Experience and Revelation of the US Public Employment Network Services

Shuang LIU¹,a,*, Kun CHENG², Nan-zhu Li³, Wei-wei KONG⁴

¹,²,³,⁴ School of Finance and Public Management, Harbin University of Commerce, China

⁴495976141@qq.com

*Corresponding author

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Abstract. The US public employment network services are mainly composed of the public information network that federal governments invest to build, and the private information network established by non-governmental institutions. According to functions, the US public employment network services can be divided into 4 modules: the portal, database network, regional resources, and other network resources. The US advanced experience in public employment network services has great practical significance for China to build employment information networks covering all regions and industries, employment service platforms with multilateral cooperation among governments, enterprises and communities, and employment service networks for special groups.

Experience of the US Public Employment Network Services

In the economically-advanced US, the information network has been popularized in all industries. The employment service sector is no exception. A wide variety of employment information networks play a vital role in promoting employment and re-employment. The US public employment network services are composed of two parts: the public information network that federal governments invest to build and the private information network established by non-governmental institutions.

Experience of the US Public Information Network System

US public employment services first appeared in 1933. At present, the US has established a diversified employment service system to provide sound public employment services. E-government, as quasi-public goods which integrate electronic management and network services, has effectively improved the public service ability of governments. The entire public employment service network can be divided into 4 modules, according to functions. Different modules have the ability of independent services, but focus on different aspects of public employment services.

1. Portal

The portal refers to the website www.careeronestop.org as an on-stop employment service platform. It is a window to the US public employment services, providing information about labor supply and demand and professional demand and legal aid services to all people in the US. On the homepage, 4 menus, including “explore careers”, “find training”, “job search” and “find local help”, are available. In the menu “explore career”, the first step is self-assessment to figure out the most suitable job. The second step is to learn about careers by finding out the most demanding job posts. The third step is to plan one’s own career. People can find desired information on the portal, so as to solve problems encountered in job hunting.

2. Database network

The database network covers 3 data centers, that is, Talent Networks, O*NET Resource Center and Vocational Training Network. The 3 data centers provide data and information support to portals.
Talent Networks (http://www.careerbuilder.com/s/talent-networks) mainly provides services to job seekers, employers and recruiters. On the homepage, 2 entries are provided respectively to employers and employees to sign in. Job hunters can upload their resumes to search for jobs in line with their own demands, and employers can release recruitment information, to find employees on a regional or national scale at a high rate and low cost.

O*NET Resource Center (http://online.onetcenter.org) provides senior HR, students and researchers with tools to explore career and analyze work, and describe properties of various jobs and development of employees in detail.

The Vocational Professional Training Network was jointly built by the US Department of Labor and the Department of Education, to provide training services to people who lose jobs due to poor vocational skills. On the website, people can choose among “adult education”, “short-term training”, “apprentice” and “internship” and choose to pay training fees by scholarship or financial aid, according to their own financial conditions and training budgets.

3. Regional resources

Regional resources refer to the Employment Development Department (EED), covering 50 employment service networks of 50 administrative regions and over 3,000 employment service centers around the US. The regional resources constitute an important part to provide information support to the portal. Main functions of the regional resources are to provide career planning, training and education, resumes and interview guidance and other services to job seekers and provide employers with platforms to release recruitment information.

4. Other network resources

As a supplement for the US federal and state governments to provide public employment services, some popular employment service websites, such as America Jobs (http://www.americajobs.com), Military (http://www.military.com) and so on, are operated to provide employment services to some special groups.

Experience of the Private Information Networks

In addition to above-discussed employment information service networks built by federal governments, some employment service networks are built by non-governmental institutions in the US. These networks are built by private institutions specifically for special groups. In the US, employment services have been gradually socialized. Employment services are not solely provided by governments. An employment service-providing structure with the leadership of governments and active participation of various parties has been developed in practices. The various parties include universities, training institutions, employers and non-profit organizations. They serve as a supplement to governments in providing employment services. And the labor supply and demand are the ultimate beneficiaries.

In addition to above-mentioned websites, some employment information websites, such as Monsters, Hot jobs and Career Builder, are also popular in the US. Monsters are the world’s largest online recruitment service provider. As a flagship brand of Worldwide, Monsters have set up branches or offices in 26 countries around the world. Moreover, it provides 22 language versions and has internationally-advanced network product service concepts and powerful database of individual resumes.

Revelations of the US Public Employment Service Network to China

China is currently facing a grim employment situation. Employment difficulty, non-standardized employment service management, job market information asymmetry, serious waste of human resources and other problems have become gradually distinct. The successful experience of the US public employment service networks can be used as a good reference for the development and improvement of public employment service networks in China.
1. **Building employment information networks covering all regions and industries**

China has large groups of employment and complicated and overloaded employment information. Therefore, China should pay more attention to the use of information technology to strengthen its ability of information collection, classification, processing and dissemination. China is required to build employment information-collecting networks covering all regions and industries to expand the radiating scope of information collection. In particular, China should extend its information collection chain to the grassroots level. All 50 US states have their own employment information networks. Moreover, the national networking is achieved in the US, so resource information is highly integrated. However, the employment information network building is quite weak at the grassroots. Government network systems of various regions lack connection and coordination. China should learn from one-stop employment service platforms of the US, to build unified employment information networks on a national scale. Meanwhile, China should also strive to diversify employment information sources, and enrich employment information, in order to effectively solve insufficient post demand information and employment information asymmetry, and promote an efficient allocation of labor resources.

2. **Building employment service platforms with the multilateral cooperation among governments, enterprises and communities**

Chinese governments should not assume aviary power in employment information services, but encourage all positive forces in society to form equal partnerships and build employment service information platforms based on labor division and cooperation. The governments should give full play to their functions in macro-management and shift their focus to the development of relevant laws and incentive policies. Meanwhile, they should financially support, supervise and management enterprises and communities involved in employment information network building. At present, talent and labor market intermediation services are provided under the government control in China. Private intermediary agencies have developed rapidly in China, and some agencies have provided some public services. However, private non-profit service agencies have developed quite slowly. Along with the gradual increase in employment pressure, the diversification of employment service targets, and differentiations of public employment service demands of different groups, government public employment service institutions are hard to satisfy diverse demands in society. Therefore, governments should promote the development and growth of private institution, and encourage and support active participation of private intermediary agencies into public service network building, in hope of satisfying ever-increasing social demands.

3. **Building employment service network for special groups**

In today’s China, the employment situation is quite grim. Employment problems of graduating students, urban laid-off workers, rural migrant workers and other special groups are quite obvious. Therefore, China should pay high attention to employment of the special groups, establish specific employment service networks and provide one-stop employment services. Governments should give some financial support and positive encourage and guide to graduating students, and urge colleges and universities to build perfect graduate employment information networks. Governments should provide vocational training to urban laid-off workers, because many laid-off workers cannot meet requirements of the current labor market. Therefore, employment service networks with integrations of governments, employers and vocational training institutions should be built. Vocational training institutions should provide training of skills required by vacant positions to laid-off and unemployed workers, so that the workers can take the vacant positions right after the training. In the functional design of employment service networks, it is essential to take a responsible attitude and highlight humanity, closely track and accurately understand the status of job seekers, and provide supporting services timely to ensure that job seekers can get jobs as soon as possible.
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