BOSTON CAREER LINK

THOSE MOST IN NEED OF CAREER CENTER SERVICES

JOB SEEKERS WITH LIMITED SKILLS
ESPECIALLY THOSE IN THE LOW INCOME COMMUNITIES
ROXBURY, DORCHESTER, SOUTH END, AND MATTAPAN
Boston Career Link Customer Served Demographics & Area

- Black/African American: 59%
- Hispanic/Latino: 21%
- <HS or HS: 46%
- Boston: 84%
- Roxbury; Dorchester; Mattapan; South End: 75%

BCL
Career Center Comparison

- Target Neighborhoods: Roxbury, Dorchester, Mattapan, South End
- Boston
- <HS + HS
- Hispanic/Latino
- Black/African American

Legend:
- Boston Career Link
- CareerSolution
### Served by Community

- **5,559**
  - **Boston** 81.9%
    - Boston - Dorchester/Codman Square 858 15.4%
    - Roxbury 768 13.8%
    - Boston - Roxbury/Grove Hall 680 12.2%
    - Boston - Dorchester/Uphams Corner 498 9.0%
    - Boston - Mattapan 462 8.3%
    - Boston - South End 378 6.8%
    - Boston - Hyde park 345 6.2%
    - Boston - Jamaica Plain 292 5.3%
    - Boston - Roslindale 268 4.8%
    - Boston - Dorchester/Fields Corner 213 3.8%
    - Boston - Back Bay 174 3.1%
    - Boston - Roxbury Crossing 146 2.6%
    - South Boston 140 2.5%
    - Boston - East Boston 66 1.2%
    - Boston - Brighton 62 1.1%
    - Boston - Charlestown 43 0.8%
    - Boston - West Roxbury 42 0.8%
    - Boston - Allston 36 0.6%
    - Central Boston 27 0.5%
    - Boston - Kenmore/B.U. 26 0.5%
    - Boston South Industrial 22 0.4%
    - Boston Central/North End 13 0.2%
KEY OBJECTIVES/ASSUMPTIONS

- Daily on-site recruitment and pre-screening events for employers
- Targeting employers with positions that match the skill set of our customer base
- Core workshops developed based on employer/industry expectations
- Expansion of industry specific job fairs to compliment larger multi-industry fairs
- Offering mass hiring events for employers that are expanding, opening, and/or increasing their seasonal labor pool
- Building strong relationships with employers can open doors for job seekers that are struggling with barriers to employment
- Continue to provide state-of-the-art services that successfully connect job seekers and businesses
BUSINESS SERVICES
BUSINESS SERVICES HIGHLIGHTS
Through 2nd Quarter FY 2017

- Employers Served 214
- 428 Job Seekers Placed; 80% Entered Full-time Employment
- Average Placement Wage $16.80
BUSINESS SERVICES HIGHLIGHTS
Through 2nd Quarter FY 2017

- 110 Onsite Recruitment Events
- 2 Mass Hire Events
- 1 Industry Specific Mini Job Fairs
## Employer Partners

<table>
<thead>
<tr>
<th>Accountemps</th>
<th>Brandon School</th>
<th>GreenKiss Staffing</th>
<th>NESCTC Security</th>
<th>The Bridge of Central MA</th>
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<tbody>
<tr>
<td>ACE Employment Services</td>
<td>Bridj</td>
<td>House of Blues</td>
<td>Northeastern</td>
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<td>Brigham &amp; Women’s</td>
<td>Hubway/Motivate</td>
<td>Nurtury</td>
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<td>Advance Home Care Solutions</td>
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<td>I &amp; I Sling</td>
<td>PLS</td>
<td>Universal Protection</td>
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<td>Ippolito Snow Services</td>
<td>P &amp; R Ice Cream</td>
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<td>City of Boston</td>
<td>Labor Ready</td>
<td>Phoenix Marketing</td>
<td>US Customs &amp; Border Patrol</td>
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<td>Community Catalyst</td>
<td>LAZ Parking</td>
<td>Price Rite</td>
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<td>Remetronix</td>
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<td>LeVangie Electric</td>
<td>Riverside Community Care VPNE</td>
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<td>Arbor Associates</td>
<td>Dicom</td>
<td>LSG Sky Chef</td>
<td>SAS Retail</td>
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<td>AuDtalent/ Mass Audiology</td>
<td>Dig Inn</td>
<td>Macy's</td>
<td>Securitas</td>
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<tr>
<td>AVIS</td>
<td>Donna's Cake</td>
<td>Madison Security</td>
<td>Shearaton Hotel</td>
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<td>Manpower</td>
<td>Snap Chef</td>
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<td>BIDM</td>
<td>Eately Boston</td>
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<td>Masis Staffing</td>
<td>Starbucks</td>
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<td>Microtech Staffing Group</td>
<td>Sterlingwear</td>
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<td>Boston Children’s Hospital</td>
<td>Fenway Health</td>
<td>Millennium Place</td>
<td>Stop &amp; Shop</td>
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<td>Boston College</td>
<td>G4S</td>
<td>Museum of Fine Arts</td>
<td>Super Tours</td>
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<td>Boston Water &amp; Sewer</td>
<td>GBFB</td>
<td>Museum of Science</td>
<td>Sweetgreen</td>
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<td>Boys &amp; Girls Club</td>
<td>Goodwill</td>
<td>NACA</td>
<td>Tforce Direct</td>
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</table>
JOB SEEKER INTENSIVE SERVICES
Job Seeker Intensive Services Summary
Through 2nd Quarter FY 2017

- 25 Employment and Education Session serving 295 Members
- 101 Followed up for Initial Assessment
- 42 Training Vouchers Approved
- 2,777 Job Seekers attended workshops
- 7 Targeted New Member Orientations 49 Members attended
JOB SEEKER INTENSIVE SERVICES
Supportive Services
Through 2nd Quarter FY 2017

- CORI Sealing
- ABE/ESOL 38 Referrals to Navigator and 11 Placed in a Program
- Clothing Interview Attire 184
- Youth/Young Adults Job Search Resource
- SSI/SSDI Resource
JOB SEEKER OPERATIONS SUMMARY
Through 2\textsuperscript{nd} Quarter FY 2017

- Served 3,575 Job Seekers
- 78 Seminars Served 1905 Claimants
- 2,040 Served in Resource Room
JOB SEEKER OPERATIONS
FY17 Strategic Plan Goals

- Serve 7,500
- Place 1,000
- Offer 200 on-site recruitment events
- Implementation of Updated WIOA Customer Flow
- Implementation of Mandated MOU with State Partners
# 3 Year Comparison

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<thead>
<tr>
<th></th>
<th>FY 14</th>
<th>FY 15</th>
<th>FY 16</th>
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<tbody>
<tr>
<td>Job Seekers Served</td>
<td>7,540</td>
<td>7,708</td>
<td>6,964</td>
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<tr>
<td>Job Seekers Placed</td>
<td>991</td>
<td>1025</td>
<td>1,038</td>
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<tr>
<td>Avg. Placement Wage</td>
<td>$15.02</td>
<td>$15.24</td>
<td>$16.80</td>
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<tr>
<td>Employers Served</td>
<td>142</td>
<td>153</td>
<td>212</td>
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<tr>
<td>ITAs</td>
<td>84</td>
<td>82</td>
<td>83</td>
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To ensure comparability, data is for first half of each fiscal year. 50% of ITAs for each fiscal year are listed.
<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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</table>
| *Job Search Strategies Workshop*  
*Avoiding the Black Hole Workshop*  
These workshops are good choices for Mass Talent Connect Customers.  
For more information contact Boston Career Link. | 1  
9:00-2:00: Education Advisor Session (ESOL/HSET)  
By appointment only  
9:30-1:00: (WIOA) Training Information Session  
10:00-1:00: (WIOA) Employment Info. Session | 2  
9:15-10:45: *Resume Writing*  
11:30-1:00: Avoiding the Black Hole  
1:00-2:30: Career Readiness 101/ Where The Jobs Are | 3  
9:00-3:00: Education Advisor Session (ESOL/HSET)  
By appointment only |  |
| 6  
9:15-10:45: *Resume Writing*  
11:30-1:00: Avoiding the Black Hole  
1:00-2:30: Career Readiness 101/ Where The Jobs Are | 7  
9:15-10:45: Effective Networking  
11:00-12:00 Health Care & Customer Service Information Session  
12:00-1:00: LinkedIn | 8  
9:15-10:45: *Resume Writing*  
11:30-1:00: How to Impress the Employer  
1:00-2:30: Career Readiness 101/ Where The Jobs Are | 9  
9:00-3:00: Education Advisor Session (ESOL/HSET) By appointment only |  |
| 13  
9:15-10:45: *Resume Writing*  
11:30-1:00: How to Impress the Employer  
1:00-2:30: Career Readiness 101/ Where The Jobs Are | 14  
9:15-10:45: Effective Networking  
12:00-1:00: LinkedIn | 15  
9:00-2:00: Education Advisor Session (ESOL/HSET)  
By appointment only  
9:30-1:00: (WIOA) Training Information Session  
10:00-1:00: (WIOA) Employment Info. Session | 16  
9:15-10:45: *Resume Writing*  
11:30-1:00: How to Impress the Employer  
1:00-2:30: Career Readiness 101/ Where The Jobs Are | 17  
9:00-3:00: Education Advisor Session (ESOL/HSET) By appointment only |  |
| 20  
BCL is closed today | 21  
9:15-10:45: Effective Networking  
12:00-1:00: LinkedIn | 22  
9:00-2:00: (ESOL/HSET) Advisor - By appointment only  
9:30-1:00: (WIOA) Training Information Session  
10:00-1:00: (WIOA) Employment Info. Session | 23  
9:15-10:45: *Resume Writing*  
11:30-1:00: Avoiding the Black Hole  
1:00-2:30: Career Readiness 101/ Where The Jobs Are | 24  
9:00-3:00: Education Advisor Session (ESOL/HSET) By appointment only |  |
| 27  
9:15-10:45: *Resume Writing*  
11:30-1:00: Avoiding the Black Hole  
1:00-2:30: Career Readiness 101/ Where The Jobs Are | 28  
9:15-10:45: Effective Networking  
12:00-1:00: LinkedIn |
Workshops Description

- **Group New Member Orientation**
  This Orientation shares career center service to large groups/community based organizations. Orientation is scheduled by appointment and can be facilitated at Boston Career Link or another site. For more information contact: Monica Jones, Manager of Intensive Services, 617-541 1476: mjones@bostoncareerlink.org

- **Basics of Resume Writing**
  In order to write an effective resume you need to clearly understand what employers look for when they are reading resumes. You also need to understand the layout, content, and how the language you use can increase your chances of getting an interview. Ask questions; receive assistance and guidance from our skilled staff, while you work independently on your resume. Please bring a USB drive if you have one.
  (registration required)

- **How to Write a Cover Letter**
  This workshop will help you to understand the three parts of a cover letter and simplify cover letter writing. It will also assist you on how to support, rather than repeat what is already on your resume. Ask questions; receive assistance and guidance from our skilled staff, while you work independently on your cover letter. Please bring a USB drive if you have one.
  (registration required)

- **Job Interview**
  Learn how to prepare and implement an effective personal interviewing strategy.

- **Job Search Strategies**
  Your success in finding a job depends on your understanding how to perform job searching, being prepared and well organized.
Workshop Description

• **Effective Networking**
  - Learn some networking strategies to help you tap into the “hidden” job market.

• **Impress the Employer**
  - Boston Career Link Business Service Reps want to share with you the best way to impress employers.

• **Training Info Session (WIOA)**
  - Work Innovation Opportunity Act funds are available to pay for training opportunities for qualified applicants. Come to a session on any Wednesday at 9:30am to find out more. *Due to limited seating (15 seats) you should arrive at least 30 minutes prior to the session.*

• **Employment Info Session (WIOA)**
  - Customers are provided with Individual Career Services geared towards providing you with advice and guidance that help identify and attain realistic employment goals. Upon completion of the Individual Employment Plan, you will be placed in the Job Matching conference to obtain assistance with finding a job.

• **LinkedIn**
  - Online networking sites have become very popular. Knowing how to use them in your job search can be highly beneficial. This workshop will help you to become familiar with LinkedIn, an online professional networking site, by discussing its features and how it can help you expand your networking connections.

• **Keeping it Moving**
  - Has your job search stalled? To get you back on track, this workshop will help review your: Job Search Computer Skills, Resume, Interviewing Techniques, On-Line Application Skills, Networking & Social Networking Skills.

• **Career Readiness 101/Where The Jobs Are**
  - This is a self-help focus group, where Career Center Staff assist customers with using the Career Ready 101 software and other websites to enhance marketable skills, gather labor market information, and identify which local employers are hiring.
Workshop Description

- **Orientation to Financial Literacy**
  - *An overview of services at Roxbury Center for Financial Empowerment.*

- **Avoiding the Black Hole**
  - *This workshop will help you identify ways to avoid the pitfalls of job applications and to increase your chances of getting an interview.*

- **Employer Events & Job Fairs**
  - *These are posted in the Resource Room as well as emailed to our customer base. Please follow the instructions on the individual flyer to participate in an Employer event.*

- **Email List**
  - *At Boston Career Link we communicate with our customers via email. We send out information about upcoming Employment opportunities, Training and Education opportunities and any other special events that may be happening here. To be added to our list, please sign-up with the front desk.*

- **Ask The Career Advisor** (registration required)
  - *Do you have questions regarding; your resume, interviewing, career focus or your job search strategy? Boston Career Link provides its customers with personal one-on-one career related advice. Come meet with a Career Advisor for an individual hour session. To schedule a time please call our Front Desk. Please note: If you are more than 5 minutes late for this session you will not be seen.*

- **Education Advisor Session** (ESOL/HiSET)
  - *Receive information on English for Speakers of Other Languages (ESOL) classes or The High School Equivalency Test (HiSET) is a new way for people who didn’t finish high school to earn a diploma and get on track for college or career.*
Job Seeker Customer Flow

1. Partner Referral
   - MRC
   - MCB
   - DTA
   - ABE
   - Veteran

2. Register with Career Center
   - Orientation & LMI
   - Initial Assessment

3. Comprehensive Assessment
4. WIOA Services Orientation
5. Skills Assessment

6. WIOA Eligibility Review
10. Case Review

11. OWID Determination
12. Declined
16. CAP Follow Up

13. Approved
18. Enroll WIOA Employment Services
19. Enroll WIOA Training Services

20. Job Search
21. Entered Employment
22. Follow Up

7. Basic Service
   - Group & Individual
   - IF Job Postings

8. CO's Register Resident On JobQuest
9. CO submits Job Seeker ID to Dara
14. Dara Provides IS ID to ACL
15. ACL Provides Membership Cards

17. Enter Employment
21. Follow Up
Fairmount Job Referral Network & Boston Career Links

Job Quest Training

January 31, 2017
FJRN and BCL: GOALS

- Identify Job Seekers along Fairmount Corridor
- Register Fairmount Job Seekers into BCL Career Center, Job Quest database
- BCL assessment help determine job seekers pathway towards gaining resources for skill and/or training programs and/or pathways towards gaining employment
- Assigned Career Coaches, accesses job opportunities through FJN and other BCL listed employment opportunities
Plan of Action—Your Role

- Community Organizers, target job seekers through individual CDC outreach efforts
- Complete FJN (Fairmount Job Network) Referral Form
- Clearly indicating Option A, B or BOTH
- Option A, ONLY if indicating specific position applied through FJRN *(See green jobs booklet)*
- Option B, follow steps to register into Job Quest and retrieve JS ID Number *(see following slides)*
- CO, submits completed Referral Forms to Dara, clearly indicating JS ID Number-- via fax or email
- BCL provides Membership card to registered job seeker
Plan of Action—My Role

- JS ID Numbers are submitted to BCL
- Maintain data of those referred
- FJRN and BCL will maintain shared relationship of those referred through FN
- FJRN will share job listings with BCL for their listings in Jobs booklet
- FJRN works with Career Coaches
- FJRN work to establish other shared opportunities, i.e. Job Fairs, Employer connections
Why this Platform/Partnership....

- This platforms broadens the accessibility of resources, enhancing our job seekers pathway towards exposure of training and employment opportunities.
- Boston Career Links, already serves many along the Fairmount Corridor-partnership in existence.
- BCL, has an existing Job Seeker Customer Workflow that provides the case management that we are not trained to provide.
- BCL maintains a successful rate of job placement.
Referral Form

- **Option A**
  - Employer Connection
  - Apply to Job
  - Submit Resume
  - Interview scheduled/
  - Employer call back

- **Option B**
  - Register Career Center
  - Personal Assessment
  - Career Coach
  - Access to resources
  - Access to Employment
  - Apply Jobs in area
  - Drop-in Assistance
THANK YOU to our host and Partner Boston Career Links, Community Organizers and CDC Staff

Dara Frederick
857-302-9639
frederickdara@gmail.com