



Navigating Online Career Exploration and Planning Tools

*A Skills Gap Road Map
for Case Managers*



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- **3 organizational ideas** to help you better manage your work, your time, and your caseload!
- **8 at-a-glance templates** that highlight U.S. Department of Labor electronic career exploration tools – outlining benefits, recommendations, tips and talking points – with hyperlinks to take you directly to the site to explore and learn more!
- **3 career transition roadmaps** showing how services are delivered to assist three different dislocated workers navigate these tools in their career exploration process!
- **1 chart** with recommended e-learning resources for you to grow your skills and better use these valuable resources!

Meet Anita: An American Job Center Case Manager

Anita is a veteran case manager in a local American Job Center. With twenty-three years of hands-on experience, Anita has learned many valuable lessons on how to work with different types of customers and has created personal strategies to manage her time and workload in the midst of chaos. One important lesson she learned is to continually seek out new tools and strategies to enhance her ability to serve her customers.

Recently, Anita has noticed a couple of things – there are an increasing number of dislocated workers coming into the Center and they are not the typical dislocated workers of the past. Her current dislocated worker pool ranges from highly skilled professionals with long, steady work histories to those who have struggled to find their niche in the new labor market. Even with this broad spectrum of job seekers, Anita knows that the key to a successful career transition is to help her customers identify their current skills, understand what today’s labor market looks like, and outline action steps to get them back to work.

Anita, through her years of experience, has gained lots of knowledge about the world of work and has figured out numerous tricks of the trade – all of which have afforded her the opportunity to be a valuable resource to her customers. The latest additions to her arsenal of strategies for assisting

her customers are all the electronic tools for career exploration and planning. Some of her favorites are Career One Stop, My Next Move, My Skills My Future, and O*NET Online.

Anita took it upon herself to learn more about each of these tools and how they can be used most effectively when serving her customers. Her knowledge building of these tools included attending some training sessions, accessing online resources, and “playing” with each of these tools to see what they did and how they worked. Through some hit and miss, trial and error, and initial attempts with using these tools with customers, she has developed a savvy for knowing which tools to recommend to which customers.

Anita takes great pride in doing the best possible job with her customers. She understands that one of the most daunting tasks for dislocated workers is to figure out what to do next in a tough economy and an ever-changing labor market. She never wants to just turn them loose to fumble through a career transition on their own. Many of her customers really appreciate the guidance she provides to help them plan their next career move. Anita’s greatest satisfaction is when her customers say “Thank you for all your advice. You helped me make sense of all these things I knew nothing about.”

Defining the Case Managers' Challenges

Dominic, the local American Job Center Manager, noticed that Anita does a great job with dislocated workers - not only in assisting them in their career transition, but also in managing her caseload/time and keeping the customer engaged in Center services. Dominic approached her to inquire about her secrets to success. Specifically, he was curious about what she does that is different than some of the other case managers.

While Anita is complimented that Dominic appreciates all her efforts, she found it puzzling to identify what she does that is out of the norm – her initial response was that she was just doing her job. Dominic pressed a little harder. He explained to Anita that she has the largest number of dislocated workers on her caseload, that she does a great job in motivating them, and that she has the most positive outcomes. He also shared that several of her coworkers have come to him about their struggles on how to work with dislocated workers. Dominic shared that he could use Anita's help to pinpoint specific issues and provide help to the rest of the staff.

Through this conversation, feedback from staff, and their own observations, Dominic and Anita created a list of issues that are challenging staff. This list included four common themes:

1. Staff is **overwhelmed with the number of dislocated workers** coming into the Center and feels frustrated that they are unable to give customers the great service they have come to expect. While trying their best, staff has noticed that their **customers are fumbling with self-help strategies** while in the Resource Area.
2. Staff is unsure about **how to best help their customers**. Dislocated workers have changed: more skilled; higher education levels; diverse career experiences; and jobs of displacement are no longer options for re-employment. Staff shared that they don't know enough about newer career fields and are **uncomfortable recommending job options** for dislocated workers to pursue.
3. Staff is confused on **all the different tools** to help customers make career decisions. They've heard about all the "great resources" to help dislocated workers "bridge the skills gap" and want to know **which one is best** for career transition help.
4. Staff want ideas on "**customer motivation**" – how to convince customers to be more active in their career planning process. Staff has "**told customers**" about several resources, but they **don't seem to use these tools**.

Creating a Solution! Sharing the Learning!

Dominic knew that Anita was well-liked and respected by her coworkers, often seeking out her expertise and advice. He asked if she would be willing to share her learning on how she assists her dislocated workers – and she agreed. They decided that at the next staff meeting, Anita would share of her best tips, tools and strategies on how she helps her customers navigate their pathways to career success.

Anita thought about the challenges that she and her coworkers were facing. For her presentation, she decided to share her thoughts on:

- ✓ Viewing career exploration and planning as a vitally important **case management “service.”**
- ✓ A simple **service planning process** she personally uses to make decisions when working with customers.
- ✓ The way she "**segments**" her dislocated worker customer pool by common characteristics to manage her caseload and recommend "**starting point**" services.
- ✓ Tapping into some popular and easily-accessible **electronic tools** – 4 websites and 4 inventories – to assist dislocated workers navigate the career transition process.

- ✓ Using these tools and processes by highlighting **how she worked with three recent customers.**
- ✓ Learning more about these tools by recommending two e-learning websites and offering action steps so her coworkers can **continue to build their personal skills.**

In the time leading up to the staff meeting, Anita worked diligently on putting together the presentation for her coworkers, in-between serving her customers. She discovered that many of the things she planned to share were second nature to her and that she needed to drill-down her presentation to address the main challenges. Being a case manager herself, she also knew that whatever she created should be simple, to the point, easily usable, and highlight main points and benefits that her coworkers could use.

Anita created 15 one-page resources, with corresponding talking points, for her presentation. She hyperlinked the recommended resource on each of these “cheat sheets” (as she liked to call them) so the staff could go directly to the sites. After the staff meeting, she gave her co-workers an electronic version of each to use as desk guides.

Anita presented the following to her coworkers at their staff meeting!

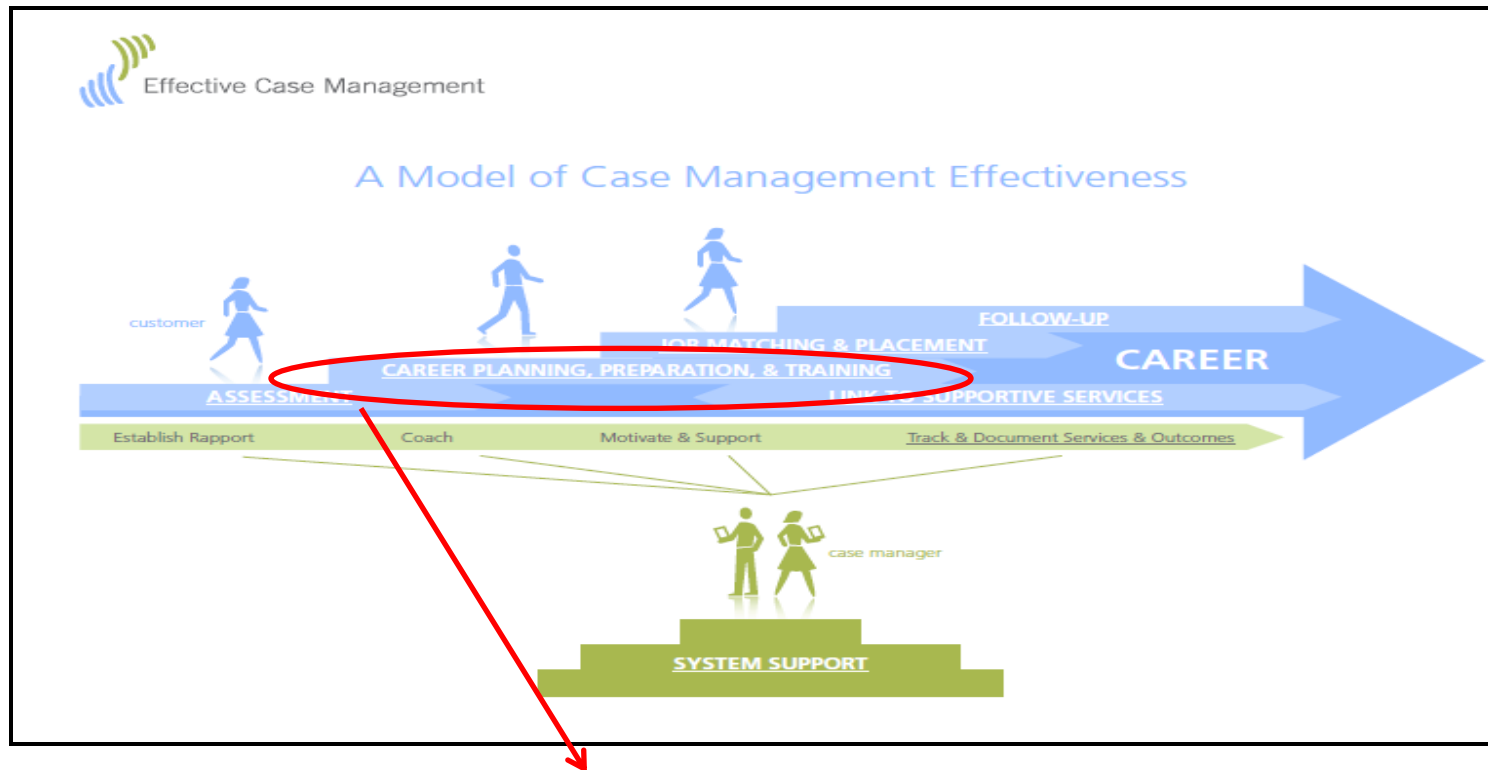
Career Exploration and Planning: A Case Management “Service”

Highlighting information on the one-page staff cheat sheet:

➤ A Model of Case Management Effectiveness (page 7)

Anita reinforces her main ideas by presenting these talking points:

- It is important that we view career exploration and planning as “services” and not just a step in the case management process.
- As case managers, we do many things – intake, eligibility, assessment, case notes, present workshops, monitor training, follow-up, and more. These things sometimes become more about “us” (i.e.: following policy/procedure, MIS tracking and documentation requirements) rather than the providing services to our customers.
- When I think about career exploration and planning as a “service” for my customers, I define “service” as: **a specific activity that is recommended, scheduled, completed, processed, and documented.**
- As I am assisting dislocated workers in the career exploration and planning process, I am continually trying to answer three questions:
 1. **Where is the job seeker now?** – To understand her/his current situation, skill sets, work experience, and labor market strengths and short-comings.
 2. **Where does the job seeker want to go?** – To define end result and type of career s/he is moving toward.
 3. **How will s/he get there?** – To recommend services, tools, strategies and training to achieve her/his goals.
- A simple way I summarize the purpose of our career exploration, planning and training services to my customers is by stating: “Our job is to assist **job seekers** become skilled and qualified **job candidates!**”



Make Career Exploration and Planning a Value-Added Service

- ✓ Offer **advice**; make **recommendations**; and **promote and schedule** activities
 - ✓ Point job seekers toward the **right decision-making tools**
 - ✓ Help the job seeker **answer three questions**:
 - Where am I **now**?
 - Where do I **want to go**?
 - How will I **get there**?
- ✓ **Interpret** and **translate** assessment and labor market information

Access more information related to this Case Management Model https://effectivecasemanagement.workforce3one.org/page/resource_map

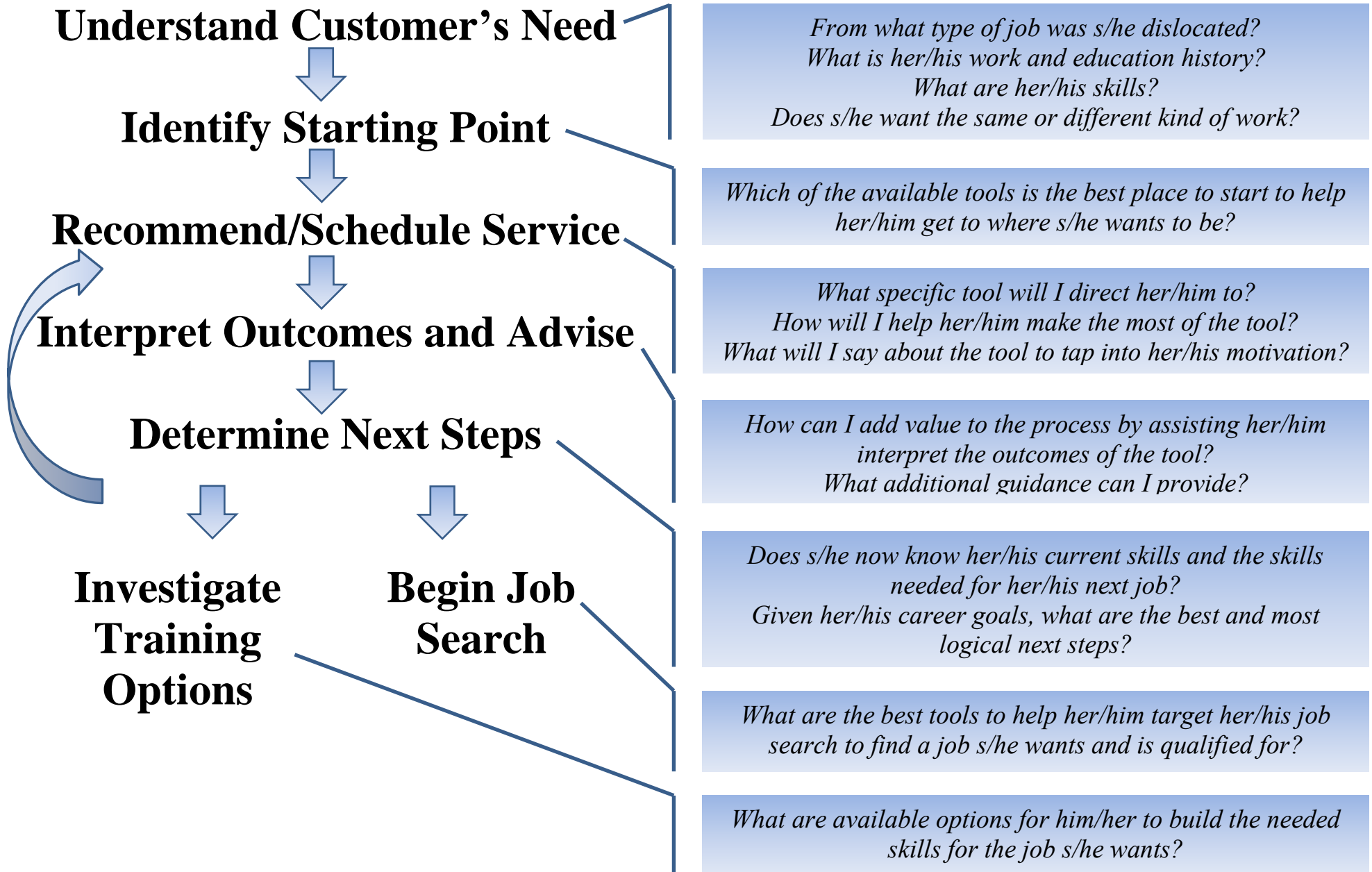
A Service Planning Process

Highlighting information on the one-page staff cheat sheet:

- **Service Planning Process and Questions to Ask Yourself to Make Service Decisions** (page 9)

Anita reinforces her main ideas by presenting these talking points:

- The left side of this chart is the informal services planning process I use when delivering career exploration services. It helps me to organize my thoughts and sequence action steps that meet the needs of my customers.
- On right side of this chart are sample questions I ask myself throughout the process to assist customers create a career transition roadmap. This helps me answer the questions: “Where are they now?” “Where do they want to go?” and “How where they get there?”
- The two steps I find most valuable in motivating my customers are:
 - ✓ **Recommend/Schedule Service:** I not only make specific recommendations to my customers on how to proceed, but I also schedule the activity – get them started right away, have them do “homework” by the next appointment, or set a time when we can work on it together.
 - ✓ **Interpret Outcomes and Advise:** As workforce professionals, customers look to us to makes sense of all the sometimes confusing information available to them. I make every attempt to “translate” labor market and assessment information into understandable terms and give them my best suggestions based on my experiences and knowledge base.
- Just as a note, I use this process throughout service delivery. Some customers only need a little nudge by pointing them in the right direction (a single activity to get them to the next step), while others need more guidance to figure out where they want to go (multiple sequential activities).



Segmenting the Customer Pool by Common Characteristics

Highlighting information on the one-page staff cheat sheet:

- **Starting Where Customers Are to Get Them Where They Want to Go!** (page 11)

Anita reinforces her main ideas by presenting these talking points:

- There are many of customers who use our services. While our Center procedures provide us with the overall strategy for managing our work, I also use personal organizational and time management strategies to handle my large caseload.
- I “segment” my dislocated worker customers based on similar and common characteristics of “where they are” when they begin services. I consider their work history, type of jobs, current skills, and future interests (left column of chart).
- I then think about how our services can assist customers (middle column of chart) and target services toward the desired outcomes (right column of chart) – an end-results “checklist” of what we need to accomplish.
- I use this strategy to:
 - ✓ **Standardize** my service delivery
 - ✓ **Describe and package** our services
 - ✓ **Recommend starting** services

Starting Where Customers Are to Get Them Where They Want to Go!

For Dislocated Workers Who:	Career Exploration and Planning Services Should Assist Customers:	Service Outcomes Should Result in Customers:
<ul style="list-style-type: none"> • Have recent labor market attachment • Have marketable skills • Are interested in staying in the same career field 	Identify their current skills and learn about jobs where those skills are needed, so they can get back to work as soon as possible	<ul style="list-style-type: none"> ✓ Knowing their skills ✓ Honing in on job options ✓ Packaging their skills for desired job ✓ Targeting job search activities
<ul style="list-style-type: none"> • Have a substantial work history • Have good skill sets • Would like to stay in current career field • Are experiencing difficulty in moving up the career ladder <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • Have substantial work history • Have good skill sets in the work they used to do • Are interested in changing career fields • Are not sure how their current skills align with different career opportunities 	Investigate career options, identify their current skills, and determine what skills are needed for the job they want, so they can enter a new occupation or advance within their current occupation	<ul style="list-style-type: none"> ✓ Knowing their current skills ✓ Redirecting their career path ✓ Understanding how to use current skills in new ways ✓ Re-packaging current skills for a new or different job ✓ Knowing skills they need to get the job they want ✓ Identifying training options to gain new skills ✓ Targeting job search activities
<ul style="list-style-type: none"> • Have limited or sporadic work history • Are not sure of their skills • Are not sure what they want to do <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • Have a long work history in same job or occupation • Have outdated skills that do not align with current demand jobs • Have been displaced from a declining demand job or a disappearing industry 	Determine appropriate career options, identify current skills they have for their desired their job, and build the new skills for that job so they can enter or re-enter the labor force	<ul style="list-style-type: none"> ✓ Knowing their skills ✓ Identifying their career options ✓ Understanding how their skills can be used on various jobs ✓ Packaging current skills for new or different job ✓ Knowing new skills they will need to get the job they want ✓ Identifying training options to gain new skills ✓ Targeting job search activities

Using Electronic Tools in Your Career Exploration and Planning Services

Highlighting information on the one-page staff cheat sheets:

Career Planning Tools:

- **Career One Stop *At-A-Glance*** (page 14)
- **My Next Move *At-A-Glance*** (page 15)
- **My Skills My Future *At-A-Glance*** (page 16)
- **O*NET Online *At-A-Glance*** (page 17)

Career Exploration Inventories:

- **Skills Profiler *At-A-Glance*** (page 18)
- **Interest Profiler *At-A-Glance*** (page 19)
- **Work Importance Locator *At-A-Glance*** (page 20)
- **Employability Checkup *At-A-Glance*** (page 21)

Anita reinforces her main ideas by presenting these talking points:

- There are many, many great resources on the market for career exploration and planning. We use several different ones in our Center and you are very familiar with what they do and how to use them.
- Over the past few months, I have integrated the use of some additional widely-available “electronic” career exploration and planning tools with my job seekers. Some of these tools have been around for a while and others are newer.
- Based on my experience, I have four “go-to” electronic tools – Career One Stop, My Next Move, My Skills My Future, and O*NET Online – that I now regularly use with my customers. Within these tools, are also four of my favorite career exploration inventories – Skills Profiler, Interest Profiler, Work Importance Locator, and Employability Checkup.
- Most of you have heard of these tools; some of you have attended training sessions or webinars on how to navigate them, and a few of you are already using them with your customers.
- Here is what I have learned while using these tools with my customers:
 - ✓ These tools have many similarities – they focus on career exploration and planning, identifying skills, and comparing current skills to needed skills, options for building new skills.

Continued...

- ✓ They are also different in many ways – type of customer they were designed for, level of information detail, process to navigate, where they begin the career exploration process, and level to which they “walk through the process” or provide links to other information.
- ✓ All of these tools and inventories are great resources for customers. The key is to know how to best use each of them with different types of customers to achieve the desired outcome.
- ✓ Customers have the greatest success using these when a specific tool and/or inventory is recommended to them as an initial starting point based on their individual situations, followed by additional “next step” recommendations as needed.
- ✓ Based on customers’ feedback and reactions, they are most motivated to use the recommended tool or inventory when they know how to access it, how it works, and what it does for them.
- I have created an “At-A-Glance” template for each of my “go-to tools” that you can use as a desk guide resource as you continue to build your expertise in using these tools with your customers.
- I will also e-mail these templates to you so you can save them in your computer and access this summary information whenever you want. The templates are also hyperlinked to take you right to the tools!

Career One Stop At-A-Glance

Tool	Recommended Starting Point for Dislocated Workers Who:	Benefits of This Tool	Includes Career Exploration Inventories/Assessments
CareerOneStop.org	<ul style="list-style-type: none"> ▪ Have marketable skills and know what types of jobs they want ▪ Are seasoned workers and not sure how their skills apply to today's labor market ▪ Are mid-career and want to advance within their field ▪ Are moderately website savvy since there are many resource options ▪ Like to browse, explore, and collect lots of information in their decision-making process ▪ Are interested in further education and training 	<p>This website contains a comprehensive package of tools where job seekers can assess their skills, explore occupations, identify training options, find job leads, and enhance their job search skills.</p> <p>In the Explore Careers section, customers can walk through a seven-step process to fully investigate their options from start to finish or jump to specific activities which best meet their needs.</p> <p>No matter which pathway they select or where they start, there are many prompter questions and tips to help customers make decisions on what is right for them and where to go next!</p>	<p>Skills Profiler walks job seekers through a series of steps to discover the skills they have and how those skills align with jobs of interest.</p> <p>Work Importance Locator helps job seekers identify job features which are important to them (links to O*NET Resource Center downloadable tool).</p> <p>Employability Checkup provides job seekers with a snapshot of their ability to find employment in a specific occupation at a specific wage in a given locations.</p>

Explore Careers: <http://www.careerinfonet.org/EXPLORE/View.aspx?pageID=1>

Skills Profiler: <http://www.careerinfonet.org/skills/default.aspx?nodeid=20>

Work Importance Locator: <http://www.onetcenter.org/WIP.html>

Employability Checkup: http://www.careerinfonet.org/employabilitycheckup/emp_ask.asp?nodeid=15

My Next Move At-A-Glance

Tool	Recommended Starting Point for Dislocated Workers Who:	Benefits of this Tool	Includes Career Exploration Inventories/Assessments
MyNextMove.org	<ul style="list-style-type: none"> ▪ Are re-entering the labor market after being out of the workforce for a period of time ▪ Are unsure of what they want to do ▪ Have an idea about jobs they may like, but haven't quite yet made up their mind ▪ Like “snapshots” of information that are quickly accessible and easily understandable ▪ Have limited experience with computers and/or fear the use of technology 	<p>Simple to understand and easy to navigate tool with options for job seekers to explore careers in three different ways:</p> <ol style="list-style-type: none"> 1. Search by key words that describe their dream job 2. Look up information by job titles 3. Answer questions about the type of work they might enjoy <p>Each of the options leads them to a one-page summary of needed skills, training, future job outlook, salary information, and links to job openings.</p>	<p>Interest Profiler helps job seekers find out about their interests and how those interests align with potential careers (simplified 60-question online version of O*NET Interest Profiler)</p>

Interest Profiler: <http://www.mynextmove.org/explore/ip>

My Skills My Future At-A-Glance

Tool	Recommended Starting Point for Dislocated Workers Who:	Benefits of this Tool
<p>MySkillsMyFuture.org</p>	<ul style="list-style-type: none"> ▪ Have a long and steady work history in the same job ▪ Are highly skilled in specialized jobs or careers ▪ Want to quickly see how their current skills apply to a variety of different jobs ▪ Are interested in changing careers ▪ May be interested in training for their next job or new career ▪ Want to access a comprehensive tool that recommends next career options 	<p>This tool provides a wealth of information and resources to job seekers by exploring how their most recent job or past work experience has prepared them for potential future jobs and careers.</p> <p>By simply entering their most recent job or a past job in which they have vast experience, job seekers get a list of “best match” jobs from which they can then:</p> <ul style="list-style-type: none"> ▪ learn more about the jobs ▪ see how their skills align with different jobs ▪ explore training opportunities to build needed skills ▪ learn about job openings in their community, and ▪ apply for the jobs for which they are interested and qualified <p>Job seekers can also produce a side-by-side review of how their most recent job compares to their desired job to assist in identifying skill gaps.</p>

O*NET Online

At-A-Glance

Electronic Tool	Recommended Starting Point for Dislocated Workers Who	Benefits of this Tool
<p>ONETOnline.org</p>	<ul style="list-style-type: none"> ▪ Have a steady work history but have changed jobs several times and are trying to establish their career path ▪ Want to see how their specific skills, abilities and interests (the outcomes of completed career planning inventories/assessments) align with careers of interest ▪ Are a bit more sophisticated in understanding the world of work and technical language ▪ Are collaborating with their case manager, who is advising them on how to interpret and apply career inventory/assessment outcomes 	<p>This tool provides a wealth of in-depth information on any given occupation. Job seekers can start their career exploration:</p> <ul style="list-style-type: none"> ▪ by identifying a job they would like ▪ by investigating groups of similar jobs, or ▪ by searching jobs which use their current skills <p>All these career exploration options lead job seekers to an occupational report that can be viewed in summary, in detail, or with customized information.</p> <p>These occupational summaries provide a comprehensive listing of the skills, abilities, knowledge and tools/technology required for any given job -- they even align with information job seekers discover about themselves through the Work Importance Locator and Interest Profiler.</p>

Skills Profiler

At-A-Glance

How it Works!	Messages to Promote Tool Use and Motivate Customer!
<p>The Skills Profiler produces a self-identified list of skills that job seekers currently have and then matches those skills to a variety of job options. This two-step inventory is rather simple to complete.</p> <p>First, job seekers generate a list of personal skills by:</p> <ul style="list-style-type: none"> ➤ starting with a job they would like – this produces a list of work activities and skills related to that job – and clicking on the work activities and skills they have; or, ➤ starting with a general list of skills needed across a wide-variety of jobs and clicking on the categories of skills they have. <p>Then, job seekers are prompted to “rate your skill level” – for each of the skills identified in step 1, they rate the level of that skill on a scale from 1 (low) – 7 (high).</p> <p>This leads to a customized skills profile that includes:</p> <ul style="list-style-type: none"> ▪ A summary of identified skills and work activities. ▪ List of occupations matched either to skills or work activities. ▪ A link to occupation profiles for more detailed occupational information. ▪ Comparison feature to see similarities and differences between jobs. 	<ul style="list-style-type: none"> ❖ <i>Think about your skills based on past jobs and personal experiences – include both to get a full picture of your skills.</i> ❖ <i>Be thorough – read each skill definition carefully and include skills that apply to you.</i> ❖ <i>Don’t underrate your skills – we can always change the ratings if job matches seem out of line with your skills or interests.</i> ❖ <i>Knowing your current skills and skill levels gives us an excellent starting point for finding your next job, packaging your skills for different jobs, and/or building needed skills.</i> ❖ <i>Once you have identified your skills, we can work together to find jobs which best match those skills or we can look at possible training options to build new skills.</i> ❖ <i>The outcomes of this particular tool correlate with other online career exploration tools, so you can immediately find jobs that match your skill sets.</i> ❖ <i>Would you like to get started now on our computers, complete at home on your own and then review results with me at your next appointment, or schedule a time when we can work on it together?</i>

Skills Profiler: <http://www.careerinfonet.org/skills/default.aspx?nodeid=20>

Interest Profiler

At-A-Glance

How it Works!	Messages to Promote Tool Use and Motivate Customer!
<p>The Interest Profiler is a self-assessment tool where job seekers discover the type of work activities and occupations that they would like and find exciting. Job seekers identify broad interests and then use these interests to explore career options.</p> <p>Job seekers follow a step-by-step process to rate 60 potential work activities to the degree to which they would “strongly dislike” to “strongly like” the activity. The results are displayed as scores in six interest areas:</p> <ol style="list-style-type: none"> 1. Realistic: practical, hands-on, and leads to tangible results 2. Investigative: logical thinking and problem-solving resulting in improved outcomes 3. Artistic: creativity thinking and individual interpretation 4. Social: interact with, teach, and influence others by providing options and advice 5. Enterprising: risk-taking, decision-making and variety of “non-routine” work 6. Conventional: clear procedures/processes, detail-oriented, and rules to follow <p>Based on the mix of scores, job seekers can immediately tap into jobs that best match their interests or explore over 900 occupations within MyNextMove.org and ONETOnLine.org to see how their interests align with with different jobs and careers.</p>	<ul style="list-style-type: none"> ❖ <i>An interest inventory helps you become aware of possibilities you may not have thought about or confirm that you are on the right path to finding a job that you will really like.</i> ❖ <i>The tool helps you find out what your interests are and how they relate to the many different types of jobs.</i> ❖ <i>An interest inventory helps you discover valuable knowledge about your job likes and dislikes, giving you insight on what work activities would lead you to the greatest job satisfaction.</i> ❖ <i>This particular interest inventory is quick and simple, and immediately connects you to jobs that align with your interests.</i> ❖ <i>Once you have identified your interests, we can work together to see how your mix of interests can be translated into jobs that you will find most rewarding.</i> ❖ <i>The outcomes of this particular tool correlate with other online career exploration tools, so you can immediately find jobs that match your interests.</i> ❖ <i>Would you like to get started now on our computers, complete at home on your own and then review results with me at your next appointment, or schedule a time when we can work on it together?</i>

Interest Profiler: <http://www.mynextmove.org/explore/ip>

Work Importance Locator

At-A-Glance

How it Works!	Messages to Promote Tool Use and Motivate Customer!
<p>The Work Importance Profiler is a downloadable tool that helps job seekers focus on what is important in a job and then identify occupations they may find satisfying based on their preferred work values.</p> <p>Job seekers are guided through steps to rank 21 work preference statements from most to least important. Their personal preferences lead to a score in each of six categories of work values:</p> <p>Achievement: results oriented and creatively using personal strengths for a feeling of accomplishment</p> <p>Independence: managing own work and making decisions without someone checking up on them all the time</p> <p>Recognition: opportunities for advancement, potential for leadership, and acknowledgment for contributions/accomplishment</p> <p>Relationships: being of service to others and working with coworkers in a friendly, noncompetitive environment</p> <p>Support: team environment and management that stands behind their workers</p> <p>Working Conditions: sense of job security and personal safety</p> <p>Based on the mix of scores, job seekers can immediately tap into jobs that best match their work values or explore over 900 occupations within ONETOnline.org to see how their interest align with with differ jobs and careers.</p>	<ul style="list-style-type: none"> ❖ <i>This tool looks at what you “value” in your job, work environment, and personal interactions.</i> ❖ <i>A work values inventory helps you develop a deeper knowledge of some of the “intangible” things that lead to job satisfaction or dissatisfaction.</i> ❖ <i>When you focus on things in the workplace that are important to you, it helps to narrow your career choices to jobs that you are not only skilled and qualified for, but that you will also find most personally satisfying.</i> ❖ <i>Once you have identified your work values, we can explore jobs which best match your values.</i> ❖ <i>The outcomes of this particular tool correlate with other online career exploration tools, so you can immediately find jobs that match your values and skill sets.</i> ❖ <i>I recommend that you complete this particular tool here at the Center so that you don’t have to be burdened with loading it onto your computer. I have this tool ready to go on our computers. Would you like to get started now or schedule a time to come back to compete it?</i>

Work Importance Profiler: <http://www.onetcenter.org/WIP.html>

Employability Checkup

At-A-Glance

How it Works!	Messages to Promote Tool Use and Motivate Customer!
<p>The Employability Checkup provides job seekers with a snapshot of career prospects related to specific education, wage and location parameters.</p> <p>This is a great tool for job seekers to explore labor market outlooks based on different employment criteria such as education levels, wage requirements, location, and job of interest. They just select the information variables they would like to test and the tool creates a summary comparison report on:</p> <ul style="list-style-type: none"> ✓ Occupation Employment Trends: state data on number employed and growth rates ✓ Industry Employment Trends: national data on number employed and growth rates ✓ Local Unemployment Rate: local rate compared to national rate ✓ State Unemployment Rate: state rate compared to national rate ✓ Education: identified level compared to required level ✓ Wage: desired wage compared to actual wage <p>This snapshot of employment outlook also summarizes the pluses and minuses of a career choice that the job seekers can then use to direct them further down their career path.</p>	<ul style="list-style-type: none"> ❖ <i>The Employability Checkup is a wonderful tool to test out different jobs that you are thinking about to see how your needs compared to each job's outlook.</i> ❖ <i>By investigating several different jobs, you will be able to narrow your options and make realistic choices about what jobs or training you may want to pursue.</i> ❖ <i>The summary report is based on your results and gives you an easy starting point to more fully investigate your top job choices.</i> ❖ <i>This tool is also useful during your career exploration process to ensure your decisions are leading to what you really want in your next job.</i> ❖ <i>You may want to print the summaries of your top choices so that you and I can discuss your next steps for exploring that career or tapping into training to better prepare you for that career.</i> ❖ <i>Would you like to get started now on one of our computers, complete at home on your own and then review results with me at your next appointment, or schedule a time when we can work on it together?</i>

Employability Checkup: http://www.careerinfonet.org/employabilitycheckup/emp_ask.asp?nodeid=15

Process and Tools in Action

Highlighting information on the one-page staff cheat sheets:

- **Navigating Martin's Job Transition** (page 23)
- **Navigating Natasha's Labor Market Re-entry** (page 2)
- **Navigating Isaac's Career Advancement** (page 25)

Anita reinforces her main ideas by presenting these talking points:

- To show you how I pull together all these pieces – career exploration and planning as a service, my service planning process, my strategy to segment the customer pool, and the use of the electronic tools – I have illustrated how three of my recent dislocated works and I navigated their career transition process.
- These roadmaps, of course, do not capture all the details and nuances of working with a customer, but they do provide a snapshot of my strategies and how I use electronic career exploration and planning tools with my customers.
 - ✓ Three different customers
 - ✓ Applying consistent decision-making processes
 - ✓ Tapping into a variety of electronic tools
 - ✓ Resulting in three unique paths to success!

NAVIGATING MARTIN'S JOB TRANSITION

Meet Martin

- 26 years' experience in **construction**, working his way up the career ladder to **construction supervisor** for a mid-sized firm
- Recently **laid off** due to long-term housing market downturn
- Is **not interested** in going back to **school**
- Would like to do something in the **same career field**
- Wants to get back to work as **quickly as possible**
- Would like **recommendations on what to do next**

Recommended Starting Point

MySkillsMyFuture.org

- Current or Past Job
- First-line Supervisor of Construction Trades

Outcomes and Advice

- Explores "**Best Match**" careers that are recommended
- Finds **several of the recommendations interesting**, but is **still unsure** which jobs may be best match for him
- Is confused about what he **holds important for his next job** since he expected to retire from his previous company

Next Steps

Martin completes the **Work Importance Locator** on the local American Job Center's computer lab.

Achievement: 15
Recognition: 18
Support: 12

Independence: 21
Relationships: 14
Working Conditions: 23

He discovers the **job security** and task variety; **working on his own** without too much direct supervision; and, **acknowledgement** of his efforts are most important.

Outcomes and Advice

- Further **explores** new jobs that **meet his education and experience level**
- Searches for careers that **support his work values**
- Focuses on jobs with "**Bright Outlook**" so he won't be displaced again this late in his work life
- Identifies **job opportunities currently available**

Job Search

Uses **MySkillsMyFuture.org** and **CareerOneStop.org** to conduct a **targeted job search** in two areas:

- ✓ **Weatherization Installers and Technicians**
- ✓ **First-line Supervisors of Mechanics, Installers and Repairers**

NAVIGATING NATASHA'S LABOR MARKET RE-ENTRY

Meet Natasha

- Recently divorced and **needs to get back** to work to support family
- Bachelor's Degree in **Business Administration**
- 8 years **management experience** – Assisted Living Facility
- **Out of labor market** for 11 years to start family
- Would like to use **degree/skills**, and **not sure** what she wants to do or what **job market is like** today

Recommended Starting Point

- MyNextMove.org
- "I'm Not Really Sure"
 - Interest Profiler

Outcomes and Advice

Highest Interest Profiler Scores: **Enterprising** **32**
 Conventional **25**
 Social **22**

Scores indicate that Natasha:

- likes to **take charge and make decisions** that lead to results;
- has a strong leadership drive, and also **likes structure and parameters** to apply to her decision making; and,
- is motivated by **working with and for others**.

Next Steps

Natasha continues on MyNextMove.org identifying **4 career options** based on interest scores:

- 1) **Cost Estimator**
- 2) **Logistics Manager**
- 3) **Meeting, Convention, and Event Planner**
- 4) **Purchasing Manager**

To find more on each option, she also uses **ONETOnline.org** to **get more details** on the tasks, skills, education and requirements for each.

Training Options

Natasha researches courses on **two common software packages** used by logistics managers and event planners.

Outcomes and Advice

- **Eliminates** Purchasing Manager – not a “Bright Outlook” like others
- **Unsure** of Cost Estimator – too “financial” oriented
- **Decides** to pursue other two as career options – similar skills used in past, sound interesting, and both are viable options in the local labor market.
 - **Learns**, through her research on **O*NETOnline.org**, that both career fields use two common software applications with which she is

Job Search

Natasha applies for 3 local jobs using the “**Find Jobs**” link on MyNextMove.org for which she is a **viable candidate** – ready to explain that she is looking into software training.

NAVIGATING ISAAC'S CAREER ADVANCEMENT

Meet Isaac

- Recently **laid off** due to his employer's inability to compete with foreign companies
- Worked for company for **9 years**, starting right out of high school as a **Machine Operator**
- Has taken a **few college courses**, but education took back seat to working
- Is interested in **going back to school** for different career field

Recommended Starting Point

CareerOneStop.org

- Explore Careers
 - Take Charge
 - Get a Better Job
 - Skills Profiler

Next Steps

Continues his exploration process:

CareerOneStop.org

- Occupations
 - Explore Green Careers

Outcomes and Advice

- Based on rating his skills and skill levels, Isaac **explores several options**, but is still confused about what to do next
- Likes manufacturing, but **wants to do something different**
- Expresses interest in **growth occupations** related to the **environment**
- Realizes he will **need training** to pursue these careers

Outcomes and Advice

- Is tending toward **Energy Efficiency careers**, with a strong interest in **Energy Engineering**
- Likes that it is "green" and is a newer/emerging industry
- Wants to see more on the outlook of those jobs in his area

Next Steps

Conducts an "**Employability Checkup**" confirming that his new career choice:

- ✓ Is in a **growth occupation**
- ✓ Has **good employment outlook**
- ✓ Has **better salaries** than he expected
- ✓ Typically requires a **Bachelor's Degree**

Training Options

Isaac researches training in his area using **MySkillsMyFuture.org**, and looks into **Trade program funding** and other **financial aid options** to assist with training expenses.

Building Your Knowledge! Increasing Your Confidence!

Highlighting information on the one-page staff cheat sheet:

➤ **Build Your Knowledge! Increase Your Confidence!** (page 27)

Anita reinforces her main ideas by presenting these talking points:

- ❖ The world of work is ever-changing – for job seekers and for us!
- ❖ Many of the dislocated workers that we serve must gain new skills to bridge their skills gaps. We, too, must continue to learn new things and grow new skills to keep our competitive edge and enhance our value to our customers.
- ❖ Just as I do with my customers, I want to give you a few recommendations (personal first steps or next steps) so that you can build your skills for using electronic career exploration and planning tools.
 1. Learn more about these electronic tools by tapping into resources at three wonderful e-learning sites created for workforce professionals – O*NET Academy, Workforce3One and O*NET Resource Center.
 - ✓ I use these sites regularly and highly recommend them to you.
 - ✓ I have created a starter list of related resources – all directly linked to take you right to the learning materials.
 2. Familiarize yourself with how each of the tools works – go to each of the tools; poke around to see what each does; test run the tools for yourself; take the inventories.
 3. Practice using these tools with your next five customers – promote the use of one tool to each customer and recommend at least one specific activity for them to complete and review with you.

Build Your Knowledge! Increase Your Confidence!

The following websites containing webinars, courses, materials, podcasts and more are designed for workforce professionals. As a case manager you should visit these valuable resources often and tap into the many learning opportunities.

[ONETAcademy.org](http://www.onetacademy.org)

Recommended Resources:

[Introducing My Next Move:](http://www.onetacademy.org/view/4011108860755498441/info)

<http://www.onetacademy.org/view/4011108860755498441/info>

[O*NET and My Next Move:](http://www.onetacademy.org/ws/www/Folders/3001110258120612047/)

<http://www.onetacademy.org/ws/www/Folders/3001110258120612047/>

[Overview of the O*NET Career Exploration Assessment Tools](http://www.onetacademy.org/view/3001024772994029416/info)

<http://www.onetacademy.org/view/3001024772994029416/info>

[O*NET Career Exploration Tools Overview](http://www.onetacademy.org/view/3001024769922479043/info)

<http://www.onetacademy.org/view/3001024769922479043/info>

[Using O*NET to Identify Bright Outlook Occupations](http://www.onetacademy.org/view/3001100562805029083/info)

<http://www.onetacademy.org/view/3001100562805029083/info>

[O*NET's Role in America's Career One Stop](http://www.onetacademy.org/view/3001030252103403015/info)

<http://www.onetacademy.org/view/3001030252103403015/info>

[Value of O*NET for Workforce Development Professionals](http://www.onetacademy.org/view/3001024770249316148/info)

<http://www.onetacademy.org/view/3001024770249316148/info>

[My Next Move Desk Aid](http://www.onetacademy.org/view/2001113834817523889/info)

<http://www.onetacademy.org/view/2001113834817523889/info>

[O*NET Online Desk Aid](http://www.onetacademy.org/view/2001117149348005181/info)

<http://www.onetacademy.org/view/2001117149348005181/info>

[Workforce3One.org](https://www.workforce3one.org)

Recommended Resources:

[Career One Stop](https://www.workforce3one.org/view/3001205568622303690/info)

<https://www.workforce3one.org/view/3001205568622303690/info>

[Worker Reemployment Portal on Career One Stop](https://www.workforce3one.org/view/3001205569189045405/info)

<https://www.workforce3one.org/view/3001205569189045405/info>

[My Next Move](https://www.workforce3one.org/view/3001205569677831751/info)

<https://www.workforce3one.org/view/3001205569677831751/info>

[My Skills My Future](https://www.workforce3one.org/view/3001103836617055113/info)

<https://www.workforce3one.org/view/3001103836617055113/info>

[Effective Use of Assessment Tools](https://www.workforce3one.org/command/view.aspx?look=5000723343405970121&mode=info&pparams=)

<https://www.workforce3one.org/command/view.aspx?look=5000723343405970121&mode=info&pparams=>

[ONETCenter.org](http://www.onetcenter.org)

Recommended Resource:

[Testing and Assessments Guides](http://www.onetcenter.org/guides.html)

<http://www.onetcenter.org/guides.html>

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