



# Trade Program Roundtable

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### Seminar Designer: Mary Ann Lawrence

Mary Ann is the President and CEO for the Center for Workforce Learning, Inc. She has over 32 years of experience in the workforce system at the Local, State, and Federal Levels. Mary Ann is a trainer, facilitator, evaluator, keynoter, motivator, and consultant.



# Considerations

Things to Know to “Hit the Target”



Services that must be available either directly or through partnerships:

- Comprehensive and specialized assessment of skill levels and services needs including diagnostic testing and use of other assessment tools; and, in-depth interviewing and evaluation to identify employment barriers and appropriate employment goals.
- Development of an individual employment plan to identify employment goals and objectives, and appropriate training to achieve those goals and objectives.
- Information on training available in local and regional areas, information on individual counseling to determine which training is suitable training, and information on how to apply for such training.
- Information on how to apply for financial aid.
- Short-term prevocational services including development of learning skills, communications skills, interviewing skills, punctuality, personal maintenance skills, and professional conduct to prepare individuals for employment or training.
- Individual career counseling.
- Employment stats and labor market information.
- Supportive service availability.



# Considerations

Things to Know to “Hit the Target”



The 2009 Amendments lengthen the enrollment deadlines from 8 weeks after certification or 16 weeks after separation to the later of 26 weeks from the separation or certification date. This deadline extension allows a worker to actively engage in a longer job search before making a decision about training, and to make full use of the case management services provided under the 2009 Act to choose an appropriate training program.



Additionally, in cases where large worker groups are dislocated all at once, it allows the CSA more time for counseling, assessment and other case management services which were difficult to perform in advance of the prior, shorter enrollment deadlines.



Your job is one of the most important jobs in our country...YOU HELP PEOPLE...YOU GIVE HOPE...YOU MOTIVATE...YOU CHANGE LIVES!



# Considerations

## Things to Know to “Hit the Target”



The purpose of the employment and case management services is to provide workers the necessary information and support for them to achieve sustainable reemployment.



These services must be made available to workers over the course of their participation in the TAA program, in an integrated manner that suits their individual needs at a particular time.



The individual employment plan must use and be guided by the results of the skill assessments.



The employment plan should lead to support for finding suitable employment and/or development of a training plan that addresses any skill gaps made evident by the assessments, including remedial or prerequisite training where appropriate.



# Introduction

## Making the Connection

Case Management is the documentation, communication, assessment, evaluation, reporting and strategic deployment

Individual Employment Plan is the “big picture” and “executive summary” that provides a snapshot view of who, what, when, where, how, and why

Case Notes are the “detail” of the who, what, when, where, how, and why

Training Plan provides a road map of specific skills and knowledge needed to achieve success



# Introduction

## Making the Connection

1. Establish Eligibility and Suitability and Do Initial Assessment
2. Begin Case Management and Interact with Customer
3. Write Case Notes
4. Do Comprehensive Assessment
5. Prepare Individual Employment Plan and Training Plan
6. Track Progress, Review and Revisit Assessments
7. Document in Case Notes, Individual Employment Plan, Trg Plan



# Case Notes

- Detail of contact with the customer.
- An initial picture of who the customer is as they enter the process; the strengths and barriers that will affect a successful outcome.
- The planning process and the plan developed.
- Significant follow-up contacts with the customer regarding goal setting, monitoring progress, problem solving, changes in the plan.
- Contacts with others involved with the customer (other agencies, health professionals, physicians, instructors, etc.)
- Your activities on behalf of the customer; planning, arranging resources.
- Your observations on behaviors and how you handled the contact.



# Individual Employment Plan

- Big picture overview.
- Serves two major purposes:
  - Basis of case management.
  - Basic instrument for the program to document the appropriateness of the decisions made about the mix and combination of services for the customer, including referrals to other programs.
- IEP is a single point of reference of customer status and progress.
- IEP is a road map for the customer, staff and administration.
- IEP is a legal document.



## SMALL GROUP ACTIVITY

Team up in 2's ... get with someone  
you don't know!

Follow the directions of the Trainer!



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# INDIVIDUAL EMPLOYMENT PLANS



# Individual Employment Plan



Must identify employment goals and objectives and a plan on how to achieve.



Should be the “executive summary” of the case management experience.



Will include information obtained through assessment, counseling, general case management, and follow-up.



Should tell the reader where a person came from, where he/she is now, where he/she plans to go, barriers that will impact success, how he/she will get there, progress towards the goals and objectives, and changes in the path.



Is interconnected to the Case Notes and the Training Plan. The Case Notes are the “detail” and the Training Plan is the “services and activities” that support why decisions were made or changed. Referrals should be included.



# ASSESSMENT

- The purpose of assessment is to help individuals and program staff make decisions about appropriate employment goals and to develop effective service strategies for reaching those goals.

- Assessment should be comprised of a variety of methods and techniques

## Methods and Techniques:

- Formalized Instruments
- Ability Tests
- Personality Tests
- Inventory of Knowledge
- Structured Interviews
- Observation
- Exploratory
- Role Playing



# ASSESSMENT

For the client:

- Provides evidence of where they are now and their desire to change.
- Motivational in terms of identifying strengths, barriers and opportunities.
- Is an ongoing process. Assessment must occur with each review process.



# ASSESSMENT

## For the case manager:

- Describes the gap between where the client is now in relation to the goal of improved self-sufficiency.
- Identifies client's strengths, motivators, barriers, costs of change.
- Determines eligibility.
- Determines suitability: Will client benefit from case management services?  
Is there a commitment to change?



# Assessment

*What are you looking for?*

- Demographic Information
- Employment History & Accomplishments
- Employability Skills. (special training, specific machines, tools, transferable skills?)
- Educational History & Accomplishments
- Standardized Test Scores
- Job Search Skills
- Career Awareness
- Work Maturity
- Family Status/Roles in Family System
- Family Stressors/Coping Skills
- Life Situation Needs (housing, transportation, etc.)
- Problem Solving Ability
- Goal Setting Skills
- Financial (debts, garnishments, budgets)
- Legal Needs (alien status, criminal records, child support, etc.)
- Health Needs ( physical limitations, illness, substance abuse, etc.)



# Assessment

*What are you looking for?*

- Mental Health Needs
- Supportive Service Needs
- Strengths
- Barriers
- *Motivators*
- *Sabatogers*
- Who Can Find Them



## SMALL GROUP ACTIVITY

Get into groups of 6 and discuss what assessment tools and techniques you are using or would like to use.

Gallery Walk of attendee assessment tools and techniques. Write your information on the flipchart pages posted.



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# TRAINING PLANS



# Training Plan

What did assessment, formal and informal, tell you about training for the individual?

What did you find out in career exploration that fits the assessment?

What training is needed? Where can training be obtained? How much will it cost? What is the enrollment process? How long will it last?

Does the customer have a reasonable chance for success? Are there jobs in the chosen training area? Is the customer motivated to achieve success in the training?



# Training Plan

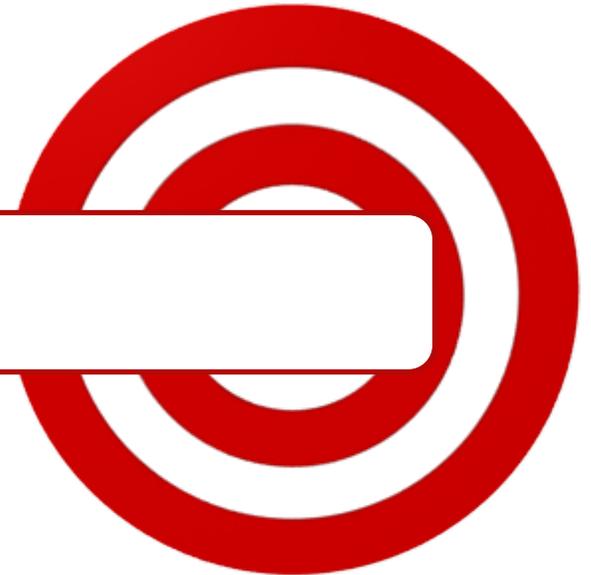
Information on the Training Plan is documented within the case file, case notes, and individual employment plan.

They are all interconnected!



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# CASE FILE MANAGEMENT



# Customer Focused Case Management

*The fundamentals:*

- Goal is improved self-sufficiency
- Goals are clear, measurable & attainable
- Customers are capable of controlling their own lives
- The PLAN has to belong to the customer
- Customers are actively involved in the assessment, planning, problem solving, finding resources, and implementing plans
- The customer is responsible for outcome
- The case manager is responsible for process



# Customer Focused Case Management

## Relationships...

- ✓ Assist customers in identifying how their existing relationships will change.
- ✓ Help them identify *sabatogers*.
- ✓ Problem Solve on how best to solve issues.
- ✓ Role play.
- ✓ Help customer to build a network of "YES YOU CAN" support.

## Time. . .

- ✓ Customers will have to reorganize and reprioritize their time.
- ✓ Facilitate the development of a new daily, weekly, and monthly schedule.
- ✓ Areas of conflict can be identified for problem solving.



# Customer Focused Case Management

## Community Resources...

- ✓ Understand the various resources throughout the community.
- ✓ Develop partner relationships for referrals.

## Money. . .

- ✓ How will customer pay for expenses such as child care, transportation, food, etc?
- ✓ Assist customer in creating a budget that includes expenses and revenues.
- ✓ Help customer brainstorm their own access to resources.
- ✓ Provide customer with referrals to other community resources.



# The New Face of the Unemployed

*It could happen to anyone!*

- People
  - All Industries
  - Professionals +
  - Exhausting Unemployment
  - Living on Less
  - In Crisis
    - Basic Needs
    - Homes
    - Savings
    - Retirement
    - Family

## The Focus Groups Said...

1. Money
2. Basic Needs
3. Job
4. Career

## Needs:

- Crisis Intervention
- Understanding
- Hope



## Building Rapport

- Greet Like Guests
- Make Eye Contact
- Smile - Sincerely!
- Break the Ice
- Look Like You Have Your Act Together!
- Be Confident
- Listen Carefully
- Be Knowledgeable
- Call By Name
- Treat with Respect
- Find Out What Motivates Customer



# Customer Satisfaction: When You Don't Have All the Answers

<p>I want a product/service that fills my need</p>	<p>Satisfaction with Results</p>
<p>I want it to be easy to get</p>	<p>Satisfaction with Process</p>



# Process Considerations

- Be Calm.
- Listen Carefully and Acknowledge.
- Look and Act Like You Are Confident and Know What You Are Talking About...
- Then, Know What You Are Talking About!
- Treat as Individuals...Not One of a Hundred You Are Rushing Through.
- Give Information in Writing.
- Give Next Steps in Writing.
- Provide Hope and Encouragement.
- Let Individuals “Vent” and Diffuse the Emotion.
- Focus on the Positive.
- Be Careful but Don’t Be Too Quick To Condemn Behaviors.



# Writing Effective Case Notes

The Detail...The Trip Journal

Provides a comprehensive picture of who the customer is and the factors that will affect self-sufficiency

An ongoing record of customer movement through the case management process (successes, problems, changes, setbacks)

An ongoing record of the strategies staff uses to promote self-sufficiency

A record of why decisions are made and what the planning process was comprised of

A record of contact with other agencies and services used to provide a unique customer focused experience

A legal document that may be viewed by the customer, the court systems, and others as appropriate



# Writing Effective Case Notes

## Do and Don't

DO NOT label your opinions as facts

DO NOT draw conclusions that are not based on concrete data

DO NOT document your feelings

DO be specific and avoid generalizations

DO indicate the data that forms the basis for your evaluation

DO stay focused on how events in your customers' lives impact the ability to get and keep a job



## SMALL GROUP ACTIVITY

Team up in 4's

Review the case notes handed out and provide feedback to full group on:

what is good

what could be improved



# Your Workforce System Experts



Woman-Owned  
Business for 16 Years  
Private-for-Profit  
Workforce System Expertise  
Welfare Program Expertise  
Community College Expertise  
Malcolm Baldrige Quality Examiner



Training  
Facilitation  
Curriculum Design  
Mystery Shopping  
Grant Writing  
Evaluation  
Keynotes  
Problem Solving  
Technical Assistance  
Consultation  
Process Improvement  
Baldrige Principles  
"How To" Guides  
One-Stop Chartering  
GCDF Certification

Center for Workforce  
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