

Increase Your Success with the Long-term Unemployed



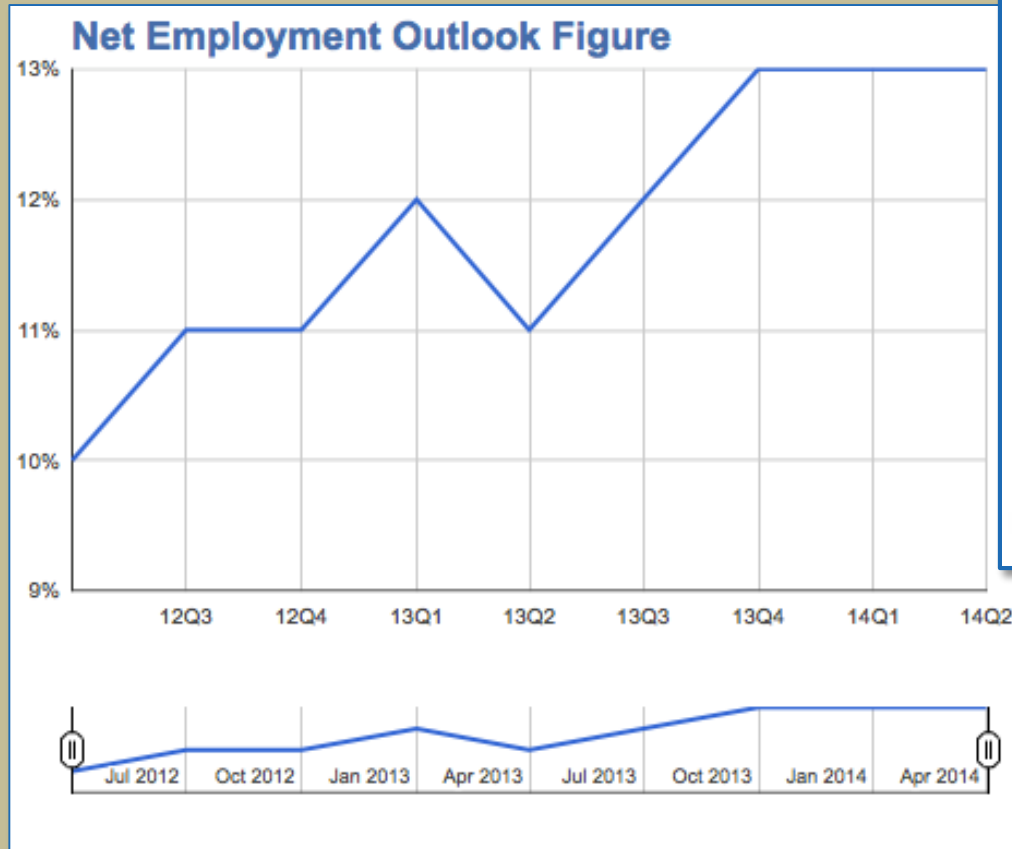
*Presented by Melanie Arthur
Melanie Arthur Consulting*

Workshop Topics

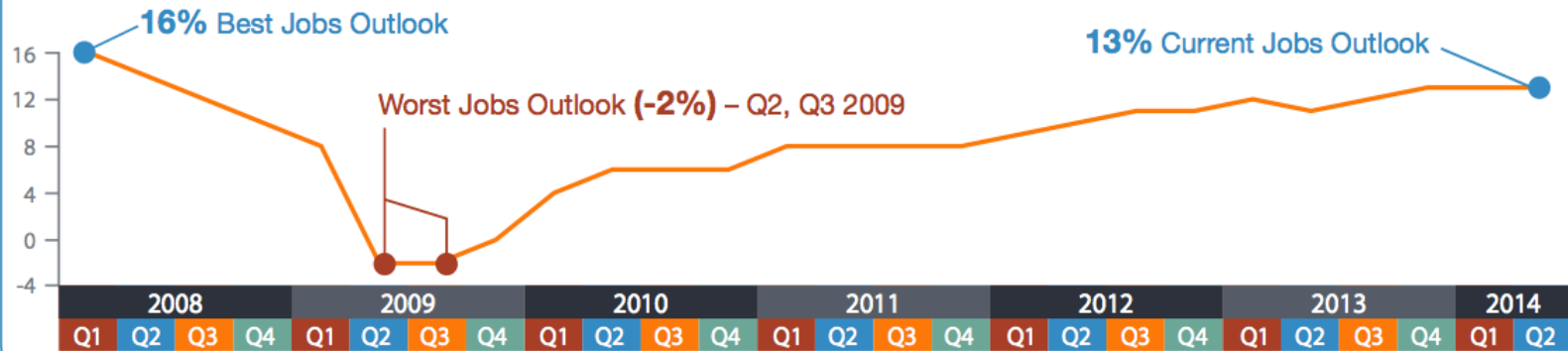


- 1. Review information about this significant population.**
- 2. Discuss strategies and services targeted to help the long-term unemployed.**
- 3. Present direct-service tips specific to these job seekers.**

The Economic Recovery Steady and Slow



JOBS OUTLOOK NATIONALLY SINCE 2008

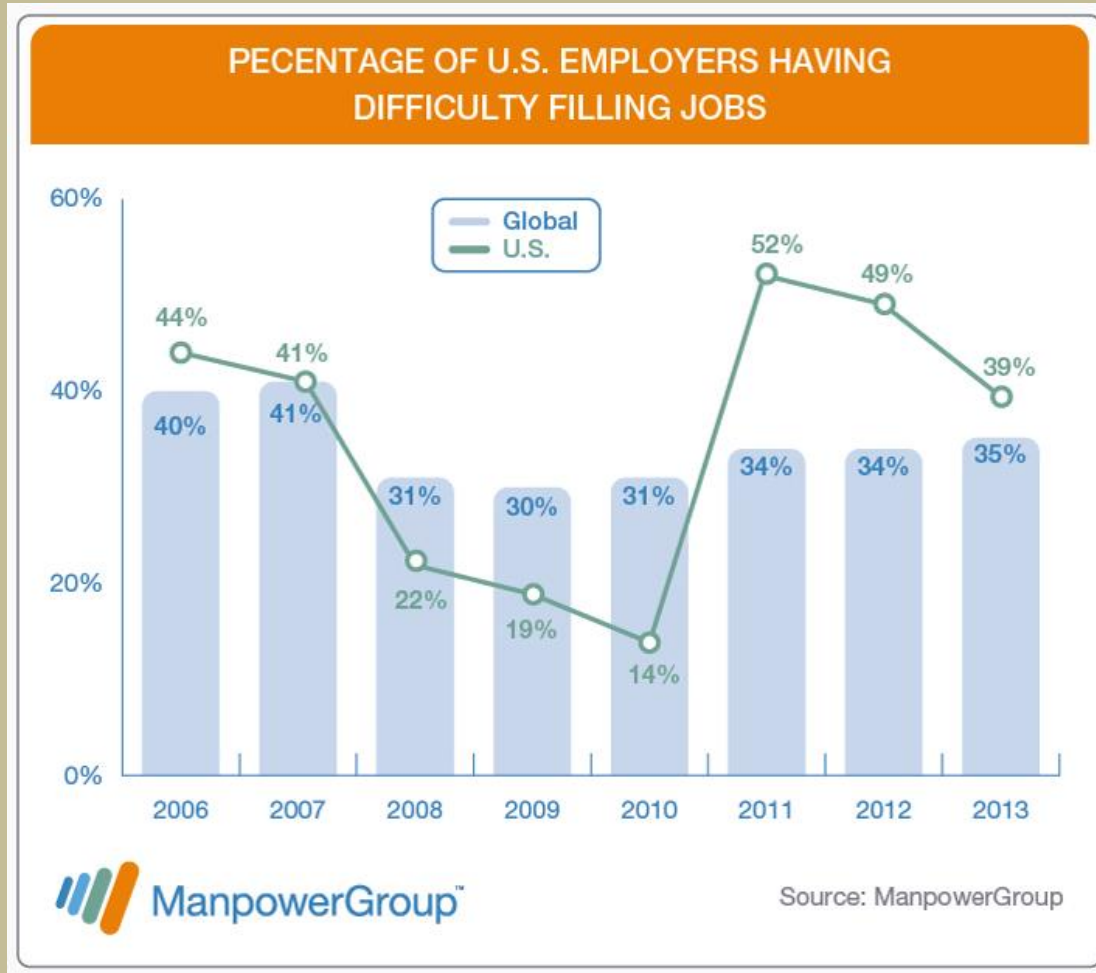


JOBS OUTLOOK BY INDUSTRY



Manpower Employment Outlook Survey, Q2 2014

Employers Having Difficulty Filling Jobs



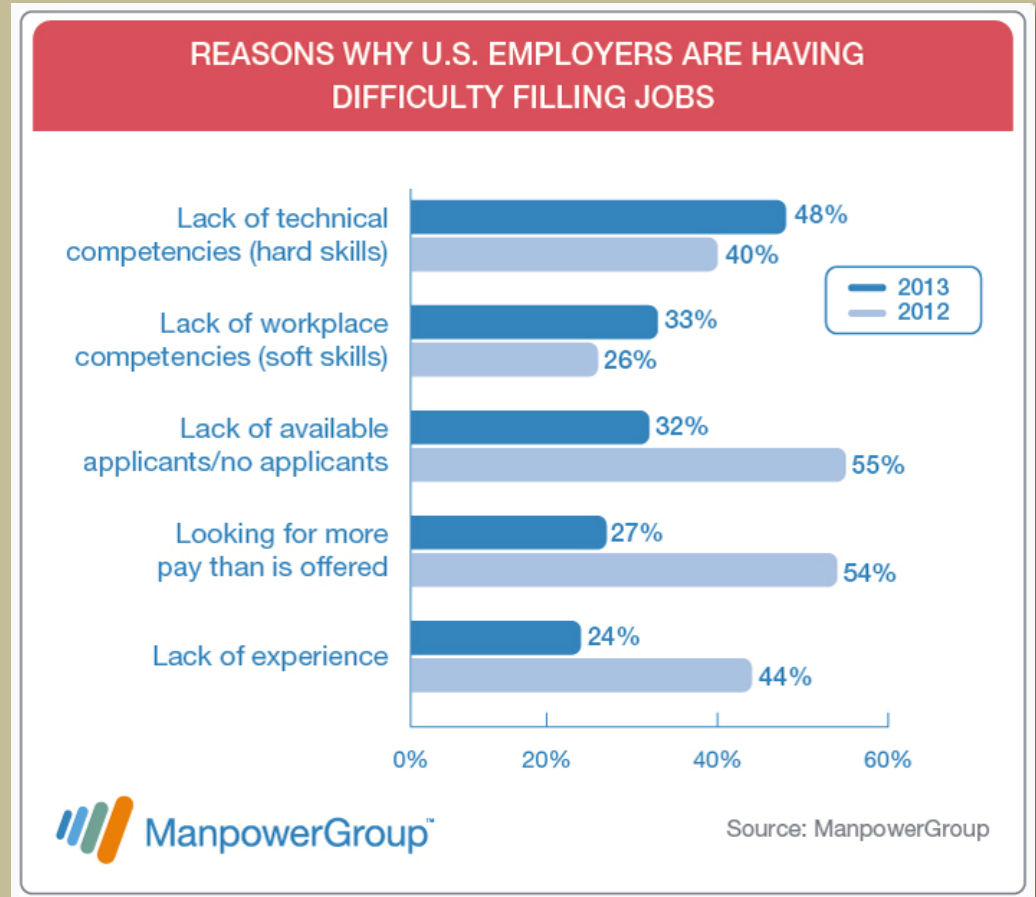
Hardest to Fill in 2013

- Skilled Trades
- Sales Representatives
- Drivers
- IT Staff
- Accounting & Finance Staff
- Engineers
- Technicians
- Management/Executives
- Mechanics
- Teachers

ManpowerGroup Talent Shortage Survey, 2013

Main Reasons for Difficulties Filling Jobs

- Lack of hard skills (48%)
- Lack of soft skills (33%)
- Lack of available applicants (32%)
- Lack of available applicants (32%)



ManpowerGroup Talent Shortage Survey, 2013

Even as job growth has picked up, long-term unemployment remains at historically high levels

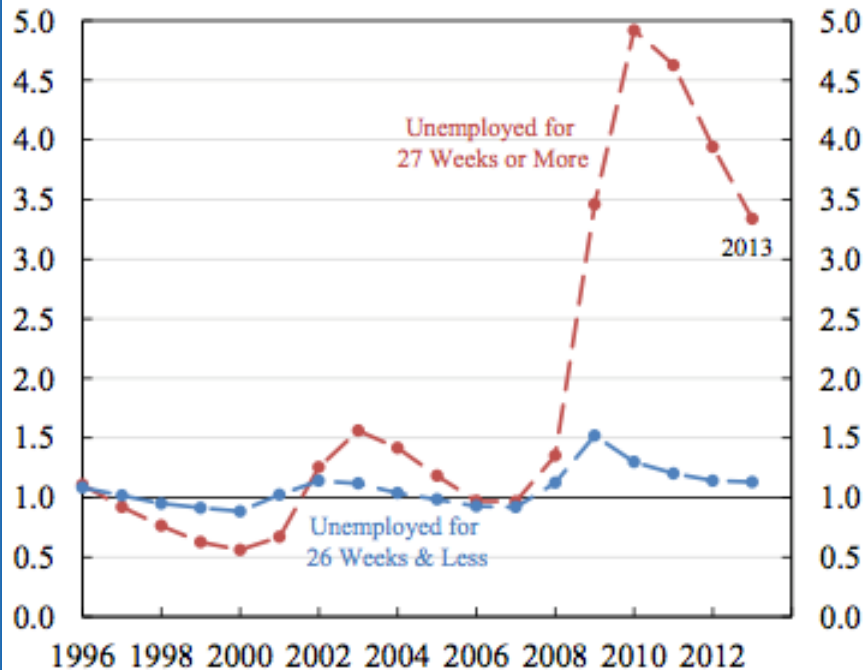
- The current long-term unemployment rate is 2.5 percent, more than double the pre-financial crisis average of 1.0 percent, and close to the highest rate on record prior to the recession.¹
- As of December 2013, there were 3.9 million long-term unemployed Americans, those without jobs for 27 or more weeks, about 2.6 million of whom had been looking for work for 52 weeks or more.²
- The average length of unemployment stands at 37.1 weeks, down from its peak of 40.7 weeks. By comparison, the highest level on record prior to recession was just 21.2 weeks.³
- Long-term unemployed individuals currently make up 37.7 percent of the unemployed. This is down from 46 percent in 2010, but still remains significantly above the pre-recession peak of 26 percent in 1983.⁴

Addressing the Negative Cycle of Long-term Unemployment, The White House, January 2014

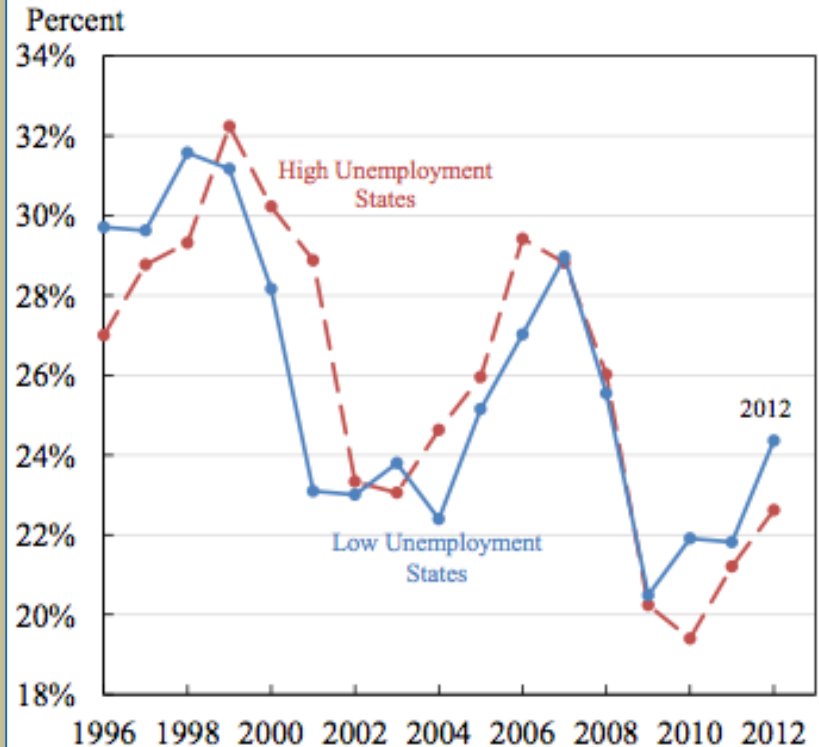
1 Council of Economic Advisors calculations based on U.S. Bureau of Labor Statistics data. 2 U.S. Bureau of Labor Statistics, <http://www.bls.gov/news.release/empsit.nr0.htm> 3 Council of Economic Advisors calculations based on U.S. Bureau of Labor Statistics data. The records on long-term unemployment as a share of the unemployed date back to 1948. 4 Ibid. The long-term unemployment rate in June 1983 was 2.6 percent.

Longer Duration, More Likely to Leave the Labor Force

**Figure 15(b). High Unemployment States:
Unemployment Rates by Duration Relative to
1996-2007 Averages**
Ratio Relative to Historical Average



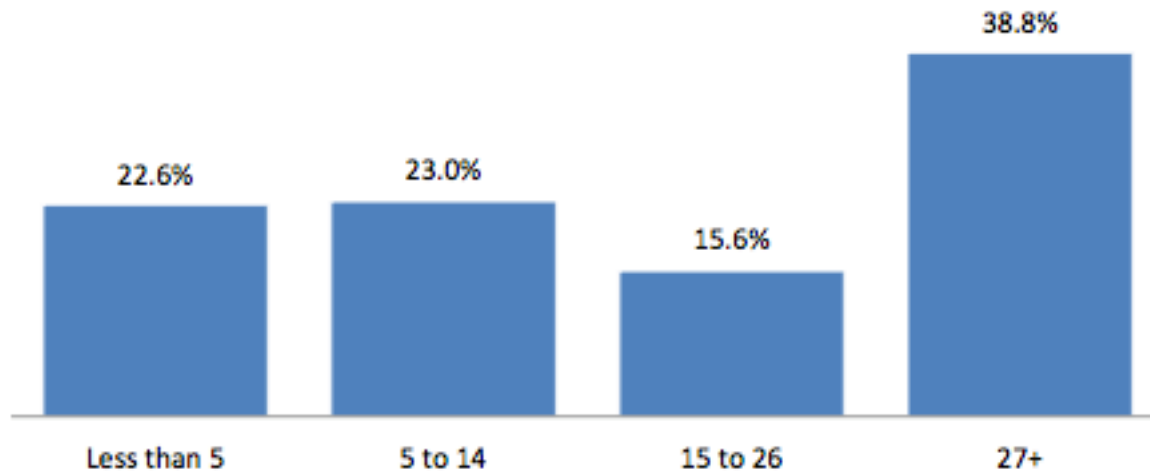
**Figure 16(b). Transition Rates From Long-Term
Unemployment to Out of the Labor Force**



"Are the Long-Term Unemployed on the Margins of the Labor Market?" Alan B. Krueger, Judd Cramer, and David Cho of Princeton University, Spring 2014

Majority of Unemployed are *Long-term* Unemployed

Exhibit 2. 2012 Distribution of Weeks of Unemployment Duration



Source: Author's calculations from the December 2012 Current Population Survey.

Who are the Long-term Unemployed? Josh Mitchell, The Urban Institute, July 2013

The long-term unemployed are similar to the short-term unemployed with respect to characteristics like education, but are far less likely to receive consideration for jobs.

- While older workers and disadvantaged populations may face particular challenges, long-term unemployment affects a diverse group of workers that, in the words of one paper, spans “all industries, education levels, age groups, and among blue- and white-collar workers.”
- Today, the long-term unemployed are slightly *more* educated on average than their recently unemployed peers: 27 percent of the long-term unemployed have postsecondary credentials, compared to 24.5 percent of the short-term unemployed.⁵
- Although older workers are disproportionately counted among the long-term unemployed, 70 percent of the long-term unemployed are younger than 50.
- In addition, the long-term unemployed are not concentrated among any particular industry, and are comparable to the short-term unemployed.

Addressing the Negative Cycle of Long-term Unemployment, The White House, January 2014

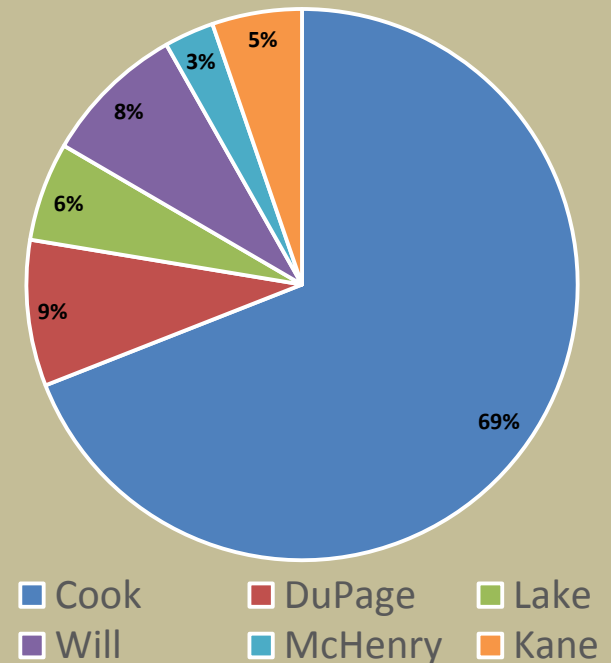
⁵ Internal calculations based on Bureau of Labor Statistics data.



Preliminary Long-Term Unemployed Analysis

Based on IDES figures of the number of people who exhausted benefits in Q1 2014:

County	Q1 2014	Annualized
Cook	19,052	76,208
DuPage	2,364	9,456
Lake	1,600	6,400
Will	2,319	9,276
McHenry	806	3,224
Kane	1,454	5,816
Total	27,595	110,380



Long-Term Unemployed by Previous Occupation

Top ten (10) occupation groups for exhaustees who disclosed (IDES Q1-2014):

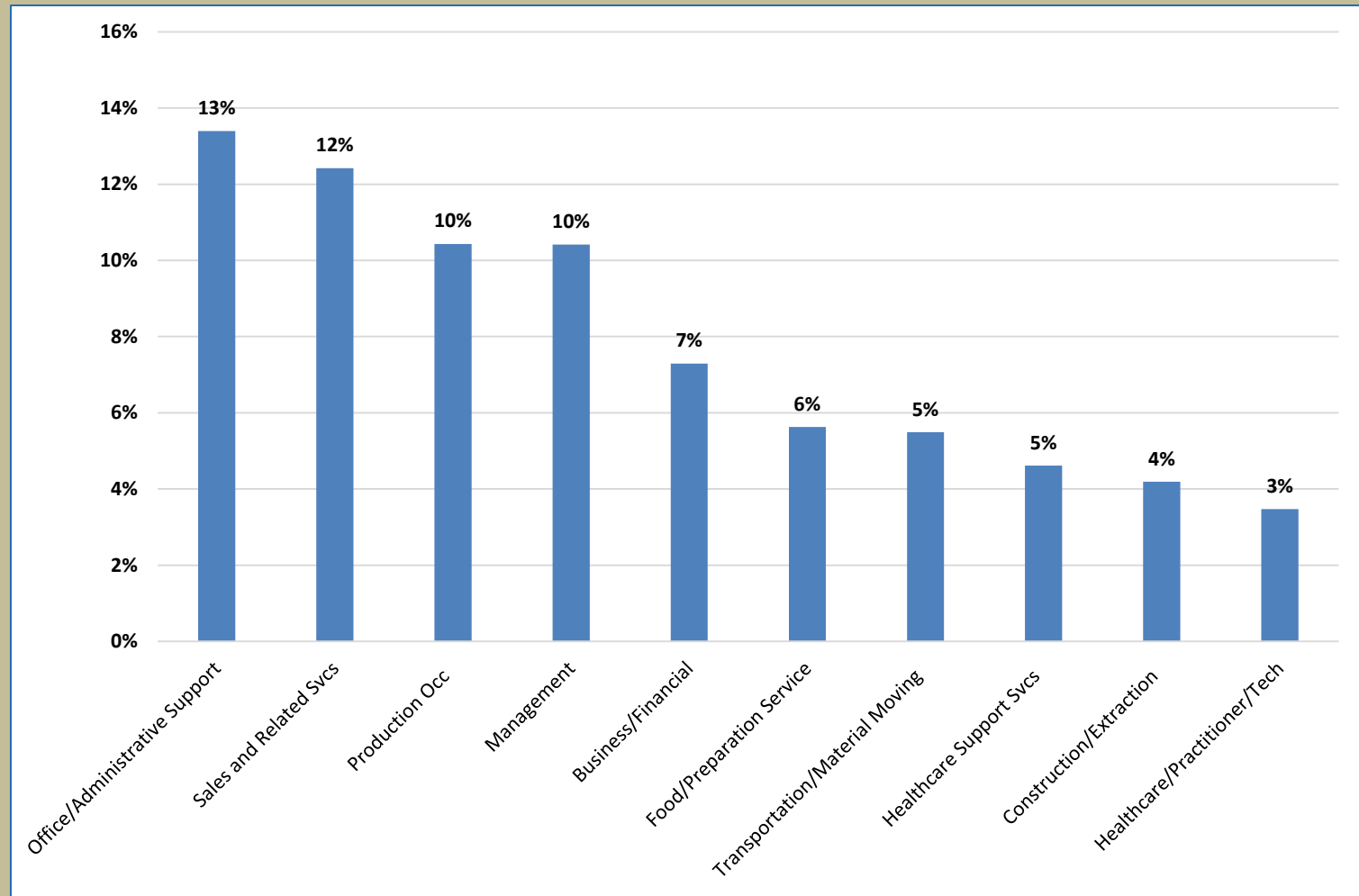


Exhibit 3. 2012 Demographic Characteristics of Long-Term Unemployed, Newly Unemployed, Discouraged, and Employed Workers (percent)				
	Long-term unemployed	Newly unemployed	Discouraged	Employed
Education				
Less than high school	18.1	24.2	25.0	9.0
High school	36.1	31.5	37.5	27.1
Some college	28.6	28.8	23.0	29.9
College graduate	12.7	12.0	11.0	22.3
Advanced	4.5	3.5	3.5	11.7
Age				
16–25	21.9	40.5	28.6	15.2
26–35	22.2	21.4	19.9	22.6
36–45	19.5	15.9	14.7	22.5
46–55	21.8	14.1	19.0	24.1
56–65	14.8	8.1	17.8	15.7
Race				
White, non-Hispanic	50.8	55.3	46.6	66.2
Black, non-Hispanic	22.6	15.0	25.9	10.5
Hispanic	19.0	23.1	20.2	15.7
Other	7.2	6.6	7.3	7.5
Gender				
Male	54.8	54.5	59.8	52.9
Female	45.2	45.6	40.2	47.1

Who are the Long-term Unemployed? Josh Mitchell, The Urban Institute, July 2013

Hardest to Fill in 2013

- Skilled Trades
- Sales Representatives
- Drivers
- IT Staff
- Accounting & Finance Staff
- Engineers
- Technicians
- Management/Executives
- Mechanics
- Teachers

Most Recent Occupation of Long-term Unemployed 2012

	Long-term unemployed
Management and business	9.4
Professional	11.8
Service	21.1
Sales	11.8
Office and administrative	14.4
Farming	0.8
Construction and extraction	10.6
Installation and maintenance	3.3
Production	8.2
Transportation	8.6

Who Are the Long-Term Unemployed? Josh Mitchell, The Urban Institute, July 2013

What Contributes to Long-term Unemployment?

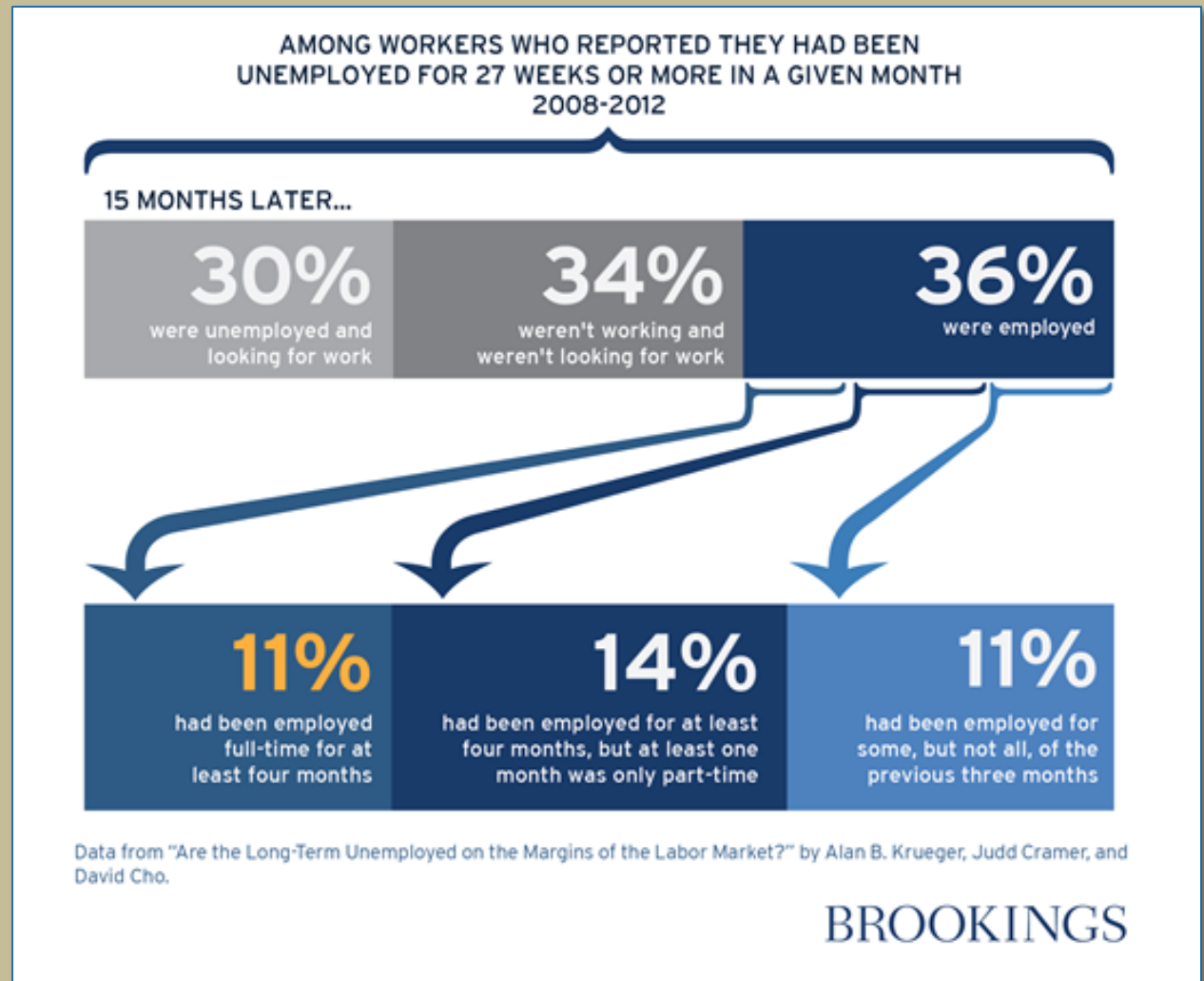
- Slow job growth, and slower hiring cycles
- Status as “long-term unemployed”
- Skills mismatch
- Skills deteriorate during long spells of unemployment
- Job mismatch: overqualified, salary too low, not permanent positions
- Former industry has undergone dramatic shifts
- Lack training for jobs in other lines of work that are growing faster
- Discouragement with job search, that increases over time

Though the long- and short-term unemployed have similar credentials overall, research suggests that the long-term unemployed face significant disadvantages in the labor market *simply by virtue of their status as being long-term unemployed.*

Addressing the Negative Cycle of Long-term Unemployment, The White House, January 2014

What Happens to the Long-term Unemployed?

Status of those who said they had been unemployed for 27 weeks or more in a given month in 2008-12 and were re-interviewed 15 months later



Coping with Unemployment

People react differently to being without a job. Please check off the words that describe your reaction to the situation.

I feel/have felt this way:

<i>Anxious</i>	65%
<i>Helpless</i>	61%
<i>Depressed</i>	68%
<i>Angry</i>	55%
<i>Motivated</i>	42%
<i>Hopeless</i>	54%
<i>Hopeful</i>	40%
<i>Stressed</i>	77%
<i>Eager for a new start</i>	66%
<i>Other</i>	7%

People display stress in different ways. Please check off if you have experienced any of these symptoms:

<i>Change in sleeping patterns/ loss of sleep</i>	61%
<i>Loss of contact with close friends</i>	41%
<i>Strain in family relations</i>	58%
<i>Avoid social situations with friends and acquaintances</i>	52%
<i>Uneasiness or restlessness</i>	62%
<i>Substance dependency</i>	10%
<i>Quick to anger</i>	43%

"The Anguish of Unemployment," Work Trends Survey (1200 unemployed) , John J. Heldrich Center for Workforce Development, 9-09

Coping with Unemployment: Making Ends Meet

Have you done any of the following since becoming unemployed?

	YES
<i>Borrowed money from family or friends</i>	56%
<i>Missed a mortgage or rent payment</i>	25%
<i>Declared personal bankruptcy</i>	5%
<i>Put off plans for home improvements or a vacation</i>	70%
<i>Used money from savings set aside for other things or retirement to make ends meet</i>	63%
<i>Taken a job you did not like</i>	22%
<i>Reduced overall spending</i>	93%
<i>Borrowed money against your house or from a bank</i>	8%
<i>Missed a credit card payment</i>	24%
<i>Forced to move to a different house or apartment</i>	17%
<i>Increased credit card debt</i>	34%

"The Anguish of Unemployment," Work Trends Survey (1200 unemployed) , John J. Heldrich Center for Workforce Development, 9-09

WorkTrends Survey of Unemployed	YES
<i>Have you been on a job interview since being unemployed?</i>	49%
<i>Have you been offered a job since being unemployed?</i>	15%
<i>Do you currently have a part-time job while looking for a full-time one?</i>	15%
<i>Would you be willing to take a cut in pay from your last job to get a new one?</i>	73%
<i>Have you thought seriously about changing your field or career to find a new job?</i>	76%
<i>Are you able to move to another city or town for a new job?</i>	34%

Work Trends Survey (1200 unemployed) , John J. Heldrich Center for Workforce Development, 9-09

Recent research presents striking evidence that few people are finding jobs in new industries. Results suggest that assisting unemployed workers to transition to expanding sectors of the economy, such as health care, professional and business services, and management, is a major challenge.

"Are the Long-Term Unemployed on the Margins of the Labor Market?" Alan B. Krueger, Judd Cramer, and David Cho of Princeton University, Spring 2014

Reemployment Challenges Faced by Long-term Unemployed

- The long-term unemployed are about half as likely as the short-term unemployed to get a callback. Interview “callback” rate for otherwise identical resumes falls sharply as the length of unemployment rises, with callbacks 45% lower for those unemployed for eight months compared to those unemployed for just one month.⁶
- To land an interview, the long-term unemployed must apply to 3.5 times as many jobs as the short-term unemployed. Applicants unemployed for seven months need to send an average of 35 resumes to online job postings to receive just one interview, compared to just 10 resumes per interview for those unemployed for only one month.⁷
- Employers may be screening out applicants based on duration of unemployment, and missing the more qualified applicants. Long-term unemployed workers with relevant work experience are less likely to be invited for an interview than recently unemployed job applicants with *no* relevant experience.⁸

Addressing the Negative Cycle of Long-term Unemployment, The White House, January 2014

6 Kory Kroft, Fabian Lange, Matthew J. Notowidigdo, and Lawrence F. Katz, “Duration Dependence and Labor Market Conditions: Evidence from Field Experiment,” *The Quarterly Journal of Economics*, September 2013. 7 Rand Ghayad, “The Jobless Trap” Job Market Paper, Working paper, 2013. http://media.wix.com/ugd/576e9a_f6cf3b6661e44621ad26547112f66691.pdf 8 Ibid.

Program and Policy Solutions

Number 1: Prevention

The labor market has largely normalized in terms of short-term unemployment. But it gets worse and worse the longer you've been out of a job.

State-run Reemployment Assistance Programs

In the most recent study of REA effectiveness covering the period of July 2009 through September 2011, IMPAQ International determined that the Nevada's REA claimants had 3.13 fewer weeks of unemployment insurance compared to individuals in a control group, saving \$873 in benefits payout per REA participant, exceeding the cost associated with REA by more than four times.

When people are laid off from work, who should be mainly responsible for helping them?

Government	51%
Workers	33%
Employer	17%

Work Trends Survey (1200 unemployed) ,
John J. Heldrich Center for Workforce
Development, 9-09

National- and State-level Strategies

- The White House and Congress have considered bills to address the problem such as tax incentives/breaks for companies that hire the long-term unemployed or funds for new training programs.
- *New Best Practices for Hiring and Recruiting the Long-Term Unemployed*
- Wage Insurance
- Unemployment Insurance reform
- Subsidized “public-work” programs
- Monetary and Fiscal policy
- Work sharing: company-wide reduction in work, vs. layoffs
- Relocation assistance
- Self-employment

“Overcoming the obstacles that prevent many of the long-term unemployed from finding gainful employment, even in good times will likely require a concerted effort by policy makers, social organizations, communities and families, in addition to appropriate monetary policy.”

“Are the Long-Term Unemployed on the Margins of the Labor Market?” Alan B. Krueger, Judd Cramer, and David Cho of Princeton University, Spring 2014

National- and State-level Strategies

Ready To Work

\$150 million federal grant competition to support and scale up workforce development partnerships between nonprofits and private businesses that demonstrate the following:

- **Focus on Reemploying Long-term Unemployed Workers.** Programs will have to recruit those who have been out of work for six months or longer and will incorporate a strong up-front assessment, allowing for a customization of services and training to facilitate to get them back to work in middle to high-skill occupations. These strategies could include assessments, job placement assistance, training, mentoring and supportive services such as financial counseling and behavioral health counseling.
- **Training That Enables Earning While Learning.** Programs funded through *Ready to Work Partnership* grants will use on-the-job training, paid work experience, paid internships and Registered Apprenticeships to provide employers the opportunity to train workers in the specific skill sets required for open jobs.
- **Employer Engagement.** Training programs funded by these grants must address the skills that are in demand by employers and high-growth industries. Preference will be given to partnerships that include an employer that has made a commitment to consider candidates who participate in these programs.

Program and Service Delivery Design

Commonalities from Promising Practices

- Structure, consecutive sequencing, and multi-week scheduling of services
- Intensive front-end assessment and counseling
- Strong employer engagement
- Access to “wrap-around” services – for success in training programs
- Support services: credit counseling, mental health consultation/screening, physical health awareness
- Work-based learning
- Sector strategies

Promising Program Models

- The Platform to Employment Program
- The LA Fellows Program
- Skills for Chicagoland's Future
- On-the-Job Training strategies targeted to long-term unemployed

Engaging Employers

Society for Human Resources: Long-term Unemployment Resources

The Long-Term Unemployed:

How to Make Sure You Are Not Overlooking Skilled Talent

Guide for HR

Follow these steps to ensure that recruiting and hiring practices do not intentionally or inadvertently disadvantage individuals from being considered for a job based solely on unemployment status.

Step 1: Refocus Your Recruitment Mindset

Step 2: Review Hiring Procedures

Step 3: Train Your Hiring Teams

Step 4: Create or Expand Training Programs

Step 5: Network with Resources in Your Community

Engaging Employers: White House Pledge from Employers

- Ensure that advertising does not discourage or discriminate against unemployed individuals.
- Review screens or procedures in use in recruiting and hiring processes so they do not intentionally or inadvertently disadvantage individuals from being considered for a job based solely on their unemployment status.
- Review current recruiting practices to cast a broad net and encourage all qualified candidates to consider applying, including the long-term unemployed.
- Share best practices – including success with hiring the long-term unemployed in our own company – within our organization and across our supply chain, with staffing firms, our employer associations and the broader business community.

BEST PRACTICES For Recruiting and Hiring the Long-Term Unemployed, The White House, January 2014

Service Delivery Design: Work-based Learning *and* Training-based Work

- Apprenticeship
- Internships
- On-the Job Training
- Trial employment programs:
Platform2Employment, CT
- Industry-specific Training
Programs: month-long pre-
vocational ‘Career Academies’
for adults who are looking to
move into demand occupations

“According to employers, the only good way to find out if the applicant has the skills they are looking for is to try them out in an internship, an apprenticeship or some other kind of on-the-job training experience.”

Randy Johnson, Executive Director of Workforce Development, Inc., a Minnesota nonprofit, testimony at congressional hearing, 4/23/14

Deterrents to Customer Motivation

- Unclear goals, vague job search plan
- Fear
- Lack of current, marketable skills
- Lack of job search techniques, tools
- Frequent rejections
- Low energy, enthusiasm -- no “cheerleader”
- Distractions
- Gap in service/activity
- Same ‘ole activities, no results
- Disapproval, criticism



Direct Advice for the Long-Term Unemployed

- ✓ Full-Time Search
- ✓ Stay in Shape
- ✓ In-Person Meetings
- ✓ Embrace the Role – Don't Be Defensive About Unemployment
- ✓ Explore New Areas
- ✓ Special Training
- ✓ Consider temporary, part-time employment
- ✓ Volunteering
- ✓ Internships

Advice from previous long-term unemployed:

1. Go get your future.
2. Join a professional organization.
3. Don't waste your time sending out blind resumés or scrolling through web job boards.
4. Stay positive.
5. Research your options online.
6. Don't let fear hold you back.

Sources: *What Can the Long-Term Unemployed Do?* Robert Morello, Houston Chronicle; *Breaking Out of Long-term Unemployment*, Larry Buhl, Monster Contributing Writer; *Programs And Tips To Help The Long-Term Unemployed*, Forbes, 11/13/13

Job Search Planning Activities

	Timeframe	Career Center Services Available?
1. Assessment and Data Collection	Initial activity; complete within first few weeks	Yes
2. Goal Setting	Initial activity; complete within first few weeks	Yes
1. Research and Target Industries <i>and</i> Specific Companies	Follows 1 & 2, and ongoing	Yes
1. Job Search Materials and Your Personal Brand	Within first four weeks	Yes
1. Organize Schedule of Activities and Job Search “Office”	Within first four weeks	Yes
1. Connect with Companies and Individuals	Begin when first 4 complete, weekly	Yes
1. Practice “Getting Hired” Skills: Interviewing and Negotiating	Begin with #6, ongoing	Yes
1. Follow-up With All Contacts	Within three days of contact/interview	Yes
2. Stay Informed, Active and Healthy	Some daily, weekly and monthly items	Yes
3. Prepare a Job Transition Plan	With acceptance of new job	Yes

SAMPLE JOB SEARCH CAMPAIGN

Goals for Week 1 & 2 of August:

Action Step	Tasks for Completion	Approx. Time to Complete	Due Date
Send out targeted mailings to at least 10 employment litigation firms	Identify firms through Martindale.com, NALP directory	1-3 hrs	August 3
	Research individual firms through websites	1-3 hrs	August 4
	Call firms for hiring contacts	1-2 hrs	August 4
	Tailor cover letter & possibly resume	½ hr per employer	August 6
	Send resume & cover letters to firms	5 - 10 mins per employer	August 7
	Follow-up with phone calls to firms; check on receipt of materials	5 - 10 mins per employer	August 15
Check online & newspaper job postings and apply for jobs	Check www.USFLawLink.com, www.craigslist.com, www.indeed.com, and legal newspapers for listings.	2 hrs	Daily
	Research individual employers through websites, martindale.com, Lexis, Westlaw, nalpdirectory.com	2 hrs	As needed
	Apply to posted job openings	1 hr	Daily
	Follow-up if appropriate	1 hr	2 wks after mailings
Hold 3-4 informational interviews	Develop list of contacts: family, friends, acquaintances, professors, lawyers & non-lawyers	2 hrs	August 1
	Contact OCP for alumni contacts and confirm current contact information through CA Bar website www.calbar.org.	1 hr	August 2
	Send out letters and/or emails requesting informational interviews	2-3 hrs	August 2
	Prepare for informational interviews: read OCP handouts, research contact, develop questions	3 hrs	August 3
	Hold at least 2 info interviews/wk	3 hrs	August 7 - 15

JOB SEARCH CAMPAIGN

Week/Month of _____

Action Step	Tasks for Completion	Approx. Time to Complete	Due Date
GOAL 1:			
GOAL 2:			
GOAL 3:			
GOAL 4:			

Sample Job Search Plan

Source: University of San Francisco, Office of Career Planning

Mon	Tues	Wed	Thu	Fri	Sat	Sun
Check websites for advertised jobs – apply*	Set up future meetings w/contacts	Meet w/contacts	Check websites for advertised jobs – apply*	Follow up on contact-related leads	Get thank you cards/resume stationery	Set goals, to do's for following week
Network w/ contacts at potential job sites & check for additional contacts	Conduct research into organizations/ Industries	Follow up on contact-related leads	Network w/ contacts at potential job sites & check for additional contacts	Have lunch with job searching friends – celebrate successes	Update system-contacts, articles, etc.	Review cover letters & resumes
Meet w/contacts	Volunteer at place of interest	Conduct research into organizations/ Industries	Conduct research into organizations/ Industries	Skill development	Blog/connect w/contacts	
Follow up on contact-related leads	Read sites/ publications	Read sites/ Publications	Attend networking event	Read sites/ Publications		
Read sites/ publications	Attend fun class/read a book	Social network review – LinkedIn, etc.	Read sites/ Publications	Discover something new		

Another Sample

Source: UVM Alumni Career Services

Another More Detailed Sample Job Search Plan

Plan your time each day- looking for a job is your job. Below is a sample calendar. Adapt for your needs. Networking groups may be in the morning or evening times. Include time for interviews, skills classes, informational meetings, and other job search activities.

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00	Research	Research	Research	Research	Volunteer
9:00	Apply Online	Apply Online	Apply Online	Apply Online	Volunteer
10:00	Apply Online	Apply Online	Apply Online	Apply Online	Volunteer
11:00	Apply Online	Apply Online	Apply Online	Apply Online	Volunteer
12:00	Lunch	Lunch	Lunch	Lunch	Lunch
1:00	Networking	Networking	Networking	Networking	Networking
2:00	Networking	Networking	Networking	Networking	Networking
3:00	Follow up	Follow up	Follow up	Follow up	Follow up
4:00	Follow up	Follow up	Follow up	Follow up	Follow up
5:00	Preparation	Preparation	Preparation	Preparation	Preparation

Source: Creating Your Job Search Plan © Christian HELP Foundation, inc 2010

mySkills myFuture

(Online)	www.myskillsmyfuture.org	Helps laid-off workers and other career changers find new occupations to explore. Users can identify occupations that require skills and knowledge similar to their current or previous job, learn more about these suggested matches, locate local training programs, and/or apply for jobs.
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My Next Move

(Online)	www.mynextmove.org	Simple starting points for ideas about careers to explore: search with key words that describe a dream job; look up information by job titles; answer questions about the type of work a customer might enjoy that leads to suggestions of careers that match interests and training.
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America's Career InfoNet

(Online)	www.acinet.org (Also has links to two sites listed above)	Assessment tools, skills profiler, employability check-up, occupational profiles, and extensive Career Resource Library.
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Direct Advice for the Long-Term Unemployed

Resume Tips:

- Create a career summary section
- Emphasize accomplishments, not years of experience
- Feature *current* technology skills; remove outdated skills and credentials
- Take graduation year off resume

Interviewing Tips: Tough Questions to Be Prepared For

1. Why did you leave your last job?
2. What have you been doing with your time?
3. Aren't You overqualified for this job?

What will motivate you in a job that won't make use of your qualifications?

Aren't you going to be dissatisfied, and continue looking for a better job?

What Businesses Look for When Hiring New Employees

A Census Bureau Survey of employers asked...

“When you consider hiring a new non-supervisory or production worker, how important are the following in your decision to hire?”

(Ranked on a scale of 1 through 5, with 1 being not important or not considered and 5 being very important.)

Factor	Rank
1. Attitude	4.6
2. Communication skills	4.2
3. Previous work experience	4.0
4. Recommendations from current employees	3.4
5. Recommendations from previous employer	3.4
6. Industry-based credentials certifying skills	3.2
7. Years of schooling completed	2.9
8. Score on tests during interview	2.5
9. Academic performance (grades)	2.5
10. Experience or reputation of applicant's school	2.4
11. Teacher recommendations	2.1

Keeping Customers Engaged

- ✓ Clear, specific goals and job search plan
- ✓ Steady progress, even if “baby steps”
- ✓ Always knowing the specific next step: Never leaving the Center without an appointment or event, or “to-do” list; creating a daily “to-do” list at home
- ✓ Checking completed items off a list
- ✓ Support, accolades, rewards
- ✓ Opportunity to network with others in similar situation
- ✓ Advice, information and coping methods for dealing with change
- ✓ Positive reinforcement, opportunities to relax and enjoy themselves
- ✓ Opportunities to learn new job and job search skills; current relevant job search materials
- ✓ Opportunities to contribute skills and expertise to projects; help others
- ✓ Frequent monitoring to determine actionable items when multiple rejections have occurred.



Sources and Resources:

- ***How to Effectively Market Yourself for a Job When You've Been Long-Term Unemployed - Guide for Jobseekers***
Having a resume with gaps in work history can pose a challenge for the job seeker. But this challenge is not insurmountable, and SHRM members offer the following advice to help you, as a job seeker, put your best foot forward.
- ***Breaking the Stigma of Long-term Unemployment***, Megan Malugani, Monster Contributing Writer
- ***Seven Tips to Leverage Long-term Employment on Your Resume***, Kim Isaacs, Monster Resume Expert
- ***How to Answer Key Interview Questions if You are Overqualified***,
- ***Show Your Experience the Right Way***, John Rossheim, Monster Senior Contributing Writer
- ***Overqualified? Six Tips to Shed the Label***, Larry Buhl, for Yahoo! Hot Jobs

How to Effectively Market Yourself for a Job When You've Been Long-Term Unemployed

Society For Human Resource Management

Guide for Jobseekers

Step 1: Approach your job search as though it WERE your job

Step 2: Stay active by engaging in productive activities

Step 3: Update and revise your resume

Step 4: Network, network, network

Step 5: Become More Technologically Proficient

Step 6: Prepare for your future interview

<http://www.shrm.org/hrdisciplines/staffingmanagement/Articles/Pages/Long-Term-Unemployed-Jobseeker-Guide.aspx>

“Breaking Out of Long-Term Unemployment”

Six Ways to Prevent Being Unemployed from Hurting Your Resume and Your Outlook

By Larry Buhl, Monster Contributing Writer

- Check Your Mental Attitudes
- Move Your Body
- Step Away from the Computer
- Re-Examine Employment Strategies and Tactics
- Fill the Resume Gap
- Don't Be Defensive About Unemployment

“5 Ways to Get the Job When You are Overqualified”

By Vickie Elmer, Glassdoor.com

1. Review the Job Description
2. Reframe the Label
3. Refocus on Results
4. Restate Your Intentions
5. Focus on the Employer

<http://career-advice.monster.com/job-search/getting-started/breaking-out-of-longterm-unemployment-hot-jobs/article.aspx>;
<http://www.glassdoor.com/blog/5-ways-job-youre-overqualified/>

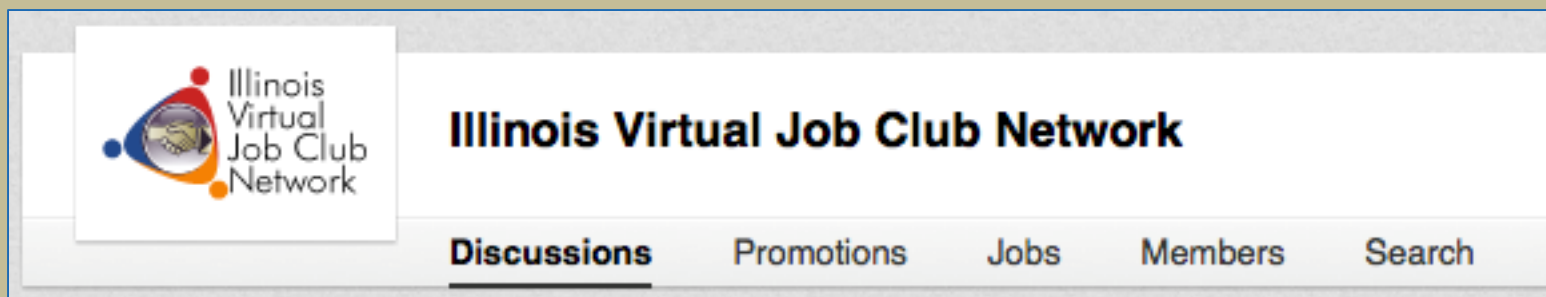
Addressing the “Stigma” of Long-term Unemployment

- Stigma Realities
- Two arena's: 1. Jobseekers' perception
2. Employer's perception
- Overcoming Negative Perceptions
- Overcoming Objections
- Recognizing – and Promoting One's Worth
- Selling Long-term Employment Experience
- Avoiding Isolation



Recruitment Strategies: Re-engaging the Long-term Unemployed

- Media
- Direct contact – Telephone, email
- Social Media – LinkedIn Group(s): Illinois Virtual Job Club Network
- Professional Job Clubs
- Word-of-mouth
- Special Events
- Employer “Reverse Referral”



<https://www.linkedin.com/groups/Illinois-Virtual-Job-Club-Network-4794123>

Promote Your Own Resources – and Ensure Unemployed Know How to Use Them



Job Search Tools

Illinois JobLink

Indeed Job Search

Illinois workNet Postings

Networking

Start a Business



http://www.illinoisworknet.com/vos_portal/residents/en/Jobs/

Promote Current Hiring for REAL Jobs

Help Wanted Online Analysis: Chicago Metro Area; May 2014

Economic Development Region 4 – Northeast

Job Opportunities by Major Occupational Group	Online Job Ads
Computer and Mathematical Occupations	20,577
Management Occupations	19,033
Sales and Related Occupations	17,444
Office and Administrative Support Occupations	16,342
Business and Financial Operations Occupations	13,696
Healthcare Practitioners and Technical Occupations	10,272
Transportation and Material Moving Occupations	9,656
Food Preparation and Serving Related Occupations	6,016
Education, Training, and Library Occupations	5,640
Architecture and Engineering Occupations	4,628
Installation, Maintenance, and Repair Occupations	4,473
Arts, Design, Entertainment, Sports, and Media Occupations	4,209
Production Occupations	4,032
Healthcare Support Occupations	2,644
Community and Social Services Occupations	2,544
Building and Grounds Cleaning and Maintenance Occupations	2,084
Personal Care and Service Occupations	1,631
Life, Physical, and Social Science Occupations	1,579
Construction and Extraction Occupations	1,463
Legal Occupations	1,417
Protective Service Occupations	1,032

Top 20 Employers with Online Job Ad Openings	Online Job Ads
Roehl	1,966
Advocate Health Care	1,653
Robert Half International	1,631
Presence Health	1,425
Sears Corporation	1,308
Randstad	1,019
PricewaterhouseCoopers	725
The University of Chicago	599
Aerotek	583
Kelly Services	577
AbbVie Inc	502
Sterling Life Science	500
Manpower	489
Illinois School District U-46	487
Accenture	464
Macy's	459
Cadence Health	452
Walgreens	443
City Colleges of Chicago	435
Allstate	429
Source: The Conference Board Help Wanted OnLine® Data Series, prepared by the Illinois Department of Employment Security - Economic Information & Analysis Division	
Note: EDR data are not seasonally adjusted	

Employer Engagement

- ✓ President's Pledge adopted regionally/locally
- ✓ Employer Endorsements
- ✓ Society for Human Resource Managers' Roundtable
- ✓ Resume Distribution
- ✓ "Top Candidate's" Job Fair(s)
- ✓ Employer "Meet the Talent" events at Professional Job Clubs
- ✓ Volunteer Opportunities
- ✓ Employer Testimonials
- ✓ "Candidate of the Week" listings on local cable channels





Your seminar leader...

*Along with her colleagues at Greg Newton Associates, **Melanie Arthur** is a national consultant in the creation and evolution of effective workforce development systems. Her work features outcomes that are demand-driven and aligned with economic development -- as well as being responsive to customers and leading to program performance success.*

Melanie has worked with and trained more than 50,000 public and nonprofit professionals from across the country -- in more than 40 states. She is best known for work in three areas: optimal Workforce Board development and strategic planning, unique approaches to building relationships with businesses, and her innovative ideas for one-stop integration.