

# DLLR

STATE OF MARYLAND

DEPARTMENT OF LABOR, LICENSING AND REGULATION

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September 30, 2004

Ms. Donna Dye  
U.S. Department of Labor  
Employment and Training Administration  
Division of USES/ALMIS  
Room S-4231  
200 Constitution Avenue, NW  
Washington, D.C. 20210

Dear Ms. Dye:

I am enclosing the State of Maryland's PY 2003 Reemployment Services Narrative Report for your review and information. If you have questions regarding the information provided, please contact Ms. Edwina Howard, DLLR's Special Projects Coordinator, at 410-767-2018.

Sincerely,



Gloria J. Sandstrom  
Deputy Assistant Secretary

cc: April Hunt, DOL/ETA  
Bernard L. Antkowiak  
Edwina Howard

Enclosure



**Maryland Department of Labor, Licensing and Regulation**  
**PY 2003 Reemployment Services Narrative Report**  
(July 1, 2003 – June 30, 2004)

**Background and Need for Funds**

Maryland's Worker Profiling Reemployment Services Program has been built on the premise that Unemployment Insurance recipients who are identified as potentially long-term unemployed have the greatest need of intensive training to become reemployed. Specifically, they need assistance in determining the types of jobs to seek based on their transferable skills, where to look for employment, how to prepare for the job search and what resources are available through the One-Stop delivery system and their communities.

Unemployment in Maryland is currently lower than the national average: June 2001 – 4.2%; June 2002 - 4.2%; June 2003 – 4.4%; and June 2004 – 4.3%. The unemployment rates by local workforce area, however, vary from a low of 2.8% in Southern Maryland to a high of 8.1% in Baltimore City. Through the One-Stop delivery system, a growing number of partnerships and Maryland's new web-based information/case management system, services are readily available to the unemployed population. Nevertheless, individuals who are profiled as potentially long-term unemployed continue to need specific and targeted assistance in the job acquisition process.

The move of Unemployment Insurance from co-location with the Maryland Job Service to separate Call Centers has decreased the steady flow of claimants into area One-Stop Centers. The Reemployment Services Program has been successful in bringing Unemployment Insurance recipients into the One-Stop Centers where they can access information and receive assistance in the job search process.

USDOL studies have shown that targeted, employment-focused services provided early in the UI claim process have been highly successful in Maryland. During PY 2002, Maryland was able to improve services to profiled UI claimants by improving the identification and scheduling of profiled persons, incorporating these needs into our web-based case management system and providing more Early Intervention workshops and follow up services in our One-Stop Centers. We have been able to identify and address a wide range of UI Claimant needs through Wagner-Peyser activities and a partnership with our Workforce Investment Act program that provides funding for some Early Intervention services. This increases the connection with WIA programs and services and enhances the UI-Reemployment link.

Federal Reemployment Services dollars are limited and, in order to increase services to additional Unemployment Insurance claimants, they are supplemented by Wagner-Peyser and Workforce Investment Act funds in Maryland.

**Program Design**

The purpose of the Early Intervention Program is to maximize the reemployment potential of Unemployment Insurance recipients who have been profiled through a mathematical model, and

targeted as having a high statistical probability of exhausting their Unemployment Insurance benefits before becoming reemployed.

The Reemployment Services Program (in conjunction with the existing Early Intervention program) will:

1. Identify potentially long-term unemployed UI recipients through a mathematical model;
2. Increase and improve UI linkages by identifying and scheduling participants, facilitating the identification and follow-up of non-participants, and the rapid reemployment of completers;
3. Provide a download of all UI first pays, with a probability rating for profiled persons;
4. Provide a PC-based or Web-based system of identification, contact and service reporting;
5. Provide trained workshop facilitators who will utilize a curriculum developed in cooperation with the George Washington University;
6. Provide opportunities for staff development and an exchange of information to keep the facilitators current and involved;
7. Provide each participant with a reemployment plan that will include mathematical ranking, a targeted 10-hour Early Intervention workshop, and appropriate job search assistance and follow-up activities;
8. Provide follow-up services, including one-on-one assistance that will help the participants aggressively seek employment.

The Reemployment/Early Intervention program will include the following sequence of services:

- Every UI claimant will receive an information piece with their monetary eligibility statement that describes the services and locations of the One-Stop Centers across Maryland.
- The first pay list of claimants will be used to extend written invitations to Center Orientations and Registration.
- Claimants who simply walk into One-Stop Centers will be scheduled for Orientations at that time.
- Every profiled claimant will be ranked statistically indicating their probability of exhausting UI benefits prior to reemployment.
- EI/RES profiled claimants will be contacted directly and provided the following enhanced reemployment services in One-Stop Centers:
  - EI/RES workshops scheduling and initial program contacts will be made according to statistical ranking, and those with the highest rank will be identified first for enhanced services.
  - Each identified profile candidate will be contacted regarding participation in a job finding/career enhancing workshop that will be at least 10 hours in duration and include four basic topics:

- Know yourself, your job skills, and what you bring to the Marketplace: learn how to identify your skills, and consider the transferability of those skills.
  - Know the marketplace: what skills are currently in demand, and how to locate potential job opportunities, including openings in new industries or skill clusters.
  - Know how to get a job: contacting potential employers, responding to job opening announcements, networking for reemployment, successfully completing employment applications and resumes, interviewing, and handling yourself on a job interview.
  - Know what is available in the community to assist you in your job/career search: opportunities within a One-Stop, Workforce Investment Act programs and services, and community resources.
- Each workshop participant will know, at the end of the workshop, that successful employment is the goal and that One-Stop staff, primarily Job Service staff, are available to assist with their ongoing job search.
  - Each workshop completer will be scheduled for job search and placement assistance (facilitated staff assistance).
  - Each workshop completer will be offered additional mini workshops.
  - Each workshop participant will be contacted for follow-up assistance and additional enhanced services.
  - Each workshop completer will be provided with targeted and specific job search assistance, beginning in the workshop with an emphasis on appropriate and necessary labor market information. Job matching services, individual conferences and follow-up services will be provided to maximize successful job search. Additional supportive services are available at each One-Stop Center through a variety of partner agencies and community resources.
  - To further enhance this successful reemployment strategy, videos will be used in certain locations to provide additional assistance in areas of identified need. Job ready, profiled claimants generally have a significant need in three primary areas: Interviewing, Resume Writing and the preparation of an effective employment application. Job Search on the Internet is another important tool in today's marketplace.

### **Timeline**

The timeline for the Reemployment Services Program begins at the start of each Program Year. RES/EI staff throughout the state regularly schedule workshops designed for approximately 20-40 attendees. Larger areas provide at least one workshop per week, with the smallest providing two per month. Monthly reports identify the number of individuals profiled, the number invited to attend the workshops, the number of workshop completers and their employment outcomes. Unemployment Insurance is notified of non-attendees, with the new Maryland Workforce Exchange system offering an automatic email option for immediate notification.

## **Performance Goals and Outcomes**

During PY 2003, Maryland's performance targets included:

- Enrollments
- Completers (Statewide goal: 12,000 EI/RES)
- Entered Employment (Statewide goals: 60% of completers) \*

Our Service Activity Report for the period July 1, 2003 through June 30, 2004 reflects that 11,771 individuals completed the EI/RES Workshops, or 98% of our goal. Two factors influenced these results. Maryland initiated a new information/case management system, called the Maryland Workforce Exchange, on March 29, 2004. This new internet-based system replaced several legacy systems that are now shut down. Wagner-Peyser, Veterans and WIA staff now use a single system to register, manage and report on their customers. Unfortunately, problems with the Early Intervention module in the new system resulted in limited workshop activity for approximately six weeks, beginning April 1, 2004. In addition, we lost several Workshop Facilitators during PY 2003, which resulted in reduced services until they could be replaced.

\*Note: With the new method of employment verification involving wage record matches, our entered employment results will not begin to be available until year-end.

## **Corrective Actions**

The Maryland Workforce Exchange is now fully operational with regard to scheduling profiled UI claimants and documenting services and follow-up. We have a limited number of reporting issues that we anticipate will be resolved by December 2003 and we fully expect to meet our Workshop Completion goal next year.

We expect to increase our Completion goal to a limited degree, however, we are currently investigating ways to serve more non-profiled UI recipients through our One-Stop System. During PY 2004, it is also our intent to develop an additional component of the Early Intervention Workshop that focuses on employment retention.

We will again target specific areas to received RES funds, both urban and rural. They may include Baltimore City and Southern Maryland. Quarterly meeting of all Workshop Facilitators will continue to ensure coordination and the sharing of best practices.