

# Ordering Off This Menu Saves You Time, Money and Heartburn

By Laura Byrnes, APR, CPRC



From time to time, we use this space to provide a menu of our employer services. A big service – and I mean “big” as in popular, successful and effective – will have come and gone by the time this edition of *Innovation Ocala* hits the streets, though because of the publication deadline, it has not actually happened yet.

I’m referring to our annual Spring Career Fairs. At the time I sat down to write this, we had 42 employers committed to participating in Marion County on March 21 and 20 employers in Citrus County on March 23.

So I’ll set the career fairs aside, except to say here: if you were unable to participate, we still have plenty of great programs to help you recruit, hire, train and retain your staff – all while saving time and money and, frankly, a headache or two.

**Recruiting** – I already mentioned our career fairs, but did you know you can also take advantage of hiring events customized to meet your immediate recruiting needs? These can be held at our Career Center in Ocala, at your workplace or at an alternate site, such as at the college. As always, we handle logistics, cover any venue costs, provide staff support and help get candidates there.

These are typically smaller than our career fairs, though not always. It depends on the company and its needs. Last summer, we held a two-day event for FedEx and 1,800 career seekers turned out. In March, we held a three-day hiring event for Earth Fare as well as one for Marion County Public Schools Transportation.

What’s important, however, is not how many employees you want to hire or how large your company, we can tailor a hiring event that will meet your needs.

And while on the subject of recruiting, sometimes it’s advantageous to “try before you buy.” Our Paid Internship and Work Experience Trainee programs can help you do that. Both programs offer eligible employers the option of trying out potential employees at our cost. Our paid internship/work experience program identifies individuals who are coming out of training, or individuals who may lack experience in certain areas. The program pays up to 30 hours a week for 12 weeks or 360 hours at your place of business. Wages, worker’s compensation, and other related payroll costs are paid by CareerSource CLM.

*Internships are for area postsecondary students or recent graduates with technical training, but little or no experience.*

- *Work Experience focuses on job seekers who have work experience but whose job-specific skills need updating.*

Selecting and training an intern/work experience trainee allows employers to train, observe and develop the trainee. By the end of the program, employers can gain a valuable new asset for their organization

by offering interns/trainees full-time employment.

## Training New Workers -

There are also times when you find a job candidate and you just like the cut of their jib. They have a proven track record and you have the sense that they’d be a good fit and work hard. The only problem is they may not have the skills you need for the job, or perhaps no one does yet because you’ve developed something new.

On-the-Job Training (OJT) can help eligible employers by absorbing much of the financial risk – wages and training costs – you normally invest in taking a chance on a promising candidate.

OJT funds are available on a first-come, first-served basis, and are limited to private, for-profit businesses in the targeted industries of manufacturing/logistics, healthcare and information technology/software development.

Reimbursement is between 50 to 75 percent based on the individual selected and length of training. OJT grants may also cover other costs associated with hiring new employees, such as equipment, uniforms and background checks.

**Training Existing Workers** – Perhaps you’re not in the market to add to your staff, but you’d like to invest in more training for your employees. That’s where the Custom Business Training program can help.

For eligible employers, the program can provide your employees with new skills important to the success of your business and cover up to 50 percent of out-of-pocket costs to train current employees. Significantly, you have the flexibility to choose your own trainer and curriculum or training course as long as it results in a qualifying certification.

There are income and tenure requirements, but basically it can cover any employee that makes less than \$52,000 a year (or \$25 an hour) and those who have been on your payroll for at least six months.

If any of these programs seem right for you, or if you’d like to learn more, visit the Training Grants for Employers section of our website, [www.careersourceclm.com](http://www.careersourceclm.com) or get in touch with our business development team by calling 352-873-7955 or 800-746-9950.

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