



CONSTRUCTION OF A MODEL FOR JOB LINKAGES

THE EXPERIENCE OF MEXICO'S SNE

Background

- The National Employment Service (SNE) is the Public Employment Service (PES) of Mexico whose main goals include facilitating the link-up between those offering and those demanding employment, orienting job seekers and supporting them in presenting their qualifications as well as helping companies in the search for candidates to cover their vacancies.
- The SNE was founded in 1978 and currently has a network of more than 139 offices located in the country's main cities.



Background

- Mexico's SNE operates in a decentralised way: the Federal Government regulates the actions and transfers resources and State Governments operate the SNE in the federated entities and provides additional resources for the installations, payment of salaries and other expenses.
- Since the SNE's creation, the Federal Government in coordination with State Governments has strengthened and improved the tasks of intermediation in the job market through lines of action that make it possible to broaden contact between those offering and those searching for employment.



Outplacement services



- Outplacement has been one of the most important actions of SNE. It has had the goal of developing linking services in accordance with the circumstances and needs of the job market.
- In this way, the SNE has implemented outplacement services that range from the traditional function of job listings and job counselling to self-help schemes and those based on information and communications technologies.



**SNE'S Linking Area
Job Listings**

- In the development and establishment of the SNE's linking services, three stages can be distinguished:
 - **From 1978 to 1992:** Implementation and consolidation of the traditional mechanisms of linking: job banks.
 - **From 1993 to 2000:** Developing tools to support workers' outplacement: job fairs, job seekers workshops.
 - **From 2001 to 2006:** New schemes for outplacement: Chambatel, Chambanet.

1978-1992: job banks



- The SNE operates job banks services since 1978 and until 1992 they were the only substantial job linking method offered to the public.
- The job bank was developed with the following characteristics:
 - Personalised job counselling
 - Pre-selection of candidates based on an interview
 - Follow-up after placement



Personal assistance

- Beginning in 1993, the SNE implemented new actions for job linkages oriented on supporting services of direct placement, among which we can highlight the organisation of Job Fairs and Workshops for Job Seekers.
- Job Fairs are events organised to encourage a direct link between unemployed individuals and employers.
- Workshops for Job Seekers, meanwhile, provide orientation to the population without job experience and with difficulties in job placement.



Job Fair, SNE

- Likewise, in this phase the SNE developed and implemented coordination mechanisms with other agents who participate in the job market, such as placement agencies and public and private job banks. With this in mind, the SNE created two mechanisms: *the* State Employment System and State Training and Employment Committees.
- The diverse interests of social actors who intervene in the job market were channelled through these bodies with the goal of achieving greater transparency in the market and facilitating the link between the supply and demand of employment.

- Despite the positive results shown by these mechanisms, the STPS and the SNE considered it was necessary to develop new schemes of attention to the job market that were more agile, modern and accessible.
- Beginning in 2000, the STPS in coordination with the SNE designed an integral strategy of new services of linking supply and demand based on the use of information and communications technologies.



Chambatel Contact Center

2000-2006: new outplacement services



- The STPS created 5 new services:
 - A free telephone information service on job opportunities (2001).
 - A free newspaper with job offerings. (2001).
 - A system via the Internet (2002).
 - Establishment of Centres of Labour Intermediation (CIL) (2002).
 - Computerised kiosks for consulting job offerings. (2003).



2000-2006: new outplacement services



- The new programmes operated by the SNE since 2001 have better positioned the SNE as a modern, dynamic service in tune with the challenges of the labour market.
- On a day-to-day basis, these services have helped overcome the limitations of the employment office by:
 - Providing immediate attention
 - Avoiding unnecessary transport
 - Eliminating the use of forms
 - Using information technologies



**Kiosk
Chambanet**

Towards an outplacement model



- The set of strategies and actions developed over 28 years have made it possible to build a model for linking job supply and demand in the SNE, in tune with a job market in continuous expansion and with high regional mobility in a context of globalisation and growing trade integration.
- That model currently makes it possible for the SNE to offer different alternatives and channels of attention to the users with an integral vision and at same time complementary to services addressing the needs and profiles of the job market.



Towards an outplacement model



- The challenge for the coming years for the STPS and the SNE is to consolidate this model, strengthening and expanding of new schemes.
- With these services, Mexico's SNE currently makes available the levels of attention recommended by the WAPES to all PES services.
 - Personalised and in person attention
 - Attention via telephone
 - Attention via Internet



Towards an outplacement model



- In our countries the services of linking based on personalised attention continues to be preferred by the population as the main option in the search for employment by formal means.
- Nevertheless, it is fundamental to develop actions aimed to establish a scheme where internet and telephone-based services become the main means of assistance for people in the search for a job.



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- PES should be prepared to face the challenges posed by the labor market and to develop the tools that will allow a greater and better service for users.
- In order to do this, it will be necessary to include more information on the outplacement processes, a greater use of information and communication technologies, a greater participation of employers and social agents and a greater recruitment of enterprises.

Thank you