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Secretary Gassman Introduces Coulee Region Job Seekers, Veterans, College Grads to New Internet Employment Site

Labor Secretary highlights interactive site, linking job seekers with employers

LA CROSSE – Wisconsin Department of Workforce Development (DWD) Secretary Roberta Gassman today introduced the Coulee region to JobCenterofWisconsin.com, the state's new Internet site, listing employment opportunities for everyone, from youth seeking their first job to older workers with years of experience, military service and advanced degrees.

"Whether you're a young job seeker just starting out, a veteran returning from active duty, dislocated worker, or longtime employee looking for a better job, this new site is your portal to employment opportunities," Secretary Gassman said. "The site is free, user friendly and accessible at all hours of the day. It's the place not only for job seekers, but also employers to tap into the future."

Developed as part of Governor Doyle's Grow Wisconsin plan, JobCenterOfWisconsin.com is the Wisconsin-based employment site linking Wisconsin employers with anyone looking for a job. Secretary Gassman is touring the state to make more employers and job seekers aware of the new website.

Secretary Gassman provided La Crosse area job seekers a hands-on demonstration of the interactive site during a visit to the new Welcome Center at Western Technical College. Among the job seekers she met was Tomah resident Carl Childs, who just completed 20 years of active duty with the Army. Childs tour of duty included 10 months with the Army Corp of Engineers assisting the victims of Hurricane Katrina.

"With all of his skills and experience, Carl clearly has a lot to offer," Secretary Gassman said. "Despite a faltering national economy, Wisconsin is doing better than many states, and employers are looking to hire workers with the right skills. In many cases, it's just a matter of connecting employers with these workers. Our new, interactive site will do just that."

Secretary Gassman also met Jackie Brown and John Fisher of La Crosse. Brown, a retired member of the National Guard, has been a counselor for at risk youth. With a graduate degree in counseling, she seeks a career working with children with Autism. Fisher was recently employed in environmental and natural resources management. He has graduate degrees in environmental science and public affairs and seeks new management opportunities in these areas.

JobCenterOfWisconsin.com is a Wisconsin-based employment site, linking employers with anyone looking for a job. The Internet-based site is free to both employers and job seekers and is available 24-hours a day. Job seekers can explore job opportunities from their home computers or at Job Centers, libraries or any other place with public Internet access.

Wisconsin.gov

“With a majority of our skilled workforce expected to retire in the next 10 years, it is important that we connect the 700,000 workers who are unemployed or underemployed in Wisconsin with the training and technology they need to be able to fill the jobs of our Wisconsin employers,” said Secretary Gassman. “This site makes it easy and convenient.”

JobCenterofWisconsin.com replaces the state’s JobNet system, which was created in 1993 and has become out-dated. In 2007 DWD and Governor Doyle’s Council on Workforce Investment initiated a pilot site operated by the Southwest Wisconsin Workforce Development Board and its partners. DWD further improved the site’s function and design with the assistance of job seeker and employer feedback sessions.

Among the most significant improvements:

- An easy, fill-in-the-blank feature helps job seekers create professional-looking resumes that can be saved, emailed or printed;
- Users may keep resumes confidential or make them available for search by employers;
- Employers can search for skilled employees through key search terms;
- Job seekers can find a list of job fairs and other employment and training events in their area;
- A toll-free help number connects callers with trained staff who can provide assistance and information about employment and training; and
- The site has a user-friendly design with simple navigation.

A second round of upgrades will be added in December, including workshop sign-ups; wage, job trend and career information; and simplified methods for employers to save job postings. Users will also be able to view short demonstration videos that describe various careers.

The Wisconsin Department of Workforce Development is charged with strengthening Wisconsin’s workforce. DWD provides training and employment assistance to job seekers; enforces worker’s rights; administers the state’s unemployment insurance, apprenticeship, and worker’s compensation programs; and works with employers to find appropriate job candidates.

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Photo URL Link: http://dwd.wisconsin.gov/dwd/newsreleases/2008/jcw_homepage.jpg

Caption:

JobCenterOfWisconsin.com, the Wisconsin Department of Workforce Development’s new Internet employment site, is colorful, easy to navigate and user-friendly with improved capabilities for both employers and job seekers.

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