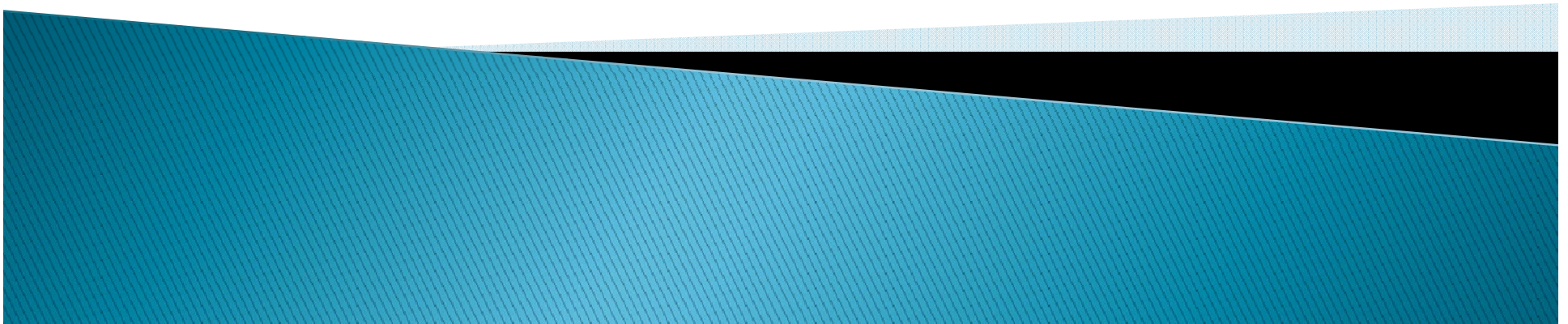




The New Way and the Employment Services Counselor Role



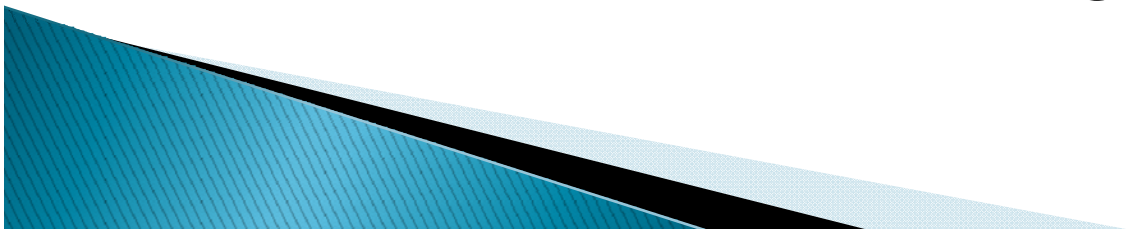
State Economic Competitiveness Summit 1 / 22 / 2014

“We must tap into human potential of everyone!
Too many people are being left behind and the
disparities are too great. We must develop
everyone’s education and employment training.”

Health Partners Executive

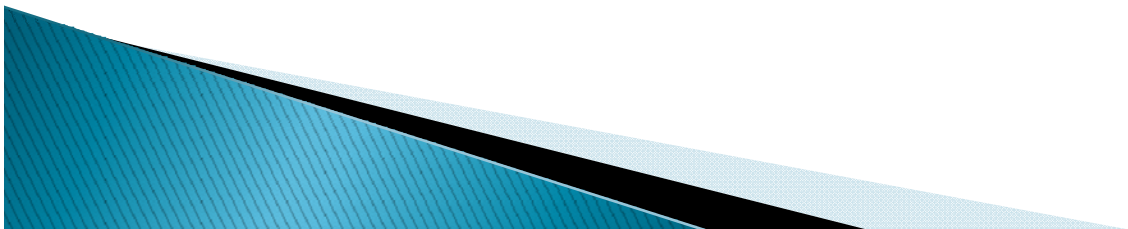
“We cannot leave anyone behind! Everyone needs
post-secondary education and the pipelines need
to be developed.”

Chancellor Rosenstone



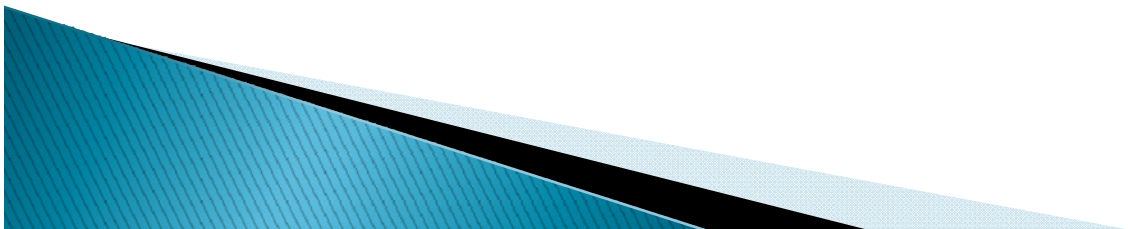
Purpose

- ▶ To Communicate:
 - The methods in which MFIP/DWP supports “learn and earn”, education and coaching model
 - The deeper exploration of the theory of change regarding the counselor roles in career coaching and career counseling
 - Acknowledgement of the presence of ambiguity (and the role of ambiguity tolerance) during the change process

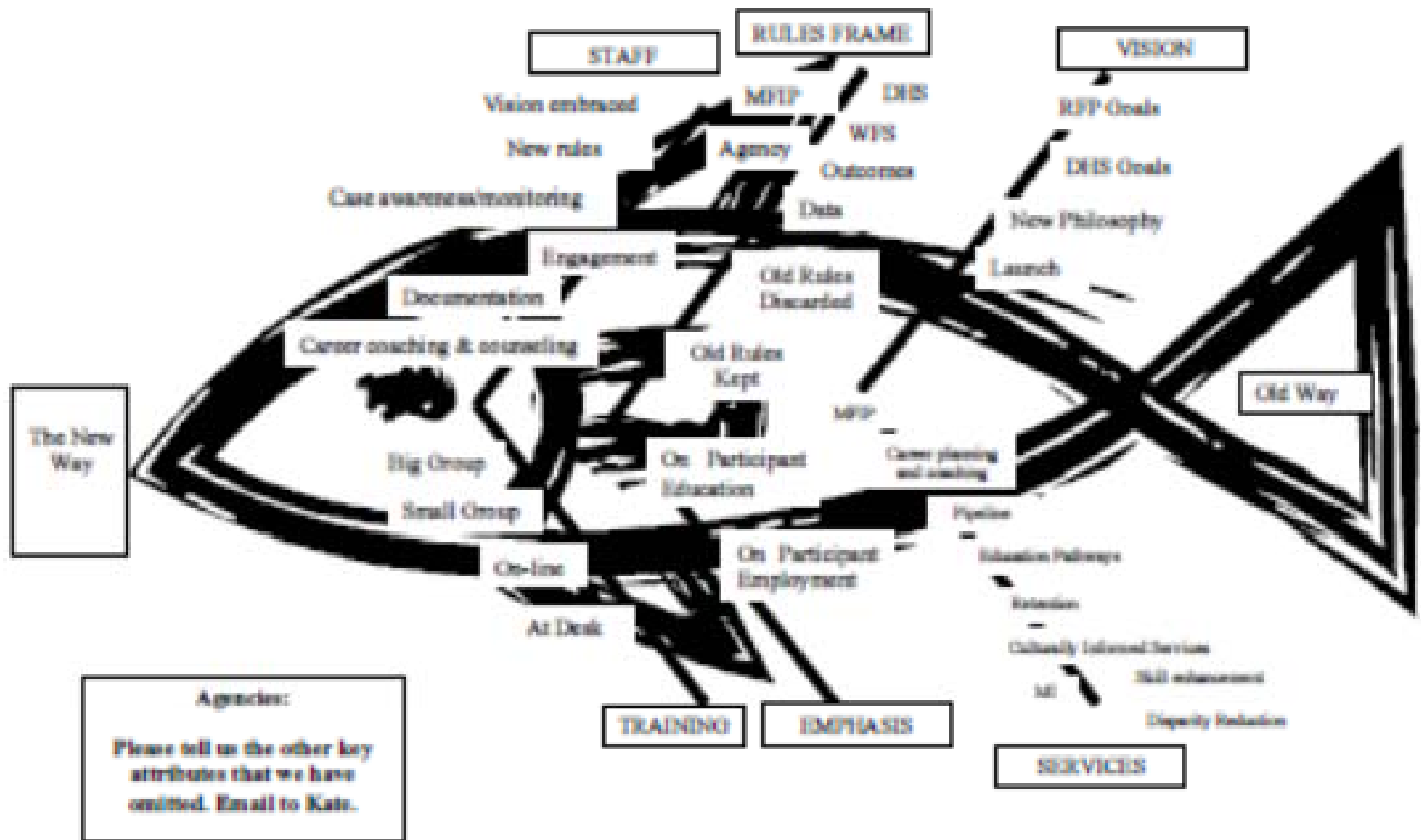


Objectives

- ▶ Describe one difference between career coaching and career counseling
- ▶ Outline two take-home points from “learn and earn”
- ▶ Provide three examples of “ meaningful but not countable “ activities
- ▶ Describe three distinct roles of the employment counselor
- ▶ Summarize the DHS points about achieving long-term outcomes and not just meeting WPR
- ▶ Survey Monkey

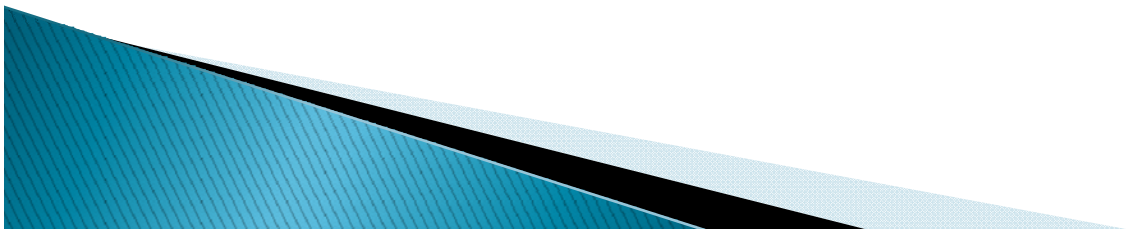


Root Cause – Plakbone: Attributes Influencing Achievement of New Way 1/2014



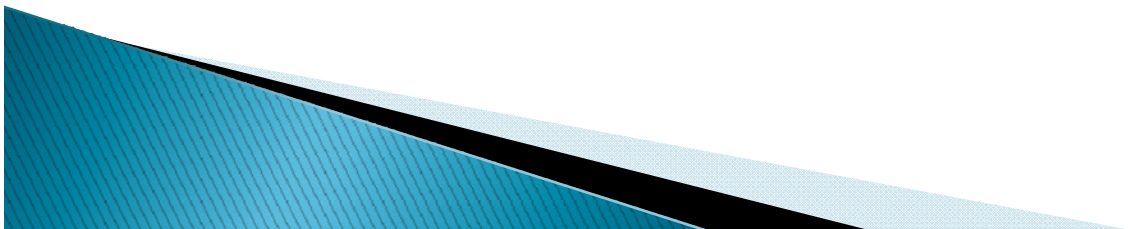
ES Role

- ▶ WPR gave us safety in:
 - Exact thinking in how to get to the goal
 - Exact activities on the path to follow
 - Ability to sanction at exact times if someone stepped off the path
 - Exact measures and mile stones
 - Details
 - Cover of the “system’s rules”



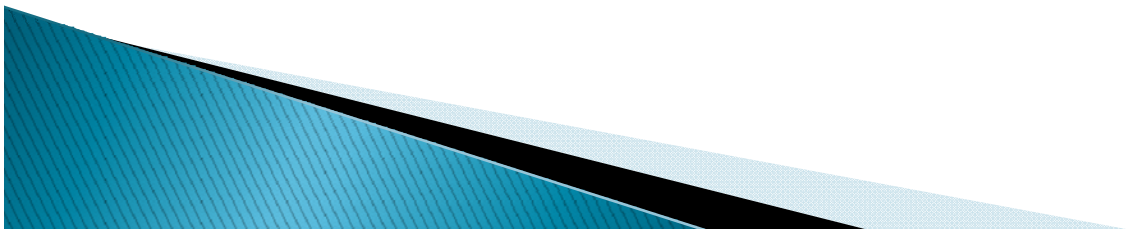
ES Role

- ▶ Need to be comfortable with ambiguity during this change process
- ▶ Be comfortable with a transition between being a career coach and being a career counselor
- ▶ Be comfortable with participant's choices and educate them about impact of the choices
- ▶ Being comfortable in situations where an exact pathway for everyone may not be clear – foster participant and counselor imagination!
- ▶ Individualize plans based on a need
- ▶ Manage services and document outcomes
- ▶ Allow outcomes to be a by product of services – so rely on providing services
- ▶ Balance services and data entry
- ▶ Ensure movement, no parking lots, we need to continue to help participants to move from A to B to C, small step movement



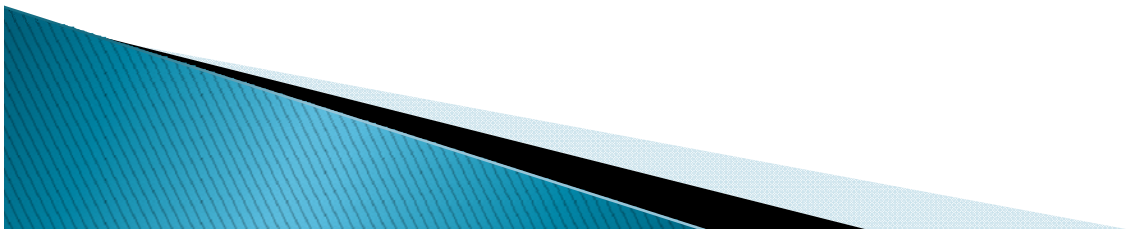
Remember

- ▶ WPR does not drive the system
- ▶ WPR remains part of the system
- ▶ Education, Employment, Retention Services, Employment Counseling, Coaching and case management drive the system
- ▶ Outcomes matter
- ▶ Outcomes based on services we provide
- ▶ Services drive outcomes



ES Counselor Distinct Role

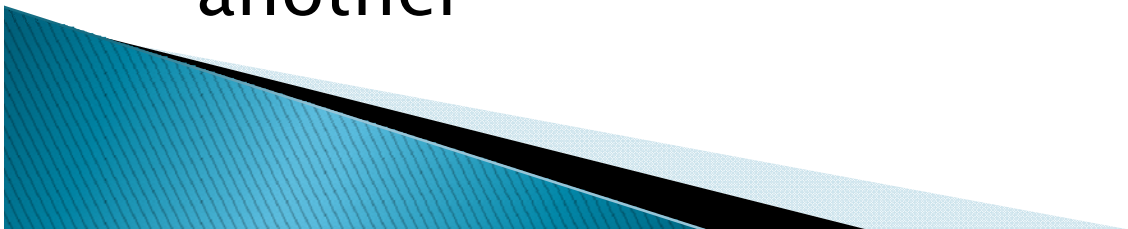
- ▶ Career coach
- ▶ Career counselor
- ▶ Champion
- ▶ Supporter
- ▶ LMI expert
- ▶ RC and Region Employer Expert
- ▶ Job Matcher between Employer and a potential Employee
- ▶ Trainer of essential (soft skills) and hard skills
- ▶ Employment Retention SME
- ▶ A creator of opportunities
- ▶ MFIP/DWP manual expert
- ▶ An expert of application of MFIP/DWP manual to benefit the participant
- ▶ A creator of solid learning environment
- ▶ A remover of the barriers
- ▶ Manager of the physical ES file
- ▶ MI coach



New Terms

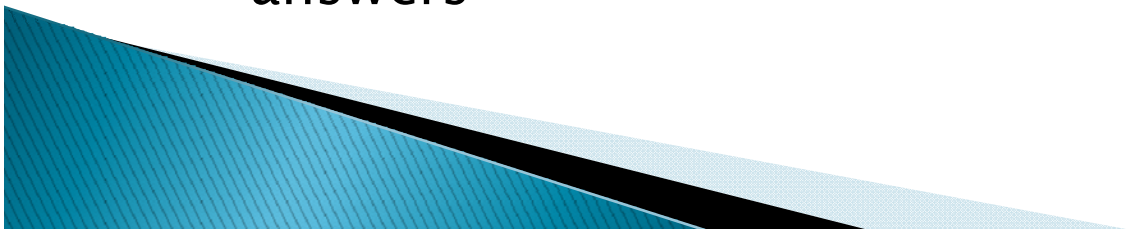
More Information and Training May/June 2014

- ▶ Career coaching
- ▶ Career planning
- ▶ Career counseling
- ▶ An employment counselor expert has to be flexible and comfortable moving/transitioning from one role to another



Career Coaching

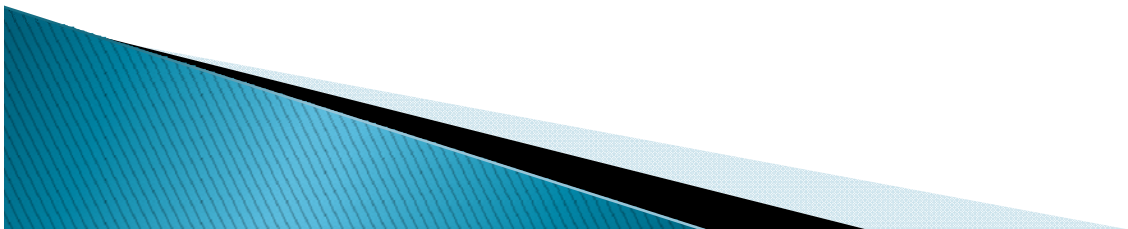
- ▶ Career coach fundamentally comes from the perspective that participant is the expert in own life
- ▶ Career coaching uses a strengths-based approach to build upon:
 - Supports participant to grow
 - Supports participant to develop and make powerful choices for him/herself
 - Supports self discovery, finding what career will really light participant up, excite participant to go to work every day
 - Asks right questions to make sure that a participant puts a plan together
 - Asks questions to have participant provide all the answers



Career Coaching

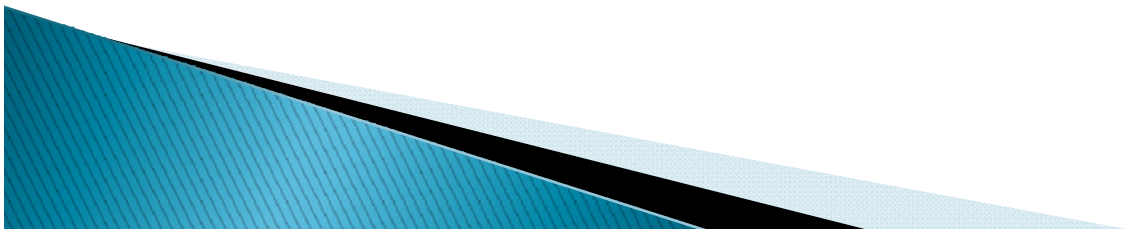
▶ Key Distinction–

- The participant comes to the answers to all of the questions on their own, it has a potential to be more powerful than being told what to do and have a prescribe course
- The participant is a subject matter expert of own life



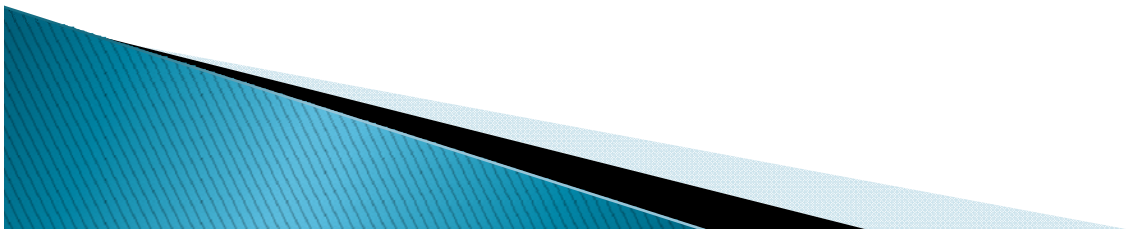
Career Counseling

- ▶ A counselor is a Subject Matter Expert and has expertise to offer
- ▶ More direct approach
- ▶ Gathers information about participant's skills, abilities, styles, likes and helps them direct their job search and selection of the right career path
- ▶ Has a list of possible career-path and trainings
- ▶ Has a list of different resources for the participant
- ▶ Educate about choices and its impact



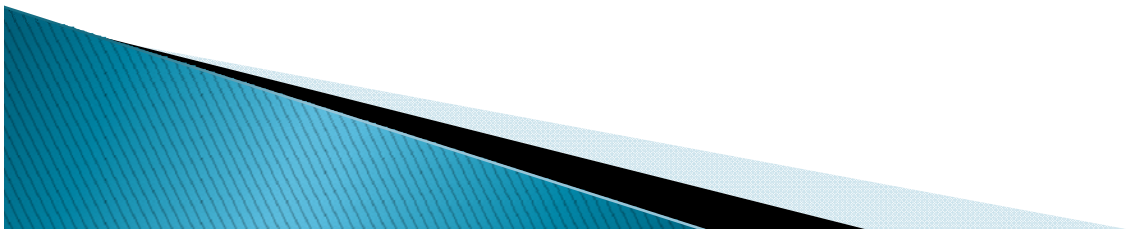
ES Role

- ▶ To be both– a coach and a counselor, find a balance between giving participant an inspiration to create own path and guide them to be successful on the path
- ▶ Change roles from one to another
- ▶ Coaching and Counseling are philosophy of services, not a physical job disruption
- ▶ Skills can be developed within the employment counselor



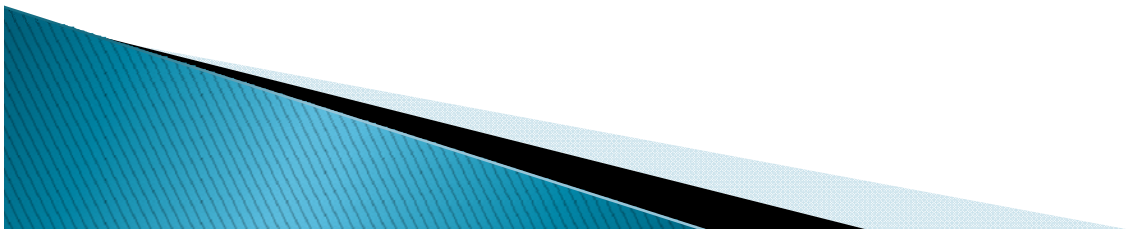
Mentorship– another RFP term

- ▶ Mentorship is a service
- ▶ Mentorship is a personal developmental relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. It is about ongoing relationship of learning, dialogue and challenge
- ▶ A participant needs to want to have a mentor and a goal to be mentor for/around
- ▶ A mentor needs to want to have an ongoing relationship
- ▶ Some, not all can benefit from mentorship
- ▶ All can benefit from career coach/counselor



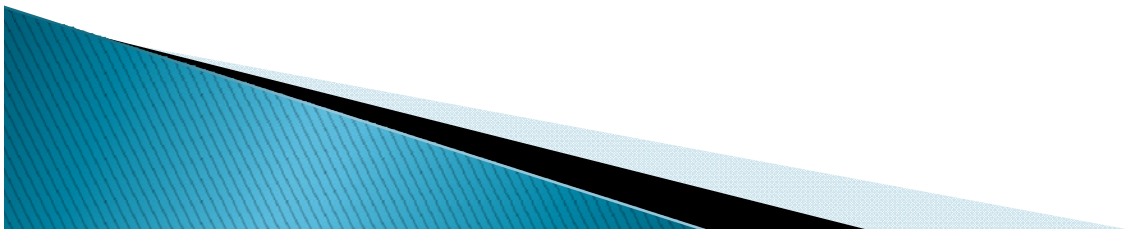
ES Counselor Role

- ▶ Permission to take time with activities but not create a parking lot
- ▶ Constant continuing movement/improvement along the continuum
- ▶ Strategic approach to job placement
- ▶ Ability to develop a pipeline to meet needs of the employer
- ▶ Because of coaching and pipeline development, counselors will know who is ready to connect to potential employers when employers become available and are hiring.



Future Detail Operational Definitions

- ▶ Career Pathway
- ▶ Pipeline
- ▶ Credentialing
- ▶ Case Management
- ▶ Career Counseling
- ▶ Career Coaching
- ▶ Mentoring



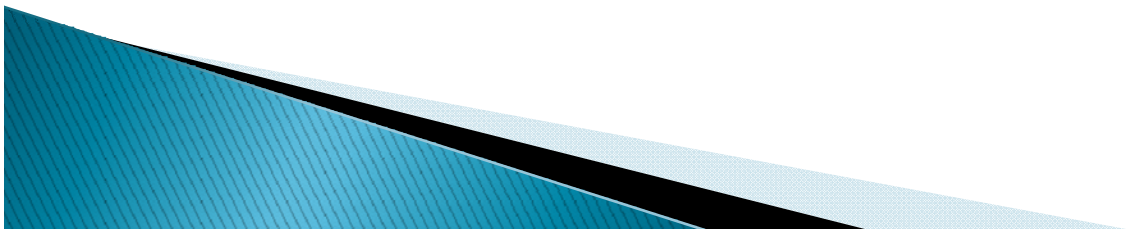
ES Services

- ▶ Current ES Services is a transformative process
- ▶ Participant and a Counselor need to think about activities that can help transform participant from unemployed to employed
- ▶ Employment retention begins day one with career coaching and continues when people attain jobs. Keeping people in the “employed” stage is the goal, not just keeping that particular job.
- ▶ Focus on retention and sustainability



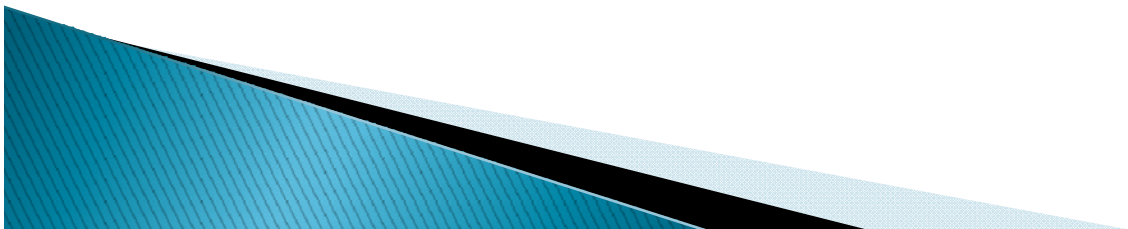
Activities

- ▶ Put people in activities that matter:
 - Employment
 - Self Employment
 - OJT
 - Paid and Unpaid Work Experience
 - Job search
 - Job readiness
 - Social Services
 - Other – including enrollment into the Disparities Reduction Strategy Services (DRS) Program (beginning March)
 - Training and Education
 - GED
 - Post Secondary Training and Education
 - Assessment
 - ESL and Functional Work Literacy
 - Social/Legal/Health Related



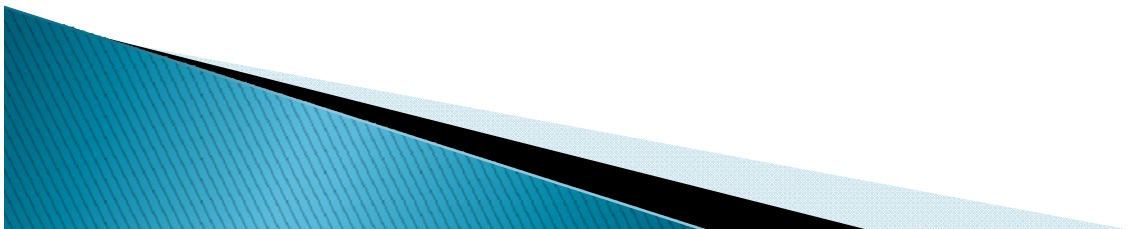
Motivational Interview

- ▶ Continue to use MI
- ▶ Continue to do coaching circles and improve MI skills



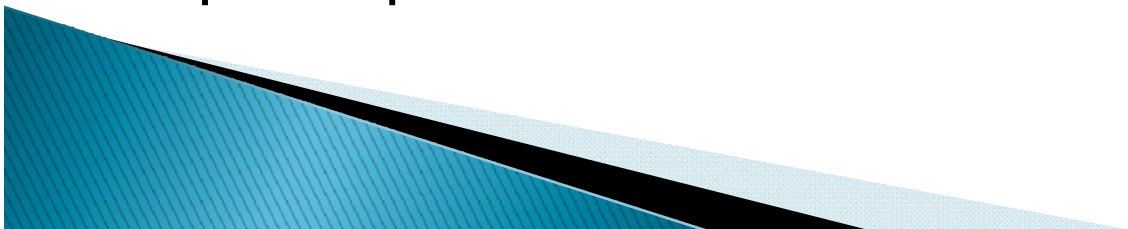
Services and Outcomes

- ▶ Services matter
- ▶ Do the services
- ▶ Document outcomes
- ▶ Document all career coaching, counseling and assessment activities – case note too!
- ▶ Success is guaranteed



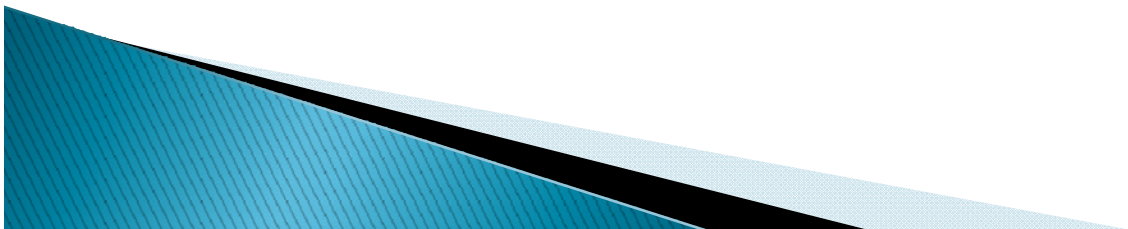
Services

- ▶ Suggest activities that lead to employment and may not count at this moment
- ▶ Increase educational and skill certification levels
- ▶ Address family needs, think about the family, refer to appropriate resources
- ▶ Help with the evaluation process, help to stay evaluation focus and evidence based drive and oriented
- ▶ Individualize training for the participant
- ▶ Individualize training for own staff
- ▶ Managers have to manage team differently and support changes
- ▶ Apply the same principles to own staff as to the participants



Services

- ▶ EP needs to be flexible but still have to include hours that participant needs to do
- ▶ Depending on the individual participants needs, the activity hours and EP agreement may at times fall below the recommended 20 hours minimum a week – work with participants where they are and progressively build their goal plan up each time you meet
- ▶ Need to operate within MFIP/DWP guidelines
- ▶ Take a risk only when it makes sense – then take it!
- ▶ Drive change to achieve education and employment and help to develop prosperous communities.



Thank You

- ▶ Questions/suggestions call your agency planner

Kate Probert Fagundes

MFIP/DWP Employment Services Manager

651-779-5655

Kate.probert@co.ramsey.mn.us

