Building Employer Support, Job Placement and Retention to Meet your Performance Standards

sponsored by AFOP Training Institute

2021-2022 Credential Series

Increasing job placements, building employer support, and boosting the job retention of the participants that we serve is a never-ending challenge. Add Covid-19 to the mix and many of us have had to rethink how to best support our job seekers and employers.

Industries that have supported workforce are some of the industries that have been hit the hardest during covid including hospitality, the leisure industry, health care and education. Although the economy has recovered somewhat, the highest unemployment is among some of the groups that we serve: Hispanics, African Americans, young adults, low wage workers, those with lower educational attainment and women.

As a result, Covid-19 has made meeting performance standards more challenging. On the participant side the standards are impacted by the economy: Employment at 2nd quarter Employment Retention at 4th quarter, and Median earnings. At the same time, DOL is piloting three Effectiveness Serving Employers measures: Retention with the Same Employer, Repeat Business Customers and Employer Penetration Rate. The foundation for meeting standards is building strong relationships with employers, making good job matches and implementing a well-designed post placement job retention and post-placement follow-up system.

<div align="center">Topics:</div>

How Has Covid Shifted the Job Market
Why Do Employers Become Involved in Workforce Programs?
Marketing and Selling Your Services More Efficiently
How to Engage Employers in a Wider Variety of Ways
Getting Repeat Employer Business
Strategies for Increasing Job Retention
Building a Strong Post-Placement System
Getting Employers involved in Job Retention Services

Each attendee will get:
- 10 live webinars
- Links to all recorded webinars
- PowerPoint slides from each webinar
- A 112-page manual on Business Outreach and Job Retention
- A pre-test and post-test
- An AFOP Training Institute Certification for those who pass the course.
- Practice activities
- An opportunity to interact with staff from across the country
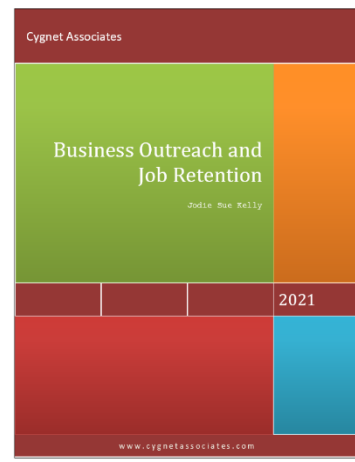
Testimonial by former AFOP trainee:

"As a former teacher and instructor, I am, admittedly, more critical than some when it comes to critiquing and evaluating instructional practices of facilitators. Our agency requires annual training relevant to improving our skill sets so that we may better serve our clients who struggle with multiple barriers to employment. These training can be hit or miss (just as they were when I was I was an educator); but I can attest to the fact that Jodie Sue Kelly is, by far, the best trainer/facilitator I have EVER had the pleasure of working with. What sets Jodie apart from others is not only her experience (she can make the discussion points relevant to training based on her own stories and anecdotes having worked in the field), but also

her humor, charisma, and the outstanding activities she has developed. Her passion for training others and her incredible knowledge base is evident; I left every webinar and training session feeling more confident having more "tricks" available to help support our clients and get them jobs. Her activities are easy to follow, easy to integrate because they are completely relevant to the work we do and are engaging. We have already integrated much of what we learned through Jodie's training, and I would feel privileged to have the opportunity to participate in more of her training in the future. She is definitely THE best!"   D.B.

Cost: $295 per attendee
Register by completing and emailing the following to cygnet84@aol.com

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(Use multiple forms to add more trainees)

Agency: _____
Point of Contact & email: _____
Agency Address: _____
_____

Attendee:	Email Address:

Total Cost: $295.00 x -- attendees = _____
Purchase Order number: _____
Invoice should be addressed to: _____(email address) or mailed to:

_____
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