



Presents

OPPORTUNEURSHIP

THE MISSING LINK IN WORKFORCE DEVELOPMENT

Connecting and Keeping Participants Connected to Employers, Mentors and Legislators



OPPORTUNEURSHIP

A NEW CONCEPT IN WORKFORCE DEVELOPMENT

Developed by Edward DeJesus

- More than 25 years of experience in Workforce Development
- Founding Director of PEPNet (Promising and Effective Practice Network)
- Author of numerous publication and reports on youth employment issues
- Consultant to over 100 workforce development organizations throughout the U.S.

OPPORTUNEURSHIP

A system wide set of principles and practices that assists jobseekers in acquiring and maintaining the skills, tools, behaviors and opportunities to access hidden jobs, educational initiatives and developmental activities.

DID YOU KNOW

Research states that 60-80% of job openings are **never** advertised in newspapers or on-line. The Jobs of the future will go to jobseekers who are well networked yet...

-93% of Youth Summer Work Experience Participants Never Follow-Up with Employers and Mentors and program provide no means to do so!

-87% of workforce development programs have no formal system or process to help participants develop and sustain the tools, skills, opportunities and behaviors to access the Hidden Job Market!

TELL US WHY?

- The National Work Readiness Credential Does Not Focus on Helping Job Seekers Access the Hidden Labor Market?
- Local Workforce Policy Does not Address This Key Issue.
- Research and Evaluation Has Not Focused on the Efficacy of Such Efforts.

Yet, the majority of people in these positions found out their jobs through the informal network?

WHAT TYPE OF IMPACT WOULD OPPORTUNEURSHIP HAVE ON..

- Your Program?
- Participant Outcomes?
- Fundraising and Advocacy Efforts?
- Staff and Student morale?
- Social and Economic Equity?
- The Reputation of the Workforce Development System?

PRINCIPLES OF OPPORTUNEURSHIP

Opportuneurship is really a movement and system building effort for creating and promoting equitable, engaging and relevant opportunities for people to build long term Future Economic Opportunity.

It's about fighting poverty effectively.

Principle #1

Opportuneurship is a system wide change effort. All key stakeholders must agree and support the incorporation of Opportuneurship into the current workforce development system.

Principle #2

Opportuneurship recognizes that people are the greatest resource. It values and uses this resource. Opportuneurship strategically and consciously uses the power of establishing and sustaining relationships to promote future economic achievement and success for all parties involved.

Principle #3

Opportuneurship acknowledges the realities of the hidden labor market and uses this reality to empower jobseekers in efforts to eliminate poverty, both personally and systemically.

GETTING STARTED

- The 12 month Opportuneurship program assists workforce development boards and organizations in developing a system wide set of principles and practices that helps jobseekers acquire and maintain the skills, tools, behaviors and opportunities to access hidden jobs, educational initiatives and developmental activities.
- The program is a mix of on-site training, web conferencing, participant training, site reviews and evaluations.

“We can individually work toward opportuneurship, but it’s reachable only through systemic reform. So the question for all of us is, What can I do to change the system?”

Because opportuneurship is as much about unlearning as about learning, it’s a process, not an immediate transformation.”

How to get started...

Workforce Investment Boards
and Programs should call
301-252-0146 to set an
appointment to discuss this
revolutionary approach to
Workforce Development,
or E-mail Edward DeJesus at
edscinfo@gmail.com

Improving policies and programs for America's Unemployed and Underemployed



www.edwarddejesus.com