

The Smart Community Management Manual

Chapter 53 - 3.13a) Job Seekers



Email info@etownz.com for queries or visit us at www.etownz.ie

Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic “eTownz Knowledge Hub” database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com. This manual can be used as a standalone document or used along with eTownz Community Management Portal.

Who is involved and what is the structure?



Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.



Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.

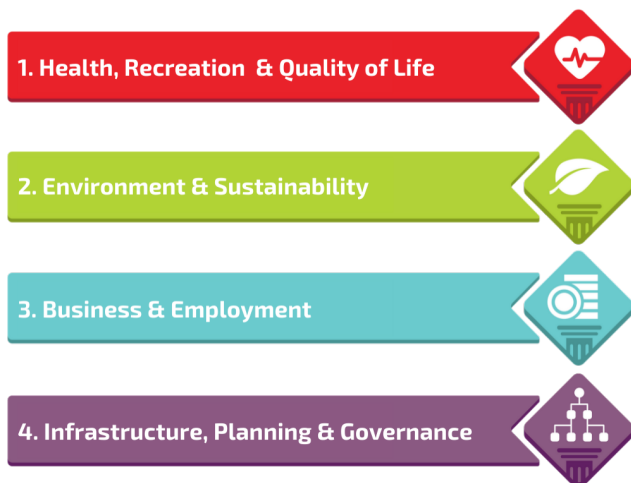


Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:



Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

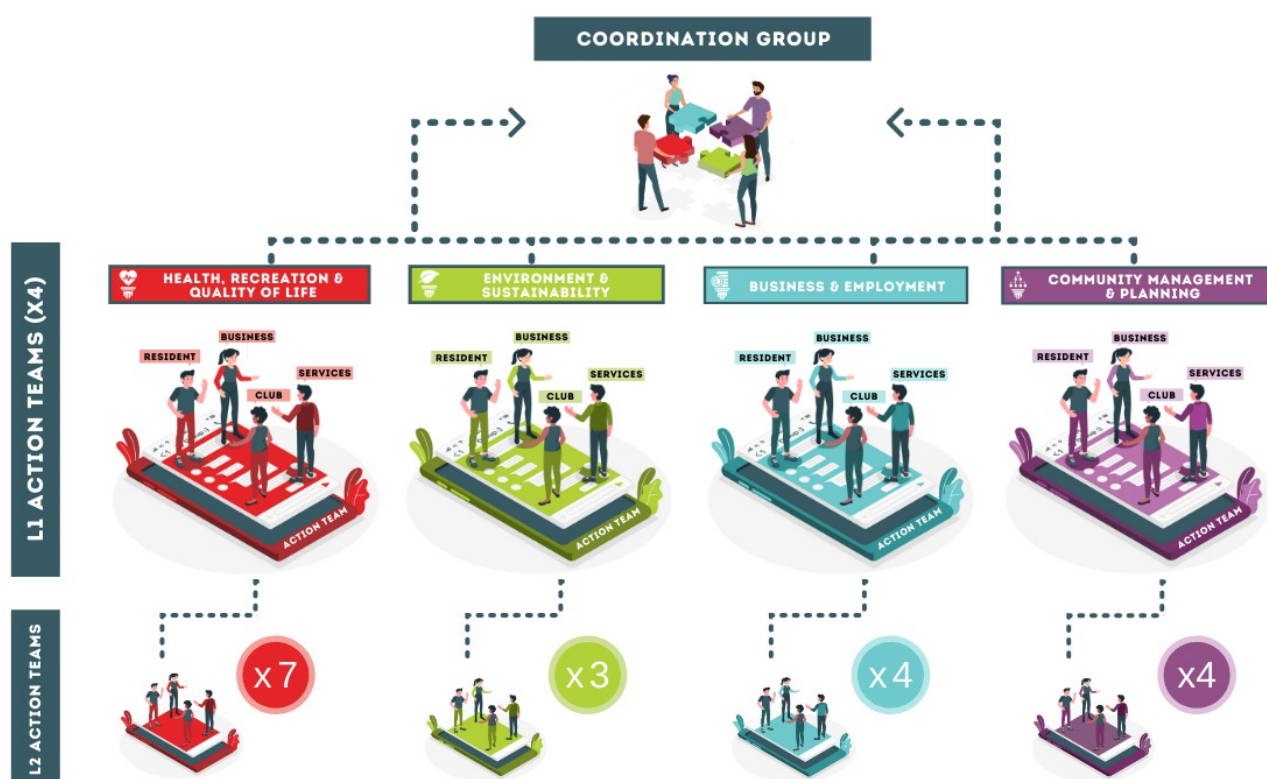
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.



Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

Actions

- Manage a register of local assets
- Survey local opinions/ideas
- Recruit & engage local action team



Outcomes

- Top down understanding of local stakeholders
- Bottom up understanding stakeholder perspectives
- Expand team, increase ambitions, plan succession

	Title	Type	#	Comment
	Career Guidance Officer (S37)	Public Service		
	Community Creche (S59)	Public Service		
	Local Enterprise Office (S148)	Public Service		
	Jobs Groups (S134)	Club / Group		



Unemployed ([S831](#))

Individual



Young Adults ([S826](#))

Individual

Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.






	Title	#	Comments
	Business Incubation Hub (A819)		
	Library (A140)		
	Local CE Schemes (A143)		

Step 3: Goals & Metrics Review

Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.



Title	How is this data collected	Comment	<input checked="" type="checkbox"/>
Long Term Unemployment (M1)	Measure the number of people unemployed for more than 12 months		<input type="checkbox"/>
16-24 Age group ready for work (M12)	An increase in 16-24 year olds who have the skills that they need to start work		<input type="checkbox"/>
The level of formal education attained by local employed youth (M26)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of skills training programmes in the community directed at unemployed youth (M29)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Type of skills training available for local youth (M32)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Live Register Data (M35)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Establish numbers interested in tourism training or education (M36)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>

	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G158)	Every community faces its own issues with regard to employment. It is important for communities to understand local employment issues which should provide the insight required to develop a local action plan for jobs.	<input type="checkbox"/>	
	Awareness, Understanding & Skills - (G159)		<input type="checkbox"/>	
	Preserve, Support & Develop - (G160)	Tourism is one of Ireland's most important economic sectors (DTTS 2015). It is a sector of the Irish economy which has the ability to foster further growth in many towns, villages and regions in Ireland. Active tourism areas can contribute significantly to the local	<input type="checkbox"/>	

contribute significantly to the local economy as the Irish people and places are often cited as tourism motivation factors.

Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

- a Add new & update existing projects in project register
- b Review completed projects, document learnings & celebrate successes
- c Discuss, agree, prioritise and schedule projects for the coming year



- a Continual cycle of new idea generation & team building
- b Teams learn from experience & pass on best practise to others
- c Agree, realistic actions plans to better coordinate



Goal: Team Building, Management & Metrics - (G158)

Every community faces its own issues with regard to employment. It is important for communities to understand local employment issues which should provide the insight required to develop a local action plan for jobs.

Related Project Ideas	Rate	Comments
Local Workforce Training Research (P97): Ascertain where training for potential employees may be available and at what cost.		
Local Employment Assessment (P171): Undertake an audit and survey of - Local business owners and identify how best they can be supported to employ more people. - Undertake a skills and career survey of locals who are under employed		
Research on Employment Training (P213): Undertake an audit of the local area to understand how available training services play role in reducing unemployment in the local area		
Collaborate with a government agency (P467):		

The local community could liaise with the government agency to secure a number of roles for unemployed individuals and they could work on schemes that benefit the locality economically, socially and environmentally.

[\(Case Study: 195\)](#) Tús community work placement initiative

Mentoring for the Unemployed (P468):

Local educators and business people could be asked to mentor unemployed people to help them to get back to work or return to education and training.

[\(Case Study: 196\)](#) Supports if you are unemployed

Job and Training Fair (P469):

A training and jobs fair could be held in the local community centre. This could be developed with the support of local service providers such as Tus.

[\(Case Study: 197\)](#) Employment services

Digital Job Hub (P480):

Look at options of how a digital hub could be set up in the community and what services it could provide.

[\(Case Study: 263\)](#) Ireland's first rural digital hub

Expand & Develop Social Enterprise (P515):

A new training centre is built, a visitor centre expanded and more jobs for adults with special needs created.

[\(Case Study: 378\)](#) Boyndie Visitor Centre

Reduce Unemployment (P583):

Providing access to education and training opportunities is one of the main supports offered employment. In this section you will find information on a wide range of opportunities that help reduce unemployment in the local area.

[\(Case Study: 64\)](#) Failte Isteach

Increase Employment in Disadvantaged Communities (P588):

Strengthening social enterprises in two Hungarian regions became a leverage to increase local employment in disadvantaged communities.

[\(Case Study: 303\)](#) Across the country

New Employment & Income Opportunities (P601):

An association working in a remote village in rural Latvia, used RDP support to set up a wood and glass workshop thus creating new employment and income opportunities for the local people.

[\(Case Study: 277\)](#) Destination "Pottery Village"

[\(Case Study: 389\)](#) 'The tree of light workshop' – Supporting local entrepreneurship in a remote rural area



Goal: Awareness, Understanding & Skills - (G159)

Related Project Ideas	Rate	Comments
Ascertain Youth Skillset Requirements (P52): Ascertain the type of skills required to enhance local youth employability.		



Goal: Preserve, Support & Develop - (G160)

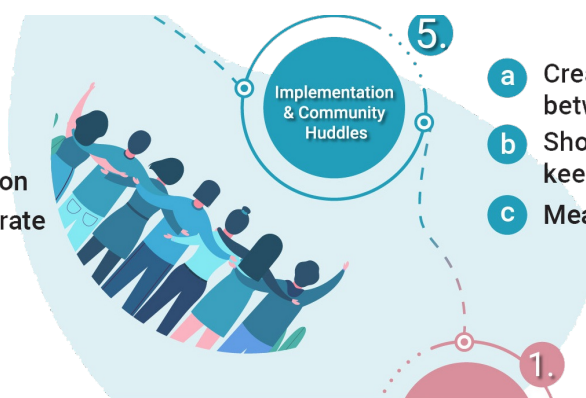
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Related Project Ideas	Rate	Comments
Consultations on Heritage Industry (P93): Engage local heritage and culture experts to ascertain where the local potential lies for job creation.		
Increase Awareness of Local Tourism and Potential Developments (P94): Increase awareness of local tourism businesses and also untapped local tourism development potential		

Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.

- a Organise an annual public "Community Huddle",
- b Team agree huddle plans, coordination and implementation
- c Present individual plan & celebrate



- a Creates meaningful engagement between local Teams
- b Short, actionable recurring meeting keep teams on track
- c Measures success/progress

Appendices: Additional Info

Quick Win Projects

Summary	<input checked="" type="checkbox"/>
Set up a jobs club : Set up a jobs club that can help people looking for work with their motivation, cv preparation, communication skills and interview techniques	<input type="checkbox"/>

Sample Local commitments

Direct Service Provider	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> To Offer Professional Skills Directly/ Assist in job Training: Utilize your professional services and skills to mentor/support disadvantaged people. 	<input type="checkbox"/>

Relevant/Supporting Organisations

Title	Comment
<input type="checkbox"/> County Roscommon Job Club We provide the following services: Job Seeking Skills Course,CV Preparation, Interview Skills & Techniques, Letters of Application and Career Planning.	
<input type="checkbox"/> Mayo Local Employment Service Mayo Local Employment Service is a free, friendly and confidential service, who provide a range of supports to enable jobseekers secure employment	