

WORKFORCE DEVELOPMENT DIVISION
Workforce Policy and Service Delivery Branch
Technical Assistance Bulletin 194

Program: ES; WorkInTexas.com

Subject: Improving WorkInTexas.com Job Match Quality

Date: December 17, 2008

This Technical Assistance (TA) Bulletin provides Local Workforce Development Boards (Boards) with information and assistance for ensuring better quality job seeker and employer job matches in WorkInTexas.com.

Online self-service job matching systems like WorkInTexas.com are only as good as the information they contain. Quality job matches occur when job seekers and employers:

- provide as much detail up front as possible; and
- effectively document skills using the predefined skill-coding functions that are a standard part of any online job matching system.

Therefore, it is important that all new job seeker applications and employer job postings are reviewed to ensure that WorkInTexas.com contains the information and level of detail required to generate quality job matches.

The Texas Workforce Commission (TWC) has developed the following tools to help ensure quality matches in WorkInTexas.com for both job seekers and employers:

- Attachment 1, *Increasing the Quality of Job Seeker Matches – Desk Aid*, is for Texas Workforce Center staff to use when assisting job seekers with producing high-quality applications and résumés in WorkInTexas.com.
- Attachment 2, *Increasing the Quality of Employer Matches – Desk Aid*, is for employers and Texas Workforce Center staff to use when creating job postings to ensure that the postings are complete and detailed enough to be matched with the most appropriate job seekers.

Please distribute this information to appropriate staff. Inquiries regarding this TA Bulletin should be directed to wfpolicy.clarifications@twc.state.tx.us.

INCREASING THE QUALITY OF JOB SEEKER MATCHES – DESK AID

Overview: This desk aid is designed to help Texas Workforce Center staff improve the quality and effectiveness of job seeker matches by teaching job seekers how to better represent their skills and strengths to employers through their résumé and matching options. *Note:* When reviewing the *Portfolio* page, view all sections by clicking each link. A checked box only signifies some information has been provided, it does not necessarily mean the section is complete.

INFORMATION RESOURCES AVAILABLE TO JOB SEEKERS

- **Bulletins:** To learn more about job seeker benefits, job search opportunities, and/or potential pitfalls to avoid when searching for jobs in the labor market, review bulletins posted to the *Bulletin Board* section of the job seeker's home page.
- **Event Calendar:** Check the *Event Calendar* on the job seeker's home page to learn more about workshops and job fair opportunities.
- **Job Match Advisor:** Use the *Job Match Advisor* to locate areas of a job seeker's résumé, state application, or matching options that can be updated or would benefit from added information. This page gives advice for improvement and provides a direct link to the specific page that needs attention.
- **Site Help/Page Help:** *Site Help* provides assistance with all WorkInTexas.com features; *Page Help* provides guidance and direction for a specific page.
- **FAQ:** The *Frequently Asked Questions* feature provides answers, suggestions, and assistance in response to questions often posed by users.

JOB SEEKER'S PROFILE

Creating and maintaining current, valid information on a job seeker's account improves the connection between employers, Texas Workforce Center staff, and job seekers and may help job seekers find employment more quickly.

- **Personal and Contact Information:** Review the *Contact Information* (name, address, phone number, etc.) that employers, Texas Workforce Center staff, and WorkInTexas.com use to communicate with job seekers. Ensure it is current and accurate, and e-mail addresses are professional and appropriate for correspondence with a potential employer.
- **Additional Information:** Confirm that all relevant information has been provided. Check *Program Information* and *Veteran Details* to verify existing data and complete all required fields.

CREATING A QUALITY RÉSUMÉ

- **Career Objective:** Use the written word to communicate effectively with employers. Explain what the job seeker is looking for. If he or she is trying to change career fields, this is a good place to describe new career goals. This should not be a list; it should communicate the central reason an employer would want to consider a specific job seeker.
- **Work History:** Examine for completeness and accuracy. Proofread for spelling, grammar, and punctuation. Make sure *Occupational Experience* (used in matching) is well supported by *Work History*. Use keywords and industry-specific words and phrases. Employers searching free text for keywords and phrases will find a résumé more quickly if appropriate terms are included in the job seeker's description of *Job Duties*.
- **Education & Training:** Verify that all education, training, and/or certifications pertaining to the job seeker's career goal are thoroughly documented in this section. Ensure dates are included whenever possible.
- **State of Texas Application Additional Details:** Is the job seeker interested in matching with state jobs? If so, this section must be complete (every box, button, and field), the checkbox checked, and the data saved.
- **Résumé Preferences:** In this section job seekers decide what they want the employer to see. Check only the boxes that build the résumé the job seeker wants to show the employer. Click *Preview Résumé* to view what the employer will see. Print, proofread, and make sure this is the image the job seeker wants to project to a potential employer. Make it clear that employers may only get a brief snapshot of the résumé—45 seconds at most. This page allows job seekers to promote their unique individual skills and qualifications to employers in exactly the way they want.

IMPROVING JOB MATCH RESULTS

- **Matching Options:** Throw out the fishing net—add ballpark salaries and desired work locations for as many as five matching options, then reel in the job search results. It helps if a *Matching Option* names a selected location (e.g., Austin Region).
- **Occupations:** Add all occupations in which the job seeker has experience as well as those occupations that represent desired career opportunities. Complete skill experience fields where applicable and compare with the résumé to ensure occupational experience is fully supported. While desired occupations might not list any experience, they can attract desirable jobs, especially when requesting entry-level experience. Try entering any job title into the *Keyword* field to search for a list of related occupations.
- **Job Postings by Occupation Report:** Find jobs anywhere in the state that fit the job seeker's occupational preference using this report.

References:

- TA Bulletin 153 <http://www.twc.state.tx.us/boards/tabull/ta153.pdf>
- Employment Service: A Comprehensive Guide <http://www.twc.state.tx.us/boards/guides/esguide.pdf>
- TA Bulletin 194, Attachment 1

INCREASING THE QUALITY OF EMPLOYER MATCHES – DESK AID

Overview: Quality matches are produced by quality postings and quality postings are packed with details. A well-written, detailed job posting in WorkInTexas.com not only attracts potential candidates but allows effective self-screening by job seekers.

CREATING A QUALITY JOB POSTING

It is important for job postings to be detailed and provide clear and easy-to-understand information. When creating a posting, keep the following in mind:

- **Job Title:** Use one that accurately describes the job but is traditional and easy to find by browsing.
- **Competitive Compensation:** Enter minimum and maximum pay and use the *Additional Details* page to include pay, benefit, and workweek details. Salary and benefits packages help attract highly qualified candidates.
- **Workweek, Shift, Duration:** Accurately describe the position.
- **Occupations:** Select occupations that most closely describe the job. Indicate required experience and education. Use *Matching Options* when experience will be accepted in lieu of education.
- **Occupational Skills:** Further describe the position and clearly communicate the skills required.
- **Job Description:** Use lists or short paragraphs and ensure the description is complete, accurate, understandable, and describes a current employment opportunity. Include pre-employment requirements and explain working conditions. Use only commonly understood abbreviations. Provide enough information to allow effective self-screening by the job seeker. Information about the company is helpful.
- **Contact Instructions:** In the *Contact Instructions* textbox, provide clear and detailed instructions on how to apply for the position.
- **Additional Information:** Indicate supervisory experience, driver's license, and languages spoken if they are required for the job.
- **Computer Skills:** Designate all pertinent *Computer Skills* required. Include specific software or programming languages.
- **Custom Questions:** Use *Custom Questions* to obtain additional information from a job seeker. *Custom Questions* can help with the selection process when used as a prescreening tool.
- **Review, Review, Review!:** Look at the completed posting through the eyes of a job seeker. Ensure it is clear and easy to understand.

IMPROVING JOB MATCH RESULTS

Running a job match produces a ranked list of potential job contacts. However, those job seekers may or may not be qualified for the position. If the match doesn't produce the quality and quantity of matches desired, the following are ways to improve the match results.

- **Adjust the Posting:** Manually review each component of the posting or let the *Job Match Advisor* automatically analyze the job posting and create suggestions for improving the match, such as adding or removing additional occupations and/or matching options; providing, raising, or lowering the salary or salary range; loosening or tightening the matching restrictions; or adding keywords.
- **Job Seeker Browse:** Whether by keyword text or by occupation and location, browsing can be an effective tool in identifying qualified candidates who may not have shown up in the match results. It can identify commonly used occupation names, salary expectations, location preferences, and available skill sets. Contact can be made with qualified job seekers identified through browsing as long as the employer has an open job posting.
- **Research Other Postings or Occupations:** Take a look at similar postings for ideas on job description content, pay, other matching items, and contact instructions. Make sure the offered pay is reasonable and competitive for the occupation and location. Determine if the correct occupation has been selected for the posting. Expand the match by adding related occupations.
- **Labor Market Availability:** Look at the statistics. Determine if a labor pool exists for the recruitment area or if qualified candidates can be recruited from adjacent areas.

References:

- WD Letter 26-07 <http://www.twc.state.tx.us/boards/wdletters/letters/26-07.pdf>
- Employment Service: A Comprehensive Guide http://intra.twc.state.tx.us/intranet/train/docs/resource_es_guide.pdf, A-200.1.1.1
- WorkInTexas.com Site Help
- WorkInTexas.com Bulletin "Tips for a Good Job Posting"
- TA Bulletin 194, Attachment 2