

# VIDEO RESUMES

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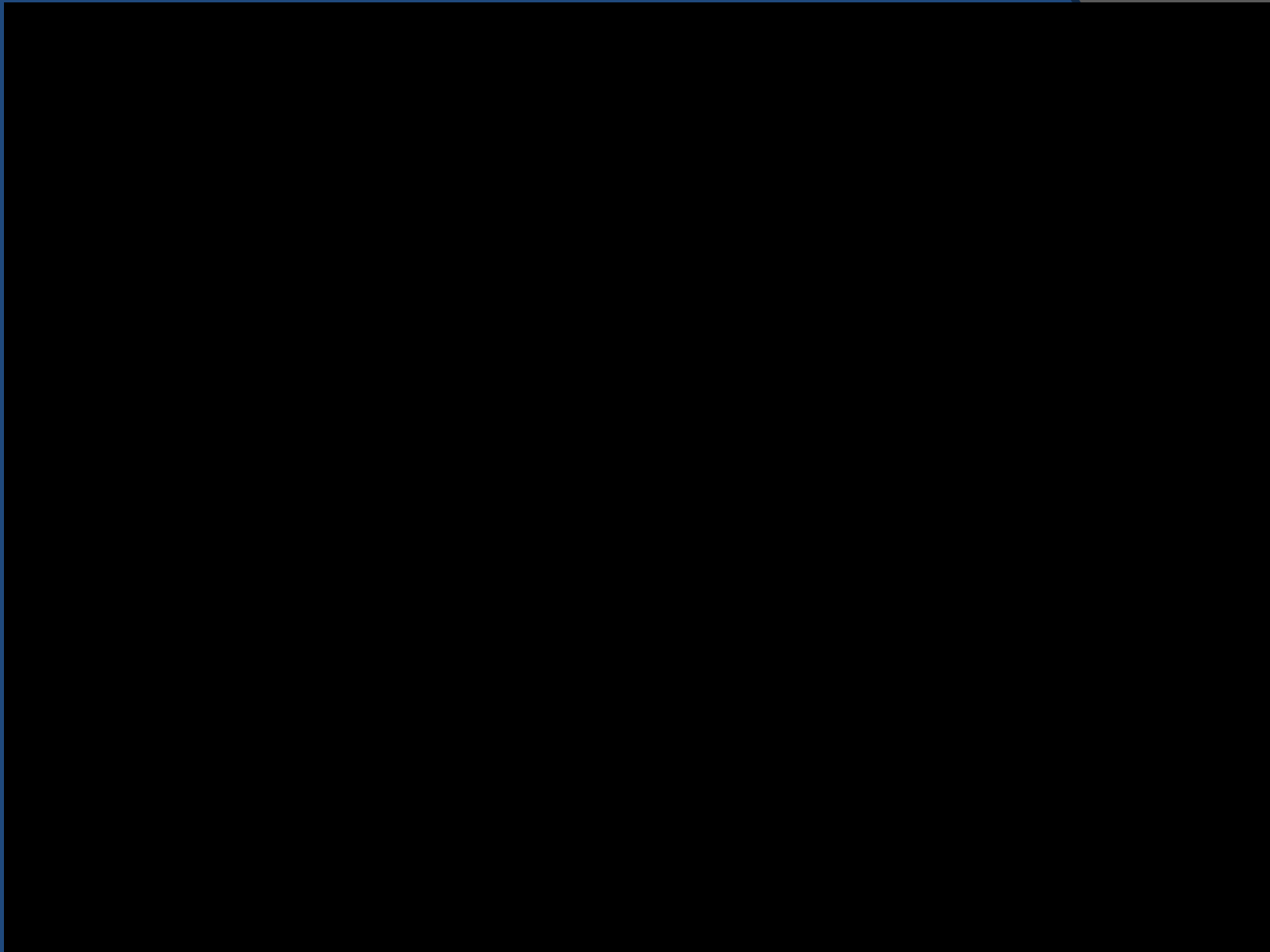


## What Businesses say about the value of employees with disabilities...

1. Good return on investment – increase revenue by accessing new markets, reduces costs by reducing hiring & training costs
2. Human Capital – mine the wealth of diverse talent, expand your talent pool, reduce staff turnover
3. Innovation – Diverse issues innovative solutions
4. Marketing – access new marketing opportunities
5. Diversity – expand your diversity dividend
6. Social Responsibility – do the right thing, do the smart thing, do the profitable thing

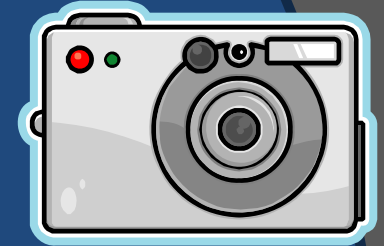
Information from [Earnworks.com](http://Earnworks.com)





Video from [Earnworks.com](http://Earnworks.com).  
A&F Wood Products Video on Competitive Recruitment

# Where do we start?!?!



## What you need:

- The individual, dressed appropriately (remember this is a resume)
- Camera
- Computer with a burner (DVD or CD-Rom will work)
- CDR or flash drive to give to employers



## U.S. Department of Labor reports the top ways to persuade companies to hire people with disabilities.

1. Satisfactory job performance, attendance & retention
2. Increases productivity
3. Benefits to bottom line
4. Benefits other companies in the industry
5. Supported by statistics or research
6. Testimonials from Human Resources
7. Testimonials from Managers
8. Benefitted nationally recognized companies
9. Benefitted nationally recognized companies

# Intent & Content of Video...

Top challenges U.S. companies state about hiring from U.S. Dept of Labor:

1. Nature of work
2. Not knowing how much accommodation will cost
3. Cannot find qualified people with disabilities
4. Actual cost of accommodating disability
5. Concern about cost of workers compensation premiums

6. Concern about the cost of health care coverage
7. Fear of litigation
8. Lack of knowledge or information
9. Attitudes of customers
10. Discomfort or unfamiliarity
11. Attitudes of co-workers

Information from employers,  
according to the U.S. Department of  
Labor, November 2008.

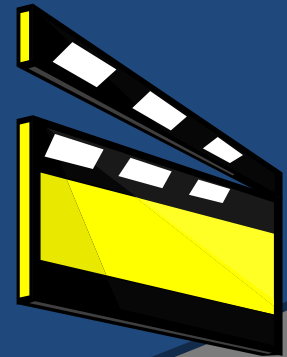
# Why do we need Video Resumes?

- Paper resumes do not accurately show what the individual has to offer.
- A video resume helps break down false assumptions.
- Eliminates fears of the unknown.
- Demonstrates the strengths of the individual.
- Proves the work ethic of the individual.
- Increases employers willingness to employ people with disabilities in a non-threatening way.
- Improves awareness of possibilities of employment

Video resumes are just like  
paper resumes, but  
better!

The basics still apply:

- ⦿ Quickly state Your Case
- ⦿ Speak to the Employer's needs
- ⦿ Add Industry Key words
- ⦿ Be clear, concise & accurate



# Video Resume Don'ts



- ⦿ Don't use the "pity" card
- ⦿ Don't use only posed pictures, they want a worker not a model
- ⦿ Don't show them doing jobs they hate
- ⦿ Don't over produce the video, keep it genuine and styled to fit the individual
- ⦿ Don't include more than necessary
- ⦿ Don't make it 25 minutes long, 2-4 minutes max. You don't want to bore the potential employer into submission.

# What is the purpose?

- Just like paper resumes, video resumes should have an objective of employment.
- Show the strongest selling points.
- What types of jobs fit best with the individual's strengths? Show them doing those jobs.



# Show evidence of experience

- Include pictures & video of them working preferably in the community
- Variety of places
- Variety of types of work
- Variety of supports
- U.S. Bureau of Labor Statistics gives annual projected openings per county. Use these as potential work-based learning sites. Make experiences valuable.



# Tips...

- Make it short and sweet
- Show their **best** selves, just like on a paper resume
- Don't make excuses for them
- Use music that fits the student
- Make the viewer get to know the student, not the video editor
- Make the video a true depiction of them, what they like to do and want to do
- Save **OFTEN!**



Now let's watch videos!





# Sites about Moviemaker

To download moviemaker –

[www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx](http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx)

Moviemaker tips:

[www.mightycoach.com/articles/mm2/index.html](http://www.mightycoach.com/articles/mm2/index.html)

[www.microsoft.com/windowsxp/using/moviemaker/videos/create.mspx](http://www.microsoft.com/windowsxp/using/moviemaker/videos/create.mspx)

[www.windowsmoviemakers.net](http://www.windowsmoviemakers.net)

## *Sites to access transition data:*

- U.S. Department of Labor -  
[www.dol.gov/odep](http://www.dol.gov/odep)
- [www.earnworks.com](http://www.earnworks.com)
- Labor Market Information -  
[www.michigan.gov/lmi](http://www.michigan.gov/lmi)
- Center for Educational Networking -  
[www.cenmi.org](http://www.cenmi.org)
- [www.disabilityinfo.gov](http://www.disabilityinfo.gov)
- Job Accommodation Network -  
[www.jan.wvu.edu/](http://www.jan.wvu.edu/)
- Bureau of Labor & Statistics -  
[www.bls.gov/emp](http://www.bls.gov/emp)