

Back2Work Now:

RECONNECTING LONG-TERM UNEMPLOYED JOBSEEKERS

Workforce Development Council of Seattle-King County



This successful pilot project featured an intensive job-club structure, a LinkedIn group, and more than 30 engaged employers who offered mock interviews and advice – as well as jobs.

A New Model

The Workforce Development Council of Seattle-King County partnered with Employment Security and a multi-agency team to provide intensive job placement services to long-term Unemployment Insurance claimants through an innovative program called Back2Work Now.

Active recruitment focused on jobseekers who had collected UI for at least 79 weeks, especially those who had yet to engage in the employment and training services of WorkSource. About 200 participants were new to the WorkSource system, 61% had an Associates degree or higher, and 46% were over the age of 40.

Intensive Job Club

Back2Work Now offered a job-club structure that combined consistency with flexibility to ensure customer participation. Dedicated job placement specialists provide labor market tools, a fresh look at skills, job vacancies, and a focused job curriculum.

The six-week progressive modular units were offered at three WorkSource locations in King County; customers were free to stay at the same site or try other locations for convenience or to build their network. This supported customer momentum and engagement.

B2WN Job Club Sessions

- Resume Optimization and Customization
- Interview & Self Evaluation
- Networking & LinkedIn
- Mock Interviews with Employers
- Employer Panel and Recruiting Session
- The “4-Step Close,” salary negotiations
- Advanced Job-Search Strategies
- Mini Job Fair

RESULTS:

By the end of the project, 58% of participants (a total of 100) had found jobs. 30 more continue in the WIA program.

“You have helped me to remember all the positive qualities I have to offer as an employee – something I had forgotten after two years of job hunting.”

PARTNERING WITH EMPLOYERS

Employers were engaged throughout Back2Work Now. They offered their time on industry Q&A panels, gave participants mock interviews for practice and pointers, brought job openings to recruiting events, and used B2WN's LinkedIn site to recruit new employees.

Employer partners included:

Aerotek
Ajilon Finance & Office
Alliance 20/20
AT&T
Boeing
Cipton Ross
Cobalt Group
Concur
Dendreon
Dynacraft
Emerald Services
F5 Networks
First Choice Health Network
Hallmark Staffing
IBM Global Services
Idea Identity
Kenworth
Medtronic/Physio Control
Microsoft (3 Divisions)
PACCAR and PACCAR Parts
Paychex
Providence Health Services
REI
Seattle Public Utilities
Seattle Times
Sound Transit
Starbucks
T-Mobile
Vertafore
Volte Technical
Wimmer Solutions



LinkedIn WorkSource Networking Group

Back2Work Now staff created a WorkSource networking group via LinkedIn – a website that connects customers to a wider network of both jobseekers and employers. This site is used not only as an ongoing resource and discussion forum for jobseekers, but also a site where employers post job openings and alert jobseekers to hiring opportunities.

Job Placement

Activities included direct hiring events, an on-line workspace to facilitate access to job postings and information, building a group of employer partners, and working with existing WorkSource system job placement services and resources.

"I wanted you to know that I accepted a contract at Microsoft today. I learned of this position when I logged into LinkedIn the day after the WorkSource session."

"I'm pretty sure I would have ignored LinkedIn as a networking tool if I had not attended this session."

Self-Sufficiency Calculator

WorkSource staff helped jobseekers use the Self-Sufficiency Calculator to understand their salary needs and household budget, and identify available resources that could help pay the bills during the job search.



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