Zepf Center
HPOG Program
Virtual Learning Cohort

PRESENTED BY:

Craig Gebers

Senior Director of Workforce
Development and Supportive Services

Zepf Center

has been providing an array of workforce development and business services for over 35 years through diverse funding

Zepf Center
HOPE BEGINS HERE

Pre-COVID Business Services

Face-to-face Healthcare Hiring Events

EMPLOYER EVENTS

- Employer Appreciation Networking Luncheons
- Moderated Employer Forums with Q & A
- Employer Advisory Meetings

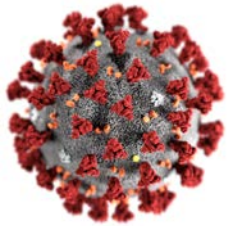
PARTICIPANT EVENTS

- Monthly HC Job Fairs
- Weekly “Business of the Day” Events
- Annual County-wide Job Fair

TRAINING & SERVICES EVENTS

- Monthly “Bring Your ‘A’ Game” training
- Weekly Partner Resume & Interview Training

Zepf Center
HOPE BEGINS HERE



Impact and Challenges of COVID

Transitioning from Face-to-face to Virtual

EMPLOYERS

- Employers face increases in staff turnover and a greater overall demand for new hires
- Employers transition to virtual job interviews

BUSINESS SERVICES

- In-person events were replaced with virtual events. Participation dropped greatly.
- A majority of the hiring event attendees are employed and looking to improve their employment situation (pay, shift etc.).

PARTICIPANTS

- Participants are less engaged due to childcare and virtual school implications
- Participants fear COVID infection from working in healthcare
- With virtual job interviews participants face limited access to technology

Business Services COVID Response

Virtual & Limited In-person Healthcare Hiring Events

EMPLOYER EVENTS & VIDEOS

- Virtual Employer Partner Appreciation events
- Employer Partner Recruitment Videos to share with participants

PARTICIPANT EVENTS

- Virtual Single Employer Job Fairs
- Outdoor Lucas County "Parking Lot" Job Fair

TRAINING & SERVICES EVENTS

- Monthly Limited in-person "Interviewing 101" Training
- Weekly Limited in-person "Application Friday" Events

Zepf Center
HOPE BEGINS HERE

Employment VLC Workshops

Zepf Business Services learned throughout the VLC workshops that they had very similar experiences and challenges as other cohorts. Strategies were affirmed, yet a new enthusiasm and a greater focus emerged.

Key Take-aways:

<u>Messaging</u>

- Create a value proposition to share regularly with employers (i.e. prepped applicant pipeline)
- Brand participant resumes with HPOG affiliation

Virtual Learning Cohort

Zepf Center
HOPE BEGINS HERE

Employment VLC Workshops

Virtual Learning Cohort

Key Take-aways (continued):

Training

- Increase in employer demand for Soft Skills training

Trust Building

- Believe in the power of your applicant pool

Placement

- Map Employer Partners locations with participants that are challenged with reliable transportation

Zepf Center
HOPE BEGINS HERE

Employment VLC Workshops

Key Take-aways (continued):

Technologies Used

- www.theworknumber.com for employment verification
- www.Calendly.com for automated scheduling

Virtual Learning Cohort

Zepf Center
HOPE BEGINS HERE

VLC Momentum Project

- The Dream Team is a high intensity rapid job placement model for 15 motivated individuals who have never worked in healthcare.
- Once an individual is employed, another is added.
- Project Goal: 45 new job placements in healthcare

Zepf Center
HOPE BEGINS HERE

Dream Team Qualifications

- Unemployed in healthcare
- Resume completed
- Attended “Interviewing 101”
- Attended “Application Friday”

Dream Team Expectations

- Join voluntarily
- Meet or exceed qualifications
- Committed to finding employment
- Must create an Indeed account
- Apply for at least 5 jobs a week

Zepf Center
HOPE BEGINS HERE

Dream Team Implementation

- Weekly Check-ins (phone/text)
- Weekly “First Look” Job Postings
- Pre-interview Preparation
- Employer Partner VIP Introduction
- Post-interview Employer Feedback
- Monthly Unemployed “Hot list” interest survey (email/text) for Dream Team recruitment

Zepf Center
HOPE BEGINS HERE

Questions?

HPOG Project Director:

Craig Gebers

419-213-6350
cgebers@zepfcenter.org