

INCREASING THE QUALITY OF JOB SEEKER MATCHES – DESK AID

Overview: This desk aid is designed to help Texas Workforce Center staff improve the quality and effectiveness of job seeker matches by teaching job seekers how to better represent their skills and strengths to employers through their résumé and matching options. *Note:* When reviewing the *Portfolio* page, view all sections by clicking each link. A checked box only signifies some information has been provided, it does not necessarily mean the section is complete.

INFORMATION RESOURCES AVAILABLE TO JOB SEEKERS

- **Bulletins:** To learn more about job seeker benefits, job search opportunities, and/or potential pitfalls to avoid when searching for jobs in the labor market, review bulletins posted to the *Bulletin Board* section of the job seeker's home page.
- **Event Calendar:** Check the *Event Calendar* on the job seeker's home page to learn more about workshops and job fair opportunities.
- **Job Match Advisor:** Use the *Job Match Advisor* to locate areas of a job seeker's résumé, state application, or matching options that can be updated or would benefit from added information. This page gives advice for improvement and provides a direct link to the specific page that needs attention.
- **Site Help/Page Help:** *Site Help* provides assistance with all WorkInTexas.com features; *Page Help* provides guidance and direction for a specific page.
- **FAQ:** The *Frequently Asked Questions* feature provides answers, suggestions, and assistance in response to questions often posed by users.

JOB SEEKER'S PROFILE

Creating and maintaining current, valid information on a job seeker's account improves the connection between employers, Texas Workforce Center staff, and job seekers and may help job seekers find employment more quickly.

- **Personal and Contact Information:** Review the *Contact Information* (name, address, phone number, etc.) that employers, Texas Workforce Center staff, and WorkInTexas.com use to communicate with job seekers. Ensure it is current and accurate, and e-mail addresses are professional and appropriate for correspondence with a potential employer.
- **Additional Information:** Confirm that all relevant information has been provided. Check *Program Information* and *Veteran Details* to verify existing data and complete all required fields.

CREATING A QUALITY RÉSUMÉ

- **Career Objective:** Use the written word to communicate effectively with employers. Explain what the job seeker is looking for. If he or she is trying to change career fields, this is a good place to describe new career goals. This should not be a list; it should communicate the central reason an employer would want to consider a specific job seeker.
- **Work History:** Examine for completeness and accuracy. Proofread for spelling, grammar, and punctuation. Make sure *Occupational Experience* (used in matching) is well supported by *Work History*. Use keywords and industry-specific words and phrases. Employers searching free text for keywords and phrases will find a résumé more quickly if appropriate terms are included in the job seeker's description of *Job Duties*.
- **Education & Training:** Verify that all education, training, and/or certifications pertaining to the job seeker's career goal are thoroughly documented in this section. Ensure dates are included whenever possible.
- **State of Texas Application Additional Details:** Is the job seeker interested in matching with state jobs? If so, this section must be complete (every box, button, and field), the checkbox checked, and the data saved.
- **Résumé Preferences:** In this section job seekers decide what they want the employer to see. Check only the boxes that build the résumé the job seeker wants to show the employer. Click *Preview Résumé* to view what the employer will see. Print, proofread, and make sure this is the image the job seeker wants to project to a potential employer. Make it clear that employers may only get a brief snapshot of the résumé—45 seconds at most. This page allows job seekers to promote their unique individual skills and qualifications to employers in exactly the way they want.

IMPROVING JOB MATCH RESULTS

- **Matching Options:** Throw out the fishing net—add ballpark salaries and desired work locations for as many as five matching options, then reel in the job search results. It helps if a *Matching Option* names a selected location (e.g., Austin Region).
- **Occupations:** Add all occupations in which the job seeker has experience as well as those occupations that represent desired career opportunities. Complete skill experience fields where applicable and compare with the résumé to ensure occupational experience is fully supported. While desired occupations might not list any experience, they can attract desirable jobs, especially when requesting entry-level experience. Try entering any job title into the *Keyword* field to search for a list of related occupations.
- **Job Postings by Occupation Report:** Find jobs anywhere in the state that fit the job seeker's occupational preference using this report.

References:

- TA Bulletin 153 <http://www.twc.state.tx.us/boards/tabull/ta153.pdf>
- Employment Service: A Comprehensive Guide <http://www.twc.state.tx.us/boards/guides/esguide.pdf>
- TA Bulletin 194, Attachment 1