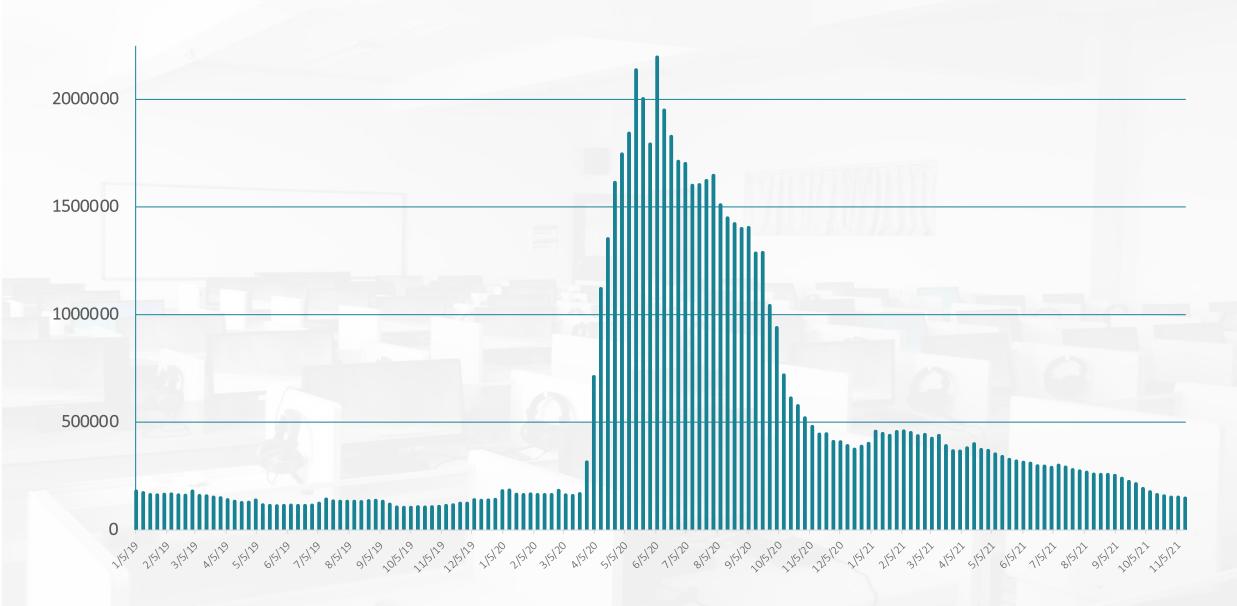
# WEARE YOUR DOL

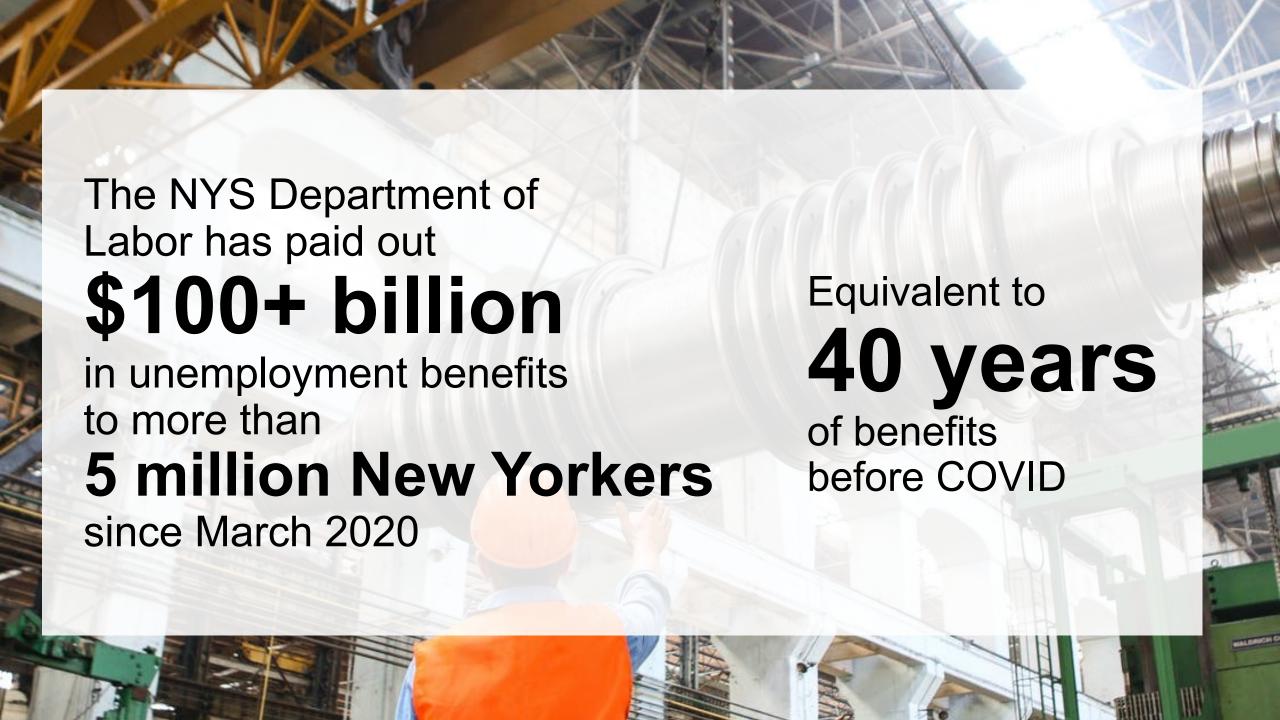


Department of Labor

Recruiting Resources For Businesses

#### Context: New Yorkers Claiming Benefits by Week





We had to adapt in real time.

Virtual Services: The New Normal

# **Workplace Trends**

- Automation and job displacement
- Workers' desires and expectations are shifting
- Industry redeployment underway
- Skills mismatch
- Significant need for training and upskilling
- Critical need for both skilled and entry-level workers
- Changing dynamic between businesses and workers
- How do we cut through all the noise?





#### **Starting Your Own Business**



Essentials of Thinking & Action



Entrepreneurial Mindset: First Step Towards Succ...



The Search for Great Ideas: Harnessing



Proposing, Proofing, and Practicing to a Success...

#### **Software Development Learn How to Code**



Programming



# Example: Coursera

C for Everyone: Programming

C for Everyone:

C++ For C Programmers, Part A









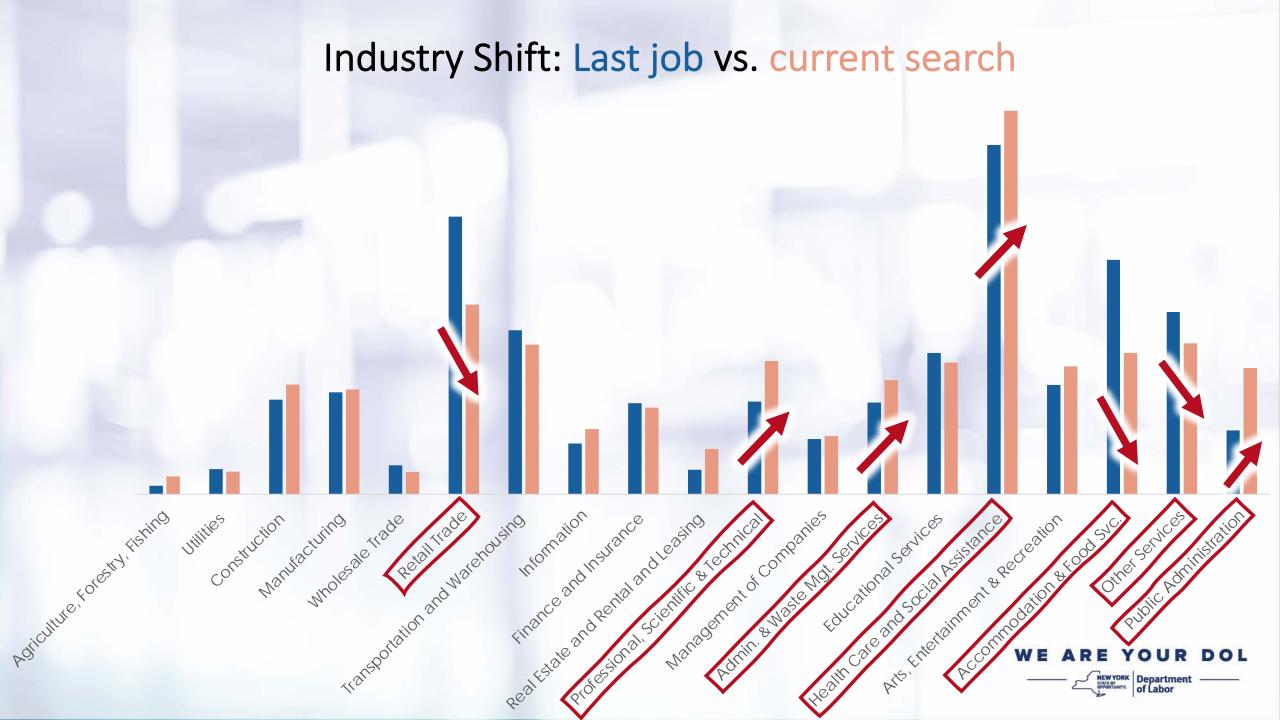




## If pursuing a different type of work, why?

Reason (statewide)	%
Higher salary	54%
Better work-life balance	48%
Better hours/schedule	40%
Availability of job openings	40%
Job security	40%
Better culture/work environment	31%
COVID health concerns	30%
Limited promotional opportunities	8%





# Besides salary, what would have the biggest impact on your decision to pursue a job offer?

Reason (statewide)	%
Flexible work scheduling	59%
Remote work options	40%
Paid time off	37%
Promotional opportunities	27%
Transportation subsidy	23%
Hiring bonus	23%
Retention bonus	17%
Child care subsidy	15%



#### What barriers to employment do you face?

Barrier (statewide)	%
I face discrimination due to my age	33%
I don't have the right degree, certificate or credential	32%
I don't have enough experience in the field	24%
I don't have enough modern/digital skills	21%
I don't have a large professional network	21%
Insufficient education/training	20%
I have gaps in employment	19%
I don't have access to reliable child/elder care	15%
I don't have a driver's license	14%
I don't have access to reliable transportation	13%
I'm unable to access to technology to work remotely	9%
I'm unable to create cover letters and resumes	9%





#### Top trainings desired

#### **Statewide**

- 1. General Computer Skills
- 2. Health Care
- 3. Microsoft Office
- 4. Management/Leadership
- 5. Nursing
- 6. Office/Clerical
- 7. Computer Science
- 8. Information Technology
- 9. Accounting/Bookkeeping
- 10. CDL
- 11. Medical Billing and Coding
- 12. Construction
- 13. Real Estate
- 14. Business
- 15. Finance
- 16. Technology (General)





#### The Next Set of Questions...

What is your current status?

How are you supporting yourself?

What kind of work are you seeking?

Rate the strength of your job search need

What work options would you like employers to offer?



# WEARE YOUR DOL



Department of Labor

BUSINESS ENGAGEMENT RECRUITMENT SERVICES

# **BUSINESS ENGAGEMENT**

#### WHAT WE DO:

- Our system connects over 250,000 individuals to career and training opportunities each year.
  - Our mission is to create and connect talent pipelines to the opportunities of our busines customers.
  - We assist businesses who are growing and thriving through our Business Services teams, as well as businesses facing downsizing and closures with layoff aversion and Rapid Response services.
- We hold an average of **1,500** customized recruitments and job fairs annually to connect jobseekers with businesses.
- We maintain the tools and resources to provide no cost services to our customers.



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Of Labor

**JOBSEXPRESS** 

### **JOBSEXPRESS**

- Currently, over 220,000 NYS based jobs posted on JobsExpress.
   \*RECORD HIGHS\*
- JobsExpress sorts the thousands of jobs listed on the NYS Job Bank by region!
- JobsExpress allows job seekers to search by:
  - Occupation
  - Businesses most in demand
  - Zip code and travel distance







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# **JOBSEXPRESS: OPENINGS BY REGION**

Region	Businesses	Openings
New York City	2,806	91,107
Long Island	1,093	24,609
Capital	1,277	22,393
Hudson Valley	1,205	20,361
Western NY	1,372	18,716
Finger Lakes	1,231	17,490
Central NY	847	10,236
Southern Tier	741	9,876
North Country	651	5,653
Mohawk Valley	482	4,156
Total	6,836*	224,597



# **JOBSEXPRESS: TOP JOBS**

- Registered Nurses
- Software Developers, Applications
- Marketing Managers
- Retail Salespersons
- First-Line Supervisors of Retail Sales Workers
- Social and Human Service Assistants
- Management Analysts
- Customer Service Representatives
- Financial Managers, Branch or Department
- First-Line Supervisors of Office and Administrative Support Workers
- Managers, All Other
- Market Research Analysts and Marketing Specialists
- Nursing Assistants
- Cashiers
- Accountants
- Home Health Aides
- Computer Systems Engineers/Architects
- Licensed Practical and Licensed Vocational Nurses
- Combined Food Preparation and Serving Workers, Including Fast Food





### **NEW YORK STATE JOB BANK**

- New York State Department of Labor's main source for job postings and job seeker resumes.
- Over 390,000 jobs on the NYS Job Bank:
- Connecting job seekers to businesses:
  - Allows businesses to manage job orders throughout the recruitment process.
  - Helps businesses increase interest in their job openings.
  - Enables businesses to search the resumes of thousands of job seekers.
- Ability to post job opportunities multiple ways!



# **NEW YORK STATE JOB BANK**

- Businesses can post jobs at no cost!
  - o Saving up to \$8,000 a year!
- Job postings get a lot of exposure!
  - o Saving money and time!
  - Over 40,000 job seekers visit the NYS Job Bank on a monthly basis!
- Businesses develop a large pool of qualified candidates!
  - o Filling open positions with ease!



## **MICROSITES**

**Seasonal Jobs** 

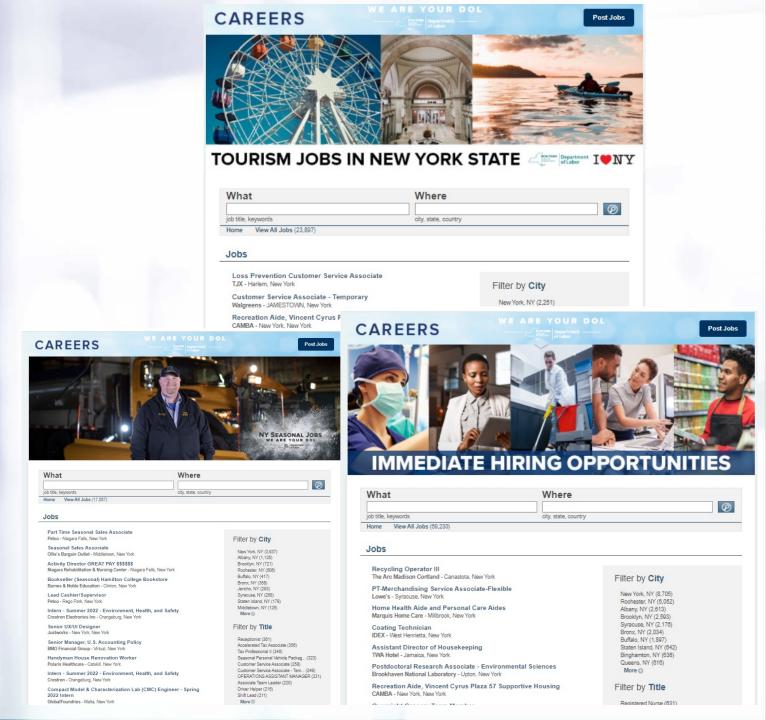
https://seasonalworks.labor.ny.gov

**Immediate Hiring Opportunities** 

https://nyhirenow.usnlx.com/

**Tourism Industry** 

https://nytourism.usnlx.com/



# RECRUITMENT EVENTS

- Businesses save up to \$13,000 per year utilizing our additional recruitment services!
  - Regional Career Fairs
  - Mini Job Fairs
  - Dedicated Recruitment Events
  - \*NEW\* Virtual Career Fairs
- Recruitment Events:
  - Help businesses access top talent in one place at one time
  - Reduce recruiting time
  - Help businesses reach highly motivated jobseekers



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VIRTUAL CAREER FAIRS

#### **BACKGROUND**

In early 2020, The New York State Department of Labor searched to implement a virtual solution to in-person career fairs that would allow businesses and job seekers to make important connections in a safe, and easy way.

The New York State Department of Labor Virtual Career Fairs launched in November of 2020. There were two pilots held, the first in Western, NY on November 18, 2020, and the second in the Finger Lakes on November 19, 2020.

Since launching, NYSDOL has held **36** Virtual Career Fairs with **2,440** businesses and **21,707** job seekers in attendance.



#### VIRTUAL CAREER FAIRS: EVENT CUSTOMIZATION

- Unique exterior design for each event
  - Incorporate various logos and promotional material and background image unique to the event and area.
- 6 pavilions Unique for each event
  - Based on industry or region/county
- Unlimited booths and visitors
- NYSDOL Information Stand equipped with helpful videos and content for participating job seekers and businesses.



#### **BOOTH CUSTOMIZATION AND ACCESSIBILITY FEATURE**

#### Build your booth

 Businesses can customize their company information, logo, add a slogan, links, and downloadable materials such as applications, videos and job postings.

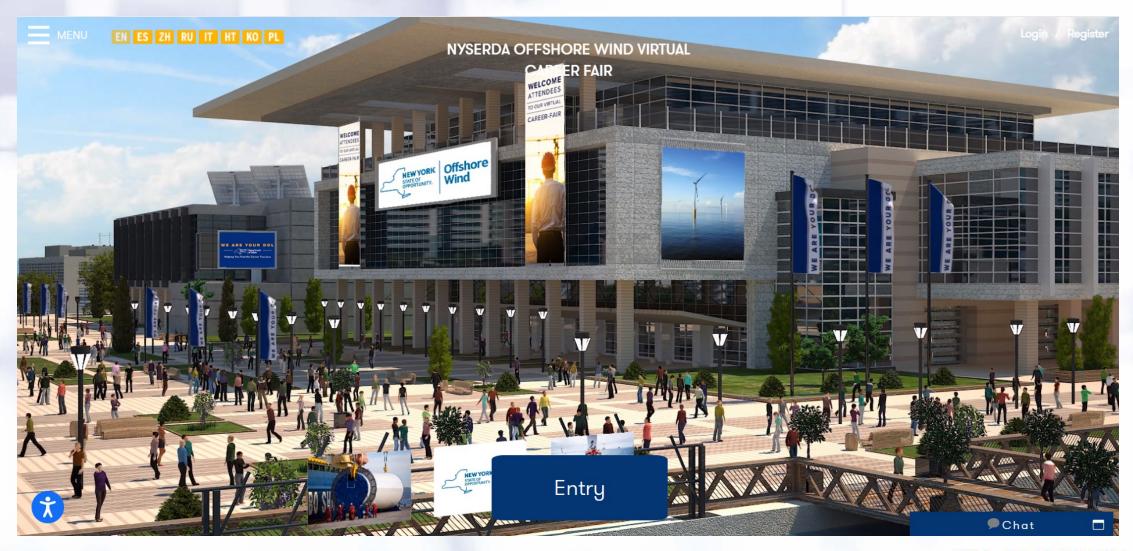
#### Accessibility Feature

 Offers options such as vision impaired profile, cognitive disability profile, ADHD friendly profile, screen-reader, keyboard navigation. The feature also has options to adjust content, text, audio, and colors.

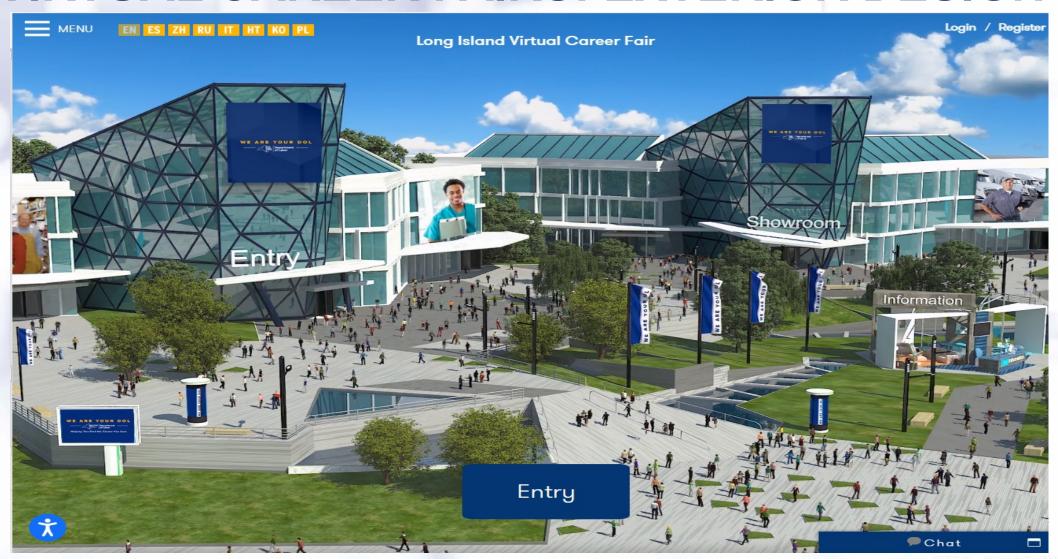
#### Language Translation

 The site offers 8 languages for the interface, and a translation option in the text chats.

## VIRTUAL CAREER FAIRS: EXTERIOR DESIGN



## VIRTUAL CAREER FAIRS: EXTERIOR DESIGN



#### VIRTUAL CAREER FAIRS: PAVILION EXAMPLE













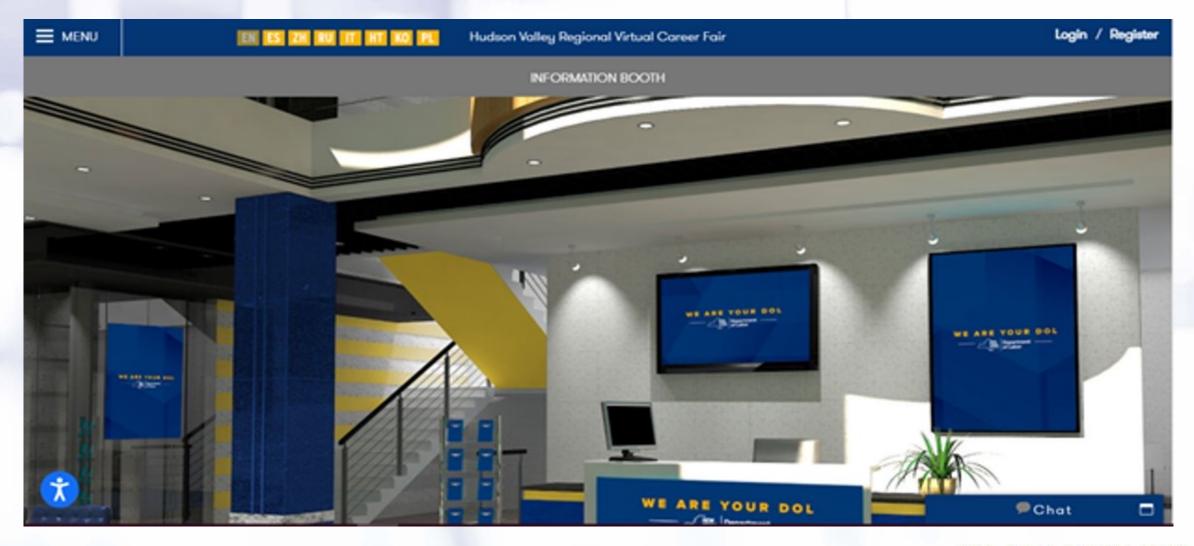




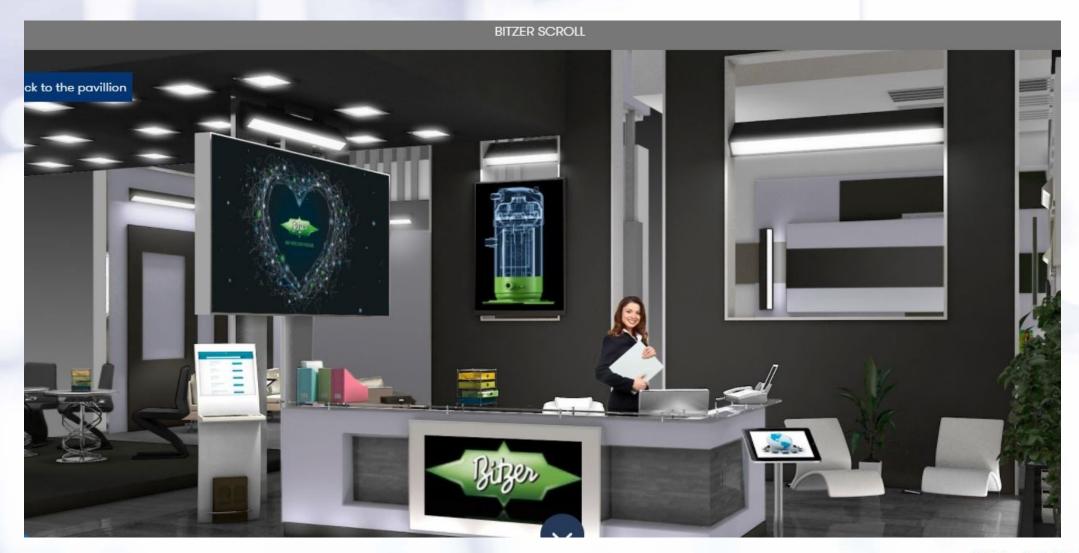
WE ARE YOUR DOL



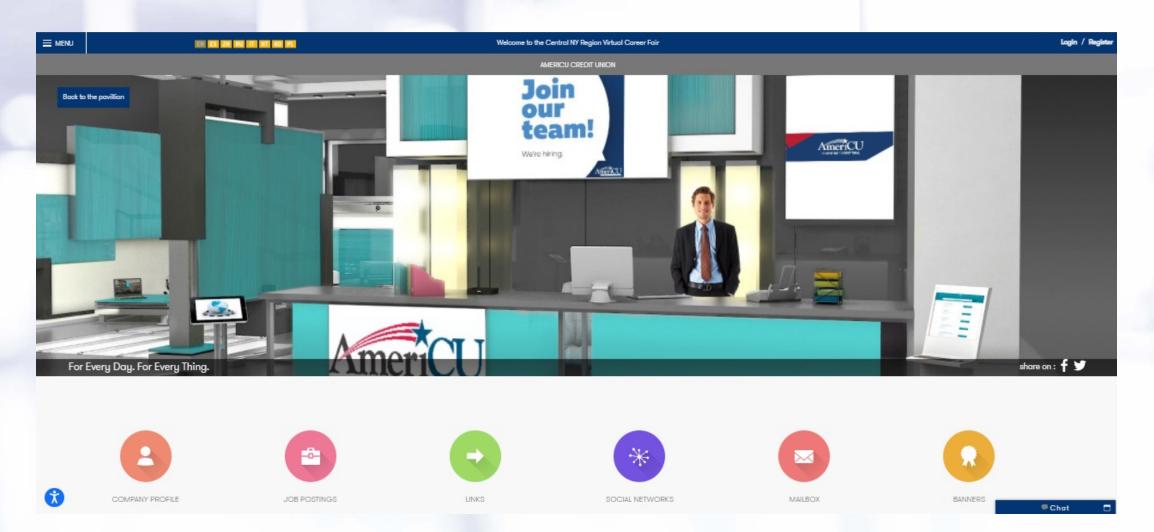
# VIRTUAL CAREER FAIRS: INFORMATION BOOTH



## VIRTUAL CAREER FAIRS: BOOTH EXAMPLE



## VIRTUAL CAREER FAIRS: BOOTH EXAMPLE







#### **VIRTUAL CAREER FAIRS: BENEFITS**

- Expanded Candidate Pipelines
- Higher Job Seeker Attendance
  - Higher conversion rates (Avg. 60%+)
- Saves Time and Money
  - Virtual Career Fairs hosted by the NYSDOL are No Cost
- Accelerated Hiring Times
  - Some businesses conduct initial interviews on the spot!
  - Others leave the event with interviews scheduled
- Pre-event Marketing Support



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**MARKETING** 

#### **NYSDOL MARKETING: SOCIAL MEDIA POSTS**



WE ARE YOUR DOL



#### **NYSDOL MARKETING: SOCIAL MEDIA POSTS**

#### **REGISTER NOW!**

VIRTUAL CAREER FAIR

In partnership with

NYS SENATE MAJORITY LEADER
Andrea Stewart-Cousins



WEDNESDAY SEPTEMBER 29, 2021 (PREVIEW DAY) THURSDAY SEPTEMBER 30, 2021

(LIVE EVENT 10AM - 2PM)

WE ARE YOUR DOL









The tourism industry is powered by workers around the state, from Governor's Island to the Thousand Islands, Niagara Falls to New York City.

We're partnering with @I\_Love\_NY to shine light on tourism job opportunities available now!

Join us TODAY! nysdolvirtual11.easyvirtualfair.com



WE ARE YOUR DOL



#### **NYSDOL MARKETING: FLYERS**



In partnership with

NYS SENATE MAJORITY LEADER
Andrea Stewart-Cousins



#### REGISTER NOW!

nysdolvirtual.easyvirtualfair.com

#### WEDNESDAY SEPTEMBER 29, 2021

(PREVIEW DAY)

THURSDAY SEPTEMBER 30, 2021

(LIVE EVENT 10AM - 2PM)



Volunteers of America Greater New York

St John's Riverside Hospital
Allied Universal Protective Services
NYS Department of Corrections and
Community Supervision
Cardinal McCloskey Community Services
BNT and Allergy Associates/QMMS USA

130 openings
100 openings

Plus, 1,786+ Jobs From 40+ Employers







WE ARE YOUR DOL



A PREVIEW DAY WILL BE HELD ON WEDNESDAY, DECEMBER 1, 2021 BEGINNING AT 9AM.

PRE-REGISTER TODAY: https://nysdolvirtual8.easyvirtualfair.com

#### ATTENDING BUSINESSES

Old Navy University Support Services Chembio Diagnostic Systems, Inc. Berkshire Farm Center & Services FEDEX Express Walgreens Randstad VNSNY/ Partners in Care Verizon Outreach David Lerner Associates Staples Brookhaven National Lab Maximum Security BlueSkye Staffing Corp. Greenporter Hotel LLC Tiegerman School NYS Dept of Motor Vehicles Robert Half **Customer Computer Specialists** Windowrama Community Housing Innovations Attentive Care And more!

#### JOB OPENINGS FOR ATTENDING BUSINESSES

Stock Associate	Customer Service	Security Guard	Substance Abuse Counselor
Homefinder	Warehouse Worker	Machine Operators	Cleaner
LPN/ RN/ CNA/ HHA/ PCA	IT Programmer	Teachers	Packaging Operator
Production Technician	Marketing	Motor Vehicle Rep	Waiters/ Host/ Bartenders
Sales Associates	Courier Handler	Administrative Assistant	And many more!

MAKE SURE TO PRE-REGISTER AND UPLOAD YOUR RESUME

FOR MORE INFORMATION ABOUT THIS EVENT, CONTACT VIRTUALJOBFAIRS@LABOR.NY.GOV

888.469.7365 | www.labor.ny.gov | 面◎ು₽@nyslabor





#### TALENT POOL ALIGNMENT – THE PERFECT FIT

#### Geographical Diversities:

- In demand occupations in your region
- Identify skills and expertise of customers
- Develop a network that aligns with local workforce needs

#### Understanding Regional Challenges:

- o Skills Gap
- o Pay Scale
- Commutation Patterns



#### **NYSDOL MARKETING: E-MAIL BLASTS**

#### 2021 Blast emails sent:

- o 496 emails were sent out
- o **8,964,292** job seekers

#### E-mail Blasts grab the attention of readers, by including the following:

- o Benefits, flexibility, wages where available
- Actionable subject lines
- Concise information such as dates, business name and job titles
- Links for quick and easy direction to and access of events
- Detailed job descriptions
- Access to job applications

#### Talent Outreach Strategy:

- Based on county or location
- o Time since a service, experience or desired fields
- Other search criteria as necessary such as Driver's license,
   bi-lingual candidates, educational degrees, etc.



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REGIONAL LEADS

## REGIONAL LEADS

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## The Shared Work Initiative



#### **Snapshot:**

- Shared Work is the best way to retain valued employees and save on labor costs.
- Thousands of New York State businesses have already participated.
- Responds to a challenging business cycle.
- Adjusts to supply chain issues.
- Manages seasonal adjustments.

You built a winning team...now keep it.



#### Here's what businesses have to say about Shared Work:

Shared Work helped our company out of a hard spot by not having to lay off good employees who may find another job in the meantime. Sometimes we need a little help to get through a rough patch. Shared Work allows us to keep our employees working during our slow time, and they appreciate that we don't want to lose them.

LORI S.
Controller for a Mohawk Valley
Plastics Manufacturer



Shared Work gives you flexibility to stop and start as business demands within the plan year. This enables us to keep our valuable employees while reducing payroll during the slow months. Enrollment is pretty simple and there is always someone to talk to if you have questions.

JEANETTE I.
Capital Region Lumber Company





### The Shared Work Initiative helps...

#### **Avoid employee turnover**

 On average, turnover costs 6-9 months salary when replacing a salaried employee.

#### **Example cost...**

\$40K annually salaried employee = \$20K-\$30K recruitment & training.

#### Other negative impacts...

- Spiraling future recruiting & training costs plus the cost of a regular Unemployment Insurance claim.
- Lost productivity.
- Using temporary workers or overtime.
- Spread of low morale within the remaining workforce.



### The Shared Work Initiative is proactive...

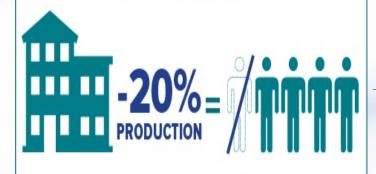
#### Offers confidentiality and flexibility:

- Shared Work provides businesses a safety net to combat slow periods or downturns by allowing employees to receive partial UI benefits while working reduced hours.
- Businesses have customizable options to include their entire workforce, particular shifts or work units as well as flexibility to reduce work schedules by 20%-60%.
- Work available is then SHARED among those employees.
- Employees receive reduced pay from your business <u>AND</u> a percentage of their UI benefit rate (20-60%).
- Option to recall furloughed employees on a part-time basis.
- Gear up quickly when business improves...increase work hours even up to full-time status.



## The Shared Work Initiative example...

A business that is facing a 20 percent reduction in production usually lays off one-fifth of its workforce.







## The Shared Work Initiative requirements...

#### Eligible businesses:

 Employed at least 2 full-time employees working in New York State

#### And

- For 4 consecutive calendar quarters, you or your predecessor must have:
  - Paid UI contributions

#### Or

oIn lieu of contributions, elected reimbursement of benefits paid to your former employees.



## The Shared Work Initiative requirements...

#### Eligible businesses (continued):

- Reduce existing staff (all or designated groups) by 20-60%.
- Employees may participate in a plan if otherwise eligible to receive regular UI benefits in New York State.
- Additional employees cannot be hired in the designated group of Shared Work participation.
- If a collective bargaining agreement is in effect, the collective bargaining agent must agree to participate in the plan.



#### The Shared Work Initiative structure...

**Guidelines:** 

#### Eligible employees participating in Shared Work...

- Employees may participate in a Plan if otherwise eligible to receive regular UI benefits in New York State.
- May receive a maximum of 26 times their weekly benefit rate during a benefit year.\*
- May not receive more in a benefit year from Shared Work benefits combined with regular UI benefits, than they would in the regular UI Program alone (26 times their weekly benefit rate).
- Must be fully available for work for the Shared Work employer...but are not required to look for other work.
- Eligible employees can be full-time, part-time, seasonal, intermittent or temporary.





#### The Shared Work Initiative...

Website <a href="https://dol.ny.gov/shared-work-program-0">https://dol.ny.gov/shared-work-program-0</a>

#### Fact Sheets

Businesses - <a href="https://dol.ny.gov/system/files/documents/2021/02/sw1.pdf">https://dol.ny.gov/system/files/documents/2021/02/sw1.pdf</a>
Employees - <a href="https://dol.ny.gov/system/files/documents/2021/02/sw1.5.pdf">https://dol.ny.gov/system/files/documents/2021/02/sw1.pdf</a>

#### Helpful Shared Work Videos

Benefits of Shared Work -<a href="https://www.youtube.com/watch?v=Kp9x5yKXKc0&t=4s">https://www.youtube.com/watch?v=Kp9x5yKXKc0&t=4s</a> Create a Shared Work Plan <a href="https://www.youtube.com/watch?v=4eQNSHDS0to">https://www.youtube.com/watch?v=4eQNSHDS0to</a>

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