

Modernizing Work Search Activities

Leverage trackable online learning to close the job search skill gap & improve integrity

THE CHALLENGE

The average job seeker suffers a major skill gap - the skill of landing a new job. Few have been taught the tools and techniques of an effective job search. Even though the average worker changes jobs 13 times in a career, they rate their job search preparedness between a “C-” and a “D+.” As a result, even in a strong economy approximately one in three unemployment insurance claimants exhaust all of their benefits without landing a job.

Meanwhile, the most common UI work search requirement is for job seekers to make employer contacts - an activity that’s highly unverifiable and in many states makes work search issues the leading cause of improper payments.

THE SOLUTION

Modernize state work search activities by engaging job seekers in smart and verifiable online learning activities that are trackable in real time. By helping job seekers become more proactive and gain job search skills states can improve their chances of landing a job by 60%. Incorporating the latest best practices in curriculum design, NextJob’s system has proven to improve job search skills by two grades, from a D+ to a B+, to nudge job seekers to be more proactive, exceeding required activities by more than a 1/3 and to eliminate all work search related overpayments to nonparticipants.

NextJob’s website and format are easy to understand, having very valuable learning tools... from a cover letter, to building an exceptional resume, preparing for job interviews and beyond.

- Andrea, Job Seeker

NEXTJOB’S FEATURES

NextJob’s online job search platform includes eleven modules of learning, tools and activities that cover critical job search topics, including:

- Leveraging transferable skills & setting a career direction
- Writing focused resumes and cover letters
- Finding visible & hidden jobs & contacting employers
- Leveraging social media, including LinkedIn & Facebook
- Interview training, preparation and practice
- Ensuring success in a new job



Smart Phone & Tablet-Enabled. Job seekers can actively learn, wherever they are—at home, at a coffee shop or anywhere else.



Rich Video Learning. To personalize our system and serve audio-visual learners, we’ve included dozens of videos with real advice from real people—employers, job seekers and job search experts.



Job Search Plan Tool. Behavioral science suggests proactivity and goal-setting can increase the likelihood of completing goals by 2-3X and increase the chances of landing a job by over 60%.

Our platform lets users build a priority-driven plan customized to their needs. Goals include such high-value outcomes as completing an accomplishments-based resume, producing an optimized LinkedIn profile and conducting a mock interview.



Get it Done Activities. Based on leading instructional design, our teach-show-do approach eliminates the gap between learning and doing. Each activity is designed to move a job seeker closer to success—from crafting an elevator pitch to building a target employer list to answering challenging interview questions.



Highly Accessible & Multi-Lingual. NextJob’s system is built to allow job seekers with only basic computer skills to simply click back and next buttons to navigate the system. Partners have used it to expose job seekers to basic computer skills many need in today’s economy. To accommodate non-English speakers, the system is also translatable into over 100 languages with the click of a button

Transferable Skills & Career Direction. We teach job seekers how to assess and leverage their skills, passions, personality and experience to identify a diverse set of suitable jobs and career pathways.

Networking for Hidden Jobs. Job seekers learn the critical skills to find and go after the 40% of jobs that aren't posted, by identifying their network, contacting employers, excelling at informational interviewing and leveraging social media.

Mock Interview Tool. When it's time to prepare for the real thing, there's no substitute for practice. Job seekers can interact with a recorded video interviewer asking common and hard interview questions and they can record and review their responses, demeanor and poise.

Step-by-Step Accomplishments-Based Resume Builder. Not only does our process create resumes that grab employers' attention—it also boosts job seekers' confidence as they learn to write and speak about their qualifications with authenticity.

As part of our get-it-done approach, job seekers leverage our resume builder tool in a modular learning environment to create their resume as they learn.

1. Teach →

2. Show →

3. Do →

Integrated Brand Development. To ensure job seekers maximize their presentation to employers, our system includes instruction and action items that develop an integrated approach to various elements of each job seeker's personal brand including from their resume and LinkedIn summary to their cover letter and elevator pitch and more.

Progress Tracking. Job seekers take on job search in manageable chunks while their dashboard displays their successes. Meanwhile, staff can track job seeker progress and work search activities in real time and know who needs the most help.

Job Seeker Name		Assignment Progress			Individual Module Progress				
First Name	Last Name	Access Code	Start Date	Total Progress	Modules Completed	Getting Started Percentage Completed	Getting Started Completion Date	Resume Percentage Completed	Resume Completion Date
Bill	Jones	Next45678	7/1/13	34%	3	100%	7/1/2013	100%	7/1/2013
Sarah	McGinnis	Next45678	7/1/13	46%	4	100%	7/1/2013	100%	7/1/2013
Beth	Davis	Next45678	7/8/13	100%	9	100%	7/8/2013	100%	7/8/2013
Jim	Jacobs	Next45678	7/9/13	34%	3	100%	7/9/2013	100%	7/9/2013
Bill	Jones	Next45678	7/10/13	45%	4	100%	7/10/2013	100%	7/10/2013
Sarah	McGinnis	Next45678	7/10/13	36%	3	100%	7/10/2013	100%	7/10/2013
Beth	Davis	Next45678	7/10/13	100%	9	100%	7/10/2013	100%	7/10/2013
Jim	Jacobs	Next45678	7/12/13	34%	3	100%	7/12/2013	100%	7/12/2013
Bill	Jones	Next45678	7/16/13	34%	3	100%	7/16/2013	100%	7/16/2013
Sarah	McGinnis	Next45678	7/17/13	34%	3	100%	7/17/2013	100%	7/17/2013
Beth	Davis	Next45678	7/18/13	43%	3	100%	7/18/2013	100%	7/18/2013
Jim	Jacobs	Next45678	7/19/13	34%	3	100%	7/19/2013	100%	7/19/2013
Bill	Jones	Next45678	7/22/13	100%	9	100%	7/22/2013	100%	7/22/2013
Sarah	McGinnis	Next45678	7/24/13	100%	9	100%	7/24/2013	100%	7/24/2013
Beth	Davis	Next45678	7/29/13	70%	6	100%	7/29/2013	100%	7/29/2013
Jim	Jacobs	Next45678	7/29/13	100%	9	100%	7/29/2013	100%	7/29/2013
Bill	Jones	Next45678	7/30/13	100%	9	100%	7/30/2013	100%	7/30/2013
Sarah	McGinnis	Next45678	7/31/13	36%	3	100%	7/31/2013	100%	7/31/2013

NextJob Proven Results

From job search readiness to program integrity, the NextJob system offers states quantifiable results that engage more job seekers, prepares them to conduct a quality job search and maintains program integrity in a way that can eliminate millions of dollars in improper payments. Our case studies show significant results:

- Job Search Readiness Gain = D+ to B+
- Nonparticipant Re-engagement = 8 of 10 Returning
- Elimination of Nonparticipant Overpayments = 6.5% of Claims
- Behavioral Nudge = Completing > 1/3 More Than Required

Partnering with states across the US, NextJob is working hard to help close America's career literacy gap and help workers thrive in careers they love. For details, see our case studies at nextjob.com/government.

Contact us to learn more and explore how our solutions can help your state and your job seekers.



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