provided using the comments section of OSOS.

  These activities could include:

  - ☐ Preparing a portfolio
  - ☐ Conducting mock interviews
  - ☐ Tailoring the cover letter and resume to a job posting
  - ☐ Using the network to produce job leads
  - ☐ Learning how to conduct a successful job search using all of the tools available at the Career Center



Tip: To evaluate your Job Club progress, consider creating a survey using the SurveyMonkey free application (For more information refer to page 22).

Note: It is important to repeat these steps after each meeting to ensure the effectiveness of your Job Club.

*OSOS stands for One Stop Operating System and is the case management software that is used by NYS Career Centers.

#9 Prepare Your Next Job Club Meeting

☐ *Develop the Agenda Items*

- ☐ Refer to materials you prepared for the first meeting such as ground rules and customer evaluations
- ☐ Each meeting should also include at least one component of career readiness – interviewing skills, resume preparation, improving the job search, networking skills, or any other service that you already offer that will help the job seekers get one step closer to preparing for reemployment.
- ☐ Use the assessment to determine which discussion topics are adequate to help the customer's achieve their goals

The ultimate goal is to get your Job Club members back to work. Look at your existing library of job searching workshops and career development materials. You will find that you don't have to reinvent the wheel if you look through the curriculum that is already offered or available at your facility. Remember the difference between the workshop and the Job Club meeting is the facilitated discussion and peer interaction. For example, if you have a good interviewing skills workshop, take the curriculum from that and present it to your Job Club as a discussion topic. See if you can take what you are already doing and apply it to your Job Club. If you have an expert on networking, have them come to your Job Club and present as a guest speaker. You may also consider topics such as dealing with job loss for members that may still be grieving and need that motivational support. (See pages 26 through 29 for examples of group discussion topics.)

- ☐ Include agenda items that address the expectations expressed by Job Club members at the first meeting
- ☐ Allow time for customer discussion topics that arise
- ☐ Allow time to celebrate member achievements!

Encourage a portion of the meeting for job seekers that have successfully found employment through the Job Club. Invite those members back so that they can encourage other members and share the efforts that led to that achievement. This is a great way to connect back to the purpose of the group – connecting members to job opportunities and attaining reemployment.

- ☐ Don't forget to include a customer survey or evaluation

Example of Job Club Meeting Format:

- Meet and Greet (Introductions)
- Housekeeping/Ground Rules
- Follow-Up Items
- Good news (Interviews, job fairs, job offers, etc.)
- Facilitated Discussion
- Job Search Together
- Breakout Sessions
- Role-Playing (e.g. Mock Interviews, Elevator Speech)
- Guest Speaker (Hiring Manager, Job Coach, Job Club "Graduate")
- Next Steps/Goal Setting

#10 Evaluate the Overall Success of Your Job Club Program

- ☐ *Analyze Results from Evaluations & OSOS*
  - ☐ What improvements did members make?
    - ☐ Better job search skills
    - ☐ Ability to use the computer to search for jobs
    - ☐ Better understanding of hidden job market
    - ☐ Comfort speaking in front of other members
    - ☐ Ability to work well in a group
    - ☐ Improved networking skills
    - ☐ Developed effective 60 second 'elevator speech'
    - ☐ Ease at mock interviews
    - ☐ Was asked to interview for job opening
    - ☐ Was given a job offer by a business
    - ☐ Shared job leads with members
    - ☐ Able to set goals and break them down into do-able tasks
    - ☐ Accepted employment (graduated from the Job Club)
  - ☐ How effective was the Job Club in providing a supportive environment for members to job search and share what they learned?
  - ☐ Was the Job Club well attended?
- ☐ *Discuss Feedback from Customer Evaluation with Staff*
  - ☐ Hold a meeting with staff that are involved with Job Club and any relevant support staff that should be included
- ☐ *Identify Adjustments that Need to Be Made to the Job Club*
  - ☐ Invite staff to act as a sounding board for new ideas
- ☐ *Go Back to the Beginning of the Checklist*
  - ☐ Determine any necessary adjustments to make to the checklist

These tools can be used to supplement an on-site Job Club by providing opportunities for the club to connect online; or you can select a tool to support a solely virtual club.

Quick Online Tool Selection Guide:

Tool	Who is using it?	User friendly?	Is it free?	Are there privacy options?	Can you share documents?	Is there a chat option?	Good for group discussions?
Google groups	As of March 2012, 74% of people searching the internet globally use Google. It processes over one billion search requests per day and reaches 90% of Americans.	Yes	Yes	Yes	Yes (through Google Docs)	Yes	Yes
LinkedIn groups	As of December 2012, LinkedIn has over 200 million users. The average user age ranges from 25-45.	Yes	Yes	Yes	No	No	Yes
Facebook groups	As of March 2013, Facebook has over 665 million users globally. 28.2% of users are ages 35-54, followed by 25.2% ages 24-34. It reaches 70.9% of Americans.	Yes	Yes	Yes	No	Yes	Yes
Wikis	In 2011, 1 in 4 Americans used Wikipedia at least once per month; 6% contribute to Wiki once per month. Wikimedia reaches 38.8% of Americans.	Somewhat	Yes (at basic level)	Yes	Yes	No	Yes
E-mail	As of April 2012, there were 3.3 billion registered e-mail accounts. 144.8 billion emails were sent worldwide per day.	Yes	Yes	Yes	Yes	No	No

Things to Consider When Selecting Your Virtual Tool

- ☐ **Who will set up the tool** – The person to set up the tool will be responsible for the group settings such as privacy and access levels. They will also need to create the group.
- ☐ **Who will be posting on the tool** – This can be controlled through group settings. Think about whether you want customers, staff, and/or businesses posting on your tool.
- ☐ **Who will be monitoring the tool** – Designate a staff person to monitor the tool's usage. This person can screen for inappropriate comments, encourage participation and facilitate discussions to keep the group engaged.
- ☐ **Orientation for the tool** – These tools can be difficult to navigate the first couple of times you use them. It would be helpful if staff gave customers a quick tutorial on what to do once they join the virtual Job Club. You could create a PowerPoint or a quick cheat sheet on how to use the tool for your members.
- ☐ **Keep it private** – Note for DOL staff: Your group must be private and give access only to approved members
- ☐ **Maintain confidentiality** – Under the UI Confidentiality Law, Career Center staff have to keep UI claimant's information confidential. Keep this in mind when running your virtual Job Club. Protect your members' confidentiality by not disclosing any personal information.
- ☐ **Ground rules** – Just like in an in-person Job Club, remember to set up some guidelines or group rules. You can post them right on your group's page. Be sure to remind each member to review these rules upon joining the group.

Suggestion:

Designate at least 2 staff to monitor your Job Club's page so that your members continue to receive up to date information and stay actively engaged.

Google groups

What is it? A free platform where users can create online groups and hold discussions.

Use it for: Group discussions, sharing information, connecting with others, and communicating effectively over the web.

Pros: Allows privacy by creating a closed group where only members that you invite can join. Also allows for anonymity among members.

Factors to consider: Discussion boards are not well suited for a group meeting where you want to have synchronous conversations at one time. It can become confusing to follow each discussion. This tool is good for people logging on at times convenient for them and contributing to various discussion topics.

Example:
The Lyons office piloted a Job Club using Google groups. They had a group of customers log on at the same time weekly to discuss various job search topics. First they gave the customers an orientation PowerPoint presentation on how to use the tool. At the group meetings, they would start different discussion threads and the Career Center staff would be logged on to answer any questions and facilitate the discussions. Discussion topics ranged from upcoming job fairs, to interviewing techniques, to job search websites.

Starting One

1. Sign up for or log into your Google account.
2. Go to the Google groups page (http://groups.google.com/) and click on Create a Group.
3. Set up your group. You need to enter a group name, description, and access level.
4. Note: The access level is where you control who can access the group. Choose the Restricted access level to ensure that your group is accessible by invite only.
5. Invite people to become members of the group. Each member can decide whether to get group posts by email or only by reading the discussions online. This can be edited under "Edit my membership" in each member's account.
6. Set up your page. You can customize graphics, colors, and styles under "Group Settings".
7. Once you invite your members to join the group, members will have to:
   - » Follow the link in the invite email, and create an account. They will have to use their email address as their username and create a password.
   - » Once they have logged into the group, they can go to "Edit my membership" which is on the right hand side bar. They may want to select the "No email" option. Otherwise they will get an email every time someone posts to the group. They can also change their name there under "Nickname" if they do not want their full name displayed.

For More Information on this Tool Access the Links Below:
- » Overview: http://www.google.com/intl/en/googlegroups/overview.html
- » Where you go to create a group: http://groups.google.com/
- » On privacy: http://www.google.com/intl/en/googlegroups/privacy3.html
- » Help center: http://groups.google.com/support/

LinkedIn

Example:
RochesterWorks! has a LinkedIn group for their customers called RochesterWorks! Job Network. Customers and Career Center staff log on at different times and post new information. They share articles, information on upcoming job fairs, and useful website links.

LinkedIn groups

What is it? LinkedIn offers a free online platform for creating groups and for facilitating discussions. Members can post new discussions and also add comments at any time.

Use it for: Group discussions, sharing information, expanding your professional network, and communicating effectively over the web.

Pros: Option of creating a closed group where only members that you invite can join. Good for networking with others as you can expand your network with fellow group members. LinkedIn is used by businesses to screen prospective candidates - it would benefit customers to have these accounts.

Factors to consider: Similar to Google groups, LinkedIn groups are not well suited for a group meeting where you want to have a synchronous conversation. It can become confusing to follow each discussion. This tool is good for people logging on at times convenient for them and contributing to various discussion topics.

Starting one

1. Log into or sign up for your LinkedIn account. Sign up by going to www.LinkedIn.com.
2. Once you are logged in, click on the "Groups" link located on the upper part of your screen. The Groups page will appear. Click on the tab that says "Create a group".
3. Fill out the required information. Enter a name and description for the group. Click on the "Agreement" check box, and then click on the "Create a members-only group" button.
4. Next, you'll be on the "Manage: Invite Members" page, where you can invite members to join your group. Click on "Send Invitations" to invite Job Club members to join.

» **For More Information Access the Help Center:** https://help.linkedin.com/

Facebook groups

What is it? A way to share information with a group of people on a familiar platform.

Use it for: Group discussions, posting updates, and scheduling group events.

Pros: Facebook has more than 665 million users worldwide since March 2013, making it the most widely used social networking platform globally (Facebook). Receive notifications about new posts so you never miss an update. Also, you can connect off of Facebook using the group's shared email address.

You can control who sees the group with group settings.

- **Secret:** Only members see the group, who's in it, and what members post.
- **Closed:** Anyone can see the group, and who's in it. Only members see the posts.
- **Open (public):** Anyone can see the group and who's in it. Anyone can see the posts.

Factors to consider: Facebook is widely used for personal social networking and customers may be hesitant to use it as a part of their job search.

Starting one

1. Log into or set up your Facebook account. www.facebook.com
2. On the left hand side bar, click on "Create group"
3. Fill out the name of the group on the form. You can also add members at this point and choose the privacy level. When you are done, click "Create group".
4. You can edit settings by clicking on "Edit Settings" in the top right corner.

Example:
The "It" Factor Job Club based in Virginia has a Facebook page. They use it to let their members know of upcoming meetings and also new job postings.
http://www.facebook.com/pages/The-It-Factor-Job-Club/96629733370#!/pages/The-It-Factor-Job-Club/96629733370?sk=info
This, however, is not a Facebook group, just an example of a Facebook page set up for a Job Club. (You must be a Facebook member to access the link above).

- **For More Information Access Groups Help:** http://www.facebook.com/help/?page=18831#!/help/?page=131954106881345

Wikis

What is it? A way of communicating and collaborating online that is used as information repositories and for discussion.

Use it for: Collaborating and obtaining input on different ideas. You can also share documents and edit them. Career Centers could use a wiki to design a webpage with various resources and information for their Job Club.

Pros: Users can set different access levels, such as: read-only, write, edit, or administrator access. Pages lock so that only users that are invited can view them. This is the best tool for sharing, editing, and working collaboratively on documents.

Factors to consider:

» Wikis are a bit more complicated than the other tools.

» You would want to include a tutorial on how to use the wiki for first time users.

» Wikis require more set up time to organize pages and design your wiki.

Example:
http://romseyjobclub.wikispaces.com/
This is an example of a wiki for a Job Club that is in England. It looks like the Job Club meets in person weekly, and the wiki is an additional tool used to supplement it. They have organized their wiki so that there are pages for job opportunities, resume writing, interviewing skills, and other helpful articles.

Starting one

There are many different sites for creating wikis. We have recommended two of them below.

1. Go to www.pbworks.com.
2. Click on "For personal" on the top, and then "Sign up now".
3. Choose your website address and create an account.
4. You will be sent a confirmation email and need to click on the link in the email to confirm your workspace.
5. Then you choose the security settings and go to your workspace.
6. You can invite users by going to the "Users" tab on the top and clicking on "Add more users".
7. Then begin to edit your front page and customize your pages.

OR

1. Go to www.wikispaces.com/content/frontpage.
2. Click on "Wikis for Individuals and Groups" on the right hand side.
3. Enter a username, password, and e-mail address and click "Join Now".
4. At the top of the screen, click on "Create a new wiki".
5. Enter your wiki's name, permissions, and type, and click "Create".
6. You will get a "Getting Started" message that explains how to start your wiki.

» **For a Video Tutorial On Wikis Access:**
http://www.youtube.com/watch?v=-dnL00TdmLY

Videoconference

What is it? A way to connect with Job Club members at different locations. Videoconferencing is available at 36 Career Centers through the use of large-scale equipment or additional desktop units using webcams. You can connect by dialing in using a bridge code. Web cams may also be used with Movi or Jabber software.

Use it for: Coordinate with other sites to access other Job Club events such as hosting a guest speaker, sharing live presentations, group discussions, or accessing unique workshops from other Career Centers. Share your Job Club events so that other sites can gain access to guest speakers at your site.

Pros: Will increase the capacity of people that can view special presentations.

Factors to consider:

- Evaluate the videoconferencing capability of your Career Center.
- Have someone that is in charge of troubleshooting and setting up the equipment. Your Career Center may have a Broadcast Coordinator responsible for videoconferences.
- Prep your Job Club members on what to expect during a videoconference – how the equipment works and how questions will be handled.

Hosting a videoconference session

1. ***Book the room*** - Only certain rooms have the equipment that you will need for videoconferencing. You are responsible for the booking of the rooms.
2. ***How many sites?*** - Connecting two physical locations can be done with no Service Center contact. An 'A-Info' ticket is required if you are using more than two physical locations (including audio only). Once you submit an 'A-Info' ticket, you will receive a bridge code and further instructions for your meeting. When submitting the 'A-Info' ticket, include the event date, time, duration, and participating locations.
3. ***Technical Assistance***- If you need assistance in the setup of your meeting, or using your PC in the conference, contact the Service Center. If you are a partner site, work with DOL partners.

For More Information Access these Important Contacts:

- ***Service Center*** (518) 402-4640 or 1-866-592-4640
- ***Workshop Videoconferencing Guide*** (http://labor.ny.gov/workforcenypartners/PDFs/workshop-videoconferencing-guide.pdf)
- Visit the Workshop Videoconferencing page on the Workforce Professionals page of the NYSDOL website for more information. (http://labor.ny.gov/workforcenypartners/staffdevelopment/workshop-videoconferencing.shtm)

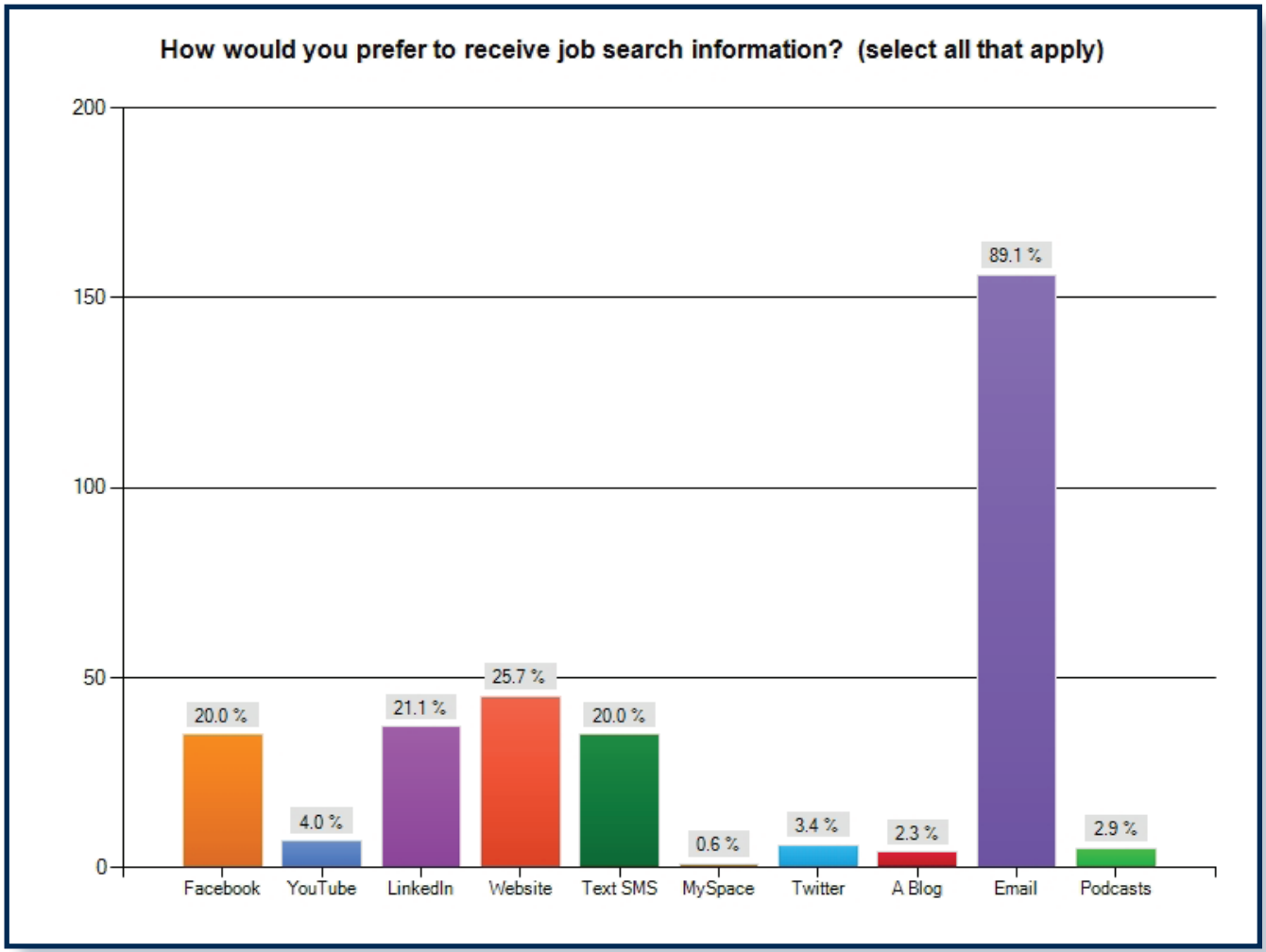
E-mail

Use it for: Sending announcements of upcoming job fairs or recruitments. Email can also be used for virtual counseling - Stay in touch with your customers, follow up on their job searches, and check in on their progress.

Pros: Efficient way of getting information to someone quickly.

Factors to consider: This tool is not recommended for a large group discussion as it becomes complicated to follow.

Example:
An employment counselor in Endicott uses "e-coaching" with his customers. He collects e-mail addresses when customers come in for their initial assessments. He then e-mails them a different lesson on each working day for about 5 weeks. He sends them information on various topics such as handling your job loss, researching the job market, networking, and interviewing.



Shown above, survey results indicate that e-mail is the most preferred method of communication for customers to receive job search information - Chart courtesy of JobsExpress.

Here are a few resources we explored that could be used as a supplement to your Job Club:

Twitter

www.twitter.com

What is it? Twitter is a real-time information network that connects you to the latest information by following conversations. People post small bursts of information called Tweets. Each Tweet can be up to 140 characters in length. By following a certain account, you can view their tweets and stay up to date on their recent information.

Use it for? A Career Center may want to set up a Twitter account for customers to follow. Customers could then receive tweets on the current events at the Career Center. This way they could find out about job fairs, recruitments, new job postings, workshops that are being offered, and more.

QR Stuff

www.qrstuff.com

What is it? "A QR Code (it stands for "Quick Response") is a cell phone readable bar code that can store a website's URL, plain text, phone numbers, email addresses and any other alphanumeric data" (see QRstuff.com).

Use it for? You can create QR Codes that members can scan with a Smart Phone Application to save a calendar, load a website such as JobCentral, your Career Center Web Site, or any other site you would like your customers to view and generate an email RSVP.

SecondLife

www.SecondLife.com

What is it? SecondLife is a 3D virtual world online where users can socialize, create an avatar, and connect using free voice and text chat features. (Note: This site is often blocked by filters and may not be accessible from all Career Center computers.)

Use it for? Virtual counseling could be provided through the free voice chat feature. Second Life is currently being used in the North Country to teach teens, and young adults, professional soft skills, advanced manufacturing skills, nanotechnology and clean room protocols.

Slideshare

www.slideshare.net

What is it? Slideshare is a place for users to upload and share presentations. Users can also download presentations that others have shared.

Use it for? Upload presentations to share with Job Club members and other Career Centers.

Survey monkey

www.surveymonkey.com

What is it? Survey Monkey is a site that enables users to create their own web-based surveys; free at the basic level.

Use it for? Evaluate Job Club member needs, goals, expectation and satisfaction through a web-based survey. Can also be used to survey staff.

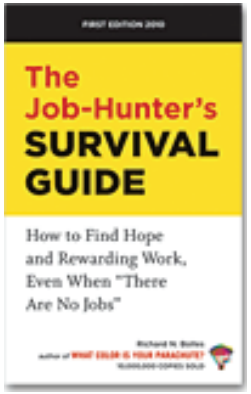
USDOL

Roundtable Discussion on Jobs Clubs and Employment Ministries
http://www.dol.gov/dol/media/webcast/20110524-jobsclubs/

Training and Employment Notice 42-10
http://wdr.doleta.gov/directives/corr_doc.cfm?DOCN=3026

USDOL Center for Faith-Based & Neighborhood Partnerships
http://www.dol.gov/cfbnp/

U.S. Labor Department wants Job Clubs to play a role in addressing high unemployment
http://www.cleveland.com/business/index.ssf/2011/11/us_labor_department_wants_job.html



More reading on Job Clubs and Job Search Resources

For Networking and Support, Join or Start a Job Club
http://www.quintcareers.com/job_club.html

The Job Hunter's Bible
From the author of "What Color is My Parachute?"
http://www.jobhuntersbible.com

The Five Best Ways to Hunt for a Job
An Excerpt from The Job-Hunter's Survival Guide by Richard N. Bolles
http://www.washingtonpost.com/wp-srv/jobs/special-reports/job-hunt/index.html

The Five O'Clock Club is a national outplacement and career coaching organization with certified career coaches across the United States
http://www.fiveoclockclub.com/

Virtual Job Clubs

Tory Johnson's Virtual Job Club
Tory Johnson has launched a national job club initiative online at the ABC News website. This has led to many more job clubs sprouting up across the country. Tory has influenced this development by inviting job seekers to start job clubs in their own communities and by encouraging those to stay connected via her online communities.
http://womenforhire.com/advice/join-my-virtual-job-club/

Experienced Professional's Job Club

Former Job Title_____ Desired Job/Career Goal_____

Former Salary_____ Range of Acceptable Future Salary_____

Current Skills _____ _____

_____ _____

Skills to Learn _____ _____

Barriers to Overcome in My Job Campaign (Check all that apply)

__1 Need to accept the reality that competent, skilled, creative individuals are losing jobs daily.

__2. Need to accept the reality that firms save money by laying off highly experienced workers.

__3. Need to decide on my next career goal.

__4. Need to set a more realistic career goal.

__5. Need to revise/update resume.

__6. Need to accept that job search strategies are different from how I previously obtained employment..

__7. Need to improve interviewing skills in current economic playing field.

__8. Need to upgrade or learn skills to achieve my desired job/career goal.

__9. Need to improve my job search skills.

__10. Need to expand my networking/support systems.

Date	Employers/Friends/Relatives/Websites to Contact	Method of Contact	Results & Next Steps

Goal(s)	*Next Steps to Achieve My Goal(s)*
_____	_____
_____	_____
_____	_____

(DR 7/10)

←Assessing the needs, goals, and expectations of members – Once you design your Job Club, create an assessment tool to use with your new Job Club members. When tailoring your assessment tool keep in mind who is your audience and what is the intent of the information that you are collecting.

↓Customizing the Job Club invitation announcement – Once you identify the demographics of your group, advertise to their needs and the expectations of what your Job Club program can do for them. See the example below as well as the ones from page 24-27 for ideas on what to include on your announcement (e.g. a catchy title, a tag line, who your audience is, what your Job Club offers, what topics you cover, who to contact, your hours/ location, when the group meets, special requirements, etc.)

Samples Courtesy of Flushing Workforce1 Career Center

JOB FINDING CLUB FOR EXPERIENCED PROFESSIONALS

HIGHLY EXPERIENCED WORKERS OF
"ALL AGES" ARE LOSING THEIR JOBS!

JOIN OTHERS EXPERIENCING AGE AND EXPERTISE AS OBSTACLES TO RE-ENTERING THE LABOR FORCE

- FIND OUT THAT YOU ARE NOT ALONE
- LEARN HOW YOUR AGE & WORK EXPERIENCE SERVE AS ADVANTAGES IN TODAY'S JOB MARKET
- ELIMINATE YOUR SELF-DEFEATING JOB FINDING BELIEFS
- DEVELOP STRATEGIES TO DEAL WITH TODAY'S TIGHT MARKET
- CREATE THE CAREER THAT IS RIGHT FOR YOU

DATE: June 18, 2008 **TIME: 2:00pm**

Immigrant Job Finding Club

Attention Job Seekers!

→ Looking for work?
→ New immigrant?
→ Have a professional resume?
→ Speak intermediate to advanced English?
→ Need to expand your network?
→ Looking to meet and support other job seekers?

If you answered "yes" to ALL of these questions, then, participating in the Immigrant Job Finding Club is an excellent opportunity for you!

Immigrant Job Club will provide a friendly place to meet and chat with people who can help and support you. Job Finding Club will make you a better job seeker. You will expand your network of contacts and receive encouragement during your work search.

You will discuss with others, listen to guest speakers and learn about:

→ Organizing Your Job Search
→ Marketing Yourself to Employers
→ Professional Job Vocabulary
→ Researching the Job Market
→ More Proven Job Search Techniques
→ Job Interview Practice
→ Using Social Media in Your Job Search
→ Job Fairs and Networking Events

Immigrant Job Finding Club will run every Monday for 7 weeks, from 9:30 to 11:30am, Room S

The First Meeting is on AUGUST 15, at 9:30am

NYS Department of Labor,
625 Fulton St., 4th Floor, Brooklyn, NY 11201
Reservation required.
To register, call or email Tanzilya Oren, Immigrant Workforce Counselor at
718-780-9356, Tanzilya.Oren@labor.ny.gov

Come and give it a try; the kettle is on!

Customize your Job Club by customer demographic

Sample Courtesy of Metrotech Workforce1 Career Center

JOB NETWORK SCHEDULE
FOR THE MONTH OF AUGUST 2011

Group	Day of Week	Date	Time
Job Network	Monday	August 1st	9:00am
Job Network	Wednesday	August 10th	2:00pm
Job Network	Monday	August 15th	9:00am
Job Network Presentation	Wednesday	August 17th	1:30pm
Job Network	Wednesday	August 24th	2:00pm
Job Network	Monday	August 29th	9:00am

AUGUST JOB NETWORK PRESENTATION

Every 3rd Wednesday of the month, an employer will participate in the Job Network Presentation. Join us as we learn about a local employer's culture and values. Gain insight about their current job postings, requirements needed and overall hiring process. Feel free to ask questions and obtain strategies from representatives who hire.

STRUCTURE OF JOB NETWORK WORKSHOPS

Introductions: 45 second commercial, action plan and highlights

Topic: 'Topics of discussion' facilitated weekly by Job Search Team Advisors

Group work: Small group activities to put job search strategies to work

Q&A: Group networking, job leads sharing and individual guidance from facilitators

New Members Orientations: New members will be introduced to Job Network services, prepare them for next steps, as well as answer questions for how it all works.

Please Note: Topics subject to change. Changes to the schedule will be announced as soon as information becomes available. The third Wednesday of each month will feature a special presentation which will begin at 1:30. All sessions are at the Career Center at 255 North Goodman Street.

Develop a schedule for your members to plan ahead

Sample Courtesy of Flushing Workforce1 Career Center

Rochester's Discussion Topics:

- What to do before becoming job search ready
- Developing a marketing plan
- Job search check list
- Cover letter
- Marketing yourself (usually a takes few sessions)
- Networking (many sessions throughout the cycle from many angles)
- Utilizing social networks (several sessions)
- Positioning yourself in the job market
- Branding (a few sessions)
- In-demand skills
- How to work job fairs
- Informational interviews (several sessions)
- Best practices for using job boards
- Utilizing "old school" techniques
- How to harvest target employer information
- Controlling the info they can find on you
- Pre-employment tests
- Personality tests
- Interviewing (many sessions, from novice to advanced)
- SCAR/STAR techniques
- Recharging your job search
- Job search best practices for well-experienced workers
- Interview follow up
- Tracking your interviews
- Negotiating job offers
- The art and science of getting multiple job offers simultaneously

↑ Choose group discussion topics based on member needs

Promote member benefits →

Samples Courtesy of RochesterWorks! Career Center

GET CONNECTED TO THE ROCHESTERWORKS! JOB NETWORK

Job Network Membership Benefits:

Job Search Counselors
Networking
Job Lead Sharing
Connecting with Employers
Increasing Interviews
Practicing 45 Second Commercial
E-mail Distribution List

RochesterWorks! is an equal opportunity program. Auxiliary aids and services are available upon request to individuals with disabilities.

JOIN OUR JOB CLUB!!

~ EVERY MONDAY ~

9:00 AM TO 10:30 AM

For active job seekers! This weekly meeting will give you the ongoing tips, support, and motivation you need to be proactive in your work search and is intended to shorten your job search time. Regular attendance is suggested. Please see a staff person if you are interested in joining. For on-going attendance, you may sign up at the Reception desk.

All Job Club members will be asked to introduce themselves and identify the type of position he/she is seeking. We highly suggest you bring copies of your resume to distribute as well as your work search records to reference.
Additionally, members will have time to share the following items:

- ***Positive job search moments***. These may include response to a resume submission, call back for a second interview, completion of paperwork, acceptance into a program, someone returning a phone call, etc.
- ***Activities for the upcoming week including interviews.*** Items that need to be finished, contacts to be made, goals to be reached, etc.
- ***45-60 Second Commercial.*** Also known as the Elevator Speech, this exercise is quite instrumental in helping you during an interview or at a Job Fair. 6 out of 10 people do not get the job because he/she does not know how to sell him/her self.

When a member successfully lands a job or is accepted into a program for schooling or training, he/she will be asked to share the success with the group.
This includes summarizing the process and sharing the methodologies or tools that helped him/her the most.

RochesterWorks!/NYS Department of Labor
276 Waring Road
Rochester, NY 14609
585-266-7760 (phone)
585-266-7041 (fax)
www.rochesterworks.org

← **Customize your Job Club invitation** announcement to include a brief description of what members can expect and any items that they may need to bring with them to the first meeting.

Sample Courtesy of RochesterWorks! Career Center

↓ **Topics and program cycles** will depend on the needs of your members and how you design your Job Club program. Be careful not to confuse Job Club discussions with workshops. See page 12 for more information.

Sample Courtesy of Niagara WorkSourceOne Career Center

Sample: Niagara WorkSourceOne 6 Week Cycle

Week 1: The #1 KEY to Your Job Search (Attitude)

Week 2: Secrets to Turn your Resume into Interviews

Week 3: Effective Cover Letters

Week 4: Networking

Week 5: Interview Tips to Land the Offer

Week 6: Mock Interview Questions

Creating worksheets for members ➔
As you are preparing materials for your Job Club think about what tools would be most useful for members. One idea is to help members create an appointment schedule to keep them organized in their job search activities. See the example to the right for an idea of how to start one.

Sample Courtesy of RochesterWorks! Career Center

Your Appointment Schedule

►First Interview
Interview Date

Manager's Name | Telephone Number

Company's Name & Address

Results of the interview and areas for improvement

Date I mailed the thank-you note | Date to follow-up on the telephone

Results of the follow-up

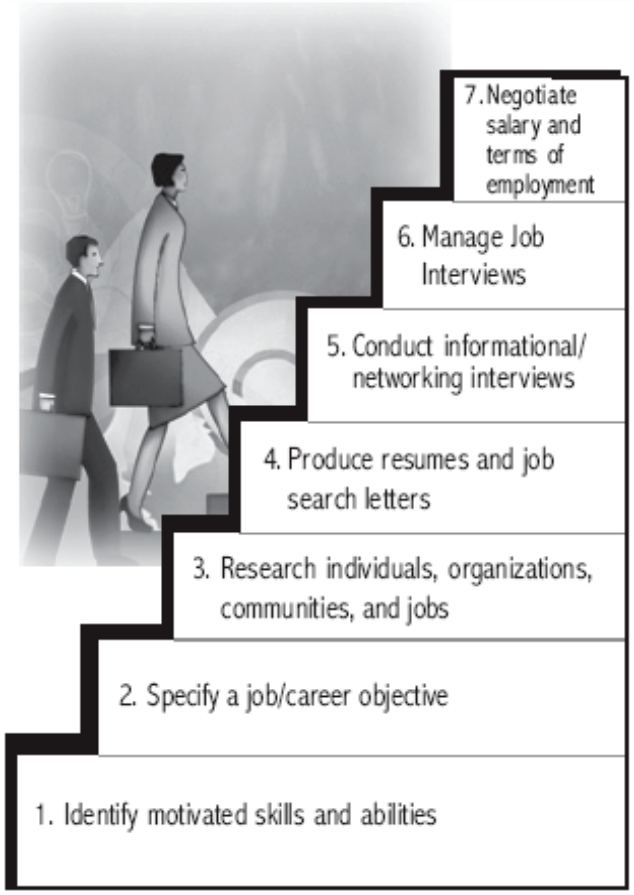
►Second Interview
Interview Date

Manager's Name | Telephone Number

Company's Name & Address

Handouts:
Consider creating your own handouts and lists of links. Choose the ones that are most specific to the members at your Job Club – you can provide our web links in addition to search engines that fit member career niches.

Sample Courtesy of Albany Career Central



Please share these websites every week with your Job Club members:

NYSDOL - www.labor.ny.gov
JobZone - jobzone.ny.gov
NYS JobBank - newyork.us.jobs
CareerZone –https://www.careerzone.ny.gov (up to age 24)
Indeed - www.indeed.com
NYS Civil Service - www.cs.ny.gov (for state job announcements)
America's Job Exchange - americasjobexchange.com
Occupational Handbook- www.bls.gov.ooh
USA Jobs - https://www.usajobs.gov/
Job Hunter's Bible - www.jobhuntersbible.com (for job advice)
Capital Area Help Wanted - www.capitalareahelpwanted.com
The Vault - www.vault.com
The Glass Door- www.glassdoor.com
Monster Careers - www.monster.com
Career Builder - www.careerbuilder.com
The Ladders - www.Theladders.com (for internships)
NYS Internships – www.nysinternships.com
Dice – www.dice.com (for tech professionals)
Inside Higher Education – http://careers.insidehighered.com
Search Accounting Jobs – http://www.searchaccountingjobs.com
MD Job Site – www.mdjobsite.com

NYSDOL online search tools →
While there are many existing job search engines, encourage members to use JobZone and the NYS JobBank. Also, encourage youth (including high school graduates and undergrads) to take advantage of the CareerZone database.

← Diverse population
Keep in mind using websites that offer specialized searches such as these ones.

New York State | State Agencies | Search all of NY.gov

Department of Labor | jobzone | Translate | Occupations

Andrew M. Cuomo, Governor | Peter M. Rivera, Commissioner

Home

Home | Work Search Records

Welcome | JobZone Adult

Update My Account | (0) | Logout

Work Search Records

Introduction | Add New Employer Contact or Activity | History | Reports | Address Book

Fields marked with a ● are required.

Add new employer contact or activity.

● Date: mm/dd/yyyy

● Activity Type: -- Select One --

● Activity Description: -- Select One --

Previous | Back to Portfolio | Save | Add New Contact or Activity | Next

The New York State Department of Labor is an Equal Opportunity Employer/Program.
Auxiliary aids and services available upon request to individuals with disabilities.

What's New? | Help | Site Map | About Us | Contact Us | Privacy Policy | Nondiscrimination P

careerzone

For students engaged in the exploration of future careers.

Did you know?
Customers can track their job search activities in JobZone. To access JobZone go to www.jobzone.ny.gov and click on Work Search Record.

Job Club Pocket Guide

#1 Do you need a Job Club?
__ Utilize a focus group during planning
__ Check with your Career Center to define the need
__ Identify other existing Job Clubs in your area

#2 Have you organized your Job Club?
__ Who will you invite?
__ Do you want a mixed or specialized group?

#3 Who's on your team?
__ Choose support staff
__ Identify roles for staff & members

#4 Have you designed your program?
__ Determine logistics of your Job Club
__ Reserve the location, time & date

#5 What tools did you pick?
__ Identify which tool works best
__ Decide how you want to utilize the tool

#6 Are you prepared for your first meeting?
__ Organize all necessary materials
__ Invite members
__ Advertise your club

#7 Are you ready to facilitate?
__ Use an agenda
__ Ask questions to facilitate discussion

#8 How did the meeting go?
__ Follow up with members
__ Record completed activities in OSOS

#9 What's next?
__Review member feedback to influence next meeting
__ Choose topics for discussion
__ Develop the agenda items

#10 How successful was your program?
__ Analyze results from evaluations
__ Follow up with members for feedback
__ Make necessary adjustments

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