

## **JOBLink USA – Description**

JOBLink USA will concentrate on the majority Hispanic adult population group where there is the highest unemployment and underemployment. This is the group that is the least served. Special service processes should raise levels of employment. These processes include creating greater access to information in forms culturally familiar to this most undeserved group. The mobility of the process will bring the information to the community, using local community networks that have outreach to this population.

By utilizing information technology, we will endeavor to develop a job psychology among Hispanics that recognizes the need for both job training and job acquisition.

The traditional employment agency market is not easily accessible, user-friendly, or culturally compatible with the Hispanic community. A critical need exists to develop a job accessing vehicle and skills matching system that offers a non-alienating alternative to the temp agency "testing mill" approach and that will help decrease unemployment and underemployment among Hispanics.

Current accessible job databases that are easily accessible within the community will contribute to increased job opportunities. The interactivity of the job bank kiosk allows the applicant to match his skills against available jobs. This method allows the applicant to pinpoint available jobs from a broad updated database. The interactive software will also allow the applicant to make and confirm appointments based on skills prescreening at the job bank.

Such immediate on-site feedback at the community job caravan will also provide the applicant with an important barometer as to the need to develop further skills at a Hermandad Mexicana job skills training center or collaborating adult training institution. Current employment opportunity data will be provided by local, state and/or private placement agencies such as Manpower, Kelly Services or other large employer, who will be solicited as private sector partners/sponsors to replicate the community job bank model.

## Community Outreach

Getting the word out to the targeted communities will be critical to the success of JOBLink USA. We have already made substantial progress in securing that JOBLink will be well known to the underserved we need to reach.

Outreach will be significant because of the commitment of a number of corporate partnerships. The Los Angeles-based radio station KIIS-FM and KIIS-AM. KIIS-FM and KIIS-AM has long been one of the popular radio stations in Southern California. Additionally KIIS-FM and KIIS-AM enjoys excellent ratings in the Latino community. KIISFM and KIIS-AM have pledged nearly \$250,000 in free media, in the form of announcements and weekly radio shows to talk about JOBLinks USA.

Yahoo.com, the best known web search engine, will be providing the job bank software interface and data bases.

Von's, the statewide supermarket chain, will be providing a tractor-trailer and site locations for the *Explorer* vehicle.

Another reason to believe that JOBLinks USA outreach will be significantly strengthened is the involvement of Hermandad's newspaper, *Union Hispana*. *Union Hispana* has a weekly circulation of 45,000. This newspaper will carry display announcements about sponsors and feature articles about the location of the JOBLinks USA truck. Each week *Union Hispana* reaches thousands individual households through 1,000 direct mail pieces, and 1,400 individually addressed issues of *Union Hispana*. Our survey indicates that 8,000 households are reached each week through the newspaper and direct mail.

Today's educational and employment opportunities are confusing to the indigent and culturally/socially isolated families. JOBLinks USA will provide this community to break through into a world of greater economic benefits. Hermandad Mexicana Nacional is a Santa Ana-based organization with deep-rooted ties to the Latino community in general and the low income working poor in particular and we are very familiar with the challenges facing these families as they struggle to provide minimal levels of medical and health care for themselves. The JOBLinks USA project will provide a "one stop" comprehensive resource for these low income families seeking to take advantage of this remarkable new technology.

## **Target Group - Demographics of End Users**

The Latino communities, both native born and immigrant, in Los Angeles and Orange Counties have the following commonalities:

### **Primary target group**

Largest adult age group is 20-24 year olds, with men numbering slightly more than fifty percent

### **Education levels**

No high school diploma:  
44.3 percent of all Hispanic adults  
57.4 percent of the newest immigrants  
57.1 percent have Spanish as home language  
61 percent have income under \$10,000

### **College graduates**

10.3 percent of Hispanic adults  
18.8 percent of U.S. born  
23.4 percent have English as home language  
29.5 percent have income over \$35,000

### **Income levels**

Below \$20,000 annual income (42 percent of households)  
75.7 percent speak Spanish as primary language  
58.8 percent are low or non-literate in English  
40 percent read newspapers only in Spanish  
84.3 percent are first generation U.S. residents

### **Above \$50,000 annual income (17 percent of households)**

59.6 percent have English as primary language  
65.5 percent are highly literate in English  
55.4 percent read newspapers only in English  
57 percent are second and third generation U.S. residents

### **By the year 2000...**

One-third of Americans will be non-white  
40 percent of new workers will be non-white  
Some fifty-percent of all jobs will require post high school education  
30 percent of jobs will require four years post high school education  
Math, language and reasoning will be the major needs

## Technical Overview

The Mobile Job Bank was developed in response to the growing use of information on employment opportunities on the electronic superhighway. We feel this highly mobile cultural user friendly vehicle can bring opportunities of employment, training, and human services to those low income, disadvantaged families who are now in a state of poverty and government dependence to a state of social and economic self sufficiency.

### *Functions --*

The Mobile Job bank will achieve its objective using state of the art Computer Multimedia technology through and electronic network of Human Resource databases which a client can access using touch screen technology. This virtual electronic employment office will be a one stop information, employment, and resource center which the user can achieve the following:

### *Information-*

The pre-screening process by which the user can match his skills, education, and experience to ready themselves for (his dynamically changing job market.

### *Employment-*

The computer employment search by which the computer cross-references input of user to match criteria that will best serve the user / client.

### *Resources-*

Provides educational liaisons for basic skills training, work readiness training, occupation training and other related outreach services,

### **Efficiency and Effective use of Resources -**

By focusing on the integration of all aspects of employment services into a technological infrastructure the mobile job bank will use its resources wisely. The effectiveness of this mobile job bank will be measured by the amount of people and different sites it can service daily. Its worth as a job support structure will increase as local public and private agencies struggle to maintain existing resources with increasing joblessness.

## Description of Trailer / Blueprint

The mobile job bank is a 53' long GMC van chassis that incorporates six computer carrels that are fax modem and cellular connected to a mainframe. There is sufficient space to conduct job placement interviews, conferences and is Handicapped accessible. The work stations are based on Intel-based multimedia computers enhanced with CD ROM, sound boards, two way PC video conferencing, and touch screen monitors. The network is hard line compatible for use with ISDN lines and switches. This technology is current and readily expandable to take advantage of new hardware on the market. The innovation of this mobile bank is in its service delivery of integrated information on touch screens without having to figure out hardware configuration.

This touch-screen technology was selected on the basis of delivering comprehensive information without involving the client having to meet separately with various public and private agencies. The current multimedia technology allows us to incorporate large numbers of agencies, employers, service providers and occupational centers in our database and expand our network local, regional and national.

### **Connectivity**

The basic network architecture to support the Mobile Job Bank is the use of two communication mediums Cellular and ISDN. This allows for instant high-speed communications using the airwaves in remote areas and copper/fiber optic lines in easy to connect areas. This technology is standard and is available at affordable cost to potential users. The six-multimedia workstations are connected to a mainframe to combine simultaneous interaction with outlying agencies. The State of California Employment Development Office has expressed interest in participating this model network to expand their outreach in minority communities. Large southern California employers such as Disneyland, Taco Bell, Manpower Services see this as a virtual office to screen, qualify and train minority communities who are interested in working for them.

### **Expandability**

The software hardware and network structures are built on an open-ended platform easily adjustable for increase participation and upgrading of technology. The Data structure is built on Dbase software, which allows easy use in a DOS or Windows environment. Software programs developed especially for touchscreens allows simple interface linking to different areas by touching a symbol on the screen. The hardware Configuration is PC-based with a touchscreen monitor, soundboard, video board, CD-ROM and desktop two-way teleconferencing board, data/fax modem, with cellular ISDN ports. All these elements are standard off the shelf units that are easily upgradable and are compatible across different manufacturers and brands.

### **Network interactivity**

The six desktop workstations are base units of PC-based networked to a controller computer. This configuration readily accommodates data video, and fax transmission through the telephone connectors provided. The software touchscreen interface integrates all the applications creating the interactivity between the systems databanks that have traditionally been isolated from each other.

### **Maintenance**

Hermanidad Mexicana Nacional of Orange County will maintain the Mobile Job bank information. All reports and upgrades will be performed at the network *hub* in Santa Ana, California.

**Services provided**

Original software will be created to incorporate all aspects of Human resources regarding information, employment, and resources for a simple touch screen interface.