

for entry-level jobs through a combination of work ethic training and general job skills. For employers, Job Corps can provide specialized training, prescreening of applicants, and tax benefits. Some agencies in local communities may also provide outplacement assistance for the unemployed who cannot afford it. Applicants who use these services may also be listed with a state employment service. Community agencies may also offer counseling and training.

The US Department of Labor has provided funding for states to develop one-stop career centers that will provide workers with various programs, benefits, and opportunities related to finding jobs. The centers' emphasis is on providing customer-friendly services that reach large segments of the population and are fully integrated with state employment services. These centers now offer a variety of skills certification programs, such as the National Work Readiness Credential and the National Career Readiness Certificate, which are highly sought after by employers.⁶¹ For example, when Honda decided to build its Odyssey plant in Alabama, part of the deal was that the state would establish a close partnership with Honda to recruit and train employees.⁶² Nissan has established similar relationships with the states of Mississippi and Tennessee. The state of Illinois provides customized applicant screening and referral to employers so efficiently that some employers, such as Jewel-Osco, use the service as an extension of their HR department.⁶³

Job Fairs

Industry associations, schools, groups of employers, the military, and other interested organizations often hold career or job fairs to attract applicants. Typically, the sponsors of a job fair will meet in a central location with a large facility in order to provide information, collect résumés, and screen applicants. Often, there is a fee for employers to participate. Job fairs may provide both short- and long-term gains. In the short run, the organization may identify qualified applicants. In the long run, it may be able to enhance its visibility in the community, which, in turn, may improve its image and ability to attract applicants for jobs.

For a job fair to yield a large number of applicants, it must be advertised well in advance. Moreover, advertisements may need to be placed in specialized publications likely to attract minorities and women. To attract quality candidates from all those in attendance, the organization must be able to differentiate itself from all the other organizations competing for applicants at the job fair. Items such as mugs and key chains with the company logo can be distributed to remind the applicants of employment opportunities at a particular organization. An even better promotion may be to provide attendees at the fair with assistance in developing their résumés and cover letters.

One strength of job fairs is also a weakness—although a job fair enables the organization to reach many people, the typical job fair has around 1,600 applicants