

Job Developer Meetup Notes - 4/17 at 2:00 pm



Group Introductions

Please complete the grid on the next page
as everyone gets settled.

Check out these [Mental Health Wellness Tips for Quarantine](#)

Name	Email	College	Role	A new skill you've learned while Sheltering in Place	A way you're staying connected to colleagues, family or friends
Lelannie Diaz	ldiaz@gavilan.edu	Gavilan College	Senior Program Services Specialist	Baking	Zoom, facetime, texts
Kara Levine	k.levine961@dvc.edu	DVC	Program Assistant with WFD	Cooking more complex meals	Zoom calls, facetime, skype, phone calls
Jean O'Neil-Opipari	joneilopipari@laspositascollge.edu	LPC	STEM Program Coordinator	Vegan baking	Lots fo Zoom coffees and happy hours
Andrew Soliz	andrew.soliz@missioncollege.edu	Mission College	Job Dev/Program Specialist	Connecting with Students	Zoom, Text, pictures
Jessie Betancourt	jbetancourt@hartnell.edu	Hartnell College	Program Assistant - Transfer & Career Center	Training my dog	Zoom, FaceTime, and Virtual Happy Hours
Lisa Gwyn	lgwyn@dvc.edu	DVC	Program Coordinator	Online bookclub	Zoom game night
Jana Parker	jana_parker@fuhd.org	Fremont Union High School District	Program Specialist (Transition)	Garage gym	Zoom, walks, online workouts, social media
Kim Kinahan	kkinahan@santarosa.edu	Santa Rosa Junior College	Job Developer	Using my new air fryer	Zoom, and using the old fashion phone
Nicole Gomes	ngomes@dvc.edu	DVC	Program Coordinator		
Serena Federman	sefederm@cabrillo.edu	Cabrillo	Job Developer	Living room	Zoom and pdf fillable forms
Marisa Greenberg	mgreenberg@dvc.edu	DVC	Program Coordinator		
Flerida Noble	flerida_noble@fuhd.org	FUHSD	Job Developer		Phone, texts, FB
Belen Gonzales	bgonzale@hartnell.edu	Hartnell College	Coordinator of Job & Internship Placement	Homemade Tortillas	Zoom, text, phone

Kathleen Antokhin	kantokhin@marin.edu	College of Marin	Program Coordinator, Workforce Projects	Consistent cleaning	Zoom!
Elizabeth McWhorter	emcwhorter@lasposita.scollege.edu	Las Positas College	Outreach Specialist, CTE Programs	Co-teaching distance ed	GoTo Meeting visits, Netflix parties, texting & social media messaging
Vins Chacko	chackovins@fhda.edu	DeAnza College	CTE & Workforce Development Program Assistant	Taking care in a create ways	Zoom Meeting, email and phone
Valerie Abaunza	vabaunza@ccsf.edu	City College of San Francisco	Career Counselor	Paleo baking :)	FaceTime, group texts, meme sharing
Rona Zollinger	rzollinger@acoe.org	Alameda County Office of Education	Program Manager	Stained Glass	Zoom, Facebook Messenger
Terri Oropeza	teoropez@cabrillo.edu	Cabrillo College	CIS Faculty	Getting better at Zoom	Calling people on the phone, Zoom with co-workers, family and friends
Desha Staley-Raator	destaley@cabrillo.edu	Cabrillo College	Student Employment Coord.		
Elizabeth Cabiles	ecabiles@hartnell.edu	Hartnell College	Cooperative Work Experience Instructor	Zoom workshop	Keeping in touch by phone and text and Factice :)
Gerlinde Brady	gebrady@cabrillo.edu	Cabrillo College	Dean, CTE & WFD	Not needing a printer ever!	Zoom, group chat, phone calls
Rosie Armstrong	rarmstrong@hartnell.edu	Hartnell College	Director, Workforce Development	Organizing drawers, finding stuff I thought I lost years ago--lol. Also, creating new dishes with eggs. :)	Good ole' fashioned phone calls
Patricia Young	pyoung@solano.edu	Solano CC	Career Center Coord.	Zoom and video creation	Phone and text
Janel Hadden	jhadden@ccsf.edu	CCSF	Career Services		
Jacquelyn Richburg	jrichburg@gavilan.edu	Gavilan College	Career / Transfer	Linkedin	Virtual, phone and email
Drew Douglass	ddouglass@4cd.edu	Contra Costa Community College District			
Carrie Portis	crportis@gmail.com	Cabrillo/BACCC	RJV Project Manager	Virtual facilitation; sleeping in	Zoom; FB

(:02) Aims & Agenda

Aims: ...

- Learn how to use LinkedIn and LinkedIn Learning to support career readiness and job placement
- Get updates on virtual job fairs and other virtual services

AGENDA



★ *Opening*

- Orientation to Meeting
- Opportunity for Check-in

★ *LinkedIn and LinkedIn Learning*

- Presentation
- Small Group Discussion
- Large Group Discussion

★ *Updates on Virtual Career Fairs*

- Large Group Discussion

★ *Takeaways/Closing*

- Small Group Reflection
- Ask/ Offer
- Closing

Small Group Check-In (:10)

LinkedIn and LinkedIn Learning (:45)



“How can LinkedIn and LinkedIn Learning support your career readiness and job placement services?”

Presentation by Ryan Zervakos, Senior Relationship Manager
Higher Education, LinkedIn Learning, Background presentation on
[LinkedIn can help Institutions During Covid-19](#)

Overview:

- There are 675 million users; 25 million jobs are posted; most people get their jobs through their network. There are some industries that are growing right now.
- If you have certain things you are 12 times more likely to get a job (for example privilege by your zip code, education and job you have)
- Many college students don't think LinkedIn is for them. Challenge is how can we scale that knowledge to connect them to opportunity. It's not just for people with office jobs, who have 5-10 years experience or a four year degree.
- LinkedIn Learning is all about the skills gap. It gives members a place to get the skills they need. Focus is on foundational soft/ employability skills. We have content that is readily available for interview prep or focused interview prep (for e.g. sales position). We have a lot of our content about learning how to work remotely - teams, Zoom
- To help LinkedIn Learning be successful at your campus, you often need IT support for LLL so can have single sign-on through Canvas. We want to be able to market directly to students to get content that is directly to them. LinkedIn Learning content are through URL's and accessible on phone so easy for students..
- Our social impact team is working with Chancellor's Office on train the trainer approach to help you use LinkedIn at scale at your institutions so your students can be most prepared.
- I am happy to do a remote workshop for your students, I can't do these all the time but we could record some of these so they are more available. My contact is <https://www.linkedin.com/in/ryanzervakos/>

(:15) Small Group Discussion

Room 1:		
Inhabitants:Valerie Abaunza, Serena Federman, Jessie Betancourt, Desha Staley-Raator		
<i>Thoughts about LinkedIn and LinkedIn Learning</i>		
<i>How are you using it now?</i>	<i>Questions/ Challenges</i>	<i>What would you like to try? Better understand</i>
LinkedIn Learning access is new to Cabrillo College- so they're still getting acquainted. Hartnell does not have access to LinkedIn Learning. CCSF accesses LinkedIn Learning through VRC and is using LinkedIn Flagship heavily.	?: Admin vs. Personal Access for LinkedIn Learning Curious about Soft Skills Courses Challenge: Profile Search Limits when assisting students in Career Exploration (Ryan answered in our breakout)	We all just need to spend more time with LinkedIn Learning Would students really utilize LinkedIn Learning if they had access? How can we use LinkedIn Flagship equitably (connected to Data shared re: zip code you live in, school you went to, job you currently have)

Room 2:		
Inhabitants:Jana Parker, Kara Levine, Jean O'Neil-Opipari and Flerida Noble		
<i>Thoughts about LinkedIn and LinkedIn Learning</i>		
<i>How are you using it now?</i>	<i>Questions/ Challenges</i>	<i>What would you like to try? Better understand</i>
Building your own helps you learn how to teach to others. Began teaching to other students, recreate and edit LinkedIn. Change it, update it if it's not getting traction. Look at it 1x week. Linkedin Learning opened 30 courses - free	How can it be incorporated into curriculum?	

Room 3:		
Inhabitants:		
<i>Thoughts about LinkedIn and LinkedIn Learning</i>		
<i>How are you using it now?</i>	<i>Questions/ Challenges</i>	<i>What would you like to try? Better understand</i>
Kim-not yet	Canvas	Useage
Using if only for workshops	How much does it cost	Profile usage
Only using it for connect with employers and alumni	How to build a proposal for SWP or Perkins	Can you add content to Linkedin learning?

Room 4:		
Inhabitants:Gerlinde Brady, Lisa Gwyn, Alexander Jones, Belen Gonzales		
<i>Thoughts about LinkedIn and LinkedIn Learning</i>		
<i>How are you using it now?</i>	<i>Questions/ Challenges</i>	<i>What would you like to try? Better understand</i>
Recommend for students to create an account Use it as resource for students to connect to industry LinkedIn Learning available on campus (Cabrillo & DVC) Career Exploration	LinkedIn Learning available, but not widely used How do we find out who is managing our college's LinkedIn page?	What modules are available?

Room 5		
Inhabitants: Helen Pang, Jacquelyn Richburg, Rona Zollinger		
<i>Thoughts about LinkedIn and LinkedIn Learning</i>		
<i>How are you using it now?</i>	<i>Questions/ Challenges</i>	<i>What would you like to try? Better understand</i>
- DeAnza College LinkedIn page to see where alumni and students are working - Strongly encourage students to have LinkedIn account	- Some students after transfer don't put DeAnza in their profile so they won't show up on college page	- Linked Learning accounts for all college staff? Would like to try

Room 6: Heather Rahman, Terri Oropeza, Vins Chacko, Elizabeth Cabiles		
Inhabitants:		
<i>Thoughts about LinkedIn and LinkedIn Learning</i>		
<i>How are you using it now?</i>	<i>Questions/ Challenges</i>	<i>What would you like to try? Better understand</i>
Employment Training--Communication/ Negotiation/ Employment Portals Faculty--CTE Collection of content for CIS classes, complete videos, upload certificate in Canvas (Must link through Canvas--depends on college) Always used for corporate networking Trainings--specific to course for soft skills, ethics, troubleshooting, customer service	Boundaries with learning will be broken. Can we do it? What can we do? Virtual learning in Welding, Auto, Allied Health--Practicals by telemedicine, Dental Assisting	To better understand virtual opportunities and help instructors use it

Room 7:		
Inhabitants:		
<i>Thoughts about LinkedIn and LinkedIn Learning</i>		
<i>How are you using it now?</i>	<i>Questions/ Challenges</i>	<i>What would you like to try? Better understand</i>
Not now Students set up LinkedIn Accounts as part of their classes	Neither of us use it now, so would like to learn more about it.	



(:20) Large Group Discussion

Ways you are using the product now?

- Alumni tracking tool (Helen Pang showed DeAnza page)
- Great networking tool for students to reach out, one of the most powerful tools, can do a more refined search of where people work and have the same interface for any company page (on the people tab), really levels the playing field for any student if they don't have the network. Now you can do all of this on your phone, this will always be free for colleges
- Connect to other job developers across the state and get great ideas. Keri Aver at College of the Canyons is a great one to connect to on LinkedIn and she puts content up on a regular basis. (Kim - SRJC)
- Use this to help my students build out their profiles - https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/LinkedIn_Sample_Profile_onesheet-David.pdf (Valerie - CCSF, Helen - DeAnza)
- I used it for my sector at my college. I have a page for CIS department and post jobs. I'm in a professional association group and we post updates there, and then people like them which provides more visibility. If you connect with people, then your connections go farther, so you can link them to your students. (Terri - Cabrillo)

Challenges or questions?

- Access to LinkedIn Learning: One course that is always unlocked is Learning LinkedIn for Students. LLL is through the Vision Resource Center where you can access the content on Cornerstone on Demand, <https://visionresourcecenter.cccco.edu/> . Could LinkedIn Learning be funded for the region through SWP funds?
- Navigating LinkedIn Learning: You can connect your LinkedInProfile to your LinkedIn Learning account. Schools can do content mapping with curriculum and we've aligned our content with the New World of Work so you get a manageable number of suggested content per competency.
- Challenge is that not many people are posting content, People think about it as a resume, it is really a brand. Average # of profile connections is 2. Only .5% of users post content. If you post content, you could post student successes and help bridge industry.
- Setting up a college page: It's automatically set up for every college, every institution has a page.
- LinkedIn Learning for high school students: LinkedIn Learning is not available to high school students, if they are enrolled in a community college they can have access to it. Most of content is closed captioned, has transcripts and at an 8th and 9th grade reading level so would be appropriate for high school students but is not offered because of regulations (like FERPA). Dual enrolment is a low hanging fruit for high school students to get content if college has LinkedIn Learning.

- LinkedIn Learning content in Spanish?: Content is available in seven different languages, including Spanish

Babystep, going on feed for five minutes a day and that's a great way to post.

Here is the link to the Vision Resource Center: <https://visionresourcecenter.cccco.edu/>

Virtual chat next week is on how to get hired during quarantine

Next steps:

Easy next steps:

- Go on LinkedIn for five minutes a day and start posting

- Check out LinkedIn Learning on the Vision Resource Center, <https://visionresourcecenter.cccco.edu/>

- Add everyone in our Job Developer group to your LinkedIn network so we can leverage our contacts and help our students get opportunities

- Virtual chat next Thursday at 1pm on how to get hired during quarantine,

https://www.linkedin.com/posts/ryanzervakos_onlinelearning-linkedin-linkedinlive-activity-6657019513843908608-crJX

(:02) BREAK TIME!
GET UP AND LOOK AWAY FROM YOUR COMPUTER :)

[How to prevent eye strain](#)



Virtual Job Fairs (and other services) Update (:10)



“Updates on Virtual Job Fairs?”

Learnings, Upcoming Activities, Opportunities for Collaboration?

Report from Andrew Soliz

- Mission College reached out to employers to see interest in doing a pilot virtual job fair today (4/17) and got a big positive response. Now we have a trailer board (project management tool) to organize this and we reached out to colleges to join in. Working on this so far (ACOE, Ohlone, Mission, College of Alameda) who will be following-up. In today's employer call, ILevi's Stadium said they are planning on doing events for this football season and also a staffing company, Slingshot Connections, posted opportunities. We had the job fair set up Zoom, had all the attendee's audio and visual off. It was for an hour, which seemed like the right amount of time, with each employer talking for a half hour about openings, and questions came up about H1B status and processes that they answered.

- Our next step is to mentor a larger group of job developers so we can be a coalition. It is also good to have multiple people doing the fair, so for e.g. someone can manage the chat, someone can co-host A lot of career services are only one or two person team, so can help each out in doing the event.

- Today's job fair had about 60 people RSVP - 64 people logged-in. People had to RSVP in advance, and then would get link.

- Slingshot is doing connected conversations every Thursday. Andrew can share link, they have a lot of internships and can also share how they are recruiting.

Upcoming Job Fairs

- CCSF is doing a career fair on April 22nd. 13 confirmed employers and 80 students registered
- Bakersfield College will have job fairs on 4/22, 4/30 and people are invited to observe.

Learnings from Today/ Closing (:15)



(:05) Large Group Discussion

(:02) Closing

Any ideas or questions you would like to explore for future meetings, please enter in chat

Handshake Forum hosted by Ohlone coming May 1, 11:30 - 2:00, [Eventbrite Link](#)

**Please take 2 minutes to complete [this survey](#).
We want to hear your feedback and also if you would like any technical support for your own virtual meetings.**

[Resource](#) on Having Productive Virtual Meetings



*Thank
You*