

Fresno Regional Workforce Investment Board

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OPERATIONAL DIRECTIVE

FRWIB OD # 18-12, Revision C

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To: All Fresno Regional Workforce Investment Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: January 10, 2013

Subject: Career Coaching

Applicable Program: Adult, Dislocated Worker, Youth

Revision History: Initial Release – 10/26/2012; B – 11/20/2012

This Revision C updates criteria for when Career Coaching is used for Youth.

This Operational Directive (OD) mandates the roles of the Employment Readiness Specialist (ERS), Business Account Specialist (BAS) and Academic and Career Advisor (ACA) as Career Coaches.

The role of a Career Coach is not the same as a case manager (ERS/ACA/BAS).

Overall Expectations

The expectation is that all job seekers/youth will have the opportunity to make an informed career choice. Staff must follow the direction outlined in this OD to assist the client in conducting in-depth career exploration to truly understand their KSA's – Knowledge, Skills and Abilities. With this information, the client can clearly understand how well their KSAs align with potential occupations, thereby ensuring they make the most appropriate choice.

The goal is to ensure that all job referral, and/or training referrals will result in the most positive outcome for the individual.

For Adult Clients:

During the initial IEP1 meeting with the client (as described in OD 18-05), staff will discuss assessment results in detail by explaining what the scores mean in relationship to their career choices.

At the conclusion of the meeting, staff will provide the client with the Career Track Application and discuss the steps to be followed (See OD 23-05) to conduct and document their occupational research, using the website listed below, and schedule the next meeting.

For Youth Clients:

At the start of the CCWRC process, the ACA will schedule a meeting with the youth to update their ICP (as described in OD 17-11). The ACA will review and discuss all assessment results in detail by explaining what the scores mean in relationship to their career choices.

At the conclusion of the meeting, the ACA will provide the client with the Career Track Application and discuss the steps to be followed (See OD 23-05) to conduct and document their occupational research, using the website listed below, and schedule the next meeting.

Adult/Youth Clients:

The ERS/ACA will demonstrate for the client the use of the following occupational research tools:

- O*Net (www.onetonline.org)
 - Enter Keyword or O*Net SOC Code in the search box
 - Click on the job title you want to research
 - On the Summary Report page click on the “Details” tab.
 - Under the “View report: row, click on “Wages & Employment” tab
 - Select a State and click “Go”
 - Print out Occupational Detail Reports

- EDD Occupational Guides (<http://www.labormarketinfo.edd.ca.gov/occguides/Search.aspx>)
 - Enter job title or key word
 - Choose the county
 - Click on the “View the Guide” button

- Local Demand Occupation Data (www.it-frs.net)

At the next meeting with the client, the ERS/ACA will review the completed Career Track Application with the client. Staff uses this information to drive discussion between staff and client to determine appropriate career choice based on knowledge, skills and abilities. The discussion must include the areas of: emotional and physical abilities; and functional knowledge and skills that are required to be successful in their career choice. This discussion will include a review of the detailed job tasks, the “typical day in the life of...”, and specific questions that address the physical, emotional and functional requirements of the client’s career choice.

- Physical –
 - Does the client have the physical ability to complete the tasks and meet/exceed the performance expectations of the job?
 - Is the client able to work in the career environment?

- Emotional –
 - Does the client have passion for the career and can they see themselves enjoying this career.
 - Can the client emotionally deal with the job requirements?

- Functional –
 - Does the client have the skills and knowledge to do or learn the technical skills of the job?

If the client is unable to resolve or lacks the physical and emotional requirements, staff must work with the client to guide them to a more appropriate career. If they lack functional skills or knowledge, the staff should consider referral to appropriate remediation or training activities.

If there are any questions, please contact the FRWIB Program Manager