



MWCA Best Practices

SUBMISSION FORM

WIB Name/WSA: **Ramsey County Workforce Solutions (WSA #15)**

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Job Connect

Workforce Solutions' Business Services Unit (BSU) has been managing a Job Connect service for over seven years. Our staff has developed an e-mail distribution list of approximately 325 individual job Workforce Professionals associated with over 55 employment assistance agencies around the metro area who receive weekly job listings from us. These listings have been sent to Workforce Solutions' BSU staff from State Business Service Reps and others. Workforce Professionals are encouraged to provide these job listings to their clients as a way to more quickly respond to employer job postings. Some of the postings are unique and not elsewhere listed.

Job Connect also brings together on a monthly basis the Workforce Professionals with area employers to discuss trends and opportunities in various industries and places of employment. Workforce Professionals have a way of quizzing employer representatives on the nature and characteristics of working in the particular industry but also probing for job openings known by the employer representative.

The impact of this "best practice" is Workforce Professionals deepen their personal knowledge about the labor market and the types of jobs available, they also receive up-to-date information about jobs in specific industries and training on relevant workforce industry resources in the community. Employers are listed along with contact personnel, and the job description is informative and insightful, helping the Workforce Professionals match job postings to their clients. Depending on the client, time being unemployed can be shortened by more accurate referrals.

One of the community impacts is developing relationships between area employers and Workforce Professionals. Workforce Professionals are better equipped to call directly to employers listing positions through Workforce Solutions BSU and engage in direct conversation with employer representatives. Employers broaden their knowledge and perspective on the business of helping job seekers get connected and are more willing to recruit by speaking directly to Workforce Professionals. Another impact is Job Connect meetings are at a different location every month with locations varying from employers to training institutions to social service agencies. This broadens the knowledge of all participants because many of the agencies may provide services other than job seeking assistance.

The whole operation is run on a shoestring—with Workforce Solutions covering the cost of the coordination of meetings between employers and job Workforce Professionals and maintaining the distribution list for sending out job position notices. Workforce Professionals through their participation are able to broaden their employer contacts and do more effective job development.

There are many resources for job seekers but few for Workforce Professionals. Job Connect is a resource that is meant to help Workforce Professionals not only with current job postings but also information and insight on how to do their jobs better. Job Connect has grown by 40% in the past year and many of the agencies represented are non-profit organizations that are not vendors with any of the WSA operators. This gives employers, job seekers and Workforce Professionals alike a way to be connected and productively finding one another.

