



Michigan Reemployment Services Initiative

PERFORMANCE REPORT

Program Year 2003

Workforce Program Management Division
Bureau of Workforce Programs
Michigan Department of Labor and Economic Growth

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Reemployment Services Initiative Performance Report for Program Year 2003 Executive Summary

PURPOSE

The purpose of this report is three-fold: (1) to analyze the goals of Michigan's twenty-two Reemployment Services Initiatives (RSI) for Program Year (PY) 2003; (2) to provide success stories that reflect how reemployment services improved the lives of former Unemployment Insurance (UI) Claimants; (3) to report on the various procedures used by the twenty-two Michigan Works! Agencies to help UI Claimants obtain jobs. The targeted population consists of UI claimants from declining industries as identified by the Office of Labor Market Information and UI profiled claimants (claimants most likely to exhaust their Unemployment Insurance benefits before finding a job). The report that follows is designed to address the following major questions:

- Who did the RSI serve?
- How did the RSI grantees serve the program participants?
- What were the RSI goals?
- What were the outcomes?
- What were some of the success stories?

BACKGROUND

The Reemployment Services Initiative is a program of the United States Department of Labor-Employment and Training Administration (USDOL-ETA). The RSI makes funds available to the states to ensure that UI claimants receive the intensive services needed to help them become employed. The RSI grant is intended to supplement Wagner-Peyser Employment Service funding. RSI funds are provided by USDOL to facilitate significant increases in Job Search Activities, Entered Employment, and Retained Employment for UI claimants from targeted declining industries and occupations and for profiled UI claimants. In 1999 the Worker Profiling and Reemployment Services Policy Workgroup made seven recommendations in a final report. (Wandner, S. A. and Messenger, J. C., 1999) In partnership with the Unemployment Insurance Agency (UIA), the Employment Service Agency (ESA) incorporated three of the seven recommendations as requirements for grant recipients. The three recommendations are as follows:

1. States should accelerate their profiling and referral process to be certain that those individuals identified as likely to exhaust UI benefits and referred to reemployment services truly receive early intervention assistance, and ensure that the Worker Profiling and Reemployment Services (WPRS) selection pool is limited to those claimants who are most likely to exhaust UI benefits.
2. States should continually evaluate the reemployment services provided to profiled and referred claimants and seek to continually improve those services by ensuring that these individuals are provided with an orientation and assessment and receive assistance in

preparing individual services plans that will ensure that they receive additional services tailored to their individual needs.

3. For WPRS purposes and as part of the One-Stop initiative, operational linkages between the Wagner-Peyser Act, WIA Title 1 and UI programs should be further strengthened. The organizations responsible for operating these three programs should work closely together in the profiling/referral process, the providing of reemployment services, and in communications and feed back systems.

INTRODUCTION

The Michigan Department of Labor and Economic Growth-Employment Service Agency (DLEG-ESA) received a Wagner-Peyser Reemployment Services Grant from the United States Department of Labor-Employment and Training Administration (USDOL-ETA) to provide intensive reemployment services early in the Unemployment Insurance (UI) claimant's experience of unemployment. The Employment Service Agency (ESA) distributed \$1.38 million dollars to twenty-two Workforce Development Boards, with the expectation that the Michigan Works! Agency service centers would continue to build upon the successes of the PY 2002 Reemployment Services Initiative and provide employment testing as another service during PY 2003. The same twenty-two Michigan Works! Agencies (MWA) also participated in Reemployment Services Initiatives (RSI) during PY 2002.

The ESA released a policy issuance to the MWAs with instructions for implementing PY 2003 RSI programs and requested the submission of program plans. The ESA received RSI program plans from 22 of a possible 25 MWAs. After approving the RSI plans, the ESA issued reemployment services grants to the 22 participating MWAs. Each Michigan Works! Agency's plan identified its targeted UI claimant population and its program goals for core reemployment services. MWAs were expected to provide timely reemployment services to individuals from two targeted UI claimants groups:

- Claimants from targeted industries and occupations, i.e., industries and occupations that had been identified by the state Office of Labor Market Information (LMI) as having extremely high job losses
- Claimants profiled by the Unemployment Agency as likely to exhaust their UI benefits before finding work. Profiling helped MWAs identify those claimants who were likely to have extended durations of unemployment before finding work.

The following is a list of the participating MWAs:

- Berrien – Cass – Van Buren Michigan Works!
- Calhoun Intermediate School District
- Capital Area Michigan Works!
- Career Alliance, Inc.
- Central Area Michigan Works! Consortium
- City of Detroit Employment and Training Department
- Eastern Upper Peninsula Michigan Works!
- Michigan Works! The Job Force Board/Six County Employment Alliance
- Livingston County Michigan Works!

- Macomb/St. Clair Workforce Development Board, Inc.
- Muskegon/Oceana Consortium
- Northeast Michigan Consortium
- Northwest Michigan Council of Governments
- Oakland County Michigan Works! Workforce Development Division
- Ottawa County Michigan Works! Community Action Agency
- Michigan Works! Region 7B Employment and Training Consortium
- Southeast Michigan Community Alliance (SEMCA) Michigan Works!
- South Central Michigan Works!
- Thumb Area Michigan Works! Employment Training Consortium
- Washtenaw County Workforce Development Board / Employment Training and Community Services Group
- Michigan Works! West Central
- Western Upper Peninsula Michigan Works!

PROGRAM GOALS

DLEG-ESA established the following goals for PY 2003:

- ▶ Job Search Activities goal – Increase job search activities by a minimum of 3% over calendar year 2002.
- ▶ Employment testing goal – Increase the use of employment testing by a minimum of 5% over PY 2001 outcomes.

BASIC REEMPLOYMENT SERVICES PROCEDURES

The Michigan Works! Agencies identified a target population of UI claimants and generally followed the following steps:

1. The UI claimant must enter his or her resume into the Michigan Talent Bank. Entering a resume into the MTB signifies that the claimant is seeking employment and is registered for work.
2. MWA staff identified profiled claimants and entered a code in the One-Stop Management Information System.
3. Claimants were scheduled for a required information meeting. The information meeting covers the various reemployment services and training programs provided by the service center.
4. Claimants were scheduled to meet with a staff person to develop an Individual Service Strategy (ISS). The ISS is a customized career strategy designed to fit each UI claimant's need for intensive reemployment services. Employment testing may be scheduled if necessary to identify employment aptitudes, skills and interests.

5. There are seven services that make up the core set of mandatory services:

- Job Search Planning
- Job Search Workshop
- Job Finding Club
- Employment Testing
- Job Development
- Career Guidance
- Resume Writing Assistance

THE OUTCOMES

From the data collected, the outcomes for the PY 2003 RSI show that:

- Twenty-one of the twenty-two participating MWAs exceeded their Job Search Assistance Activities goals. There were 57,073 transactions, a 329% increase over PY 2002 levels.
- Sixteen MWAs met their employment testing goals. There were 4,374 employment tests administered, a very significant increase over PY 2001 levels.
- 5,192 orientations for UI profiled claimants, 1.15% higher than PY 2002 levels.
- 11,888 claimants were referred to reemployment services, 20 % higher than PY 2002 levels
- 4,896 claimants completed the services offered them, 1.12% increase over PY 2002 levels.

REEMPLOYMENT SERVICES INITIATIVE

PERFORMANCE REPORT FOR PY 2003

I. PURPOSE

The purpose of this report is three-fold: (1) to analyze the goals of Michigan's twenty-two Reemployment Services Initiatives for Program Year 2003; (2) to provide success stories that reflect how reemployment services improved the lives of former Unemployment Insurance Claimants; (3) to report on the various procedures used by the twenty-two Michigan Works! Agencies to help UI Claimants obtain jobs. The targeted population for the RSI consists of UI claimants from declining industries as identified by the Office of Labor Market Information and UI profiled claimants identified by the Unemployment Insurance Agency (UIA) as being most likely to exhaust their Unemployment Insurance benefits before finding a job.

II. BACKGROUND

The Reemployment Services Initiative (RSI) is a program of the United States Department of Labor-Employment and Training Administration (USDOL-ETA). The RSI makes funds available to the states to ensure that UI claimants receive the intensive services needed to help them become employed. The RSI grant is intended to supplement Wagner-Peyser Employment Service funding. RSI funds are provided by USDOL to facilitate significant increases in Job Search Activities, Entered Employment, and Retained Employment for UI claimants from targeted declining industries and occupations and for profiled UI claimants. In 1999 the Worker Profiling and Reemployment Services Policy Workgroup made seven recommendations in a final report. (Wandner, S. A. and Messenger, J. C., 1999) In partnership with the Unemployment Insurance Agency (UIA), the Employment Service Agency (ESA) incorporated three of the seven recommendations as requirements for grant recipients. The three recommendations are as follows:

1. States should accelerate their profiling and referral process to be certain that those individuals identified as likely to exhaust UI benefits and referred to reemployment services truly receive early intervention assistance, and ensure that the Worker Profiling and Reemployment Services (WPRS) selection pool is limited to those claimants who are most likely to exhaust UI benefits.
2. States should continually evaluate the reemployment services provided to profiled and referred claimants and seek to continually improve those services by ensuring that these individuals are provided with an orientation and assessment and receive assistance in preparing individual services plans that will ensure that they receive additional services tailored to their individual needs.
3. For WPRS purposes and as part of the One-Stop initiative, operational linkages between the Wagner-Peyser Act, WIA Title I and UI programs should be further strengthened. The organizations responsible for operating these three programs should work closely together in the profiling/referral process, the providing of reemployment services, and in communications and feed back systems.

III. INTRODUCTION

The Michigan Department of Labor and Economic Growth-Employment Service Agency (DLEG-ESA) received a Wagner-Peyser Reemployment Services Grant from the United States Department of Labor-Employment and Training Administration (USDOL-ETA) to provide intensive reemployment services early in the Unemployment Insurance (UI) claimant's experience of unemployment. The Employment Service Agency (ESA) distributed \$1.38 million dollars to twenty-two Workforce Development Boards, with the expectation that the Michigan Works! Agency service centers would continue to build upon the successes achieved in the PY 2001 and PY 2002 programs. Reemployment Services Initiative and would provide employment testing as another service during PY 2003. The same twenty-two Michigan Works! Agencies (MWA) also participated in the RSI during Program Year PY 2002 and PY 2003.

The ESA released a policy issuance to the MWAs with instructions for implementing PY 2003 RSI programs and requested the submission of program plans. The ESA received RSI program plans from 22 of a possible 25 MWAs. After approving the RSI plans, the ESA issued reemployment services grants to the 22 participating MWAs. Each Michigan Works! Agency's plan identified its targeted UI claimant population and its program goals for core reemployment services.

IV. WHO DID THE RSI SERVE?

MWAs were expected to provide reemployment services to individuals from two targeted UI claimants groups:

- Claimants from targeted industries and occupations, i.e., industries and occupations that have been identified by the DLEG's Bureau of Labor Market and Strategic Planning Initiatives as having extremely high job losses.
- Claimants profiled by the Unemployment Insurance Agency as likely to exhaust their UI benefits before finding a job. Profiling helped MWAs identify those claimants who were likely to have extended durations of unemployment before finding a job.

Table 1 shows the MWA Target Population Selections and Estimated Number of UI Claimants to be served as submitted in the Michigan Works! Agencies' reemployment services plans. To develop estimates for UI claimants to be served, the MWAs used labor market information (LMI) to identify industries in decline as well as LMI annual planning reports, strategic plans, and plant closing information for their local areas.

Thirteen MWAs elected to concentrate on UI claimants from targeted industries and occupations and estimated that they would provide services to a combined 4,421 UI claimants. Six MWAs selected UI profiled claimants as their target population and estimated that they would provide services to a combined 1,913 UI claimants. Three MWAs elected to provide services to both UI claimants from targeted industries and occupations and to UI profiled claimants and estimated that they would provide services to a combined 592 UI claimants.

Table 1
MWA Target Population Selection and
Estimated Number of UI Claimants to be Served
PY 2003

Targeted Population	Number MWAs Selecting This option	Estimated Number of UI Claimants to be Served
Targeted Industries/ Occupations	13	4,421
UI Profiled Claimants	6	1,913
Both	3	592
Total	22	6,926

V. HOW DID THE RSI GRANTEES SERVE THE PROGRAM PARTICIPANTS?

INCREASED CAPACITY

To achieve their RSI goals, most MWAs increased their capacity to serve UI claimants from the targeted populations. Based on an analysis of the MWAs' RSI plans, the ESA determined that the MWAs took the following steps to increase their service capacity:

- Increased the number of front-line staff to work with UI claimants
- Facilitated group workshops that included resume development information
- Collaborated with other workforce development service providers who delivered reemployment services
- Helped employers develop comprehensive retention plans for their companies
- Increased the use of ESA endorsed tests to assess UI claimants' skill level for referral to jobs or skill building training.

IDENTIFICATION AND ORIENTATION PROCEDURES

UI claimants were required to register for work by entering a resume in the Michigan Talent Bank (MTB). The MTB is an electronic self-serve labor exchange system that contains job seekers' resumes and employer's job openings with the intent to help match job seekers to the job openings. UI claimants from targeted industries and occupations were identified during Talent Bank registration and informed of their eligibility for reemployment services. Profiled UI claimants were selected from the profiling lists sent to each Michigan Works! Agency on a weekly basis by the Unemployment Insurance Agency.

Selected claimants were required to participate in a group or individual orientation session aimed at introducing them to the available reemployment services. At the orientation system, claimants were able to select the services that would be most beneficial to them in their job search. After the orientation, an MWA service provider met with the claimants to develop an individual Service Strategy (ISS). The ISS is a customized career strategy designed to fit each UI claimant's need for intensive reemployment services.

SERVICES PROVIDED

Based on the Individual Service Strategies (ISS) that were developed, some or all of the seven core reemployment services were provided to the targeted UI claimants. The core reemployment services that are offered by the Michigan Works! Agencies are:

- Job Search Planning:** A Job Search Plan is an Individual Service Strategy (ISS) that is entered into the One-Stop Management Information System (OSMIS) and used to document the reemployment plan developed for the targeted UI claimant.
- Job Search Workshop:** A Job Search Workshop is a short, 1–3 day seminar designed to provide participants with knowledge that will enable them to find jobs. Subjects covered include labor market information, application, completion, resume writing, interviewing techniques, job lead identification, and other topics, as appropriate.
- Job Finding Club:** A Job Finding Club is a job search assistance program that encompasses all elements of the job Search Workshop plus a 1–2 week period of structured, supervised activity during which participants attempt to obtain jobs.
- Employment Testing:** Only ESA endorsed tests are used for assessment testing. The endorsed instruments are Work Keys, Test of Adult Basic Education (TABE), Wonderlic Personnel Test (WPT) and the Employee Reliability Inventory (ERI).
- Job Development:** Job development contacts are made by telephone or in person with a specific public or private employer. Job development is an attempt to solicit a job interview for a specific job for a specific applicant for whom there is no suitable job listing in The Michigan Talent Bank.
- Career Guidance:** Career guidance is the provision of information, materials, suggestions, or services that are intended to assist the claimant in making occupation or career decisions.
- Resume Writing Assistance:** Resume writing assistance consists of providing instructions to job seekers on the content and format of resumes and cover letters and assisting job seekers to develop resumes and cover letters.

Table 2 ranks the seven job search activities provided by the participating MWAs to Assist targeted UI claimants find employment. The ranking goes from the most frequently Offered services to the least. Two MWAs elected to provide all seven services. Other MWAs provided one or more of the seven services.

Table 2
Ranking of the Seven Core Reemployment Services

The Seven Core Reemployment Services	Number of MWAs Providing Reemployment Service	Percentage (%) MWAs Providing Services
Job Search Workshop	17	77%
Resume Writing Assistance	17	77%
Job Search Planning	15	68%

The Seven Core Reemployment Services	Number of MWAs Providing Reemployment Service	Percentage (%) MWAs Providing Services
Job Development	15	68%
Career Guidance	15	68%
Testing Services	14	63%
Job Finding Club	2	10%
All Services	2	10%

Resume Writing Assistance and Job Search Workshops, which usually include an overview of the other services available, were the services most frequently provided by the MWAs. Most claimants, who were unfamiliar or lacked experience with writing resumes, received staff assistance with resume writing assistance. Resume entry into the Michigan Talent Bank is a requirement for unemployment benefits. Job Search Planning, Job Development and Career Guidance were the next highest-ranking services, followed by Testing Services and Job Finding Club.

The narratives on the following pages define the services provided by each of the participating Michigan Works! Agencies.

**Reemployment Services Initiative
Plan Narratives**

Name of Agency:

Berrien-Cass-Van Buren Michigan Works! Agency

Reemployment Services Provided:

The following facilitated Reemployment Services will be provided;

- Talent Bank resume assistance
- Talent Bank job search assistance
- Referral to Work First Job Club
- Reference checks
- Career Interest Inventories (CEI, SDS, MOIS)
- Grievance procedures
- Bonding assistance
- Referral to partner agencies
- Referral community services
- Fax machine
- Copy machine
- Resume paper
- Mailing service
- Phone access
- Civil Service applications and registrations
- Resource room access (word processing programs, Open Options, MOIS, Typing programs, and Instructional manuals)
- Individual Employment Plan

The following mediated Reemployment Services will be provided;

- Referral to Supportive Services
- Resume Assistance (wording and formatting)
- Job developing
- Employment Guidance
- Proficiency testing
- Other testing as determine

The services will be delivered through the MW Employment & Resource Centers (One-Stop Centers). The services provided will vary based on the need of the customer.

Funds allocated to the Workforce Development Board:

\$39,258.00

Name of Agency:

Calhoun Intermediate School District

Reemployment Services Provided:

The following Reemployment Services will be provided:

- **Job Development:** This job development may include using other websites, the local classified advertising and phone or in-person contacts with specific public or private sector employers.
- **Job Search Planning:** The ISS will include the necessary steps and timetable for the customer to obtain employment. Michigan Works! ES staff will utilize the ISS format in the One-Stop MIS to document the reemployment plan developed for the customer.
- **Job Search Workshop:** Topics include, but are not limited to: developing job leads, local labor market information, application completion, resume writing and development, interviewing skills, follow-up techniques, etc.
- **Resume Writing Assistance:** The Michigan Works! ES staff will provide resume writing assistance to the Targeted Industries customers. The customers will receive instruction relating to the content and format of professional resumes and cover letters.
- **Employment Testing:** The MWA has developed a linkage with Kellogg Community College to facilitate the Work Keys assessment service.

Funds allocated to the Workforce Development Board:

\$33,938.00

Name of Agency:

Capital Area Michigan Works!

Reemployment Services provided:

- Job Club, in a structured setting at a Service Center, presented in one-on-one and/or group sessions
- Job Development, telephone and person-to-person employer contact, in one-on-one sessions
- Assessment/Testing, using approved tests, in one-on-one and/or group sessions
- Career Guidance, researching careers, providing information and materials to claimants, in one-on-one and/or group sessions
- Job Search Planning, individualized plan with timelines for achieving employment, one-on-one
- Job Search Workshops, providing labor market information, instructions on completing applications, and learning interviewing techniques, in one-on-one and/or group sessions
- Resume Writing, helping claimants develop professional resumes and cover letters, in one-on-one and/or group sessions

Funds allocated to the Workforce Development Board:

\$43,123.00

Name of Agency:

Career Alliance Inc.

Reemployment Services provided:

- **Job Development:** There are attempts to solicit a job interview for a specific job for a specific applicant for whom there is no suitable job listing in Michigan Talent Bank.
- **Job Search Planning:** Developed to assist the UI claimants to achieve employment. A job search plan includes the specific steps that must be taken and the timetables that should be followed to reach employment goals.
- **Job Search Workshop:** Typically includes: Resume Writing, Labor market information, Application completion, Interviewing techniques, Job lead identification.
- **Job Finding Club:** Job search assistance program that encompasses all elements of the Job Search Workshop plus a period of one to two weeks of structured, supervised activity aimed at helping participants to obtain jobs.
- **Assessment and Testing Services:** MWA will use endorsed tests for the purpose of assessing claimants' work-related skills.
- **Employment Counseling:** Involves assisting the job seekers to gain a better understanding of them in relation to the world of work. Appropriate employment counseling enabled job seekers to make better, more realistic decisions about choosing or changing occupations.
- **Providing Specific Labor Market Information (LMI):** Contains specific information about occupational staffing patterns, hiring patterns, working conditions, and rates of pay for specific occupations.
- **Resume Writing Assistance:** Provides instructions to job seekers on the content and format of resumes and cover letters and assisting job seekers to develop resumes and cover letters.

Funds allocated to the Workforce Development Board:

\$92,123.00

Name of Agency:

Central Area Michigan Works! Consortium

Reemployment Services provided:

- Job Development
- Job Search Planning
- Job Search Workshop
- Employment Testing
- Career Guidance
- Résumé Writing

Funds allocated to the Workforce Development Board:

\$29,493.00

Name of Agency:

City of Detroit Employment and Training Department

Reemployment Services provided:

The types of reemployment services to be provided include job development, job search planning, job search workshops, and job finding clubs.

- **Job Development:** An employment service interviewer will act as a job developer contacting specific public and private employers to support placement of persons in the targeted industry group. Job interviews will be arranged, by telephone or in person, for a specific job for a specific applicant for whom there is no specific job listing in the Michigan Talent Bank. Interviews will be arranged for jobs that fit targeted applicants' skills and experience. A supportive service, community voice mail will be provided to ensure adequate contact between employer and participant.
- **Job Search Planning:** An Individual Service Strategy (ISS) plan will be developed for each participant that will include the necessary steps and timetables to achieve employment. The ISS within the Management Information System will document progress towards achieving employment and/or referrals to (1) assessment and testing services and (2) employment counseling and training.
- **Job Search Workshops:** Job Search Workshops will be conducted one day a week for approximately six hours with components on Labor Market Information (LMI), application completion, resume writing assistance, career exploration, how to dress for success, interviewing techniques, and job lead identification.
- **Job Finding Club:** One to three day seminars will be established for participants to (a) contact community voicemail, (b) contact employers to arrange interviews, (c) conduct mock interviews to practice interviewing techniques, (d) share job leads, (e) explore career development (resume writing assistance) and labor market information, and (f) enhance customer service skills and communication.

Funds allocated to the Workforce Development Board:

\$256,892.00

Name of Agency:

Eastern Upper Peninsula Michigan Works!

Reemployment Services provided:

- Job Development
- Job Search Planning
- Career Guidance
- Resume Writing Assistance

Funds allocated to the Workforce Development Board:

\$12,878.00

Name of Agency:

Michigan Works! Job Force Board/Six County Employment Alliance

Reemployment Services Provided:

- Job Development -A job development contact is a contact made by telephone or in person with a specific public or private employer.
- Job Search Planning-A plan developed for an applicant that includes the necessary steps and timetables to achieve employment.
- Job Search Workshop-Short seminars designed to provide participants with knowledge that will enable them to find jobs.
- Employment Testing-The list of possible testing instruments includes: Work Keys, Tests of Adult Basic Education (TABE), Wonderlic Personnel Test (WPT), the Employee Reliability Inventory (ERI), Work Keys Assessments.
- Career Guidance-Career guidance is the provision of information, materials, suggestions or services that are intended to assist the claimant in making occupation or career decisions.
- Resume Writing Assistance-Provide instructions to job seekers on the content and format of resumes and cover letters. Assist job seekers to develop resumes and cover letters.

Funds allocated to the Workforce Development Board:

\$27,120.00

Name of Agency:

Livingston County Michigan Works!

Reemployment Services Provided:

The type of reemployment service that will be provided will be job search workshops. The workshops will be a short seminar designed to provide participants with knowledge that will enable them to find jobs. Subjects are not limited to, but will include: labor market information (1 hour), application completion (1 hour), resume writing (3 hours), interviewing techniques (3 hours), and job lead identification (3 hours).

Funds allocated to the Workforce Development Board:

\$16,119.00

Name of the Agency:

Macomb - St. Clair Workforce Development Board, Inc.

Reemployment Services Provided:

The following Reemployment Services will be provided to UI Profiling claimants who have a score of 400 or higher on the Worker Profile Referral System.

- **Job Search Workshops:** Claimants will receive a minimum of eight (8) hours of reemployment services; this includes two (2) hours of Orientation and six (6) hours of “Job Search Workshops.”
 - All RSI participants will be required to participate in a minimum of six hours of services under this category. Participants will choose from a menu of seminars that cover a wide variety of job search-related topics. . There is no maximum number of hours and participants can enroll in as many workshops as they choose. Topics to be covered include resume writing (2 hours), interviewing skills (2 hours), job applications (1 hour), cover letters (2 hours), use of the Internet in a job search (1 hour), effective networking (1 hour), surviving during a period of unemployment (1 hour), and how to assemble a career portfolio (1 hour). A special 6-hour block of workshops will be assembled specifically for the profiled claimants and will run at each service center at least once per month. This workshop will focus on the topics of Job applications (1 hour), Resume Writing and Cover Letters (2 hours), Interviewing Skills (2 hours), and networking (1 hour). Profiled claimants will have the option of attending this workshop or of putting together their own schedule of workshops selected from the menu listed in the “Catalog of Services”.
- **Job Development:** WIA-eligible Profiling claimants will be provided Job Development services to identify specific job opportunities that meet the claimant’s abilities and needs. There is no limit on number of hours tied to this service. WIA staff will work with customers until they obtain a placement.
- **Resume Writing Assistance:** A Mediated Services Specialist will provide one-on-one assistance to profiling claimants who require assistance with the preparation of a professional resume. In addition to the expertise of the staff, the claimants will have the use of “Resume-Writer” software available to them. The software is installed on all computers located within the service center’s Resource Room. The number of hours of services received under this category will be determined by the needs of the participant.
- **Job Search Workshops:** Claimants will receive a minimum of eight (8) hours of reemployment services; this includes two (2) hours of Orientation and six (6) hours of “Job Search Workshops.”
- **Employment Testing:** A minimum of 45 RSI participants will be tested to determine their reading and math skill levels. The Test of Adult Basic Skills (TABE) will be used to make this determination. Completion of the TABE will not count towards the completion of the minimum eight hours of services.
 - The Macomb/St. Clair Workforce Development Board is investigating the possibility of incorporating an “employee testing strategy” into its’ Reemployment Service Initiative Program. At the time that this plan is being prepared, information is being gathered on the various testing instruments that have been endorsed by the Michigan Department of Career Development. In the event that such a strategy is added to the program, the Workforce Development Board will submit an amended copy of this plan to the MDCD.
- **Career Guidance:** Mediated Services staff and ES facilitators will provide Profiled customers with career guidance if it is needed. This will be provided one-on-one and through the use of the Michigan Occupational Information System (MOIS). There is no minimum number of hours tied

to this service. The number of hours of services provided under this category will depend on the needs of the participant.

- Other: Profiling claimants also have a second option. Under the local Michigan Works! Service System, all Profiling claimants who have a score of 0.400 or higher on the UIA's Worker Profile Referral System are automatically eligible for services funded under the Workforce Investment Act (WIA). Since that score is also the cutoff for claimants served under the Reemployment Services Initiative, all Profiling claimants served through the initiative will be eligible for services funded through WIA. Profiling claimants who are selected for and who enroll in and regularly attend a training program funded through WIA will be considered to have completed the attendance requirements of the Profiling Program.

Funds allocated to the Workforce Development Board:

\$176,528.00

Name of the Agency:

Muskegon / Oceana Consortium

Reemployment Services Provided:

The following Reemployment Services, in any combination, will be provided to UI Profiled claimants:

- (1) job development;
- (2) job search planning;
- (3) job search workshop;
- (4) employment testing;
- (5) career guidance; and
- (6) Resume writing assistance.

Reemployment Services will be provided for approximately 30 hours per client. The duration of all reemployment services, however, will be determined by the individual needs of the clients.

RSI Service Delivery: Existing labor exchange subcontractors will deliver reemployment services. Each agency has 2 Placement/Marketing Specialists who are trained in Internet access. They have also received training on Michigan's Job Bank and Michigan's Talent Bank, and serve the customers (job seekers and employers).

Services will be delivered bi-weekly in groups of 30. Following orientation, all claimants will be assessed and tested using ESA endorsed tests. Assessment and testing results will be used to develop an ISS for each claimant. Claimants will then search the Michigan Talent Bank for jobs. The Marketing Specialist will conduct job development contacts for claimants for whom there is no appropriate job listing in the Michigan Talent Bank. In the interim, claimants will be assisted in constructing resumes. The claimants will then engage in 1-2 weeks of structured, supervised activity, in an attempt to obtain employment. Employment guidance will be provided, as needed.

Clients who fail to participate will be referred back to the local CIS/UIA for further action deemed appropriate.

The MWA will adhere to all provisions that apply to Wagner-Peyser funds. Funds, however, will only be expended on reemployment services for UI claimants.

- **Job Search Workshops:** The job search workshop will consist of a 1-3 day seminar designed to provide participants with knowledge that will enable them to find jobs. The topics will include labor market information, application completion, resume writing, interviewing techniques, and job lead identification. The workshops will have a minimum of 6 hours total of active classroom time.
- **Job Development:** The MWA's Marketing Representatives will conduct job development contacts, of approximately 30 minutes per employment, either by phone or in person. Job development will be conducted with specific public or private employers in order to ascertain a job interview for a specific job, for a specific applicant for whom there is no appropriate job listing in Michigan Talent Bank.
- **Resume Writing Assistance:** Instructions will be provided to the job seekers on the content and format of resumes and cover letters. They will also be provided assistance in developing resumes

and cover letters. Resume Writing Assistance will be provided to each client for approximately 2 hours.

- Employment Tests: Employment testing will be offered to jobseekers that qualify for reemployment services. Employment tests will be used to assess the job seeker's potential for job success. These tests will be offered to employers as part of the job development component, and to jobseekers as an addition to career guidance services.
 - Employment Testing: Only ESA endorsed tests will be used for employment testing. These include Work Keys, Tests of Adult Basic Education (TABE), Wonderlic Personnel Test (WPT), the Employee Reliability Inventory (ERI), Work Keys Assessments, O*NET Ability Profiler, O*NET Interest Profiler, the O*NET Work Importance Locator, and/or the O*NET Work Importance Profiler. It is anticipated that each client will spend approximately 3 hours in employment testing.
 - The MWA will provide employment testing to 196 participants, a 5% increase over the testing totals from the PY 2001 fourth quarter ETA 9002 Report.
- Career Guidance: Qualified employment counselors will assist job seekers in gaining a better understanding of themselves in regards to the world of work. Job seekers will be provided information, materials, suggestions or services that will assist the claimants in choosing or changing occupations rationally and in making appropriate career decisions. Each client will spend approximately 2 hours in Career Guidance activities.
- Job Search Planning: An individual services strategy (ISS) will be developed for each client. The ISS will include the necessary steps and timeframes to achieve employment. The ISS will be stored in the OSMIS. Each client will spend approximately 2 hours in Job Search Planning.

Funds allocated to the Workforce Development Board:

\$44,591.00

Name of the Agency:

Northeast Michigan Consortium

Reemployment Services Provided:

This Michigan Works! Agency will be offering only Reemployment Services for UI Profiled Claimants and NOT services for UI Claimants in Targeted Industry/Occupations. All provisions that apply to W-PA funds will pertain to the activities funded under this initiative.

This MWA will identify our declining industries/occupations on MDCCD-ESA form 200-202 for recruiting UI claimants to participate in a 6-hour job search workshop. Staffs will either distribute the form to resource room participants or customers can obtain the form from a supply available in the resource room explaining the workshop and requirements to qualify.

Delivery of Services. Current plans are to provide this workshop once per month for a minimum of six hours at the Alpena Michigan Works! Service Center. If funding and staff time permit, NEMC will increase the frequency and locations to serve more referrals.

- Job Search Workshops: A six-hour job search workshop activity has been selected as the primary service to provide reemployment services to Targeted Industries/Occupations UI Claimants. At a minimum, the workshop will be available in Alpena County Michigan Works! Service center once per month. Based on customer needs and funding, we may expand the availability to other Michigan Works! Service Center locations I our MWA. This workshop will include, but will not be limited to the following components:
 - I. General
 - 1. Attendance sheet sign-in
 - 2. Introduction
 - 3. How/why you were chosen to participate
 - 4. Our connection/responsibility to UA
 - 5. Schedule for the day
 - 6. Housekeeping (bathrooms, phones, etc.)
 - II. Networking
 - 1. Labor Market Information
 - 2. Contacts activity
 - 3. Job search log
 - III. Employability Skills Training
 - 1. Application
 - 2. Completion of communication activity
 - 3. Application tips
 - 4. Discussion/videotapes of poor examples of resumes, interviewing, etc.
 - IV. Skills

1. Personality traits activity
 2. Transferable skills activity
- V. Objectives
1. Resume vs. letter
 2. Motivational factors
- VI. Resume
1. Contents/set-up
 2. Accomplishments
 3. References checklist
 4. Automated job search on the Talent Bank
 5. Resume worksheet
- VII. Cover Letter
1. Format
 2. Content
 3. Power words

- Job Development: Part II of the workshop focuses on job development.
- Resume Writing Assistance: Parts III-VI of the workshop focus on resume writing.
- Employment Testing: The MWA anticipates utilizing any of the allowable tests based upon employer requests/needs. In the past we have not received any requests for the allowable tests. In fact, the only requests we have received have been for manual and finger dexterity testing. With the addition of O*NET ability profiler, we now have the opportunity to provide this service. It is our plan to provide employment tests for 3 UI Profiled eligible claimants and/or employers.
- Career Guidance: The job search workshop activity will be the primary service to UI Profiled Claimants.

Funds allocated to the Workforce Development Board:

\$33,945.00 = \$13,645

Name of Agency:

Northwest Michigan Council of Governments

Reemployment Services Provided:

- **Job Search Planning:** One-hour individual appointments will be made with a Career Advisor to conduct an initial assessment of the claimant's employment goals, interests, employment history, educational background, job related skills, and barriers to employment. An Individual Service Strategy (ISS) will be developed jointly by the claimant and Career Advisor and will outline the reemployment activities recommended to facilitate a speedy return to work. For each step, the ISS will show a targeted time frame, where the service can be received, the date of the referral made for that service, and the expected outcome or objective to be achieved. The ISS is designed to be an on-going and evolutionary document. The initial ISS will almost always need to be revised and updated several times during the course of a person's involvement in various programs. Form UA 2120, Profiling Service Plan, will be completed and returned to the Unemployment Office once services have been concluded and the ISS has been fulfilled.
- **Career Guidance:** Career Advisors will provide individualized career guidance to profiled participants that may include: employment counseling, assistance with career research, assistance in pursuing financial aid and training options or accessing community resources and supportive services.
- **Employment Testing:** MWA Career Advisors will promote testing to profiled participants as an adjunct to career guidance services. ESA endorsed instruments will be utilized and required testing procedures will be adhered to.
- **Job Search Workshops:** Reemployment services will include group activities, such as job search workshops, covering such topics as labor market characteristics, job targeting, transferable skills, networking; resume development, employer expectations, telephone techniques, application preparation, interviewing skills, etc. In conjunction with the workshops, weekly network groups will be held to provide job seekers with the opportunity to interact with other participants to discuss common problems and issues related to employment. The groups are effective in reducing the isolation that unemployed individuals often feel and provide a vehicle for improving self-esteem, creating motivation, and fostering group networking, support and feedback on the job seeking effort. The duration of the job search workshops will be a minimum of six hours.
- **Resume Writing Assistance:** Group resume labs are offered for in-depth assistance in preparing resume or cover letters. The labs will be offered once a week for one or two hours.

Funds allocated to the Workforce Development Board:

\$48,058.00

Name of Agency:

Oakland County Michigan Works! Workforce Development Division

Reemployment Services Provided:

- **Job Search Planning:** The service centers will complete a reemployment plan for appropriate UI claimants, at the beginning of their participation in the reemployment services program. This plan will a.) include the necessary steps and timetables to achieve employment and b.) be documented on the individual service strategy (ISS) in the One-Stop Management Information System (OSMIS).
- **Resume Writing Assistance:** As appropriate, the MWA'S service centers will a.) provide eligible UI claimants with instructions on the content and format of resumes and cover letters and b.) help claimants develop resumes and cover letters.
- **Career Guidance:** As appropriate, the MWA's service centers will provide eligible UI claimants career guidance, which is the provision of information, materials, suggestions or services that are intended to assist the claimant in making occupation or career decisions. This guidance may include information on occupational staffing patterns, hiring patterns, working conditions and pay rates for specific employers.
- **Employment Testing:** As appropriate, the MWA's service centers will administer eligible UI claimants one or more of the following ESA endorsed tests: Work Keys, Tests Of Adult Basic Education (TABE), the Wonderlic Personnel Test (WPT), the Employee Reliability Inventory (ERI), Work Keys Assessments, the O*NET Ability Profiler, the O*NET Interest Profiler, the O*NET Work Importance Locator, and the O*NET Work Importance Profiler.
- **Job Development:** As appropriate, the MWA's service centers will provide job development for eligible UI claimants. A job development contact is a contact made by telephone or in person with a specific public or private employer. It is an attempt to solicit a job interview for a specific job for a specific applicant for whom there is no suitable job listing in Michigan's Talent Bank.

Funds allocated to the Workforce Development Board:

\$164,298.00

Name Of Agency:

Ottawa County Michigan Works! /Community Action Agency

Reemployment Services Provided:

- Orientation to services and programs at the Michigan Works! service centers
- Resume review/refresh on Michigan Talent Bank
- Job Search techniques, including using MTB
- Application writing techniques
- Interviewing skills
- Succeeding On The Job
- Developing an Individual Service Strategy for reemployment to determine individual need for services/referral to other agencies
- Open Options/MOIS/workshops and/or other workshops such as “Computer Comfort” and “Internet Job Searching”
- Workkeys™ Assessments, other approved assessments, and/or remediation options

Funds allocated to the Workforce Development Board:

\$35,828.00

Name Of Agency:

Michigan Works! Region 7B Employment and Training Consortium

Reemployment Services Provided:

- Orientation
- Job Development
- Job Search Planning
- Job Search Workshops: It is expected that the majority of participants will attend the Job Search Workshops. This activity will cover resume/cover letter writing, interviewing skills, budgeting, completion of employment applications and job search techniques. The orientations and workshops will be delivered every other week and last an average of six hours.
- Employment Testing
- Career Guidance
- Resume Assistance

Funds allocated to the Workforce Development Board:

\$27,255.43

Name Of Agency:

South Central Michigan Works!

Reemployment Services Provided:

- **Job Search Planning:** A plan for each applicant will be developed that will include the necessary steps and timetables to achieve employment
- **Job Search Workshop:** The South Central Michigan Works contractor will design short (1-3) day seminars designed to provide participants with knowledge that will enable them to find jobs.
- **Assessment And Testing Service:** The South Central Michigan Works contractor will provide the Work Keys assessment services (approximately 45 minute testing sessions) for customers interested in this service. This assessment will enable both the customer and the contractor to understand the skill levels of the customer, thus providing for a greater opportunity for successful sustained employment.
- **Career Guidance:** The South Central Michigan Works contractor will provide career guidance by providing information, materials, suggestions or services that are intended to assist the claimant in making occupation or career decisions. Merit Staff will provide this service (in a presentation lasting approximately one half hour).
- **Resume Writing Assistance:** The South Central Michigan Works contractor will provide instructions to job seekers on the content and format of resumes and cover letters and assist job seekers in the development of those documents in a half hour presentation.

Funds allocated to the Workforce Development Board:

\$48,211.00

Name Of Agency:

Southeast Michigan Community Alliance Michigan Works! (SEMCA)

Reemployment Services Provided:

- **Job Development:** Telephone or in person contact with a specific employer to set job interviews for a specific applicant who has not been able to find a suitable position through the Michigan Talent Bank.
- **Job Search Planning:** SEMCA will utilize the ISS in OS-MIS to develop a plan for profiled customers in order to assist them in setting steps to employment including timetables for activities.
- **Job Search Workshops:** SEMCA will utilize job search workshops with duration of 1-3 days to provide participants with the knowledge that will help them find jobs. Subjects will include: labor market information, application completion, resume writing, interviewing techniques, job lead identification and others as needed by the customer.
- **Employment Testing:** The ESA endorsed test will be used for employment testing:
- **Career Guidance:** SEMCA will provide information, materials, suggestions and/or services that will assist the claimant in making occupation or career decisions (provided by all merit staff).
- **Resume Writing Assistance:** The resume writing assistance component will provide specific instruction to job seekers on the content and format of resumes and cover letters. ES staff will also be able to assist the job seeker in developing an appropriate resume and cover letter to increase the probability for getting hired.

Funds Requested allocated to the Workforce Development Board:

\$135,154.00

Name Of Agency:

Thumb Area Michigan Works! Employment Training Consortium

Reemployment Services Provided:

- Resume Assistance/Preparation: Personalized, customized career/job development planning.
- Analysis of skill/work history. Review of formal/informal education and training. Resume critique and updating.
- Career Guidance: Provision of career exploration materials. Review of local and out-of-state job opportunities. Cooperative search for additional career guidance information.
- Referral to complimentary career guidance resources.
- Testing: Provision of TABE Locator Testing. Basic analysis of testing results. Review of additional testing opportunities. Referral to appropriate testing agents

Funds allocated to the Workforce Development Board:

\$48,767.00.

Name Of Agency:

**Washtenaw County Workforce Development Board/Employment Training and
Community Services Group**

Reemployment Services Provided:

Job Search Workshop

A seven-hour workshop will be offered every Monday for UI claimants that have been identified at registration. The workshop will be designed to provide participants with knowledge that will enable them to find jobs. The following is the breakdown of the seven-hour session:

Morning Session (9:30 a.m. – 12:30 P.M.):

- Introductions
- Tour of the Michigan Works! Service Center
- Introduction of Employment Services staff
- Self-assessment
- discussion
- video “Self-Assessment I”
- Employer Research
- Transferable Skills
- Prospecting
- Interviewing
- Preparation
- Answering tough questions
- Use of “Tie Downs”
- Pitfalls
- Networking
- Follow-up
- Log

Lunch Break (12:30 p.m. – 1:30 p.m.)

Afternoon Session (1:30 p.m. – 4:30 p.m.)

- What is a resume? Discussion
- Video “the Resume”
- Professional Resume Tutorial
- Electronic Resumes
- Who Needs a Cover Letter? Discussion
- Cover Letter Tutorial
- Say “thank You” Professionally
- Thank You Letters Tutorial

**Funds allocated to the Workforce Development Board:
\$23,414.00**

Name Of Agency:

Michigan Works! West Central

Reemployment Services Provided:

- **Job Search Workshop:** Job Search Workshops will provide instruction in areas including: interview skills, methods of locating jobs for which the applicant may apply, appropriate demeanor, appropriate attitude, "Dress for Success"
- **Career Guidance:** Career Guidance will be provided using MOIS or other systems such as O-NET to assist workers in determining a choice of career area or areas they may be interested in. These systems are available at every Michigan Works! West Central Workforce Service Center computer and the services are available to customers along with any necessary staff assistance. Appropriate materials and information will be available to assist participants as well.
- **Resume Writing Assistance:** Resume Writing Assistance will be provided to Reemployment customers. The technicalities of creating a resume, perfecting a resume, and targeting a resume to a specific employer, as well as designing a well-representative cover letter, thank you letters, and more will be presented by staff. Resume paper and envelopes will be provided to the customer as needed.

Funds allocated to the Workforce Development Board:

\$29,548.00

Western Upper Peninsular Michigan Works!

Reemployment Services Provided:

Five types of reemployment services will be provided

- **Job Search Planning.** An individual Services Strategy, ISS, will be developed, which lists the necessary steps and timetables to achieve employment. The ISS in the One-Stop Management Information system (OSMIS) will be used to document the reemployment plan developed for the UI Program.
- **Assessment and Testing Services.** Each claimant will be assessed using the Wonderlic Personnel Test (WPT) (one hour)
- **Career Guidance.** Each claimant will review their ISS and Assessment results with the Reemployment Specialist and reach a better understanding of their position in relation to the workforce. Changes or update to their ISS will be made as needed or appropriate. (One hour)
- **Resume Writing Assistance.** Each Job Seeker will develop a formal and functional resume for attachment to applications. (One hour)
- **Job Development.** This is an effort by the Reemployment Specialist to arrange an interview for Reemployment Services program enrollees (job seeker). Specific employers will receive recommendations and referrals of job seekers based on best information available and gained while providing the services above and

Funds allocated to the Workforce Development Board:

\$13,459

VI. WHAT WERE THE RSI GOALS?

DLEG-ESA established the following goals for PY 2003:

- ▶ Job Search Activities goal – Increase job search activities by a minimum of 3% over calendar year 2002 levels.
- ▶ Employment testing goal – Increase the use of employment testing by a minimum of 5% over Program Year 2001 levels.

VII. WHAT WERE THE OUTCOMES?

The following tables illustrate the successes of the PY 2003 RSI in meeting two stated goals.

GOAL 1: Increase job search activities by a minimum of 3% over calendar year 2002.

Table 3 compares the PY 2002 and PY 2003 Job Search Activities outcomes. The results, as reported in the ETA 9002 fourth quarter report, show that the total PY 2003 Job Search Activities exceeded PY 2002 total outcomes by 329%. The number of Job Search Activities reported in the ETA 9002 for eligible UI claimants ranged from a low of -22% reported by the West Central to a high of 4,851% reported by South Central.

Table 3
PY 2003 Job Search Activities Outcomes
ETA 9002 Report

MICHIGAN WORKS! AGENCY	PY 2002 Final Data	PY 2003 Final Data	Rate (%) of Increase or Decrease
Berrien-Cass-Van Buren	237	4674	4,261%
Calhoun	256	486	382%
Capital Area	260	3342	3,005%
Career Alliance	0	368	N/A
Central Area	295	518	345%
City of Detroit	683	6908	2,351%
Eastern UP	22	109	873%
Job Force/Six County	145	427	647%
Livingston	162	400	458%
Macomb-St. Clair	1,207	2111	285%
Muskegon/Oceana	839	1402	362%
Northeast	339	270	109%
Northwest	455	935	528%

MICHIGAN WORKS! AGENCY	PY 2002 Final Data	PY 2003 Final Data	Rate (%) of Increase or Decrease
Oakland	2,406	5920	650%
Ottawa	199	547	765%
Region 7B	320	758	532%
SEMCA	3,954	14844	773%
South Central	166	8218	9,671%
Thumb Area	510	2078	740%
Washtenaw	175	264	369%
West Central	311	242	162%
Western UP	359	2252	1,241%
TOTAL	13,300	57,073	329%

GOAL 2: Increase the use of employment testing by a minimum of 5% over PY 2001 levels.

Table 4 shows that of the twenty-two participating MWA's, sixteen met or exceeded their performance goals for Employment Testing, while two did not meet performance goals. Four of the twenty-two participating MWAs did not enter any testing data into the Mediated Services Reporting system. Employment testing was goals for the first time this PY 2003.

Table 4
Employment Testing
PY 2001 Outcomes Compared to PY 2003
And Percentage of Change

Michigan Works! Agency	PY 2001 Testing	PY 2003 Goals	PY 2003 Testing	% Change
Berrien-Cass-Van Buren	0	5	1	1%
Calhoun ISD	17	18	23	1.35%
Capital Area	16	17	1,087	679%
Career Alliance	0	5	10	10%
Central Area	0	5	123	123%
City of Detroit	0	5	518	518%
Eastern UP	0	5	7	7%
Job Force	2	5	8	400%
Livingston	0	5	0	0%
Macomb-St. Clair	43	45	13	-70%
Muskegon-Oceana	187	196	1,313	7.2%
Northeast	0	5	8	8%
Northwest	5	5	28	5.6%
Oakland	70	74	509	73%
Ottawa	0	5	622	622%
Region 7B	0	5	0	0%
SEMCA	2	5	62	31%

South Central	0	5	42	42%
Thumb Area	0	10	1	1%
Washtenaw	1	5	20	20%
West Central	0	5	5	5%
Western UP	4	137	38	905%

Table 5
 Reemployment Services to UI Profiled Claimants
 Comparison between PY 2002 and PY 2003
 Based on UI Report 9048

Reemployment Service	PY 2002 2 Quarters	Estimated 4 Quarters	PY 2003 2 Quarters	Estimated 4 Quarters	Percent of Change
Total UI Profile Claimants	123,690	123,690	241,461	482,922	3.9%
Orientations	2,372	4,477	2,596	5,192	1.15%
Claimants Referred to Service	2,887	5,774	5,944	11,888	20%
Claimants Completed Services	2,177	4,354	2,448	4,896	1.12%

Table 5 shows that more UI profiled claimants received services in PY 2003. The MWAs conducted more orientations (information meetings) for UI profiled claimants. It also shows that 20% more UI profiled claimants were referred to services that would help profiled claimants find jobs. More UI profiled claimants completed services offered to them.

VIII. WHAT WERE SOME OF THE SUCCESS STORIES?

The narratives on the following pages were submitted by some of the Michigan Works! Agencies that participated in the PY 2003 RSI. These success stories describe the positive outcomes that resulted for Unemployment claimants as a result of their participation in reemployment services.

**Reemployment Services Initiative
Success Stories**



Capital Area Michigan Works!

PY 2003-Reemployment Services Initiative Success Story

Sonji Lynn Smith

Sonji Lynn Smith was downsized from her position at Planned Parenthood of Southeast Michigan in Detroit earning \$55,000.00 annually. She moved to the Lansing area and was referred to the Re-employment program.

In December of 2003, Sonji became very involved in all the services offered at Capital Area Michigan Works! She had several one-on-one meetings with Karen Charlie, Community Services Specialist, for assistance in resume preparation, career guidance, job development ideas, and labor market information. Sonji attended the Resume Writing Workshop and participated a number of times in the Mock Interview Taping Workshop; to ensure her interview skills were top notch. She was also a frequent user of the Michigan Talent Bank and utilized the materials in the Resource Center.

All this hard work paid off for Sonja. In April of 2004, Sonji obtained employment as the Executive Director of the Central and Eastern Michigan Area Health Education Center (AHEC) in Okemos, MI, with a salary of \$65,000.00, substantially higher than her previous position.

In addition, she is using Capital Area Michigan Works! and the Michigan Talent Bank to find employees. She will be a guest interviewer at a future Mock Interview Taping Workshops, but this time, seated on the other side of the table as an Employer.



Michigan Works! The Job Force Board/Six County Employment Alliance

Central Upper Peninsula Of Michigan

Re-Employment Success Story: James King

The effectiveness of reemployment services in the Central Upper Peninsula of Michigan has been used to improve the quality and the quantity of Reemployment services for UI claimants.

James King was a machinist with Lakeside Machine, Inc. of Gladstone, earning \$11.65 an hour, until his layoff on April 1, 2002, at which time he registered for Work with the Michigan Works! Service Center in Delta County. Due to the area-wide cutback in the manufacturing field, Jim was unable to find re-employment. He drew out his entire unemployment claim and began an extension before Lakeside Machine received certification by the Department of Labor for re-employment/re-training services on December 10, 2002. Jim was registered into the Re-Employment program, as well as the Trade Adjustment Allowance Reform Act Program. He enrolled and began the Heating, Ventilation, and Cooling program with Northern Michigan University's Dominic Jacobetti Center College of Technology in January of 2003. He received mileage allowances for travel to and from his training site, a new set of tools required for his training, as well as TRA benefits to help support him while in training.

In December of 2003 James approached Michigan Works! Employment Services Representative, Amy Berglund, to revise and update his resume and create a cover letter for application to Ross' Manufacturing in the Heating and Cooling department. By February of 2004 Ross' hired Jim at a part-time capacity with the agreement that upon graduation from NMU and completion of his certificate training, he would be promoted to a full-time position.

Jim graduated in May of 2004 and is now thriving at full-time status with Ross' Manufacturing earning \$11.35 an hour.



**Michigan Works! The Job Force Board/Six County Employment Alliance The Job
Central Upper Peninsula Of Michigan**

Re-Employment Success Story: Anthony Mayville

The effectiveness of reemployment services in the Central Upper Peninsula of Michigan has been used to improve the quality and the quantity of Reemployment services for UI claimants.

Technical Automotive Group or TAG Corporation was in need of a good salesman. Anthony “Tony” Mayville was in need of a good job. TAG, a newly formed subsidiary of SnapOn Tools, whose corporate headquarters are based in Conway, Arkansas, was searching for someone to fill their position as Equipment Sales Specialist.

TAG Sales consists of automotive equipment such as front-end alignments, fluid exchange, tire rotation /replacement and balancing machines. They provide these services to independent garages, auto dealerships, and auto body repair facilities. In addition to providing a wide array of machines, TAG is a total solutions provider, meaning that TAG will assist with the design, layout and equipping of you’re automotive or auto body facility.

Equipment Sales Specialist is exactly how it sounds, directly selling automotive equipment to an established customer base with in a geographical region. According to the SnapOn website, the ESS position requires their salespeople to travel 60% of the time to new and established customers while providing excellent customer service.

Tony’s need for a good job was due to the well-documented closure of a local manufacturer in 2002 – Lakeside Machine. As a result of the plant closure Tony lost his jobs and earnings of \$14.25 an hour with few prospects on the horizon. This all changed, when Tony utilized the Re-employment Services at the Michigan Works! Service Center in Delta County.

Tony, has always dabbled in other ventures such as automotive and home repair. So after a year of training at Bay in building maintenance, Tony heard of an opportunity to work for TAG. Working closely with Re-Employment Services, Tony was able to learn how to leverage his

extensive automotive background, and used this to his advantage to gain an interview and successfully land the ESS position with TAG with increased earnings of \$15.00 an hour.

Six months into his new sales position with TAG, Tony couldn't feel better about his new employer and the opportunity he has had to expand his knowledge of the automotive industry and sales. Being the TAG Equipment Sales Specialist for Northeast Wisconsin and West and Central Upper Peninsula requires Tony to travel 4 or more days a week. Although extensive travel is demanding, Tony has found the flexibility to ensure his family remains a priority in his life. When asked, looking back on his Lakeside experience, and experience with Michigan Works! Re-Employment Services, if he would change anything, Tony commented, "I really wouldn't change anything that has happened to me."



Macomb/St. Clair Workforce Development Board, Inc
Michigan Works! – Clinton Township

Re-Employment Success Story: Joanne Nates

Joanne Nates attended her profiling orientation on June 21, 2004, but lingered afterward to express concern about her job search skills. She had considerable work experience as a Chiropractic Assistant. It had been a long time since she had circulated her resume and met with employers to discuss new opportunities. She seemed both frustrated by the circumstances of her recent separation from her employer and uncertain in facing the future. She wasn't sure what she was going to do or what was going to happen to her. We assured her that she would rediscover and enhance her skills as she participated in the workshops she had scheduled.

We are pleased to report that after attending Jack Johns' Interview Workshop on July 6, she was called to interview for a clerical assistant position with a local asphalt supplier. She accepted an offer on July 12, 2004. When she called us regarding her employment status, she shared that while she was initially skeptical of participating in the Profiling Program, she had been impressed with the quality of our customer service, our ability to listen and understand, and the usefulness of the information she received regarding interviewing strategies and specific labor market information that ultimately helped her achieve her employment goals.

Submitted by Charlotte Siudara
Michigan Works! – Clinton Township
July 30, 2004



Macomb/St. Clair Workforce Development Board, Inc

Michigan Works! Success Story = submitted by *Nancy Sharon Bland*

Re-Employment Success Story: The Fern Family

The Ferns' Family is an excellent example of how **Michigan Works!** benefits not only the individual job seeker, but often has a trickle-down effect on the whole family. Cynthia and her husband came to **Michigan Works!** in a state of confusion and hopelessness. Her husband (Howard) was one of ten senior management positions at Semco Energy that had been eliminated over a year ago. Howard had taken Nancy-Sharon into his confidence and shared his feelings of humiliation, desperation, and hopelessness with the prolonged job search; add to that, his financial situation at home and how he was seeing it affect their children. As the head of household, earning over \$45,000 + annually, one can understand Howard's plight. He tried to keep an upper lip and smile on his face for the kids, but even they expressed their worry about things like what happens when they run out of food. Howard had not been as successful in his job search as he had hoped. His particular expertise was natural gas and positions in that field were scarce. He was trying to take advantage of sales positions, but they were strictly commission and no benefits. The *Resume Seminar* was a lifesaver for Howard. He learned he had to have several resumes, that he had been over qualifying himself in many situations, and how to target the interview, not the job.

A "forced" decision was made for Cindy to look for employment too, to help out until something broke for Howard. He explained she had not been in the work force for ten years and then only had entry-level jobs and her esteem was low, so they didn't see much hope their either. I suggested he bring her in and we would do a general assessment to see how we could assist in putting together a plan to identify her barriers and determine her strengths and then focus on what industry and types of jobs would be appropriate for her and to look at training.

Upon meeting Cindy, she was very nervous and unsure of herself. She stated she was "dumb and had nothing to offer an employer and consequently would not be able to get any kind of a job." I suggested that she attend the *Resume Seminar* with Howard and then I would meet individually with her, to determine what background and transferable skills she may have. I assured her we **WOULD** come up with an industry focus and then create appropriate resumes.

Upon my first meeting with Cindy, we identified her barriers and challenges. According to Cindy, she felt she was unemployable because:

1. Her work experience consisted of entry level jobs
2. She didn't have any degrees
3. For ten years she was only a stay-at-home mom
4. With four children, one needing full-time specialized care, she did not have time to be up-to-date with current affairs that would be needed in the job market
5. She had to quit college to deal with a premature pregnancy
6. She was an older person and would not be able to compete with younger people with degrees

Then we concentrated on her strengths and we discovered:

1. Cindy had been a Sunday school teacher for 15 years, and had worked with different age groups, but her primary focus was with preschool children. (She thought her only experience that counted was from her paid jobs; she did not realize the wealth of experience she had acquired from this non-paid position.)
2. Cindy's experience with her "miracle premature baby" had been a valuable learning tool. St. John's Hospital asked her to make an instructional video, which she did. She was brought in to teach other "moms" how to properly care for their premature baby. She wrote articles for the hospital TLC newsletter in ICU. She made presentations to groups. (Without realizing it, she had acquired presentation skills, reinforced her teaching skills to a different age group, and improved her written and oral communications skills.)
3. Cindy had some clerical and general computer skills. (This opened up another opportunity to market her in a variety of office positions.)
4. Cindy was the mother of four children and was overwhelmed with juggling home responsibilities and the special treatment for their six-month premature baby. (This was definite evidence of her ability to master her organizational and decisions making skills.)

Cindy, for the first time, now realized she WAS VALUABLE and had experience and transferable skills that counted toward "paid" employment. She loved working with children. We set our focus on creating two resumes, one targeting a teacher's aide position, and one targeting an office position. The *Resume Workshop* was extremely informative and provided the awareness of who she was, what she needed and where she was going and how we could work together to develop her resume. Several one-on-one sessions afterwards allowed her to continue to improve her content.

The *Interview* and *Job Search Workshops* gave Cindy the awareness of how important networking is. She tried to gather strength to mention each place she went to tell people she was looking for a teacher's aide or office position and ask for new contacts. Among the places she went to, her daughter needed to register for Head start. She mentioned to them she was had always been interested in working for EOC and did they need any help. They gave her an application at that time. She got excited.

She brought me the application, we did research on EOC and assisted her with filling it out; she felt more confident because of what she had learned in the *Employment Applications Workshop*. We adjusted her resume to target the specific position of *Substitute Teachers Aid/Bus Aide* and then drafted our cover letter. Cindy submitted her resume and cover letter. We furnished professional manila paper.

The resume did its job and got her an interview!! She was so grateful that she had attended the *Interview Workshop* because it gave her the confidence going into the interview to relax and know what to expect. They called her a week later and offered her the position starting at \$6.50 an hour. Cindy was doing such a wonderful job at EOC, that many teachers started requesting Cindy to work in their classroom. It was quite an honor for a particular "tenured" teacher at Guadalupe Head Start to request Cindy's coverage of her position while on maternity leave. **Michigan Works!** was the "vessel" that provided the "tools" to enable her to identify her

strengths and assist her with putting a plan together; she just needed the job search tools and knowledge and motivational coaching to bring out those skills. Cindy, has since been promoted, and is now earning \$8.20 an hour. In addition to working, Cindy returned to school to seek an Associates Degree in Early Childhood Development.

Howard eventually secured a position with SBC as a Telemarketing Representative earning \$12.00 an hour. Howard works 30hours/wk and is grateful for a job that has benefits for his family. As you will recall, Howard was senior management with a gas company and that is all he knows: so that was quite a barrier to employment because there were no options in the same line and definitely restricted his employment options in Port Huron. Howard hopes that perhaps this job could possibly offer opportunities towards working up the ladder in a new field and perhaps eventually be considered for a supervisory position in the future.

Cindy and Howard Ferns attended many workshops in **Employment Services and Work First**. They found the *Dislocated Worker's Program* very helpful. They stated: "We felt like we were doing something to help ourselves." The instructor was very empathetic and helped them through the "grieving process" of being unemployed and not being able to find suitable work quickly enough.

The **Michigan Works! Seminars** provided the knowledge the Ferns' needed to identify their job search barriers and make a plan to turn them from barriers, into challenges, that were eventually eliminated one-by-one. **Employment Services** provided the tools and guidance for putting the "package" together for their resumes and cover letters, which gave them the confidence to "sell" herself.

The Ferns remain true to friend and faith, which is not always easy. Cindy is very happy because it is a field, which she wants to be in. Cindy would like to continue her education and be a teacher. The bottom line is this: **Michigan Works!** is an excellent organization that provides tools and can enable any job seeker to set and meet obtainable goals, as evidenced by Cindy and Howard Ferns.

Michigan Works! tools used:

**Employment Services
Workshops**

Resume
Internet/Job Search
Interviewing
Applications

Dislocated Workers Program

One-on-one Assistance

Equipment

Professional Resume
Cover Letter
Mock Interviews
Motivation

Work First

Computers/printer
Phone calls
Faxes
Library Information



City of Detroit Employment and Training Department

Re-Employment Success Story: Alexander Rozentuler

A COOPERATIVE WORKFORCE DEVELOPMENT SYSTEM

With help from the Michigan Works! Association, Alexander Rozentuler, a United States Navy Veteran, started his path to successful employment in June 2003. He was referred to Employment Central, a Michigan Works! Affiliate, for reemployment services for after he was laid-off from his previous employer, Batton Incorporated as an Tool and Die skilled tradesmen earning \$15.00 an hour. Mr. Rozentuler, a married father with a new baby, went to several Michigan Works! Agencies determined to find gainful employment.

After only three weeks of unemployment, Mr. Rozentuler's diligent efforts paid off when the Michigan Works! Agency found him employment at Tradesmen International. Tradesmen International placed him at Great Lakes Steel in Ecorse, Michigan as an Electrical Apprentice earning over \$16.00 per hour. This was a perfect fit with Alexander's interest and experience.

Alexander Rozentuler is extremely appreciative of the services he received from the Michigan Works! Agencies. He comments, "they were good and nice", and "knew what they were doing," express his gratitude for the services he received from the Michigan Works! Association.

Employment Central is proud of Alexander Rozentuler's achievements and will continue to support and encourage his positive employment experiences and growth.

Table 6 shows a comparison of jobs and salaries obtained by seven claimants. The following chart details the salary outcomes of the seven UI claimant's success stories and the percentages that each claimant achieved as it related to original wages. The success stories reflect how the MWAs have successfully provided the right combination of employment services to UI claimants to help them obtain jobs. Four of the claimants found jobs that paid them 11%-13% higher than the jobs they had before they became unemployed. The jobs obtained by the claimants ranged from clerical assistant to Executive Director, and salaries that ranges from \$17,000 to \$65,000.

Table 6
Success Stories
Comparison of Jobs and Salaries

UI Claimant	Previous Occupation	Current Occupation	Previous Pay Hourly/Salary	Current Pay Hourly/Salary	Percent % Of Change
Sonji S.	Assistant Director	Executive Director	\$55,000	\$65,000	+12%
James K.	Machinist	HVAC	\$11.65	\$11.35	-
Anthony M.	Machinist	Sales	\$14.25	\$15.00	+11%
Joan N.	Chiro. Asst.	Clerical Asst.	\$13.53	\$14.83	+11%
Cindy F.	Homemaker	Sub. Teacher	\$6.50	\$8.25	+13%
Howard F.	Senior Manager	Sales	\$21.48	\$12.00	-
Alexander R.	Tradesmen	Electrician	\$15.00	\$16.00	+11%

VIII. PROBLEMS AND CORRECTIVE ACTION

A major problem was the lack of available data to determine whether two of the four planned goals; job search activities, entered employment, retained employment and employment testing, for PY 2003 were met. Only data for job search activities and employment testing was available for PY 2003, to allow an analysis for this report. To comply with Employment and Training Administration (ETA) Reporting requirements, Michigan made major modifications its reporting systems. The modifications made it impossible to capture entered employments, retained employments for program year 2003. To correct this issue, the State of Michigan staff modified the One Stop Mediated Information System (OSMIS) to include a process to capture data on UI profiled claimants and services provided to them. Another problem was that only two quarters of ETA 9002 data was available for PY 2003. During the second quarter, the DLEG-ESA identified 10 MWAs that were not conducting testing or reporting results into the OSMIS. ESA contacted these MWAs to discuss the problem and provide technical assistance. Technical assistance leads to increases in employment testing outcomes. Very few MWAs reported employment testing in PY 2002, therefore this report compares PY 2001 levels to PY 2003 levels.

X. SUMMARY

In summary, Michigan's Reemployment Services Initiatives Program was successful in achieving their two major goals for Program Year 2003; 1) to increase job search activities and 2) to increase employment testing. Collectively the twenty-two Michigan Works! Agencies provided reemployment services to approximately 6,926 UI claimants during PY 2003, including Unemployment Insurance (UI) claimants from declining industries and UI profiled lists. Basic reemployment services procedures were used to deliver seven core services:

- Job Search Planning
- Job Search workshops
- Job Finding Clubs
- Employment Testing
- Job Development
- Career Guidance
- Resumes Writing Assistance

To facilitate achieving RSI goals, most MWAs increased their capacity to serve UI claimants from the two target populations. Based on a survey and analysis of the MWAs' RSI plans, ESA determined that the MWAs took the following steps to increase their service capacity:

- Increased the number of front-line staff to work with UI claimants
- Facilitated group workshops that included resume development information
- Collaborated with other workforce development service providers who delivered reemployment services
- Helped employers develop comprehensive retention plans for their companies
- Increased the use of ESA endorsed tests to assess UI claimants' skill level for referral to jobs or skill building training.

There was a 3% increase in Job Search Activities over calendar year 2002. Sixteen of the Michigan Works! Agencies increased employment testing by 5%. MWAs served more program participants during PY 2003 than PY 2002. There were several success stories, and seven former UI claimants, including a husband and wife who both received reemployment services at the Macomb-St. Clair Michigan Works! Agency, shared their success stories for inclusion in this report. These stories are a clear reflection of the impact reemployment services made on the lives and economic status of the UI claimants. Four of the claimants found jobs that paid them 11%-13% higher than the jobs they had before they became unemployed. The jobs obtained by the claimants ranged from Clerical Assistant to Executive Director, and salaries that ranged from \$17,000 to \$65,000.

In partnership with the Unemployment Insurance Agency (UIA), the Employment Service Agency (ESA) incorporated three of the seven recommendations as requirements for grant recipients. The three recommendations are as follows:

1. States should accelerate their profiling and referral process to be certain that those individuals identified as likely to exhaust UI benefits and referred to reemployment services truly receive early intervention assistance, and ensure that the Worker Profiling and Reemployment Services (WPRS) selection pool is limited to those claimants who are most likely to exhaust UI benefits.
2. States should continually evaluate the reemployment services provided to profiled and referred claimants and seek to continually improve those services by ensuring that these individuals are provided with an orientation and assessment and receive assistance in preparing individual services plans that will ensure that they receive additional services tailored to their individual needs.
3. For WPRS purposes and as part of the One-Stop initiative, operational linkages between the Wagner-Peyser Act, WIA Title 1 and UI programs should be further strengthened. The organizations responsible for operating these three programs should work closely together in the profiling/referral process, the providing of reemployment services, and in communications and feed back systems.

During PY 2003, the Bureau of Unemployment Insurance (BUI) transmitted lists of profiled claimants to each Michigan Works! Agency on a weekly basis. BUI profiled claimants that received first benefit checks and 5,192 of those claimants received orientations and employment tests to measure their aptitudes, skills and interests. In addition profiled claimants received individual service strategies tailored to their individual needs. In Michigan the MWAs operate Wagner-Peyser Employment Services, WIA Title 1 and Trade Adjustment Assistance (TAA) programs. With all three programs offered by the service providers made it efficient and effective to provide referral of 11,888 UI profiled claimants and UI claimants from declining industries and occupations to reemployment service. The seven success stories described in this report demonstrates how all three programs (Wagner-Peyser ES, WIA Title 1 and TAA) were used effectively to help claimants find jobs.