



# *Employer* **SERVICES**

Pennsylvania  
**CareerLink**<sup>SM</sup>  
Lehigh Valley

A proud partner of the American **JobCenter**<sup>®</sup> network

# Pennsylvania CareerLink<sup>SM</sup>

Lehigh Valley

## INDEX

Workforce Opportunities Comparison.....	1
On the Job Training (OJT).....	2
JobGateway® .....	3
Employer Website Training for JobGateway® .....	4
Looking for the Best: Hiring Military Veterans .....	5-6
Work Opportunity Tax Credits (WOTC) .....	7
Have Your Own Customized Job Fair .....	8
Recruiting Services .....	9
Office of Vocational Rehabilitation .....	10
Frequently Asked Questions .....	11



A proud partner of the AmericanJobCenter® network

## WORKFORCE OPPORTUNITIES & SOLUTIONS

SERVICES PROVIDED	PA CAREERLINK <sup>®</sup>	MONSTER	CRAIGSLIST	STAFFING AGENCIES
Offers comprehensive assessment services to employers and job seekers	YES	YES	NO	YES
Is available 24/7/365	YES	YES	YES	NO
Pre-screens job applicants	YES	YES	NO	YES
Has direct links to critical state & federal government resources	YES	NO	NO	NO
Posts jobs for free	YES	NO	YES	NO
Allows direct registration and access to job fairs for employers and job-seekers	YES	NO	NO	NO
Offers network of offices throughout Pennsylvania	YES	NO	NO	YES
Provides personal education/training and career counseling services to job seekers	YES	NO	NO	NO
Offers space for interviewing applicants	YES	NO	NO	NO
Offers On-The-Job Training with wage reimbursements to employers	YES	NO	NO	NO
Works in partnership with state agencies and community organizations to provide diverse pool of applicants	YES	NO	NO	NO
Identifies tax incentives for employers	YES	NO	NO	NO



*Get* **WORK** *Get* **WORKERS**

**Pennsylvania CareerLink<sup>®</sup> Lehigh Valley**  
**555 Union Boulevard, Allentown, PA 18109**  
**Phone 610-437-5627 Fax 610-434-4122 TTY 610-437-0741**

A proud partner of the American  network



## **ON-THE-JOB TRAINING (OJT) FOR NEW HIRES**

### **HELP YOU \$AVE THOUSANDS ON TRAINING COST\$!**

- ✓ **Cut down your costs associated with new hires**
- ✓ **Costs are reimbursed to you monthly = we pay a training reimbursement amount equivalent to 50% of the wage of your new hire**
- ✓ **Maximum training period per new hire = 6 months**
- ✓ **Easy process that is a win-win for Lehigh Valley employers and job-seekers**

### ***So now you're wondering...***

#### ***Which job applicants are eligible for OJT?***

- Pennsylvania CareerLink® Lehigh Valley will refer eligible applicants. Our eligible applicants are individuals who reside in Lehigh or Northampton counties, and are currently unemployed due to a lay off or underemployed and seeking different employment.
- If you see an applicant you believe could be eligible, refer that applicant to us before you hire them and we'll determine their potential for eligibility.

#### ***Who selects my new OJT employee?***

- You do! OJT Employees are the same as all of your other employees; with one exception ... they come to you with a cost-reimbursement benefit.

#### ***How does it work?***

- The position must be full time (at least 35 hours/week), must pay at least \$13.00/hour, and must be considered permanent (as opposed to seasonal or temporary).
- Call us at least a week prior to the applicant's first day of work. You provide us with a job description and we help you write a customized training plan. We handle most of the paperwork on our end to make the process as easy as possible for employers.
- OJT gives new employees an opportunity to earn while they learn. AND, it gives you a chance to recover some of the costs associated with training new employees.

#### ***What if the new hire doesn't work out for me?***

- Ultimately, you determine whether the new hire is successful and retained on the job.
- Our goal is for you to retain the new hires. We provide a midway and final ongoing contact, and a customized trainee evaluation to ensure that everyone is informed of the new employee's progress.

#### ***How do I get started?***

- **On-the-Job Training** is funded by the Lehigh Valley Workforce Development Board and administered by your local PA CareerLink® office. Just call Employer Services at 610-437-5627, ext. 136, or BEST@careerlink.org, and we'll get you started.

**Pennsylvania CareerLink® Lehigh Valley**  
**555 Union Boulevard, Allentown, PA 18109**  
**Phone 610-437-5627 Fax 610-434-4122 TTY 610-821-6760**

A proud partner of the American  network  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.



## **LOOKING FOR VALUABLE TALENT? ....JOB GATEWAY® IS THE ANSWER!**

JobGateway® ([www.jobgateway.pa.gov](http://www.jobgateway.pa.gov)) is a **NO-CHARGE** online tool provided to connect job seekers to employers:

- ✓ Search for potential employees
- ✓ Create job postings online
- ✓ Receive candidate recommendations
- ✓ Manage your company profile
- ✓ Learn more about other services to better assist your business



### **Services and Benefits:**

#### ***Gain Access to Search Registered Job Seekers***

- Gain access to thousands of candidates, review resumes and get connected

#### ***Create Your Company Profile***

- Manage your business's location, profile, and contact information

#### ***Create or Upload Job Postings***

- Create new job postings, manage existing, or upload postings in bulk

#### ***Save Searches & Email Alerts***

- Save customized search preferences and receive desired email alerts for new candidates.

#### ***Get Candidate Recommendations***

- Possible candidates are matched to you based on your job postings

#### ***Manage and Track Top Talent***

- Keep track of candidates associated with your job postings

#### ***Search Occupation Profile Information***

- View Occupation Information including wages, knowledge & skills, education & training, and more!

### **Need Assistance?**

**Need help getting started?**

**Our BUSINESS ENGAGEMENT SERVICES TEAM is here to help!**

**610-437-5627, ext. 136 or [BEST@careerlinklv.org](mailto:BEST@careerlinklv.org)**

**Pennsylvania CareerLink® Lehigh Valley**  
**555 Union Boulevard, Allentown, PA 18109**  
**Phone 610-437-5627 Fax 610-841-1009 TTY 610-437-0741**

A proud partner of the American  JobCenter network

Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.



## EMPLOYER WEBSITE TRAINING

Need help using the JobGateway® system? We'll teach you!

PA CareerLink® Lehigh Valley's Business Engagement Services Team offers website training to companies at no charge. Training based on your needs can be conducted as your schedule allows, at your place of business or at our location.

JobGateway® ([www.jobgateway.pa.gov](http://www.jobgateway.pa.gov)) is a **NO-CHARGE** online tool provided to connect job seekers to employers:

- ✓ Search for potential employees
- ✓ Create job postings online
- ✓ Receive candidate recommendations
- ✓ Manage your company profile
- ✓ Learn more about other services to better assist your business



Training is for new users as well as current users. This instructional hands-on training will provide you with the most effective way to easily use our [www.jobgateway.pa.gov](http://www.jobgateway.pa.gov) website to list your job openings, search for job applicants, change, update, and close your job listings.

The [www.jobgateway.pa.gov](http://www.jobgateway.pa.gov) website is your online resource for recruitment, labor market information, and other business resources. This is a service of PA CareerLink® Lehigh Valley provided to you at no cost.

### Need Assistance?

Our **BUSINESS ENGAGEMENT SERVICES TEAM** is here to help! Contact us to make an appointment:

610-437-5627, ext. 136 or [BEST@careerlinklv.org](mailto:BEST@careerlinklv.org)

Pennsylvania CareerLink® Lehigh Valley  
555 Union Boulevard, Allentown, PA 18109  
Phone 610-437-5627 Fax 610-841-1009 TTY 610-437-0741

A proud partner of the American Job Center network  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.



## **LOOKING FOR THE BEST? HIRE A VET**

Many employers are discovering the option of hiring new veterans, who are now separating or retiring from the military services. Today's military service members are extremely well trained, highly motivated, well educated: probably more so than most civilian, private sector employers realize. This brochure, prepared for the use of potential employers, provides a profile of today's emerging veteran.

### **Today's Military – Higher Standards Going In**

To begin, it's more difficult to enlist in the services than before. Applicants have to pass a tough screening process in order to enlist. Over 90 percent of our military recruits had a high school diploma or had completed some higher education.

Recruits must be in excellent health, so applicants undergo a battery of exams to test hearing, vision and so on and to detect evidence of alcohol or drug abuse. Such health problems as high blood pressure, asthma or allergies can be disqualifying. Recruits must also have a clean police record.

### **Today's Veterans – Well Trained Coming Out**

Employers in today's changing world know that worker 'trainability' is often the key to success. Since rigorous in-service training is a regular feature of military preparedness, service-members have learned to absorb instruction quickly. They've been trained to be trainable. Indeed, today's new veterans will have spent one-quarter of their military careers either as students for instructors in their various specialties.

### **Experienced - Computer Literate**

In addition to rigorous training, these new military veterans have sophisticated and up-to-date work experience in hundreds of occupational specialties, many of which require them to be computer literate. Not surprisingly, a lot of these skills are directly transferable to the civilian economy. Some examples are:

- Accounting
- Education
- Engineering
- Foreign language
- Construction
- Electronics
- Financial administrative
- Law enforcement

The military has traditionally encouraged its service-members to take advantage of continuing education programs. Indeed, over 95 percent of our military officers possess baccalaureate degrees, and 35 percent have earned a master's degree or higher. A significant number of enlisted soldiers and non-commissioned officers (NCOs) have earned their associate's or bachelor's degrees.

### **Healthy and Drug Free**

Strong programs to maintain the health of service-members are another regular feature of military service. Potential employers will generally find emerging veterans to be in excellent health. Due to a rigorous prevention and detection program, drug abuse by service-members is almost non-existent.

### **Conscientious and Hard Working**

Employers will also benefit from the outstanding work ethic that military service instills. Service-members are taught early on to pay meticulous attention to detail. Follow up, persistence, and pride in doing one's very best, are all hallmarks found in the military. These emerging new veterans know how to set priorities, how to work under pressure, and how to function as part of a team.

### **A Plus for the Economy**

Experienced service-members are entering into the job market every day. This flow of highly trained, highly motivated people back into the civilian workforce is a big plus for America. It strengthens the nation's place in the competitive world economy.

### **The Transition from Service-Member to Veteran**

The Transition Assistance Program (TAP), a joint venture of the U.S. Labor, Defense, and Veteran's Affairs Departments, has been established to help service-members prepare themselves for employment in the civilian world. TAP helps these about-to-be veterans assess their skills and experience, and set their goals.

TAP also benefits employers by insuring that new veterans seeking employment are equipped with a clear sense of their capabilities and potential. They know what to expect and how to fit in. Other Labor Department programs can assist employers by providing reimbursement for on-the-job training costs when new veterans are hired, as well as providing other support services that help prepare the veteran to be the best possible employee.

### **The Wish List Gets Longer**

In order to stay in the game, many employers now find themselves having to invest heavily in employee training. Now trainability of employees is also high on the wish list. Often, this involves some degree of computer literacy and /or experience with advanced technology. In short, today's employers are looking for the best. And some have found it.

### **Tapping the Talent How Employers Can Learn More**

It's easy for employers to learn more about the availability and quality of these potential employees. Contact a Local Veterans Employment Representative (LVER) or a Disabled Veteran Outreach Program (DVOP) Specialist, who can be found at your Pennsylvania CareerLink®. Employers can also visit the Pennsylvania CareerLink® website at [www.jobgateway.pa.gov](http://www.jobgateway.pa.gov) for online employment services available to you at no cost. In addition, employers may contact the Director, Veterans' Employment and Training Service, U.S. Department of Labor, located in each state.

*When you hire a veteran, you're employing an individual who has had to uphold the highest standards. Veterans have demonstrated integrity, a commitment to excellence and a determination to do the best job possible that really offers businesses an edge on the competition. With the shortage of skills that exist in the labor market, the ability to hire experience is a definite plus for any corporation.*

*The Department of Labor, in conjunction with Pennsylvania CareerLink® Offices, also sponsors America's Job Bank, which is a valuable tool for employers to fill vacancies with veterans and separating military personnel.*

## **CONTACT US**

**Please contact the Business Engagement Services Team @  
610-437-5627, ext. 136, or [BEST@careerlinklv.org](mailto:BEST@careerlinklv.org)**

**Pennsylvania CareerLink® Lehigh Valley  
555 Union Boulevard, Allentown, PA 18109  
Phone 610-437-5627 Fax 610-434-4122 TTY 610-437-0741**

**A proud partner of the American Job Center network**  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.



## **WORK OPPORTUNITY TAX CREDITS (WOTC):**

### **Hire Our Candidates, Get Thousands in Tax Credits!**

WOTC is an easy-to-use federal tax credit available to employers who hire individuals from target groups. WOTC is a great way for employers to reduce income tax liability.

#### **What are the Minimum Requirements?**

- New hires must work a minimum of 120 hours
- Forms must be submitted within 28 days of new hire's start date

#### **How Does WOTC Work?**

- No limit to the number of new hires
- Any size employer can benefit
- Employers decide whom to hire
- Minimal paperwork to request tax credit

#### **How Much Can You Save?**

- The maximum tax credit ranges from \$1,200 to \$9,600, depending on the employee hired.
- Click [here](#) for the maximum tax credits associated with each WOTC target group.

#### **Who Qualifies?**

Employers can claim WOTC for the following targeted groups:

- Veterans – 5 categories
- TANF Recipients
- SNAP (Food Stamp) Recipients
- Designated Community Residents
- Vocational Rehabilitation Referral
- Ex-Felons
- Supplemental Security Income Recipients
- Summer Youth

#### **How to Apply?**

1. Complete page 1 of IRS [Form 8850](#) by the day the job offer is made
  2. Complete page 2 of IRS [Form 8850](#) after the individual is hired
  3. Complete ETA [Form 9061](#)
  4. Employers may submit applications electronically via our website: [www.cwds.pa.gov](http://www.cwds.pa.gov)
- For questions or assistance please call the Business Engagement Services Team at (610) 437-5627 x136**



## **LET PA CAREERLINK® HOST YOUR NEXT JOB FAIR EVENT!**

*Let us work with  
you to customize  
your next hiring  
event*



When you need to hire several individuals, why not use PA CareerLink® Lehigh Valley's specialized service of creating a Job Fair at our spacious location?

Our staff has experience working with various companies creating Job Fairs and can tailor the event to meet your specific recruitment needs.

We do all the work of setting up and promoting the event. You simply show up for your recruitment!

Your Job Fair event will be promoted:

- To Job Seekers at PA CareerLink® Lehigh Valley
- To an extensive network of workforce professionals
- To Community Based Organizations throughout the Lehigh Valley
- On our local website [www.careerlinklehighvalley.org](http://www.careerlinklehighvalley.org)
- On PA CareerLink's website [www.jobgateway.pa.gov](http://www.jobgateway.pa.gov)
- On our Facebook page and through our Twitter feed
- On Craigslist, Job Central, and other online event calendars

**SCHEDULE YOUR NEXT JOB FAIR TODAY!**

Call 610-437-5627, ext. 136, or email [BEST@careerlinklv.org](mailto:BEST@careerlinklv.org) to get started.

Pennsylvania CareerLink® Lehigh Valley  
555 Union Boulevard, Allentown, PA 18109  
Phone 610-437-5627 Fax 610-434-4122 TTY 610-437-0741

A proud partner of the American  network  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.



## **RECRUITMENT SERVICES – HELPS YOU SAVE TIME AND MONEY!**

### **LET OUR TEAM HELP YOU FIND YOUR NEXT EMPLOYEES**

- ✓ **Do you struggle to find time to use your online resume search service?**
- ✓ **Are you a small business without a Human Resource professional?**
- ✓ **Are you a Human Resource professional with multiple responsibilities and could use help with recruitment?**

**If you answered yes to any of these questions...**

**We have a no-cost solution for you!**



#### ***What are Recruitment Services?***

- Our Employer Services Team can assist you in advertising, collecting and screening resumes/applications, providing assessment services to evaluate applicant experience and skills, and referring qualified candidates to your business.
- To assist with the recruitment efforts of companies in Northampton and Lehigh County, the Employer Services Team can manage your JobGateway® folder.

#### ***How do you make certain that I receive quality, hand-selected resumes?***

- A PA CareerLink® Employer Services Representative will be your single point of contact that will ✓perform applicant searches within the PA CareerLink® data base, ✓pre-screen the resumes based on YOUR criteria: education requirements, skills, years of experience, ✓indicate which resumes meet your requirements and which don't. YOU control the selection process! YOU make the hiring decisions!

#### ***How much information does the PA CareerLink® need from me?***

- It's easy to get started! Give us your job specifications and we'll post them in your folder on the JobGateway® website.

#### ***"No cost"? ... Come on, tell me the truth.***

- This service has been prepaid by your federal tax dollars.

#### ***How Do I Get Started?***

- **Recruitment Services** are administered by the Business Engagement Services Team in your local PA CareerLink® office. Just call 610-437-5627, ext. 136, or email [BEST@careerlinklv.org](mailto:BEST@careerlinklv.org), and we'll get you started.

**Whatever service level you need to recruit qualified workers—we can help!**

Pennsylvania CareerLink® Lehigh Valley  
555 Union Boulevard, Allentown, PA 18109  
Phone 610-437-5627 Fax 610-434-4122 TTY 610-437-0741

A proud partner of the American Job Center network  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.



## **WELCOME BUSINESS PARTNERS!**

As a PA CareerLink® partner, the **Pennsylvania Office of Vocational Rehabilitation (OVR)** provides specialized services for people with disabilities.

The face of today's workforce is changing and rapidly growing more diverse. At a time when businesses are facing shrinking labor pools, employers realize the benefits of taking advantage of alternative labor market resources to help maximize their workforce talent and expand their consumer base. People with disabilities represent the largest single block of untapped labor market resources – skills and talent that businesses can't afford to miss! OVR's mission is to promote the employment of people with disabilities and to provide assistance to employers.

For you, the employer, OVR offers information on the various tax and work incentives available to help employers cover workplace accommodation costs for employees and/or persons with disabilities. OVR can also provide you with the following quality services at no cost to meet the specific hiring needs of today's diverse businesses:

- **Staffing and Employee Development:**
  - Motivated and job ready candidates
  - Applicants with a broad spectrum of education, skills and talents
  - Services to your current employees with disabilities
- **Financial Incentives:**
  - Very generous On-the-Job Training (OJT) wage reimbursement funds
  - Federal Work Opportunity Tax Credit applications
  - Tax Credit information for small businesses
  - Architectural/Transportation Tax Deduction information
- **Accessibility Analysis and Solutions:**
  - Job analysis
  - Options for reasonable accommodations
  - Information and referral on assistive devices and services
- **Links to Networking Resources:**
  - Employment networks including the local Pennsylvania CareerLink® and the Business Leadership Network
- **Disability Awareness and Diversity Training:**
  - Sensitivity training
  - Understanding the Americans with Disabilities Act (ADA)
  - Disability etiquette

**Let us assist you in these areas! Your OVR representative is your connection to these business services for your current and future labor force.**

Contact Jon Santana at (610) 821-6441ext 3118 or [josantana@pa.gov](mailto:josantana@pa.gov)

**Pennsylvania CareerLink® Lehigh Valley**  
555 Union Boulevard, Allentown, PA 18109  
Phone 610-437-5627 Fax 610-434-4122 TTY 610-437-0741

A proud partner of the American Job Center® network  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.



## **FREQUENTLY ASKED QUESTIONS**

### **How much does it cost for employers to use Pennsylvania CareerLink®?**

There is no charge for employers to list job openings with Pennsylvania CareerLink®. Our state job bank, JobGateway® ([www.jobgateway.pa.gov](http://www.jobgateway.pa.gov)) is free of charge to employers and job-seekers.

### **Why must an employer register with Pennsylvania CareerLink®?**

Registration on JobGateway® is necessary to insure data integrity. Service is limited to United States employers, employment agencies, or other organizations that have job openings and do not charge job seekers a fee.

### **If I register with Pennsylvania CareerLink®, will job seekers find this registration and contact me directly about employment?**

No. Names of registered employers are confidential and are not available to job seekers. You choose whether or not to display your company information each time you create a job posting. You may want applicants to contact you directly. You can choose to have all applicants pre-screened by the local PA CareerLink® staff, or you can use the screening tools on JobGateway® to sort through candidates on your own. You determine the level of service you want from local PA CareerLink® staff.

### **Can I enter a job posting for more than one location?**

Yes, if the same job is available at more than one location. However, to guarantee that applicants' searching by geographic location see your posting, it's better to enter a separate job posting for each job location.

### **Can I enter different types of jobs on the same job posting?**

No. In order to avoid confusion and make applicant searching most efficient, it is necessary to enter a separate job posting for each job opening.

### **Can I modify a job posting that is already in the system?**

Yes. You can modify job postings at any time. Also, closed or filled job postings may be reopened when subsequent job openings occur.

### **When I enter a job posting, why don't I see it right away?**

Before a job posting becomes a part of the public database on JobGateway®, staff must review the posting to insure that it meets the PA CareerLink® guidelines. Every effort is made to complete this process within one business day.

**Pennsylvania CareerLink® Lehigh Valley**  
**555 Union Boulevard, Allentown, PA 18109**  
**Phone 610-437-5627 Fax 610-434-4122 TTY 610-437-0741**

A proud partner of the **AmericanJobCenter** network  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program.