

CORD

---Collaborative Organizations Responding to Dislocation

April 1, 2009

CORD---WORKING TO BRING YOU RESOURCES

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CORD...is attempting to secure additional resources to help workers who've lost their jobs.

Working “behind the scenes” for the past five months, CORD consists of a group of area leaders from a variety of businesses and organizations that are attempting to secure additional resources to help workers who have lost their jobs.

On March 16, CORD hosted a Community Economic Adjustment Regional Workshop at Blackhawk Tech that brought together almost 150 individuals representing various organizations to help secure grants to help in areas such as health and human services, energy/weatherization, counseling and similar services. Many of those local participants will be writing grants to attempt to secure funding for programs and services that affect dislocated workers. Some of those grants will be made to federal agencies, while others will be made to state and private funding sources. In the end, it is hoped that these resources will assist you, whether it be getting food on your table, finding funds to cover housing or weatherization costs, or helping in counseling for problems that may have arisen due to unemployment.

The CORD Steering Committee is also working with other groups through projects to address concerns such as developing financial programs to assist the unemployed, developing ways to better communicate available services, attempting to assist in developing economic opportunities for individuals and businesses, and similar types of activities.

We will keep you informed as the CORD group progresses through its various strategies to help the unemployed in the immediate area. It is through the collaboration of these diverse yet strategic agencies that success will come, with that success leading to assistance for YOU!

CORD STEERING & RESPONSE TEAM MEMBERS

The following members (plus several others) are working to help CORD secure resources for dislocated workers:

- * **Jeanne Bruce**-Sen. Russ Feingold * **Sharon Kennedy**-BTC
- * **Helen Forbeck**-Rep. Tammy Baldwin
- * **Josh Smith, Craig Knutson, Russ Podzilni, Sandy Kraft**-Rock Co.
- * **Kent Kleiva**-Monster.com
- * **Gail Graham, Janine Peterson**-No. Rock Co. United Way
- * **Darcy Luoma**-Sen. Herb Kohl
- * **Steve Ullrick, Carrie Hermanson, Diane Pillard**-UW-Rock Co.
- * **Danyell Tremmel**-Rep. Paul Ryan
- * **Bob Borremans, Mary Penny, Gregg Bosak**-SWWDB
- * **Bruce Palzkill**-Dept. Workforce Develop.
- * **Bud Gayhart**-UW-Whitewater (Bus. Dev.)
- * **Lisa Furseth**-Community Action
- * **Mary Frederick, Tom Westrick, Tom Hogan, Andy Richardson**-GM-UAW
- * **Sue Conley**, Community Fndtn. So. WI
- * **James Otterstein, Andrew Janke, Doug Venable** (Econ. Dev.-Rock Co., Beloit, Janesville, respectively)
- * **Katie Kuznacic**-Rep. Sheridan * **Amy Loudenbeck**, Grea Beloit Chamber * plus several others

FOR OLDER WORKERS, JOB SEARCH METHODS HAVE CHANGED

For workers who have not been in the job-search market for years, the methods have drastically changed. It's a reality being shared by many longtime workers who have recently been laid off. Although they have decades of knowledge and skills, they must adjust to new approaches in finding a job.

"Don't provide too much information in your resume. Cut it back to appeal to the specific position you're applying for."

Whereas many are used to preparing paper resumes, electronic versions are much more predominant and actually preferred by many businesses. Betty Clark, who was laid off from a 25-year career in property management and had to start job hunting, said the difference is like night and day. She said in the past, she would type up her resume, go to a prospective employer, fill out an application, and leave the resume. "You met people," she said. Now she added, everything is being done electronically—you're losing the personal connection.

Applicants who once turned to help-wanted ads in newspapers now need to also scan Internet job boards. Some specifically serve older workers. Retirement.Jobs.com, which provides job postings, career advice, and resume services, also offers online career workshops on topics such as "Planning your job search" and "Age-friendly employers." Temporary work should not be overlooked. It can lead to full-time work. It can also help build a resume for future work assignments.

Also, don't provide too much information in your resume. Cut it back to appeal to the specific position you may be applying for instead of supplying a smorgasbord of skills and knowledge. Place yourself in the shoes of the person hiring who needs to scan dozens if not hundreds of resumes. He/she wants only the pertinent info. Give it to them.



Computer skills are essential in today's world, especially for job searching. Use the Rock County Job Center to be sure your skills are contemporary and effective.

In order to have the right computer skills and knowledge to prepare a proper resume, take advantage of the services offered at the Rock County Job Center. This is especially critical if you haven't been in the job search market for some time. Renee Ward, founder of Experience4Hire.com, which runs a section called "Jobs Wanted," said from her experience she can tell many clients haven't had to look for a job for a long time. "They're not contemporary with today's recruiting styles," she said. That's where Job Center assistance can help.

While age can be a deterrent, it can be used as an asset. Ward said that employer groups have told her that once on the job, older workers are more reliable. That is a selling point that can help influence a potential employer. But if you're interviewing with someone half your age, don't be disrespectful or condescending. "They need to realize that the labor market is no longer about seniority, it's about skills," Ward said.

FOOD SAVINGS SHOULD BE CONSIDERED

Think about it—you buy a chicken dinner at a restaurant. Cost? Maybe \$10-\$12 at minimum. You buy a rotisserie chicken at a grocery store. Cost? Maybe \$6. You buy a raw chicken and cook it at home. Cost? Perhaps \$3. How difficult is cooking or bar-b-queing a chicken? Not very hard. And for the unemployed, they generally have available time to do it!

For those on a fixed budget or income, especially the unemployed, moving from convenience-type food to home-prepared can result in substantial savings. In fact, consumer concern is causing shifts in the food industry. The Progressive Grocer, a Nielsen Company publication that tracks consumer trends shows a growth in the purchase of cheaper and more downscale meals. Profits at corporate chain restaurants like Applebees and Bob Evans are down by 10% in many parts of the country. However, cheaper restaurants like McDonald's are seeing rises. Says Mark White, economist at the College of Charleston, South Carolina, "People who would have had steak twice a week are now having hamburger twice a week. People who would have had hamburger twice a week are having pasta every day."

Changing habits can be difficult, but it can also save you substantial sums!



When grocery shopping, consider coupons for reducing prices on many products

CLASSES AT JOB CENTER ARE VARIED

Listed on the back page of this newsletter are varied and numerous classes offered at the Rock County Job Center. However, these are just some of the classes being offered of which you can take full advantage. Check out some of these others:

- Job Center Classes—*Where Do I Go From Here?* If you've recently been downsized, are looking for a better job, or are in-between, learn how to use your skills, abilities, and values for job choice and job search. Other classes/services include ***Career Test-Ability Profiler, Career Exploration, WIA Pre-Assessment Workshop, and Individual Career Counseling.***
- Creative Job Search classes—is a guide to the entire job search process. Learn your marketable job skills and skills to market yourself, including managing the initial transition, focusing on your search, designing marketing tools, research, interviews, making decisions, accepting a job, and methods to keep a job. New topics each week/session.
- Managing Food Money classes—***Spending Plan, Managing Food Money, Thrifty Gourmet, and Food Safety,*** all a component of the Money Management series, designed to assist families in developing a strategic approach to make the most of each dollar.

Call the Job Center for further details at (608) 741-3578.

TO GET STARTED....

1. Contact a Case Worker at the Rock County Job Center.
2. Fill out the General Information Form (GIF).
3. Complete the JobFit assessment to identify your aptitudes, interests, abilities, potential career choices, learning style, math and communication skills, and preferred work setting characteristics. Go to www.JobFit.com/swwdb.
4. Review and complete other information and worksheets.

CHECK OUT THESE OPPORTUNITIES

There are several **Dislocated Worker** group sessions that may be of interest to you. This is the first step in the process for dislocated workers. Call the Rock County Job Center at (608) 741-3578 for further information or to schedule a session—or Julie Funk at (608) 741-3462 or Carol Kohl at (608) 741-3418.

Success Skills Training III	Fri., April 3, 8:30 a.m.-noon
Creative Job Search	Tues., April 7, 2-4 p.m.
Ability Profiler Career Test	Weds., April 8, 8:30 a.m.-noon
Where Do I Go From Here?	Thurs., April 9, 10 a.m.-noon
Creative Job Search	Tues, April 14, 2-4 p.m.
Career Exploration	Weds., April 15, 9-11 a.m.
Success Skills Training I	Fri., April 17, 8:30 a.m.-noon
Managing Food Money	Tues., April 21, 10-11 a.m.
Creative Job Search	Tues., April 21, 2-4 p.m.
Where Do I Go From Here?	Weds., April 22, 9-11 a.m.
Success Skills Training II	Fri., April 24, 8:30 a.m.-noon

Success Skills Training can be taken in any order—you don't have to take I first! It is a certificate-program that is being recognized by employers in Rock County as a program that teaches individuals the importance of "soft skills" on the job. In order to receive a certificate, all three sections must be completed. One centers around attitude and responsibility, another on communication, and a third on decision making/problem solving (three morning sessions complete it). This is an excellent chance to enhance your job-readiness skills, showing potential employers you are ready, willing and able. There is no cost. Call (608) 741-3578 to register.

Also, Workforce Investment Act (WIA) Pre-Assessment Workshops are offered on a regular basis throughout the month.

NOW IS THE TIME TO MAKE YOUR MOVE!!

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QUOTE OF THE DAY

"A successful man is one who can lay a firm foundation with the bricks others have thrown at him."
 ---David Brinkley