

# The Zoom Interface

The screenshot shows a Zoom Webinar window with the following elements and callouts:

- Zoom Webinar Header:** Includes "Zoom Webinar", "You are viewing David Terry's screen", and "View Options".
- Session Controls:** "Click here to maximize your session view" and "Enter Full Screen".
- Main Content:** TTC Technology Transfer Centers logo, "Thank you for joining us today!", and "You will not be on video during today's session".
- Audio Settings:** "Select a Speaker" menu with options: "Speakers (Realtek(R) Audio)", "Same as System", "Test Speaker & Microphone...", "Leave Computer Audio", and "Audio Settings...".
- Bottom Bar:** "Audio Settings", "Click Here to adjust your audio settings", "Chat", "Raise Hand", "Q&A", "Click here to leave the session", and "Leave".
- Q&A Window:** "Question and Answer" window with "All questions (1)" and "My questions (1)" tabs. A callout explains: "You can switch between questions you've asked and those asked by others using these buttons." Below is a text field "Type your question here..." and a callout: "You can use the Q&A feature to ask questions of the host and presenters. These questions can receive text or live responses. To begin asking a question use the field below. You can see a test question above." A test question is shown: "You 07:35 AM This is a test question!".
- Zoom Webinar Chat:** A chat window with a callout: "The chat feature will allow you to talk with other people in today's webinar." Below is a "To: All panelists" field with a callout: "The To field will tell you who will receive your message. Be mindful of who you are chatting to." At the bottom, it says "Your text can only be seen by panelists".

All attendees are muted. Today's session will be recorded.

# Job Development: Building Skills to Connect with the Business Community-Webinar Series

## Session 3: Developing and Maintaining Relationships with Employers

Joni Dolce, MS, CRC

Rutgers University

12/7/21



Northeast and Caribbean (HHS Region 2)

**MHTTC**

Mental Health Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# About Us ...

The Northeast and Caribbean MHTTC received 5 years (2018 – 2023) of funding to:

- Enhance capacity of behavioral health workforce to deliver evidence-based and promising practices to individuals with mental illnesses.
- Address full continuum of services spanning mental illness prevention, treatment, and recovery supports.
- Train related workforces (police/first responders, primary care providers, vocational services, etc.) to provide effective services to people with mental illnesses.

Supplemental funding to:

- Support school teachers and staff to address student mental health
- Support healthcare providers in wellness and self-care activities



# Grow Your Knowledge and Skills

Keep up with the latest effective practices, resources, and technologies!

**Subscribe** to receive our mailings.

All activities are free!

<https://bit.ly/3IU0xF4>

# We Want Your Feedback!

Our funding comes from the Substance Abuse and Mental Health Services Administration (SAMHSA), which requires us to evaluate our services. We appreciate your honest, ANONYMOUS feedback about this event, which will provide information to SAMHSA, AND assist us in planning future meetings and programs.

Feedback about this training will assist us in developing future trainings that are relevant to your professional needs. Therefore, your feedback counts!

# Video Recording Information

## *Please Note:*

We will be recording this webinar and posting it to our website along with the presentation slides and any relevant resources.

# Disclaimer

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At the time of this presentation, Miriam Delphin-Rittmon served as Assistant Secretary for Mental Health and Substance Use at SAMHSA. The opinions expressed herein are the views of the speakers, and do not reflect the official position of the Department of Health and Human Services (DHHS), or SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this presentation is intended or should be inferred.

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# Your Interactions With Us

## Question and Answers

- Q & A will occur at the end of the call.
- Please share your questions in the chat box
- Note: your question is visible to all participants.

## Chat and Polls

- Throughout the webinar, we will be asking for your input.
- We will also have breakout sessions- these sessions will not be recorded.
- You can control who can see your chat comments.



**The MHTTC Network uses affirming, respectful and recovery-oriented language in all activities. That language is:**

**STRENGTHS-BASED AND HOPEFUL**

**INCLUSIVE AND ACCEPTING OF DIVERSE CULTURES, GENDERS, PERSPECTIVES, AND EXPERIENCES**

**HEALING-CENTERED AND TRAUMA-RESPONSIVE**

**INVITING TO INDIVIDUALS PARTICIPATING IN THEIR OWN JOURNEYS**

**PERSON-FIRST AND FREE OF LABELS**

**NON-JUDGMENTAL AND AVOIDING ASSUMPTIONS**

**RESPECTFUL, CLEAR AND UNDERSTANDABLE**

**CONSISTENT WITH OUR ACTIONS, POLICIES, AND PRODUCTS**

# Our Presenter:



Joni Dolce, MS, CRC

1

Describe the benefits of building relationships with employers.

2

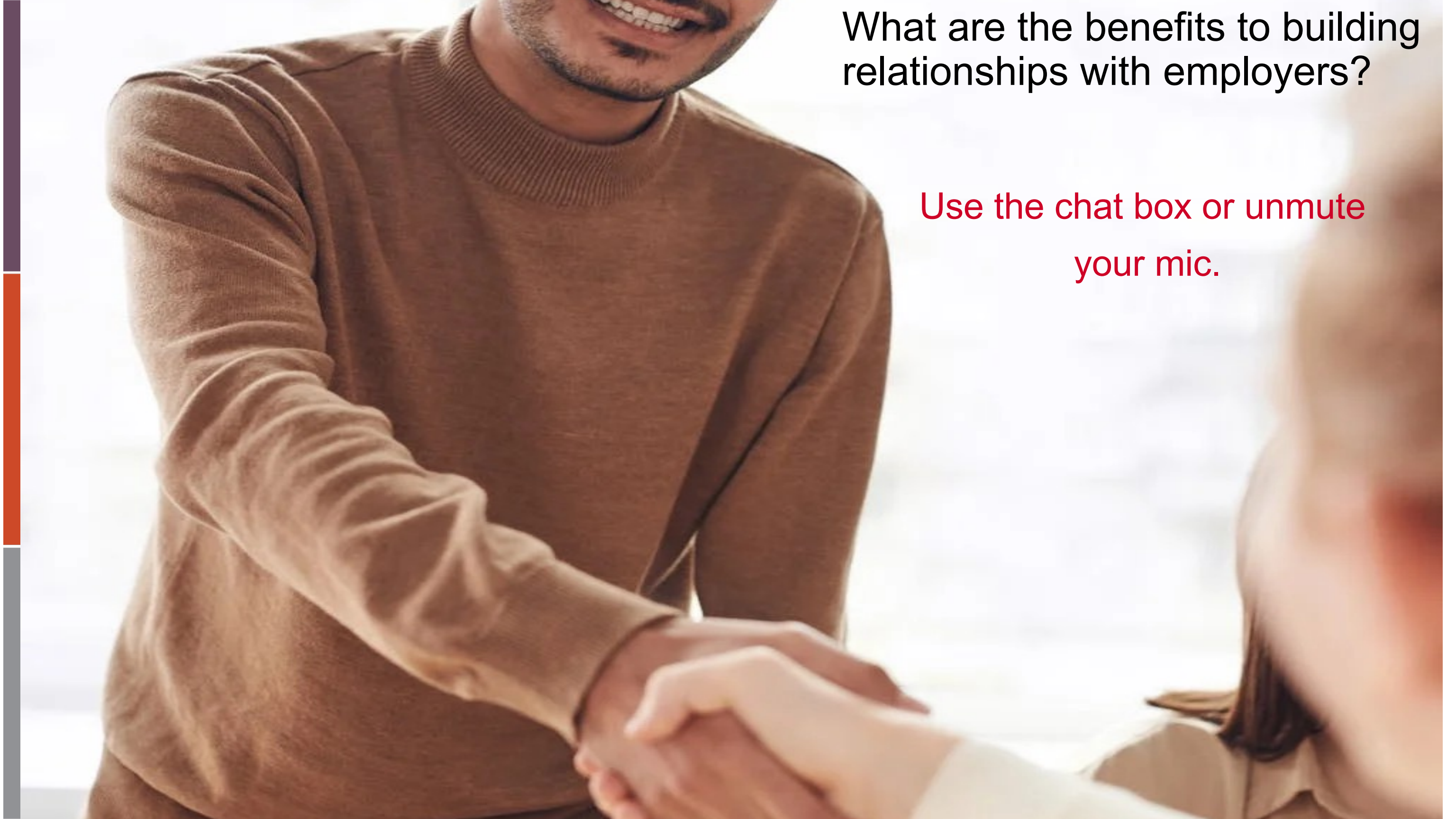
Identify different ways to develop and maintain relationships with employers.

3

Apply employer relationship building strategies.

# Job Development Defined

**“...initiating and maintaining ongoing personal relationships with a variety of business and industry representatives, assessing employer’s business needs, and identifying employment opportunities for job seekers.”**

A close-up photograph of a man in a brown sweater shaking hands with a woman in a white shirt. The man is smiling and looking towards the woman. The background is a bright, out-of-focus window. The image is partially obscured by a vertical bar on the left side, which is orange at the top and grey at the bottom.

What are the benefits to building relationships with employers?

Use the chat box or unmute your mic.

# Building your Employer Network

Go Local

Look the Part

Be Active

Do your  
Research

Know Job  
Seekers' Goals

Social Media

## Go Local

What are some ways in your community to build relationships with local employers?



## Society for Human Resources

- <https://www.shrm.org/>

## US Bureau of Labor Statistics

- <https://www.bls.gov/bls/ofolist.htm>

## US Chamber of Commerce

- <https://www.uschamber.com/co/chambers>



Look the Part



Emmy E

# Image Planning Activity

- What is the message you want to communicate?
- What are the key words associated with this message?
- What images or symbols will you use?
- What images or symbols should you avoid using?

**Any ideas for a business name?**



Be  
Active

Do your  
Research



# Trends and Projections

Bureau of Labor and Statistics

<http://www.bls.gov/ooh/fastest-growing.htm>

Career One Stop

<http://www.careeronestop.org/>

<https://www.careeronestop.org/JobSearch/job-search.aspx>

Occupational Outlook Handbook

<http://www.bls.gov/oco/ocos330.htm>

National Trends

<http://www.careerinfonet.org/oview1.asp?next=oview1&Level=Overall&optstatus=&jobfam=&id=1&nodeid=3&soccode=&stfips=&ShowAll=>

# Know Job Seekers' Goals: Make the Job Match

## Job seeker

- Career profile
- Skills
- Interests
- Abilities
- Goals
- Medical & physical limitations

## Employer

- Culture of work site
- Tasks needed to be performed
- Skills required for job
- Physical environment of work setting

# Using Social Media



# Building Relationship with Employers via LinkedIn

## Follow Companies

Sign in to LinkedIn

Type a company name in search field

Click follow

Get Recommendations from your links (i.e., employers you have worked successfully with)

[www.linkedin.com](http://www.linkedin.com)

M. Martin



# Using Twitter

Learn about the company

Practice your introduction

Follow hiring managers

# Other Ways to Use Social Media

- Blogging

- Focus on your area of expertise
  - What are an employment specialist's areas of expertise?
  - How might you blog about these areas?
- Comment on other blogs

- Create a website for your employment service

- What would your website include?  
What would you not want to include?

Goal of the interaction	What to have prepared for the interaction (e.g., questions, responses)	
Introduce yourself and your employment services	Elevator Speech Prepare your responses to “tough questions”	
Gain a better understanding of the employer’s needs	<p>What do you look for in job candidates?</p> <p>When do you typically hire?</p> <p>What are your most immediate employment needs?</p> <p>What types of employees fit in best?</p> <p>Describe a typical day in your company.</p>	<p>Where are most opportunities in this industry?</p> <p>What is one problem within your department/company/field that if solved would make your life a lot easier?</p> <p>Are there other colleagues or staff here that I should speak with to gather additional information?</p>
Assessing Work Culture	*Areas to look for follow this slide	
Arranging the Interview	Job Seeker’s disclosure plan/preferences	
Following Up with Employer	Contact’s name, etc., reason for follow up	

# Ingredients of an Elevator Speech (Review)

- Introduce yourself (name and organization).
- Identify a problem/concern that the employer has.
- Describe how you can help the employer to solve this problem.
- Offer a benefit to the employer.

Adapted by McCalla, Dolce, Waynor for IEI Job Development Training from materials by Morgan, V.L. from *Russmor Marketing Group*

# Work Culture Areas



Following  
up



Sora Shimazaki

# Learning Application

Directions will be provided

# SUMMARY

Ann H



# References

- Bates, F. M., Waynor, W.R., & Dolce, J. N. (2012). The cognitive apprenticeship model: Implications for its use in psychiatric rehabilitation provider training. *The Journal of Rehabilitation, 78*(1), 5-10.
- Carlson, L., Smith, G., & Rapp, C.A. (2008). Evaluation of Conceptual Selling as a job development process, *Psychiatric Rehabilitation Journal, 31*(3), 219-225.
- Martin, M. Using Social Media in Job Development Presentation for NJ Rehabilitation Association's Annual Conference.
- McCalla, F. & Dolce, J. 'New Strategies for Job Development' [PowerPoint presentation].
- Swanson, S.J. & Becker, D.R.(2015). *Supported Employment*. Minnesota: Dartmouth PRC-Hazelden.
- Wyckoff, L. & Clymer, C.(2005). *Job Development Essentials: A Guide for Job Developers*.

# Resources

Business networking opportunities

<https://www.entrepreneur.com/article/302630>

How to follow companies on LinkedIn

<https://www.thebalancecareers.com/how-to-use-linkedin-company-follow-2062324>

Introducing Yourself to Employers

<https://mhttcnetwork.org/centers/northeast-caribbean-mhttc/product/job-development-skill-introducing-yourself-and-your>

Networking Reference and Resource

Career Services Office, Catholic University

<https://success.catholic.edu/career-support/networking/index.html>

Moore, E. (2018). Six ways to develop a great working relationship with hiring managers retrieved from

<https://www.glassdoor.com/employers/blog/relationship-hiring-managers/>

# Question and Answer



# Evaluation Information

The MHTTC Network is funded through SAMHSA to provide this training. As part of receiving this funding we are required to submit data related to the quality of this event.

At the end of today's training please take a moment to complete a **brief** survey about today's training.



# Connect With Us

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*Like and follow us on social media!*

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Twitter: @necmhttc

LinkedIn: @Northeast and Caribbean MHTTC



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