

EXECUTIVE SUMMARY

BUSINESS CONCEPT

By equipping client with hard and soft job skills he or she will be better able to secure conventional or alternative employment and become more self-supporting, eventually achieving unsubsidized employment.

CURRENT SITUATION

Client needs a job

KEY SUCCESS FACTORS

1. Job skills acquisition
2. Consistent Job Search / Application
3. Client follow through
4. Provider follow up

FINANCIAL SITUATION/NEEDS

Client needs income. Presently there is none.

METRICS TO BE USED FOR EVIDENCE BASED EVALUATION

1. Completion of Adult Life Training computer job skills curriculum by _____
2. Consistent participation in the WIN on-line hard skills training program
3. Number of job applications and interviews per week

4. Acquisition of unsubsidized employment for at least six consecutive months or enrollment in a recognized post-secondary school, such as Ivy Tech or IPFW

OVERVIEW

Part of the goal of our program in Allen County is that our clients become self-supporting citizens of the Fort Wayne / Allen County community. This usually requires some form of income exclusive of public sources – for example, employment in the private sector.

PROBLEMS

The client for which this **Roadmap to Employment** is written has several specific problems obstructing his or her access to employment which are solvable by procuring a notebook or netbook computer. They are:

1. Jobs must largely be applied for via Internet, either by web mail or through corporate web sites. Most access to job search tools also requires Internet access. Client does not have Internet Access at home, and must travel on buses to reach the public library to attain access.
2. Computer job skills are needed to both apply for employment and to pass various employment tests during the application process. While client is diligently working on his or her computer job skills at Adult Life Training, s/he [does] [does not] have access to appropriate office software at home to allow practice. Lack of appropriate software makes resume preparation more difficult as it can only be done away from home at a location where computers with office software are available. The resume should be adjusted to fit each job application, so extemporaneous access to make resume revisions is significantly important.
3. Clients intended outcome is work in the _____ area. To secure employment in this area client will need to demonstrate his skill through _____.

4. Due to client's background, s/he may be considered a person of higher than normal risk by potential employers, thus reducing his or her chance of obtaining conventional employment.

PROPOSED SOLUTION

METHODOLOGY

MILESTONES AND METRICS

Client shall complete basic computer job skills training by _____, at which time his or her resume shall be current. S/he will thereafter apply for no less than three jobs per week until s/he succeeds at obtaining employment. Performance will be measured by 1. completion of the computer job skills curriculum, 2. progress

in the WIN hard skills training program, 3. number of job applications per week, and 4. number (and level – 1st, 2nd, etc.) of interviews per week.

MARKET ANALYSIS

THE OVERALL MARKET

Allen County, Indiana is a manufacturing economy in transition to a service economy. The demographics of the population is roughly 73.6% White, 15.4% Black, 8% Hispanic, 26.4% age under 18 years, and 12.0% age 65 years and over. The in-city population is around 254,555 people in 101,118 households with an average family size of about 2.46 persons.ⁱ County-wide the area population, including homeless persons, illegal immigrants, and other non-reporting persons probably approaches 640,000 persons.

The median income for a household is about \$44,597 and per capita income is roughly \$23,300. 16.3% of the population and about 21% of families, 17.5% of those under the age of 18, and 7.6% of those 65 and older are living below the poverty line. The 2009 HHS Poverty Guidelines list the poverty level for the 48 contiguous states and the District of Columbia for a family of three (3) as \$19,530 which means roughly 50% of the local population lives below 200% of the poverty level.

65% of the population is considered part of the labor force with 57% of those persons employed and 7.9% of those persons unemployedⁱⁱ. The officially reported unemployment rate is 7% as of winter 2013, which means the actual rate is really closer to 13%. This translates to between 32,500 and 83,200 people in Fort Wayne who are still seeking employment.

A search on IndianaCareerConnect.com for all jobs within 10 miles of Fort Wayne, Indiana zip code 46805 which pay at least minimum wage resulted in ___ jobs posted within the last two weeks, which IndianaCareerConnect.com says could account for up to ___ positions. If postings are considered which do not disclose pay rate, then ___ jobs are found which IndianaCareerConnect.com says could

potentially represent ___ positions (including spamming and “sales” jobs which are commission only and in which most people will actually loose money “training”).

This absence of jobs represents a severe challenge for all people still trying to gain employment.

CHANGES IN THE MARKET

Since the price of gasoline motor fuel was allowed to change from \$0.89/gallon in March 2001 to almost \$4.00/gallon, the area economy crashed into a rapid downward spiral which has continued to this day. Some experts claim that the continuing disastrous trend has been reined in by recent government intervention, but even if the rate of job loss has been reduced or stabilized, there has been no significant decrease in unemployment after a decade of economic catastrophe.

TARGET MARKET AND CUSTOMERS

Client's initial target market is _____ work as s/he has experience at _____ as a _____. There were several jobs for a _____ available in Fort Wayne at the time this report was written from _____. No wage was listed for these jobs. We estimate the wage at _____ to _____ per hour.

Client's long range goal is work in the _____ profession, which (will / will not) require formal training. At the time this report was written there were ___ jobs for a _____ posted from _____ different firms. (

Wages for this job are listed as / [] No wage was listed for these jobs. We estimate the wage) at _____ to _____ per hour.

STRENGTHS AND WEAKNESSES

KEY CLIENT COMPETITIVE STRENGTHS

Client is (client's good attributes: eg. Smart, energetic, likable, and learns quickly).

KEY CLIENT COMPETITIVE WEAKNESSES

Client has (client's undesirable points: eg. a censurable background, not self motivated, unreliable attendance).

KEY COMPUTER RELATED STRENGTHS

Client can use the computer sufficiently to (check which apply):

- Start / Stop computer correctly
- Browse to a specified Internet web site without using bookmarks
- Perform a job search and apply for a job

- Use Web based email sufficiently to communicate regarding a job search
- Use a spreadsheet sufficiently to perform normal office work with it
- Use a word processor sufficiently to perform normal office work with it
- Use a presentation application sufficiently to perform normal office work with it

KEY COMPUTER RELATED WEAKNESSES

Client needs computer skills in:

- Start / Stop computer correctly
- Browse to a specified Internet web site without using bookmarks
- Perform a job search and apply for a job
- Use Web based email sufficiently to communicate regarding a job search
- Use a spreadsheet sufficiently to perform normal office work with it
- Use a word processor sufficiently to perform normal office work with it
- Use a presentation application sufficiently to perform normal office work with it

STRATEGY

The most effective strategy is to build all required job skills into client while s/he continues to apply for jobs, and continue encouragement on a peer-to-peer basis after employment.

IMPLEMENTING STRATEGY

Strategy will be implemented in 4 steps:

1. Complete computer job skills training in both Ubuntu Linux and Microsoft Windows 7 using Microsoft Office 2007 or 2010 and Libre Office 3.x office suites.
2. Earn at least a level 4 status in WIN system hard job skills training in Math, Reading, and Locating Information
3. Encourage a production rate of no less than three (3) job applications and or interviews each week.
4. Provide other job seeking advice as need arises.

i <http://quickfacts.census.gov/qfd/states/18/1825000.html> Fort Wayne, Indiana

ii http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_5YR_DP03