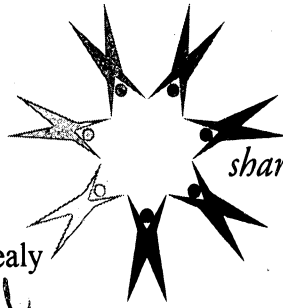


Department of Human Service Programs



sharing resources...building community

TO: Robert W. Healy
FROM: Jill Herold *Jill*
DATE: April 22, 1998
RE: Update

Jill Herold
Assistant City Manager

Childcare

Commission for
Persons with Disabilities

Community and Youth

Community
Learning Center

Coordinating Council for
Children, Youth and Families
(Kids' Council)

Council on Aging;
Elderly Services

Low Income
Fuel Assistance

Multi-Service Center;
Homeless Services

Office of Workforce
Development

Planning & Development

Recreation

.....

The Office of Workforce Development has been involved in a variety of Job Fairs over the past two months. The attached memo is provided to you as an update on the most recent activity in which the Office has been engaged in assisting Cambridge employers to recruit Cambridge residents for existing and future job openings in the city.



The Office of Workforce Development

April 21, 1998

To: Ellen Semonoff
From: Sue Walsh, OWD *SW*
Re: Recent and Upcoming Job Fairs

I wanted to update you on the status of a number of job fairs that have been organized in the past two months by the Office of Workforce Development (OWD). Two of these efforts, the CompUSA and Star Market job fairs, were initiated by OWD to assist these employers in complying with the First Source Hiring Agreement currently in effect with the tenants of University Park at MIT. The large numbers of hires required by both of these employers provided an opportunity for OWD to play an active role in recruiting Cambridge residents for available positions. Through its partnership with a number of organizations, including: the Cambridge Housing Authority, the City Department of Personnel, Career Source, the Department of Transitional Assistance, community-based education and training agencies, and the Cambridge Employment Program, OWD was able to advertise these employment opportunities to a wide variety of residents and positively support these employers' desire to meet their First Source Hiring obligations. We have notified Community Development Department staff of our efforts and have appreciated their suggestions and support. We are waiting for final hiring data from CompUSA and Star Market; however, I have summarized below what we know so far.

CompUSA: on March 30, 31 and April 1, OWD co-sponsored a job fair with Career Source, the one-stop career center located at Alewife Brook Parkway. OWD and Career Source staff met with CompUSA managers to plan all aspects of the event, from advertising to customer flow. CompUSA was looking to fill approximately seventy positions at a variety of skill levels. They placed advertisements in the *Boston Globe* for the more technical positions. OWD conducted its own outreach, sending fliers to: all Cambridge TAFDC recipients; over 200 individuals and agencies listed on the City Personnel Department's community mailing list; all community-based education, employment and training agencies in the City; Cambridge Housing Authority development managers; and all active clients of the Cambridge Employment Program. Career Source also mailed information to a portion of its client base, targeting Cambridge residents. It is estimated that more than 174 job seekers showed up over the course of the three days. The field human resource manager for CompUSA was thrilled with the turn out and very thankful for the support of the City.

Star Market: OWD organized a three day job fair for Star Market on April 1, 2 and 3 at the YWCA for adult job seekers and a separate job fair at CRLS for students on March 30 and 31. Star also participated in a multi-employer job fair held on April 9 at the YWCA. To publicize these events, OWD used the same



**Citywide Youth
Employment Office**

City of Cambridge
51 Inman Street, 2nd Fl.
Cambridge, MA 02139

617.349.6234
fax: 617.349.4766



outreach avenues mentioned above. In an effort to get even more people (Star hopes to staff the new store with 300 people), Star held another two day job fair on April 15 and 16. Over the course of all of these events, 470 individuals, predominantly Cambridge residents, completed applications and met with recruiters; 258 job offers were made.

Jobs Consortium: For the past three years, OWD has convened a group of local job developers to share employment leads. Members of this Jobs Consortium serve a variety of consumers, many of whom have barriers to employment. In an effort to assist the Consortium members in placing their clients, OWD organized a job fair focusing on employers with entry-level positions. Thirteen employers attended the event, held April 9 at the YWCA. OWD again notified community-based organizations, the Department of Transitional Assistance, etc. One hundred and ninety-four job seekers, predominantly Cambridge residents, attended the event.

Upcoming events:

Hospitality Industry Luncheon: In an effort to provide a closer link between students in the culinary arts program at CRLS and the local hospitality industry, OWD has facilitated a career awareness/job fair luncheon scheduled to take place on May 12 at Cantabridgia, the school-based restaurant at CRLS. Working through a standing committee of general managers from local hotels, OWD staff and Chef Joel LeGault from CRLS will invite a group of general managers, food and beverage directors, human resource managers, and hotel restaurant chefs to tour the Cantabridgia facilities, enjoy a meal prepared by the students, and share their personal career paths and information about the hospitality industry. The human resource managers will have employment applications available for those students looking for work.

Marriott & Cambridge Technology Partners: With the assistance of the Community Development Department, OWD has contacted the Cambridge Redevelopment Authority which has oversight of the development in Kendall Square of a Marriott residence inn and an office building for Cambridge Technology Partners. Our two organizations will collaborate on planning a job fair to meet the hiring needs of these employers.

DoubleTree Hotel: OWD has met on two occasions with the regional manager of DoubleTree Hotels to discuss how we can support their hiring needs for the new hotel in University Park. We anticipate organizing a multi-day job fair and may partner again with Career Source. However, regardless of where the event takes place, OWD will again work with its community partners and the Personnel Department to publicize the event to Cambridge residents.



CITY OF CAMBRIDGE
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EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

April 27, 1998

To The Honorable, The City Council:

Please find attached for your information an update on recent and upcoming Job Fairs, received from Assistant City Manager for Human Services Jill Herold.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
Attachment

S-280
Consent Agenda #12

Relative to an update on recent
and upcoming Job Fairs.

In City Council April 27, 1998

PLACED ON FILE