

Attachment b.  
OMB No. 1205-0424  
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## REEMPLOYMENT SERVICES PERFORMANCE REPORT

STATE: MASSACHUSETTS DATE: September 30, 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.

Our PY2003 Reemployment Plan continued to build on the strategies outlined in our PY'01 and PY' 02 Plans. We continued to utilize 80% of our RES allocation to provide additional funding to the field to enhance staffing capacity. We continued to utilize 20% of the funds for technology and database enhancement, program management, marketing, staff training and the purchase of materials to augment the project. As in the past, we included our Reemployment Services funds within the scope of our annual planning process to ensure that these services were fully integrated as part of the One Stop Career Center operational plans.

The overarching goal of our PY2003 Plan was to expand and enhance services for unemployment insurance (UI) claimants through One-Stop Career Centers (OSCC). In particular, we developed an intervention model to improve services to permanently separated unemployment assistance claimants. This was major policy initiative implemented by the Commonwealth which required 100% of permanently separated unemployment claimants to attend an orientation session at a OSCC. The *Connecting Claimants to Career Centers (CCCC)* Initiative is an extension of the state policy goal to position the unemployment insurance system as the first step in a continuum of reemployment services connected through OSCCs.

The design and implementation of this project required the input, interaction, coordination and cooperation of multiple departments and included both field and central office personnel. The project also enabled UI call centers to be linked to all of the available reemployment services in the OSCC system including all services provided by ES, TAA and WIA Title I entities. Among the elements included in the program design:

- As part of a Profiling Program implemented by the Commonwealth in 1996 only those permanently separated claimants who had been employed in "declining" industries had been targeted for structured reemployment services. This CCCC initiative updated this target to include all permanently separated claimants, not just those from "declining" industries.
- A new, mandatory "Career Center Seminar (CCS)" was designed with input from field and central office staff to enhance and encourage the claimant's connection to the OSCC.

- OSCCs increased their capacity to conduct the seminars in order to accommodate the increased attendance resulting from the new Profiling Program. This required re-thinking both staff and facilities utilization and also encouraged improved integration of services.
- Beginning in January of 2004, all new "profiled" claimants began receiving letters requiring that they schedule and attend a CCS within a 3 week period. A system of automated notification to each permanently separated claimant was designed and implemented based upon the issuance of the claimant's first benefit check.
- A one-week disqualification of unemployment benefits occurs for any permanently separated claimant who fails to schedule and attend the mandatory seminar within the allowable 3 week window.
- An automated telephone scheduling system has been implemented to assist claimants in scheduling seminar attendance at the Career Center of their choice. This schedule is automatically posted to the Massachusetts One-Stop Employment Services data collection system (MOSES). This required integration of the UI and OSCC databases.
- If any claimant has trouble with or is unable to use the automated telephone scheduling system for any reason UI Call Center Agents have been designated to answer these calls and assist these claimants. These agents are able to schedule, re-reschedule, or exempt claimants directly into the MOSES system
- An automated system has been developed to issue marketing letters encouraging the use of OSCC services to any claimant who does not return to a Career Center for additional services within 6 weeks after attending a CCS. If that claimant has returned to work, a request for placement information is included with the marketing letter.
- More than 300 staff people were trained in 10 training sessions to insure that sufficient personnel are capable of providing the seminars and that a consistent statewide service is provided in all Career Centers, as well as several training sessions for the UI Call Center agents. A User's Group was formed which has been meeting quarterly to address any problems or concerns identified at individual OSCCs and to share best practices.
- Weekly capacity reports are monitored indicating the number of seminar slots available and the number of claimants receiving letters to insure that a sufficient number of seminars are being offered in all areas.

### **Performance Outcomes**

The Automated Scheduling System developed by the CCCC project team has allowed over 10,000 claimants to call an 800 number and schedule themselves for a Career Center Seminar since the system went "live" on February 9, 2004. The use of this tool has been steadily increasing over time and has expanded OSCC capacity by enabling claimants to self-schedule at their convenience rather than requiring staff time.

The CCCC project resulted in significant improvements in operations and Career Center service delivery by providing a uniform service for claimants statewide. These improvements are summarized below:

**PY 2002**

1. Number of UI Claimants Served	83,687
2. Number of non-UI Claimants Served	86,039
3. Number of Entered Employments for UI Claimants	11,407*
4. Number of Entered Employments for non-UI Claimants	10,557*
5. Total Number of services provided to UI Claimants	135,573
6. Total Number of services provided to non-UI Claimants	114,432
Per cent of UI Claimant Customers who Entered Employment	13.90%
Per cent of Non-UI Claimant Customers who Entered Employment	13.60%
Average per capita services received by UI Claimants	1.62
Average per capita services received by non-UI Claimants	1.33
Per cent change in number of UI Claimants served from prior year	3.78%
Per cent change in number of non-UI Claimants served from prior year	20.81%
Per cent change in Entered Employments for UI Claimants from prior year	1.00%
Per cent change in Entered Employments for non-UI Claimants from prior year	15.58%

**PY 2003**

1. Number of UI Claimants Served	142,818
2. Number of non-UI Claimants Served	18,183
3. Number of Entered Employments for UI Claimants	60,479*
4. Number of Entered Employments for non-UI Claimants	8,516*
5. Total Number of services provided to UI Claimants	207,712
6. Total Number of services provided to non-UI Claimants	23,960
Per cent of UI Claimant Customers who Entered Employment	42.34%
Per cent of Non-UI Claimant Customers who Entered Employment	46.83%
Average per capita services received by UI Claimants	1.45
Average per capita services received by non-UI Claimants	1.32
Per cent change in number of UI Claimants served from prior year	+70.66%
Per cent change in number of non-UI Claimants served from prior year	-78.87%
Per cent change in Entered Employments for UI Claimants from prior year	+430.19%
Per cent change in Entered Employments for non-UI Claimants from prior year	-19.33%

\* PY 2002 Entered Employment levels based on Massachusetts One-Stop Employment System (MOSES the Commonwealth's Career Center MIS system) records. All other data based on reported Federal 9002 data.



**U.S. DEPARTMENT OF LABOR  
EMPLOYMENT AND TRAINING ADMINISTRATION**  
201 Varick St.; New York, NY 10014



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TO: Donna Dye 202-693-2805

FROM: Adie Kobay 212-337-2164

NUMBER OF PAGES (Including Cover Sheet): 6

FAX NUMBER TO: 202-693-3015

FAX NUMBER FROM: (212)337-2144

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CONTACT THE FOLLOWING PERSON:

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Message: Re-Employment report PY03 MI  
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per our conversation please find the MA report  
which was sent to Boston Sep. 30, 2004



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From: Division of Career Services  
Name ANICE SWEENEY  
Department/Office \_\_\_\_\_  
Phone number \_\_\_\_\_ Fax number 617-727-8621

Message: Addie:  
Here is the report I sent on the 30th - I was told you would be sent a copy - will make sure to fax to you in future. AS

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