

Strategic Measure to reach

México, D.F., Marzo 16, 2011

to reach
employers



employers

iee
Instituto Estatal
del Empleo

Coahuila
El Gobierno de la Gente



Frame of Reference

It is my opinion that it is impossible to think about employment if we fail to take two factors into consideration: capital and the labour force.

This unbreakable bond, the subject of endless theoretical debates, stands as the raw material of our work in our profession as facilitators and builders of the connection between the two factors, the entrepreneurs, who need a specific human factor, and the unemployed, who need decent work.



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Frame of Reference

The question is how to bring both needs together.

Faced with this question, we made a decision in Coahuila that on a basis of an open dialogue with the entrepreneurs, we would define the profiles of their jobs, we would seek the candidates best matching them, and we would initiate an immediate training procedure to adapt those candidates to the requirements of the job, thus increasing their employability.

There is thus a need to establish a permanent dialogue with the chambers of commerce and employer associations, to seek candidates (sometimes in their very homes), to ensure that communication is widespread and above all to create and maintain an atmosphere of trust in the PES.

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Objective

General

To achieve a speedy and suitable connection between jobseekers and companies, making use of the means available and thus creating new coordination options and mechanisms.

Specific

- To identify the needs of businesses in all sector
- To establish permanent communication mechanisms with the business sector
- To create an atmosphere of trust based on the efficiency and effectiveness to be found in the employment articulation service.

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Objectives

Specific

- To boost the relevance of the educational provision at the various levels
- To identify the specific human resource appropriate for the needs of the businesses
- To train the human resources such that they meet the needs of the employer
- To raise the awareness of the unemployed regarding employment opportunities
- To streamline the processes involved in making the connections
- To boost employment inclusion and the possibilities of using the skills of the disabled
- To make use of the professional and personal experience and maturity of older adults by bringing them back into the world of work
- To make use of bona fide mechanisms for tracing job offers
- To establish direct communications with the various supporting authorities in the public and private fields

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State Training and Employment Committee (CECE)



This is the governing body of the State Employment Institute which is responsible for taking decisions in the field of employment in the matter of large-scale actions concerned with training, coordination and information designed to achieve a greater degree of suitable participation in the labour market.

The CECE is made up of representatives of the employer, employee, education and government sectors.



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State Employment System (SiEE)



Objective

To provide a bridge between jobseekers and vacancies using the various agents responsible for providing connections within the labour market.

Membership

It is made up of Training Institutions, Placement Agencies, Labour Exchanges, NGOs, Trade Union organisations and other agents active in the economy.



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Labor Exchange



Objective

To channel jobseekers towards jobs available in the productive sector.

To provide the employer with an efficient and suitable preselection service regarding the trained manpower in search of the position.

Target Population

Everybody in search of employment.

All employers in search of manpower.



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Employment Fairs



On-site

These kinds of events invite jobseekers to attend the Fair functions at the date and time set. There they will receive the personal attention of the representatives of the companies. Functions of this nature give jobseekers the opportunity to personally demonstrate their knowledge, skills and abilities with a view to a future job interview with the employers.

Virtual employment fairs

These are on-line events which specialise in tackling the requirements of an economic activity, an occupation or a sector of the population and which are either regional or national in the area they cover.



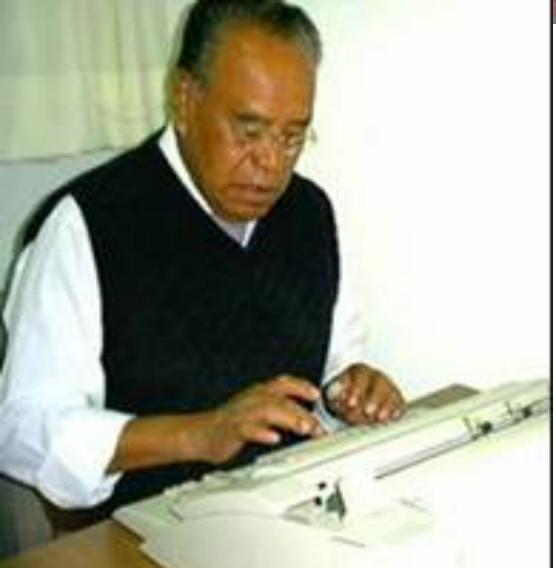
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Opening Spaces

Objective

To coordinate public and private inter-institutional labour management efforts focusing on the disabled and the elderly



Target Population

- All companies with vacancies and social commitment.
- Older adults, individuals with different abilities and at-risk groups in need of employment.

The Employment Coordination Network for Vulnerable Sectors is composed of Universities, the Employment Service, the DIF system, employer representatives.



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Objective

Speedy and appropriate service to promote the vacancies registered with it

using the free telephone number 01 800 841 2020, plus a telephone information service for jobseekers about job opportunities, open seven days a week, twenty-four hours a day.

Target Population

Employers in search of labour.

All jobseekers



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Bienvenido al **PORTAL DEL EMPLEO**

www.empleo.gob.mx

MAPA DEL SITIO

EMPLOYER:

- ✓ Register your company or business
- ✓ Publish your vacancies
- ✓ Provide you with a personalised page with your name or company name, where you can:
 - ✓ Update the information about your company
 - ✓ Publicise the your vacancy situation
 - ✓ Track candidates in order to fill your vacancies
- ✓ Access candidate profiles via the various search options
- ✓ Contact the candidates selected via the methods they offer
- ✓ Create and maintain an updated list of the candidates

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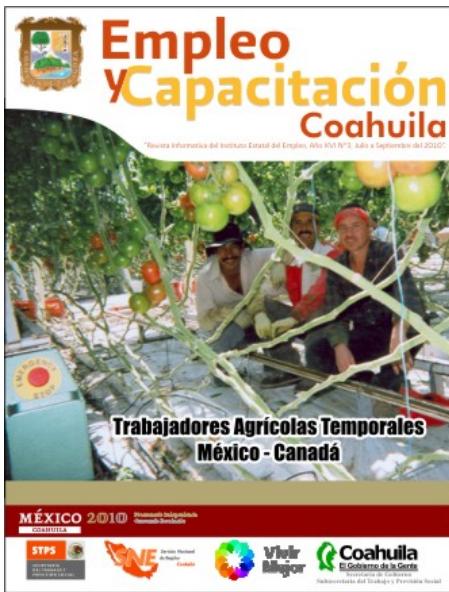


IEE [State Employment Institute] publication "Employment and Training"

Objective

To establish communications between businesses and the organisations concerned with employment and training, to provide information about the characteristics and workings of the various labour markets.

On a quarterly basis it provides specific information about the characteristics of the employment supply and demand situation, plus the results of the implementation of the IEE programmes and of actions which have been carried out in the fields of employment and training within the institution.



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With the various bodies responsible for organising incorporation into the employment sector having merged, the Coahuila Government Technical Training Institute now comes under this Under-Secretariat. This Institution has been of crucial importance in responding to the needs for training and teaching skills to workers or aspiring workers.

Now that this Institute is within the same organisation and under the same authority, costs can be brought down and training adapted to meet business needs. Furthermore, training and skilling requirements can be tackled more directly.

It can also work for the business sector, training personnel already employed or those soon to be employed.

The Institute also serves the unemployed and provides training for individuals involved in temporary employment programmes provided under social security agreements. These are unique in the country, in arranging temporary social security, employment and training at the same time.



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University-business and business-technical and work training institutions coordination committees:

These consultative and advisory bodies consist of educational institutions, business associations, academic and training institutions, and representatives of the State Economic Promotion Secretariat and this Sub-Secretariat of Labour. The Committee is responsible for defining such needs as are specific to each branch of activity, so that education and training can be adapted to the real needs of the labour market.



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Special mechanisms for job placement

YOUNG PROFESSIONALS



Benefits

- The opportunity to acquire work experience
- Exemption from social service
- Acquire information useful as a basis for your qualification dissertation
- Remain within the formal sector and seek opportunities for professional development
- Receive an income which will help you with your expenses while doing a job.

Objective

To place young unemployed individuals of between 20 and 25 years of age who have recently graduated from universities and institutes of technology with small and medium enterprises, such that the enterprises can benefit from their abilities, and the enterprises can be of benefit to the interns.



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Special mechanisms for job placement

EMPLOYMENT IN YOUR COMMUNITY

Created to facilitate access to the employment services, considering that in many cases the unemployed face difficulties to get to the employment offices to search for job vacancies.

With the aim of supporting the unemployed, vacancies are promoted at all occupational levels, flexibly and efficiently putting jobseekers in touch with job opportunities, channelling them into the productive sector.



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Special mechanisms for job placement



BUSINESS MARATHON

This brought together all the forces of the communications media, the productive sector and the unemployed.

The goal was to provide more job opportunities in the region and enjoy the live and direct participation of entrepreneurs, traders, radio listeners, television viewers, with an on-screen tally being kept.

The aim is to increase the number of job opportunities, channelling the unemployed into the productive sector.

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Special mechanisms for job placement

JOB VACANCIES IN THE RADIO

The plan here was to promote a live and direct space, with the participation of the business people, traders and radio broadcasters in the region, round the clock, and totally free of charge.

To increase the number of vacancies at the labour exchange and to promote them on the radio, channelling job applicants towards job opportunities.



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LOOK YOUR BEST

The plan was to provide an extra, free-of-charge service, for job seekers, to increase their job opportunities, increase their self-confidence and assurance and make a better impression at the job interview.



- Haircuts
- Hair tints
- Acrylic nails
- Image changes
- Assessments of body languages, attitude and behaviour at a job interview
- Clothing items

Special mechanisms for job placement

PONTE GUAPO

