

Re-imagining Workforce Development in a Remote World

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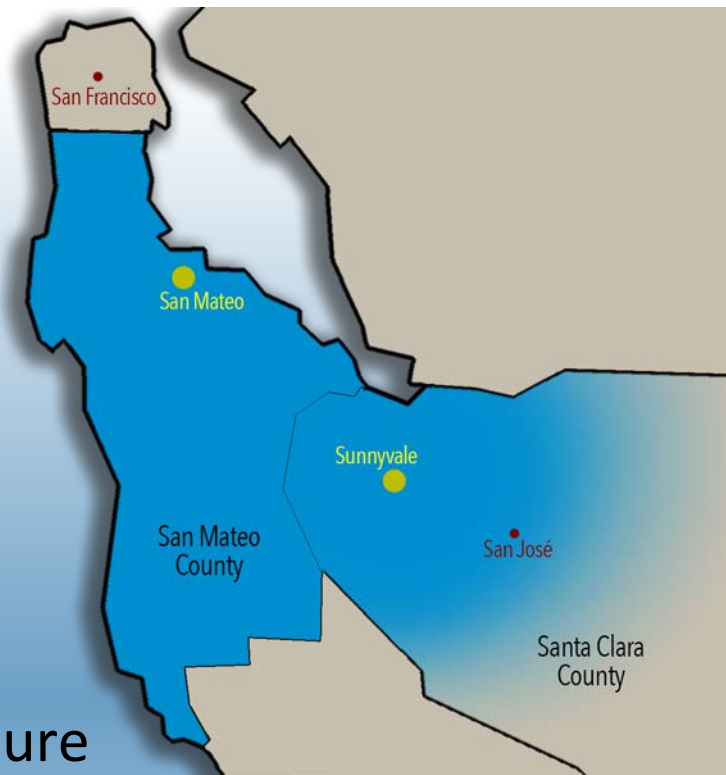
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CWA Peer-to-Peer Workshop

novaworks



Introduction

- What is NOVAworks?
- What you'll learn today:
 - Role of Silicon Valley in shaping the NOVAworks innovative & human-centered culture
 - Our formula for delighting customers regardless of the service-delivery format
 - Overview of NOVAworks remote programming



Introduction

- What you'll learn today: *(cont'd)*
 - MyPlan:
Case study for innovation
 - How to: Where to begin
the journey to a customer-
centered workforce center
 - Feedback from the field: Christian Villanueva
- Happy to answer your questions today & in the future





Silicon Valley & the NOVAworks Culture

- We are creatures of our environment
- Silicon Valley: Fast-paced and disruptive
 - No sense of “normal” or “status quo”
- NOVAworks must be agile & flexible to be relevant
- We have demanding customers who keep us focused
- *Plus ...* Through the Internet, Silicon Valley created a more-demanding customer



Human-centered Design Culture

- Know your customers: Technology skills & access
- Solicit customer feedback & programmatic input
 - *Examples:* Customer satisfaction surveys, workshop surveys, focus groups
- Research other online job-search content
- Design prototypes

Human-centered Design Culture

- Solicit customer feedback
- Re-design, re-solicit feedback, rollout, re-solicit, ...
- Repeat until customers are delighted
- *It works!*

NOVAworks in the Remote Era

- Workshops redesigned for online delivery
- One-on-one career advising via phone or Zoom
- Online sign-ups for registered customers
(guests can be accommodated in small numbers)
- Survey pop-up for each workshop

NOVAworks in the Remote Era

- MyPlan Overview
 - <https://myplan.novaworks.org>
 - Roadmap for online career navigation content since 2013
 - Open source: Free to all (licensed under Creative Commons)
- Continuous Improvement: MyPlan case study
 - Brookings national recognition and beyond

The Job-Search Plan

The job search is an ongoing process of identifying job leads, networking, and applying for jobs. Having a job search plan can improve your success and get you back to work faster. This video will walk you through the four major phases of a job search.



Start developing your job search plan by clicking on any phase!



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FOCUS

RESUME & APPLICATION

JOB SEARCH & NETWORK

INTERVIEW & NEGOTIATE

Focus

Defining a clear path for your job search is essential to having an effective outcome. This is not a process you jump into, but rather one that requires that you know who you are and what you want to do.

Imagine that you are in a new city and just got into a taxi. The first question the taxi driver is likely to ask you is "Where do you want to go?" If you cannot answer this question, the taxi driver is likely to leave you standing on the curb. The same is true in your job search.

Click on any button to continue.



Organizational Tools



Loss Curve



Career Assessment



Career Ideas



Career Exploration



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Career Exploration

Career exploration is an opportunity for you to examine your options and make decisions about where you want to go with your career. Here is a Word  or fill-in-able PDF  of the career exploration guide to assist you in collecting the data.

Sample Career Exploration Questions

- What does a typical day look like?
- Do I have the skills, experience, and education required to do this job?
- How much money can I make in this job?
- What does the job market look like for this job? Will I be able to find a job?
- Will I like doing this job?

Career Exploration Websites

The websites below are excellent tools to help you learn more about different career areas.

- [California EDD Labor Market Information](#) 
- [CareerOneStop](#) 
- [My Next Move](#) 
- [My Skills My Future](#) 
- [Onet](#) 

Salary Research

Knowing the current market rate for a position will assist you in knowing if you can afford to work in the field and will prepare you for the interview and negotiating process where you will be asked questions about your salary requirements. The following websites can assist you in gathering salary data.

- [Salary.com](#) 
- [Pay Scale.com](#) 
- [Glassdoor.com](#) 
- [California EDD Labor Market Information](#) 

Journey to Customer Focus: Where to Begin?

- ***Be*** a customer: Experience online content & workshops
- ***Talk to & listen to*** your customers
- Re-imagine & re-design your services for virtual delivery
- Focus on live streaming with interaction, rather than static, pre-recorded delivery
- Practice with staff & encourage honest assessments

Journey to Customer Focus: Where to Begin?

- See first attempt as prototype: Fail fast & retool
- Never stop soliciting & improving from feedback
- *Remember:*
 1. Design with customer at center
 2. Create constant, passive feedback loop
 3. All customers need both in-person *and* online services

Questions / How to Reach Us

- Questions?
- Contact info:



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