



ALASKA DEPARTMENT OF LABOR & WORKFORCE DEVELOPMENT

Job Fairs – Are They Working For You?

Presented by Missy Lizotte, Regional Manager SW, Interior, Northern – September 13, 2023

Department of Labor & Workforce Development, Division of Employment and Training Services

The Alaska Job Center Network (AJCN)

- Workforce Innovation and Opportunities Act of 2014
- 14 One-Stop Job Centers throughout the state
- Designed to provide a full range of assistance to job seekers and employers under one roof

Job Seeker Services

- Resource rooms with internet access
- Alaska Jobs
- Labor market information
- Career counseling including assessments
- Training referrals
- Employment related workshops
- Job listings
- Eligibility determination for employment related grant funding
- Case management

Services can be provided in-person, telephonically or online.

Business Services

- Alaska Jobs – electronic job postings
- Screening and referral of qualified job seekers/training participants
- Labor market information
- USDOL Registered Apprenticeship
- Meeting/interview space
- Translation services
- Rapid Response
- Targeted recruitments
- Job fairs

Job Fairs – DOL recent trends

- Prior to 2021
 - 1-2 large job fairs annually
 - In-person
 - One day – 8ish hours
 - Mixture of industries represented
- Spring 2020 - Spring 2021
 - Job Centers closed to walk-in traffic
 - Virtual Job Fair
 - Some mixture of industries but more often industry or target population specific, such as Veterans

Job Fairs

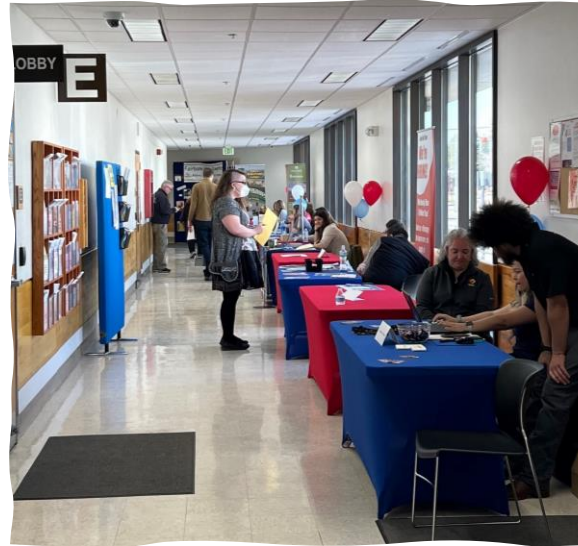
- June, 2021
 - Job Centers open to walk-in traffic
 - Worker shortage recognized
 - Employers busier than ever
 - Had to get creative to meet employer needs

Job Fair at the FROB

(Fairbanks Regional Office Building)

Series

- Monthly for 8 months of the year
- Industry Focus
- Adjacent to the resource room
- 11a-3p
- Radio and social media advertising
- Live radio remote
- 35 employers on average

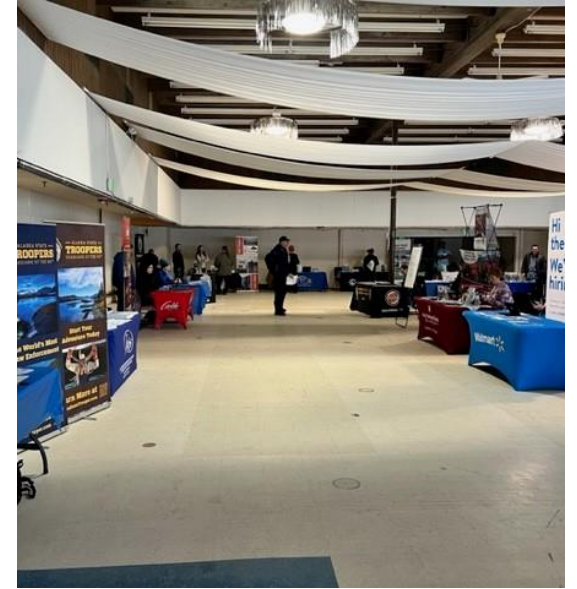


The Importance of Partnerships

- Attachment to community events
- Cooperative planning
- Multiple times per year
- Time spent depends on the event
- Targeted invites
- Pop-up events



Large Job Fair/Career Expo Events



- Up to 100+ employers
- All day or multiple day event
- Typically 1-2 times per year
- Requires large venue
- Radio and social media advertising leading up to the event



Hallway Recruitments

- Single employer or small employer group
- Specifically customized
- Targeted advertising
- Adjacent to resource room



THANK YOU

QUESTIONS??