

Expires 11-30-04

REEMPLOYMENT SERVICES PERFORMANCE REPORT

STATE: Kentucky

DATE : September 28, 2004
(Revised: October 5, 2004)

STATE SPECIFIC PERFORMANCE REPORT (Add additional sheets if necessary.)

Describe activities and an overview of how the activities were accomplished. Include milestones, and positive outcomes achieved. Compare accomplishment of planned performance goals with the attainment of the performance indicators identified by the State in the annual plan.

From July 1, 2003 through June 30, 2004 the Kentucky state workforce agency continued to increase intensive services to UI claimants utilizing the "Kentucky Employment Network" (KEN) initiative. All of the reemployment services grant funds were expended.

KEN is dedicated to preserving the health and integrity of the Unemployment Insurance (UI) Trust Fund and enhancing recruitment and job placement capabilities. The KEN team consists of a centrally located core team, local recruitment and placement specialists (RPS) and reemployment specialists in One-Stops and offices statewide. The KEN approach during PY 2003 included three major components:

Job Search Sessions: Mandatory workshops for profiled claimants - using motivational tools and a workbook approach for more results with less time expended by staff - are currently touching slightly over 30% of eligible UI claimants. These sessions provide information regarding networking, the "hidden labor market", resumes, interviewing skills and other job search skills. During this job search activity, claimants have hands-on experience updating their own files and performing job searches. When possible, claimants receive individualized services based upon individual needs. At the same time all claimants determined to be most likely to exhaust their benefits received motivational assistance and networking knowledge. Motivational activities and networking knowledge transfer are therefore the axis around which all other job search activities revolve.

Reemployment Management: Intensive follow-along services, with job matching and referral and increased communication with employers. UI recipients receiving customized services are matched with job orders and receive IVR telephone calls asking them to call specific local offices to receive information about the openings. The results of UI recipients' responses to job referrals are monitored, and appropriate action taken, if they fail to respond or refuse a suitable job offer.

Partnerships with Business and Industry: an attempt to make reemployment management more effective, increasing the quality and quantity of job orders and helping decrease UI average duration. KEN offered partner employers pre-interview screenings, outplacement, enhanced recruitment efforts and employer links to the department's website. Employers, in turn, agreed to more fully utilize the state workforce agency in their employee recruitment efforts. During the reporting period KEN staff conducted outplacement sessions for two companies and signed partnerships with 98 other companies including UPS and the University of Kentucky, two of the State's five largest employers.

However, the business partnership component of the KEN initiative is being phased out, and is evolving into a more integrated approach involving all the one-stop partners. The WPRS workshops will continue and RPS staff will continue to provide employer services at a level much improved over the recent past.

Different local offices reported a reduction of average duration ranging from no change up to over two weeks less for the profiled claimants, the latter corresponding to the estimate made by the University of Kentucky in an early study. Many performance outcomes had to be compiled manually, due to system limitations. Those automated performance measures that are possible indicate that WPRS is having a positive impact, with PY 2003 showing a significant 1.4-week lessening of average duration over the previous program year.

	<u>PY 2001</u>	<u>PY 2002</u>	<u>PY 2003*</u>
Average duration (All WPRS claimants)	22.0 weeks	21.9 weeks	20.5 weeks
Number of claimants Receiving customized services	16052	17948	18872

* NOTE: implementation of job search sessions and intensive reemployment management was gradual throughout PY 2002, and was totally implemented statewide in PY 2003. Early-implemented offices showed greater reduction of average duration and increased numbers of UI claimants participating in customized services than those offices implemented at a later date, and results gradually improved as the program gained greater acceptance among staff, employers and UI beneficiaries.