

ExtremePlacementRatesSM

Helping Schools Create a Sustainable Competitive Advantage With Innovative Career Services Platforms

ExtremePlacementRatesSM is a service of Gamelin Associates

Serving career schools and colleges throughout North America



Position your school as an industry leader in superior value creation.

Proaction + Right Action = Job Search Success



ExtremePlaceRatessm (EPR) helps schools create a sustainable competitive advantage. We do this by designing and managing innovative career services platforms in real and virtual environments, and employer recruitment initiatives that achieve significant increases in

placement rates.

We help you integrate your resources and capabilities to form distinctive competencies. These competencies enable innovation, effectiveness, quality and student responsiveness, all of which are leveraged to create a differentiation advantage. We offer the proprietary know-how that creates a differentiation advantage that few competitors can duplicate easily.

In the frontier of creating competitive advantages, not much is left for career schools.

You're licensed...so are your competitors. You're accredited...so are your competitors. You're a Title IV and/or WIA eligible institution...so are your competitors. You offer in-demand occupational training...so do your competitors. You teach résumé writing and interviewing skills...so do your competitors. You offer job placement assistance...so do your competitors. **The entire industry has been commoditized!**

So what's left?

Where can you create superior value for your students and graduates and superior profits for your school? **The answer is in designing a new career services paradigm and creating innovative transformative learning programs and job development services that impact placement rates significantly.**

In today's market, one of the single biggest competitive advantages is a compelling student experience. And one of the most compelling experiences is gainful employment. And we can make it all happen!

About Us



Most of you have great programs and great market opportunities. Now it's time to build a great school, and create a sustainable competitive advantage with high employment success rates. That's why we should talk.



In a recent pilot initiative at New Horizons Computer Learning Center of Greater Philadelphia that offered career-oriented programs, I created, developed and managed a career center in both a real and virtual environment that resulted in placement rates increasing from the 30th percentile to the 90th percentile in less than a year, including four consecutive months at 100%. As a result, New Horizons was able to regain funding sources lost to low employment rates on the strength of my new initiatives alone.

I was able to do this by creating and developing groundbreaking job search skills learning programs that change self-perceptions, belief systems and job search behavior. In addition, I developed a marketing plan that garnered continual recruitment of graduates and new sales opportunities for the company.

Here's what New Horizons' General Manager, Eirini Dovas, said. *"Working with Lee is a true pleasure. He is a consummate professional, who cares very deeply about his work. In my many years in the career training industry, I have never met anyone more dedicated to his students. The career services he provides are innovative and lead to immediate results. In his time at New Horizons, he effectively improved the job placement rate of our graduates to an unprecedented level--- a level which far exceeded minimum standards for state and agency reporting. Lee was a valuable asset to New Horizons and would be a valuable asset to any company he chooses to work with. I would personally welcome the opportunity to work with him again, and recommend him without reservation."*

So, if your school teeters on disaster because of marginal placement rates for some of all of you programs, contact me today at (717) 500-1912 or lgamelin@gamelinassociates.com, and let's arrange a time to discuss the possibilities?

Services

Student Employment Acceleration

In today's market, one of the single biggest competitive advantages is a compelling student experience. And one of the most compelling experiences is employment success.

A strong career services program is a career school's greatest asset in creating superior value and recognized differentiation advantage.

- It creates a compelling reason for prospective students to visit your school without the need to create marketing messages and spend enormous sums on marketing and advertising.
- It creates compelling reasons for students to stay in school increasing your retention rates and profits.
- It ensures consistently high employment success rates.
- It creates a strong referral base, again minimizing marketing and advertising costs.
- It make point-of-sale messages far more compelling.
- It's the "proof of the pudding."

It's the reason you're in business!

If you wish to increase your employment success rates above benchmark percentages and create a sustainable competitive advantage for your programs, we definitely have a solution!

Pro-Active Students + Continual Student Recruitment = High Employment Rates!

We help you accelerate both sides of the equation and create a sustainable competitive advantage for your school!

If any or all of your program employment success rates hover near or below benchmark percentages, we may be able to help. But first things first.

We will conduct a comprehensive evaluation of all your career services components to ensure the right services mix is suggested. And to ensure complete objectivity, we will conduct this comprehensive evaluation for only the cost of travel and related out-of-pocket expenses.

The Student Side	The Student Recruitment Side
<p>You simply cannot achieve high employment success in all your programs unless your students are putting in as much effort into their job search as you are in securing recruitment from potential employers!</p> <p>The problem is most career schools and colleges provide their students only with opportunities to learn how to write resumes, answer interview questions, and dress for success. These are individual skills useful at some stage of the process, but are simply not enough to be successful in a 21st-century technology-driven job search.</p> <p>A 21st-century job search requires self-directed job search and personal marketing skills that are rarely included in school curricula or taught at career and placement centers. So instead of designing an effective job search campaign, the typical graduate begins looking for work by exploring posting on Internet job boards or reading ads in the newspaper, or worse yet, simply waits for calls from the career center office; a prescription for extended unemployment and marginal employment success rates.</p> <p>Through our Get Hired NOW!® For Career School Students programs, your students learn what most have never learned - how to market themselves successfully. These powerful, occupation-customized</p>	<p>One of the earmarks of a successful career services program is the ability of the institution to generate continual recruitment of graduates by employers and staffing agencies.</p> <p>Designing your student recruitment initiatives on a professional services business model will cause you to reach your full potential in generating student recruitment. Our Recruitment Acceleration program is a complete marketing and sales system for your career center staff.</p> <p>Your career center staff will learn:</p> <ul style="list-style-type: none"> ● How to choose the right marketing tactics for the character of your institution. ● A foolproof method for diagnosing exactly what's missing in your marketing and how to fix it. ● How to use Internet marketing techniques ● Hands-on approaches for replacing unproductive cold-calling with the power of relationship marketing.

programs lead your students through the three key components of a successful job search:

1. Identifying the best job search strategies for their personal goals.
2. Knowing exactly what to do and when to do it.
3. Staying motivated in the face of frustration and rejection.

And by employing modern technology to deliver the program content, *all your student in all your campuses get the same high level live instructor-led coaching to achieve one of the most cost-effective means of creating powerful learning platforms that produce results!*

Subscription-Based Services

Our subscription-based services equip your institution with core virtual training and services that will identify you as a leader in the industry. It includes:

- Unlimited access to an eLearning series that outlines a complete personal marketing system for job seekers. It provide all the tools needed to get job search efforts unstuck, make an effective action plan, and start getting interviews. *Can be offered for a lifetime to your graduates without staff involvement!*
- Unlimited access to a Weblog designed to provide current job search information and resources created and branded for your institution exclusively. *Again, another lifetime offer to your graduates!*
- The ***Get Hired NOW!*** Program customized for occupation-specific content. *Your students and*

<p><i>graduates throughout all your campuses and sites get the best training all the time!</i></p> <ul style="list-style-type: none">● Access to web-based software that organizes every aspect of a job search, reminds the job seeker of everything they need to do, tells them about new jobs that fit their criteria, and has the ability to monitor participant job search progress to ensure they achieve success.● Integration of virtual services with your on-campus career services.● Continual contact with on-campus Director of Career Services to ensure the success of the entire program.	
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Contact Lee Gamelin today at (717) 500-1912 or lgamelin@gamelinassociates.com to discuss a highly effective plan of action to provide substantial benefits to your student and graduates, and create a sustainable competitive advantage for your school.

Get Hired NOW!®

A groundbreaking program customized and designed to integrate with your current career center initiatives to ensure students and graduates in your occupation-specific programs get the jobs they really want quickly.

Get Hired NOW! Program Overview

Get Hired NOW! is a complete job search system created originally by C.J. Hayden and Frank Traditi, and used by companies, schools, professionals in career transition, and other professionals throughout North America since 2005. It is a training program and coaching program combined. Using the Get Hired NOW! system in customized, occupation-specific course workbooks, the program teaches your students how to find a job step by step, using proven job search techniques for the 21st century marketplace.

Get Hired NOW!, customized for occupation-specific programs, shows your students how to make the shift from looking for advertised positions and relying on your career center passively to marketing themselves to the right people actively. The program provides your students with all the tools they need to build a customized job search plan, then coaches them to implement that plan successfully. In other words, EPR provides enough information AND support to get your students moving toward pro-active autonomous action. **The integration of pro-active autonomous behavior with strong graduate recruitment efforts will certainly increase your employment success rates substantially!**

Get Hired NOW!, customized for use in career schools and colleges, is targeted to those occupations that require at least a high school diploma, or equivalent, and comprehensive specialized training at the accredited career school and college level.

Get Hired NOW! For Career School Students, teaches students what really works to find a job - connecting with people who know where the jobs are through networking, building

referrals, contacting potential employers, informational interviewing, and using recruiters and agencies. Its action plan can be updated and used over and over, and continue to work for the life of your graduate's career.

The occupation-specific workbooks include tools and tactics for career transition and job search, with newly revised supplementary material available during the initial webinars at **GoToTraining®**.

What Participants Learn

Using the occupation-specific **Get Hired NOW!** workbook as a text along with the newly revised supplemental materials created by Lee Gamelin, participants learn a simple but highly effective cookbook approach, straightforward tips, and specific techniques like these:

- What **really works** to land the job they really want, and what doesn't
- How to **diagnose what's wrong with their job search approach** using the Job Search Pyramid
- How to **design a job search action plan** that is suited not only to their professional goals, but their personality, strengths and personal connections
- How to break out of "analysis paralysis" and **determine exactly what they need to do first** -- and every step of the way
- How to **overcome the fear, resistance, and procrastination** that block effective action
- How to create a customized, affordable, reusable, and realistic **job search plan**
- Ongoing support and encouragement to **stick to their plan** throughout the program

Expected Results

The **Get Hired NOW!** program is a job search system that works over and over again. As people become more comfortable with personal networking and direct contact as the

basis for an effective job search, they'll set new kinds of goals and play with different strategies and tactics to reach them.

Praise from experts...

Despite what you're hearing, finding employment today has never been so accessible. It's the "know-how" that's missing. This [program] will literally lead you by the hand and walk you through 28 days of what you should do in order to succeed. A treasure trove of practical, tested ideas.

Dr. Stephen R. Covey, [The 7 Habits of Highly Effective People](#) and [The 8th Habit: From Effectiveness to Greatness](#)

Your ability to find and get the job you want largely determines your success or failure in life. This [program] is the best ever written on the subject.

Brian Tracy, [TurboCoach: A Powerful System for Achieving Breakthrough Career Success](#)

Hayden and Traditi are the consummate experts when it comes to providing real life, immediately usable, and extremely valuable guidance and advice. If you want to find the job or career of your dreams, this [program] is a must...

Marcia Wieder, America's Dream Coach®, author, [Making Your Dreams Come True](#)

Hayden and Traditi have created a valuable resource for job seekers and career coaches alike. This [program] is an essential tool for every coach who works with job seeking clients.

Maria E. Hebda, founder, [CertifiedCareerCoaches.com](#)

Contact Lee Gamelin today at (717) 500-1912 or lgamelin@gamelinassociates.com to discuss what may work best for your program's goals.

Here is a sampling of testimonial comments made about Lee Gamelin's work as a career services professional

Lee Gamelin has been instrumental in supporting our community by sharing his workforce development skills with our unemployed clients. Lee was able to create seminars that targeted the re-employment skill sets critical to their success. His two seminars (Networking and Interview) were well attended and highly regarded by those who were displaced during this economic crisis.

Lee repeatedly exhibited that rare skill of matching the right subject matter expertise to the needs of the dislocated worker. His facilitation and delivery skills resulted in customer satisfaction ratings that are among the highest achieved in our program. It is with this performance in mind that we highly recommend Mr. Gamelin to your organization.

John Brunken, Pennsylvania CareerLink Supervisor

Mr. Gamelin is one of the most exceptional people/supervisors I have had the pleasure of knowing. He is kind, caring, brilliant and passionate about the world of career services. Under his direction, I acquired an amazing skillset that I still use to this very day. Having him in your organization will bring you to another level of exceptional customer service. Mr. Gamelin is an amazing, energetic man and I can only wish more people were like him in the world. I wish your organization true success with Lee.

Marie Elena Vulpis, M.S.W. Director of Career Services
Briarcliffe College, Patchogue and Bethpage, NY campuses

Working with Lee is a true pleasure. He is a consummate professional, who cares very deeply about his work. In my many years in the career training industry, I have never met anyone more dedicated to his students. The career services he provides are innovative and lead to immediate results. In his time at New Horizons, he effectively improved the job placement rate of our graduates to an unprecedented level--- a level which far exceeded minimum standards for state and agency reporting. Lee was a valuable asset to New Horizons and would be a

valuable asset to any company he chooses to work with. I would personally welcome the opportunity to work with him again, and recommend him without reservation.

Eirini Dovas, General Manager
New Horizons CLC, Philadelphia PA

I observed Mr. Gamelin demonstrate expert job search knowledge in his seminar entitled "The Science of Getting the Job You Really Want Quickly". Mr. Gamelin's tutelage and enthusiasm underscored his expertise...

The evaluation feedback from the participants indicates that they found the seminar to be excellent across the board and that they would recommend this event to others.

Molloy College Career Services Center recommends Mr. Gamelin to similar academic institutions and hopes to arrange for additional workshops presented by Mr. Gamelin in the future.

June Hinton, Director of Career Services
Molloy College
Rockville Centre, New York

The nine workshops which you conducted, Resume Preparation and Job Hunting Strategies assisted clients who would otherwise not have received this valuable assistance in returning to the job market. The comments received from the participants were all positive and mentioned how beneficial it was about learning new strategies in their job search, and how to write an effective resume. Thank you, Lee, for providing these workshops at my Agency.

Bob Taglilatelo, Branch Administrator
The Commonwealth of Massachusetts
Division of Employment and Training

We recommend Mr. Gamelin to any group that needs expert guidance in the areas of interview skills and the self-directed job search. He teaches interview skills and the tools of the self-directed job search with clarity, conviction and enthusiasm.

Linda Reilly, Program Director
The Bethel Learning Center
Haverhill, Massachusetts

On behalf of the Honors Business Association and the Business School Advisory Council, I wanted to thank you again for coming to Miami University and speaking with our students. The feedback we received from the various individuals who accompanied you throughout the day, in addition to the responses of those individuals who listened to your evening presentation, was overwhelmingly positive.

VP Corporate Relations
Miami University

Lee Gamelin is an outstanding job-coach and a master teacher. His demeanor is professional, yet informal, giving genuine, focused attention to each individual. His expansive knowledge of the job market from both the job-seekers and employers perspectives is revealed to the participants in easy to read and understandable eLearning Modules, creating cutting-edge, creative and realistic tools and attitudes for the job market. Lee augments his e-modules with interactive workshops and coaching sessions. My own career expectations turned upside down while progressing methodically through the activities Lee mapped out, and now reflect what I love to do. Using a variety of techniques taught by Lee, I am highly motivated and enthusiastic about finding a position. It is an honor to be a student of Lee Gamelin.

Marsha Rosenbaum
Bala Cynwyd, PA

From the first day I met Lee, it was very apparent that he is passionate about his career and helping people succeed. Lee continues to provide sound, practical career advice and proven techniques for job-seekers to me and other students from New Horizons Computer Learning Center. His direct and positive approach was eye-opening, and his continued feedback and encouragement priceless to me in a time of uncertainty.

Mary Jo McGee
Conshohocken, PA

I met Lee when he provided a first rate training seminar on The Art of Networking. Lee is a great presenter, highly professional and very generous with his expertise. Lee's knowledge of this topic was deep and his suggestions were designed to make this important aspect less stressful and more productive. He also set high standards for ongoing performance in order to attain the critical mass needed for today's job search. I would highly recommend Lee to anyone.

Patricia Berrini
Pennsylvania

You gave me the courage and the skills to move forward and find the job that I was trained for. Thank you for teaching me a skill that I will never forget.

Kathleen O'Brien, Legal Secretary
Haverhill, Massachusetts

Lee not only showed me the different ways to start a great career, but he taught me about myself and made me realize what steps must be taken to accomplish my dreams. I cannot begin to say how valuable his services were.

Manny Halkas, Graphic Designer
Tanglewood Hills, NY

Recognizing fully that to achieve a competitive advantage, a school must perform value creating activities in a way that creates more overall value than do competitors, we will work only with one school organization that provides specific in-demand occupational training within a defined market area.

Contact us today at (717) 500-1912 or lgamelin@gamelinassociates.com. Perhaps we could help you create a competitive advantage in your marketplace.

Success always,

Lee Gamelin



Gamelin Associates
We Rebuild Career Schools