Brevard Job Link

Hiring Non-Traditional Demographics

Labor Force Information

<table>
<thead>
<tr>
<th>Area</th>
<th>Civilian Labor Force</th>
<th>Number Employed</th>
<th>Number Unemployed</th>
<th>Unemployment Rate</th>
<th>Preliminary Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brevard County</td>
<td>259,599</td>
<td>251,452</td>
<td>7,147</td>
<td>2.8</td>
<td>Yes</td>
</tr>
<tr>
<td>Florida</td>
<td>8,742,000</td>
<td>8,481,000</td>
<td>261,000</td>
<td>3.0%</td>
<td>Yes</td>
</tr>
<tr>
<td>United States</td>
<td>149,874,000</td>
<td>142,918,000</td>
<td>6,956,000</td>
<td>5.2%</td>
<td>No</td>
</tr>
</tbody>
</table>

This information is based on O*NET™ data. O*NET is a trademark registered to the U.S. Department of Labor, Employment and Training Administration.
Non-Traditional Workers

- At Risk Youth
- Mature Workers
- Individuals with Disabilities
Four Training Areas

- Project CRAFT - Construction
- Project START - Hospitality
- Soldering
- Work Readiness Credential

Why is this important to Small Business?

- 2.8% Unemployment Rate
- Part time help needed
- Lack of Benefits offered
- Inability to provide skills training
What can a Non-Traditional Worker offer?

- Previous Experience
- Possible Tax Credits through Work Opportunity Tax Credit
- Better Attendance Records
- Larger Pool of Applicants to Choose from
- Commitment to Performing Quality Work

Myths Dispelled

Mature Workers

- You can’t teach an old dog new tricks.
  Reality: Older workers may take longer to absorb new material but their better study attitudes and accumulated experience lower training costs.

- Older workers are less flexible and adaptable.
  Reality: Older workers are just as adaptable once they understand the reason for changes. They are more likely to ask why, because they have often seen past changes in processes and procedures abandoned mid-stream.

- Older workers are not as productive as younger workers.
  Reality: Overall productivity does not decline as a function of age. Productivity can actually rise due to greater worker accuracy, dependability and capacity to make better on the spot judgments.

Myths Dispelled

Individuals with Disabilities

- Hiring employees with disabilities increases workers compensation insurance rates.
  Reality: Insurance rates are based solely on the relative hazards of the operation and the organization’s accident experience, not on whether workers have disabilities.

- Employees with disabilities have a higher absentee rate than employees without disabilities.
  Reality: Studies by firms such as Dupont show that employees with disabilities are not absent any more than employees without disabilities.


1991 Harris Survey

The majority of people surveyed viewed people with disabilities as an “underused potential” in the workplace and supported increased employment of people with disabilities.
Why invest in At-Risk Youth?

- Future of the Workforce
- Train a fresh mind
- Loyalty and Dedication
- Community Image

“So, let us not be blind to our differences—but let us also direct attention to our common interests....” President John F. Kennedy, June 10, 1963
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Contact us at:

(321) 504-7600
Toll free in Brevard

www.brevardjoblink.org