

## Hidden Resources: Launching Careers with Social Capital

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# + Today's Discussion Points

## Social Capital

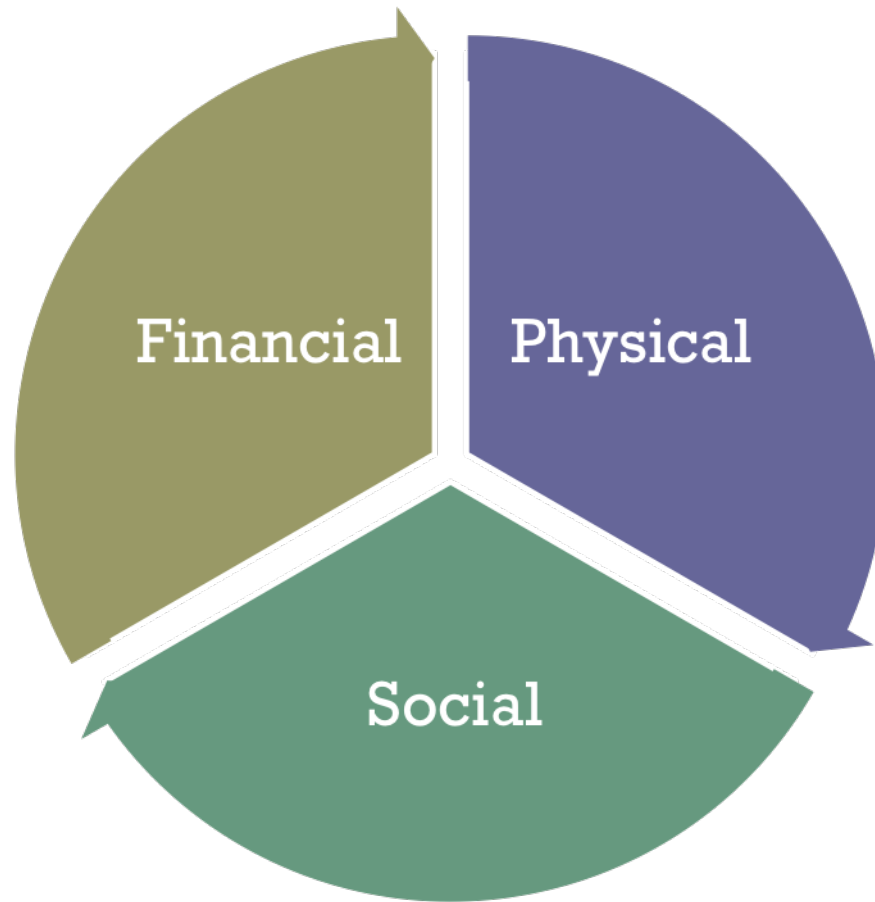
1. What It Is
2. Why You Need It
3. How You Can Find, Grow, and Cultivate It

# + Social Capital: What It Is

“Social networks and the norms of trustworthiness and reciprocity that arise from them”

-Robert Putnam

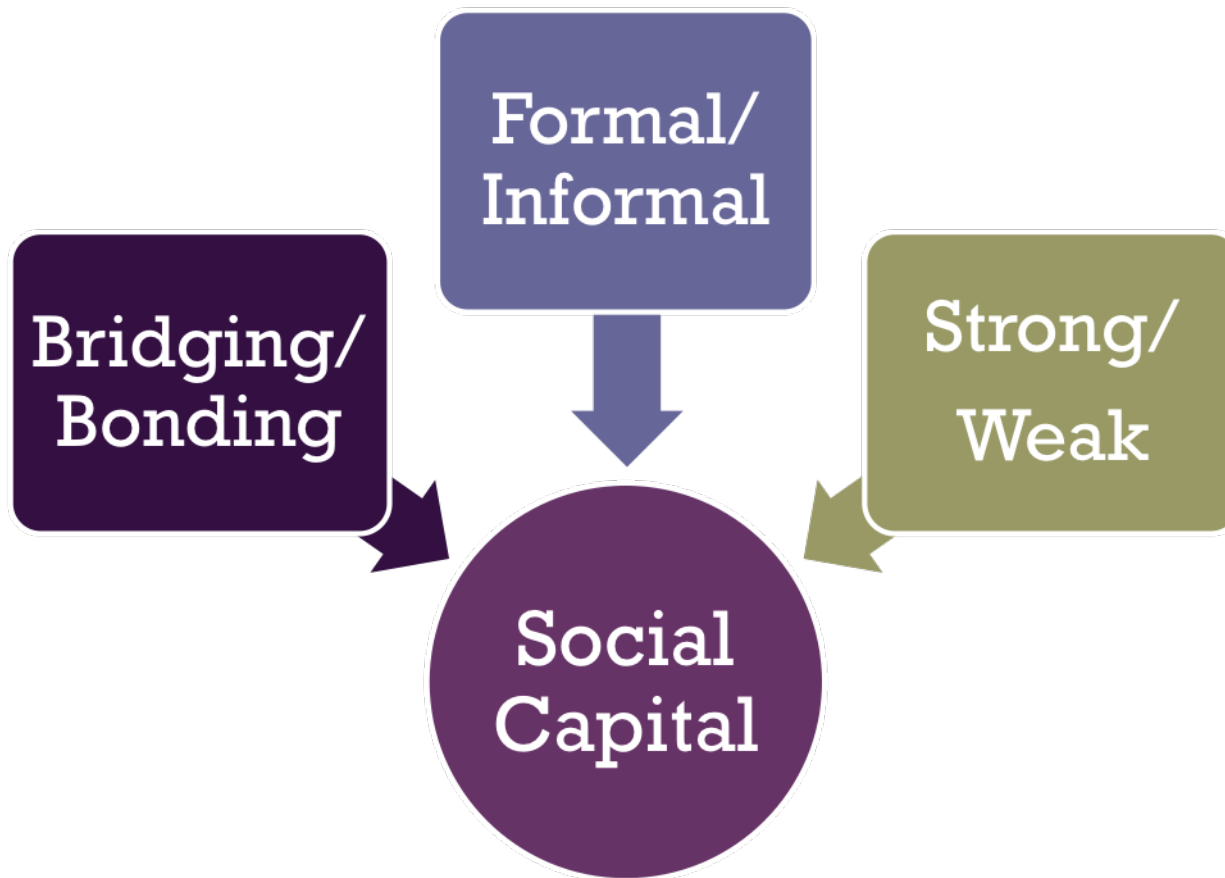
# + Types of Capital



# + Social Capital: What It Is



# + Characteristics of Social Capital





[dreamstime.com](http://dreamstime.com)



# + What Social Capital Is Not

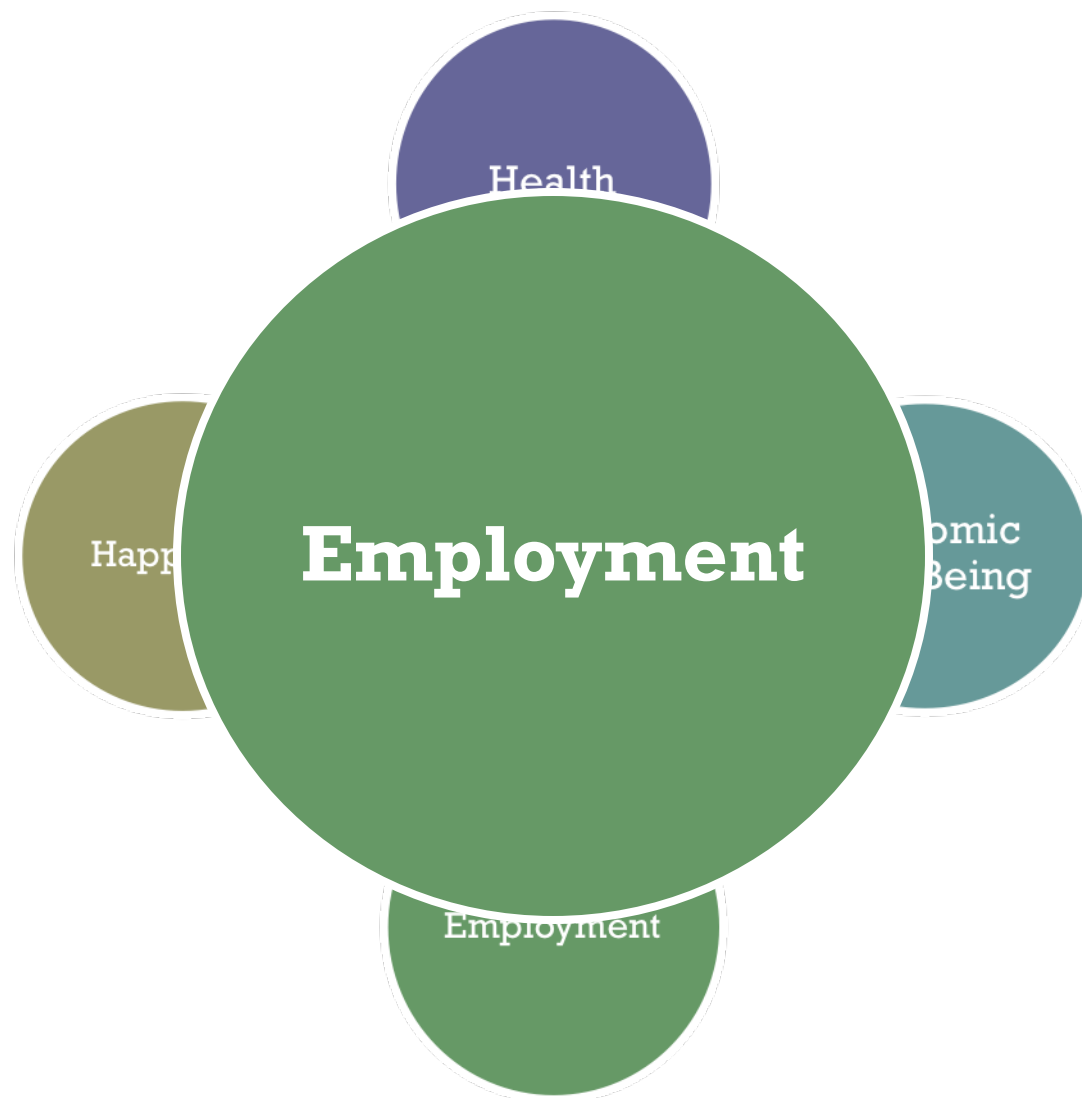
- Networking
- Asking for one-directional favors
- Attending a community meeting



# + Social Capital Can Be...

1. Borrowed
2. Loaned
3. Cultivated
4. Grown

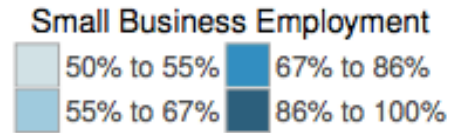
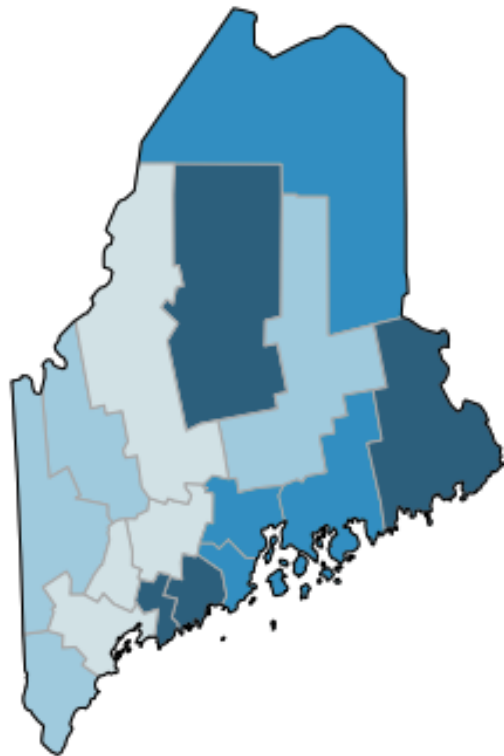
# + Why We Need It





# Maine Small Business Stats

Figure 4: Maine Small Business Percent of Employment by County

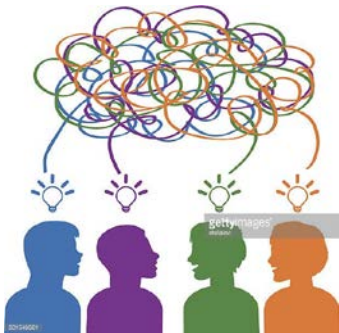


Represent 99.3% of all Employers

Employ 57.5% of private sector workforce



# Employment



# Job Develop Up the Supply Chain

Goat Farm: Milking, care, cleanliness, health & safety, feeding, maintenance, breeding, farm tasks...



Related Careers: Growing grain, farming, weaving, butchering, cooking, veterinary, ranching, farm/ranch maintenance...



**Cheese Making:**  
Cleanliness, chemistry, measuring, cooking, portioning, packing, B2B sales/service



**Wholesaler Level:** Pack boxes, value added processing, logistics, transport, customer Service...



• The Individual is the source of Employment Information, Not the Labor Market



There because of a Food/ Agriculture Theme?

**Retail:** Opening boxes, bagging, chasing carts



# Employment

**Bridging**

**Informal**

**Weak**

# + Where to FIND It

- Job-seekers
  - Families, friends, communities, other support team members
  
- Your own lives
  - Families, friends, activities, communities
  - And theirs by extension
  
- Agency

# + How to GROW It

- Become more active community members
  - ES & Agencies
- Form Community Action Teams
  - Broad range of community members
  - “Rich” in social capital
  - Interested in leveraging personal & community resources to support employment outcomes
  - May build on existing teams.. with different focus!



# + CAT Roles & Responsibilities

- Employment is Job #1!
  - Employment is primary focus & responsibility
- Vested in community economic development
- Work directly with team members/job-seekers
  - Depth and breadth of involvement varies
- Lend Social Capital

# + Supporting CATs

- Clearly establish joint vision
  - Identify & appeal to what matters to members
- Educate
  - Supported/Customized Employment
  - Economic Development correlations
- Add & Support Integration of new members

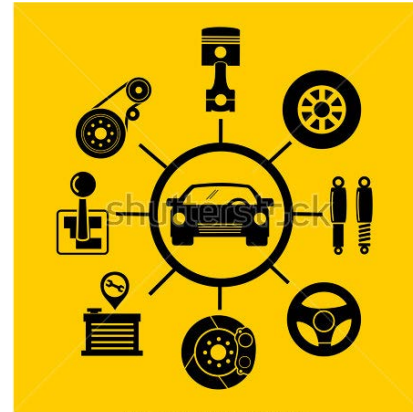
# + How to CULITIVATE It

- Go back!
- Follow-up!
- Ask!
- Respond!
- Stop Talking... Start Listening!

# + Social Capital in Action: Rural Midwest



Allen



www.shutterstock.com - 318733286



Allen

Recent graduate

Day program

Initial Discovery

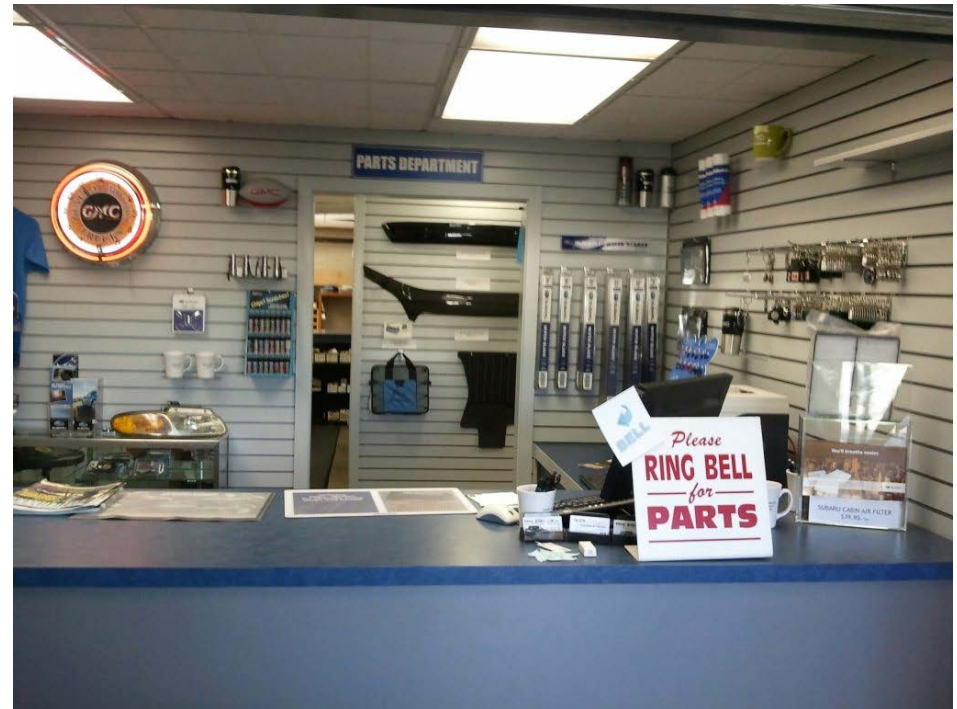
- Helping People
- Sports
- Mechanics

Kiwanis- joined club

Info Interview @ Local  
Car Dealership (ES  
Connect)

Met owner on Kiwanis  
activity

**ES Connect**



**Owner- Worked with  
Allen @ Kiwanis**

# + Social Capital in Action- Urban, NE

- Michael
  - Transitioning student
  - Builds with dad in shop basement
  - Dad knows people at local hardware store... So does Michael
  - Info interview- on the spot job offer
- 20 hours/week during last year of HS

+ Hooray!

Questions??? Comments???

**THANK-YOU!!!**

