



MWCA Best Practices

SUBMISSION FORM

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

Overview

Job Connect is a large network of professionals consisting of non-profit agencies, educational institutions and government departments that specialize in the workforce industry. They work with hundreds of job seekers on a daily basis. Workforce Solutions' Business Services Unit (BSU) has been managing Job Connect for over eight years. Job Connect's purpose is to get information into the community about job leads, educational opportunities, community resources and other information that helps the workforce industry. The informing is done electronically through regular emailing and the Job Connect website that is open to workforce professionals, job seekers and employers.

In addition, Workforce Solutions' staff, serving as Job Connect, conducts monthly meetings and job seeker events. The meetings consist of workforce professionals who hear speakers from the community discuss employment trends and hiring opportunities. Typically the speakers are a mix of employers, community resources and short-term training providers. Through Job Connect, BSU staff has also held job fairs and volunteer fairs for job seekers.

This year we launched a **new website (www.jobconnectmn.com)**. Workforce Professionals, job seekers and employers can subscribe to the website and receive updates regularly (3-4 times per week). The updates typically are based on jobs, training and community resources. Some of the jobs and other postings are unique and not elsewhere listed. Besides job seekers and employers business services staff has developed an e-mail distribution list of approximately 400 individual workforce professionals associated with over 60 employment assistance agencies around the metro area. Because the list grows continually Job Connect is now using a data service that allows customization and better targeting of our email updates.

A soon to be launched service will allow staff to create online registration for workshops and training and provide demographic details on how we can better serve our customers when particular jobs and events come up.

Jobseeker Impact

Job seekers have the opportunity to receive regular email updates about jobs, training, community resources and other pertinent information. As the new service is launched, a job seeker will have the opportunity to register for trainings online.

Community Impact

Many businesses, education entities, non-profit community resource organizations and workforce industry information sources send information to be distributed through the Job Connect network. Many have commented on how effective it has been for them to get the "word out into the community".

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 better to help their clients. Job Connect continues to grow every year and many of the agencies using Job Connect are non-profit organizations that are not vendors to any of the Workforce Service Area operators. This gives employers, job seekers and Workforce Professionals a way to be connected and easily find one another.

Another one of the community impacts is developing relationships between area employers and Workforce Professionals. Workforce Professionals, using Job Connect, are better equipped to directly call employers who are listing positions on Job Connect and engage in direct conversation with them. Employers, using Job Connect, broaden their knowledge and perspective on helping job seekers get connected and are more willing to recruit by speaking directly to Workforce Professionals. Another impact of Job Connect is the monthly meetings held at a different 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.