

Supporting America's Emerging Workforce

Statement of the Problem

The confluence of economic and demographic changes will continue to create uncertainty and new challenges over the next several years. The 'new normal' will bear little resemblance to business as usual. But one thing is certain – America will need to marshal all its resources and talent to remain competitive in the evolving global economy.

Monster Public Sector & Education (PSE) is focused on helping America's young people to understand and pursue educational and career opportunities in unprecedented ways. Our objective is to make sure that students are aware of their options, prerequisites, and pathways to success. And for those who are outside the mainstream opportunities – drop-outs and disadvantaged, for example – we can help them to get on the right track and bring them together with the resources they need to participate in their regional economy.

Like an effective retirement strategy, Monster PSE believes that the earlier we can inform and influence positive decision-making among students, parents and educators, the more successful we will be. Many regions are experiencing brain-drains because students are not aware of the career opportunities in their own backyards. Or they don't pursue meaningful education and training opportunities to increase their employability. And as many employers know, far too many employees show-up lacking basic skills, which requires expensive remediation.

Granted, some of the more problematic skills issues stem from those who are already 'lost' to the system. But the more fundamental problem is that people have neither a vision of what they can become nor ready access to the opportunities for achieving their highest potential. As a nation, we must connect young people with pathways to regional and national opportunities based on their current circumstances.

Every young person who is left to languish outside the mainstream workforce represents another 'unrealized potential' who cannot contribute to America's competitiveness in the global marketplace. We need to get more people involved in building their skills and employability, not only to alleviate the cycle of poverty and personal misfortune, but to meet the needs of the emerging competitive economy.

Prescription for Success

Monster PSE offers a suite of new solutions that enable regions to "Create the High-Performance Workforce (HPW)." In particular, these solutions enable regional stakeholders to foster greater alignment among educators, talent development organizations, and economic growth strategies. Using a sector-based approach, we enable young people to identify and explore relevant educational pathways and achievable career opportunities. We enable them to envision their future, and create and execute a plan to achieve their dreams.

Monster PSE accomplishes this through effective and engaging outreach programs that make the audience – students, parents, counselors, supporters – aware of resources and programs that will lead to success. These programs include provide linkages to programs and pathways that will lead them to career paths that enable personal success and support regional economic vitality.

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How can Monster PSE help?

Monster PSE has developed a combination of tried-and-true and innovative new solutions that can help our young people to seize opportunities to succeed right in their own regions.

Making It Count (MIC) has reached over 20 million high school students since 1998. We're now expanding the program to create regional versions that highlight opportunities within targeted industry sectors. This proven program of outreach and career exploration enables you to communicate directly with this hard-to-reach audience – and their parents. We've also expanded the program to provide targeted support for your disadvantaged and disenfranchised youth. MIC gets your young people engaged in success, both for themselves and for your regional economy.

Power Seeker Workshops (PSW) give people the skills they need to stand-out among job-seekers in eye of the employers. These intensive, high-energy sessions provide insights into the new rules of the game for seeking employment. Led by highly-qualified and experienced speakers, PSWs give seekers the knowledge and confidence they need to get that job.

Real-Time Labor Intelligence (RLI) provides unprecedented insights into your regional workforce, including detailed information about both supply and demand. Using this innovative new offering, Monster PSE clients have been able to pinpoint timely changes in their local markets, and direct people into the right career paths. RLI data informs wiser decisions in launching new training programs and educational curriculum, and enables greater alignment between educators and employers' needs.

Online Career Communities (OCC) create 'applied social media' to promote awareness and networking within your region. Monster's OCC solutions incorporate a regional job board, social networking, mentoring, regional insights, and sharing of information and best practices – all focused on your regional workforce and economy. Highlight your opportunities and regional differentiators. Create an online community hub for people to share ideas, meet entrepreneurs and potential collaborators, and generate sustainable buzz.

Take Action

These challenges will not go away. Things won't settle back into the old ways. These changes are forever. Demographics and economics dictate that America needs 'all hands on deck' to remain competitive and to provide its young people with the opportunities to achieve their potential. Thankfully, these two objectives are complementary.

By considering new approaches to solving these evolving challenges, regional stakeholders can engage and prepare our emerging workforce for new careers, new skills, and new opportunities. But this requires new solutions and new approaches.

Talk to your Monster PSE representative about how this suite of solutions can enhance the effectiveness of your youth programs and help to ensure personal, regional, and national success.

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