

Program Plan

This program plan covers the period from July 1, 2004 through June 30, 2005.

Program Plan Narrative

i. Background and Need for the Funds

For PY 2003, Reemployment Services funding in the amount of \$571,624 was allocated to CTDOL to supplement Wagner-Peyser funding and thereby increase services to UI claimants. In PY 2004, \$577,098 has been allotted to Connecticut for Reemployment Services. This amount is needed to continue to provide increased services to UI claimants and to supplement the \$8,081,689 in Wagner-Peyser funding. Without the Reemployment Services funding, CTDOL would not be able to provide targeted staff assisted services to UI claimants.

The PY 2004 plan builds on the success of the PY 2003 plan by maintaining this high level of service as our program goal.

ii. Program Design

CTDOL's program design focuses on direct service delivery by utilizing Reemployment Services funding to supplement the State's Wagner-Peyser allotment and thereby increase services to UI claimants beyond the level that would otherwise be provided. Specifically, the PY 2004 Reemployment Services allotment of \$577,098 will be used to pay for a total of 4.58 full-time equivalents (FTE's) allocated among the State's One-Stop centers. These positions are dedicated to providing Reemployment Services through the Department's Profiling program.

With an additional 18 FTE's assigned to the Reemployment Services program and funded by other sources, a total of 22.58 FTE's will be dedicated to providing Reemployment Services to UI claimants. The FTE's have greatly fluctuated over the last year due to layoffs and early retirements.

Central to the Department's Reemployment Services program is the Profiling Orientation in which customers are assessed to determine the right mix of services and resources to meet their individual needs. Following the Orientation, claimants may be referred to a variety of services, which include, but are not limited to, the following:

Workshops:

- Resume Writing
- Interviewing Skills

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- Job Search Techniques
- Strategies for Managing Change
- Networking
- Career Counseling
- Career Resource Library Assistance:
 - Fax machines
 - Copiers
 - Postage
 - Resume paper and envelopes
- One Stop Partner Services

Utilizing the methodology of continuous improvement, the Department consistently solicits feedback from its customers. Based on comments made by profiled claimants in PY 2003, new workshops will be offered as part of the PY 2004 program design. These workshops are "Fundamentals of Networking," and "Art of Interviewing."

CTDOL will continue to build on existing initiatives by increased and targeted marketing of self-service job search and career exploration resources. Launched in PY2003, the CTDOL Office of Research's innovative product called the Job & Career ConneCTion, a Web-based self-service tool that is the most comprehensive source of information on jobs and careers available in Connecticut, enables UI claimants to identify occupations that match their skills and interests. It facilitates expanding their job search to secondary occupations by providing detailed information about occupations, identifies potential employers, enables searches of America's Job Bank, and includes a number of other job seeker resources. By marketing the Job & Career ConneCTion, and other self-service tools to UI claimants, utilization of these resources is expected to increase, resulting in more UI claimants returning to work more quickly.

CTDOL is further committed to assisting UI claimants by budgeting UI funds to provide additional reemployment services. UI funding will provide an additional 14 durational positions to work on the Pilot Expansion of Enhanced Reemployment Services, or "PEERS." This pilot will increase the number of profiled claimants to 16,860 (an addition of 4,187). PEERS claimants will be referred to Profiling orientation and introduced to an eligibility review component to reemployment services. A new PowerPoint presentation on Benefit Rights and Responsibilities will be presented to all claimants participating in orientation. The eligibility review process combined with more directed reemployment guidance will insure, through monitoring, that an adequate work search is being undertaken. Assistance will be provided to help focus or redirect work search if needed.

The follow-up on UI claimants at risk of long-term unemployment after their initial orientation, and conducting more face-to-face eligibility reviews will serve:

1. To reduce the average duration of unemployment.
2. To lower UI exhaustion rates for workers otherwise likely to exhaust.

3. To develop better methods to deliver reemployment services.

iii. Timeline and Milestones

The Department's goal for PY 2004 is to select 12,673 UI claimants from the Profiling pool and refer them to Reemployment Services, beginning with the Profiling Orientation. An annual and monthly goal has been established for each One-Stop center. Progress toward attainment of these goals will be monitored on a monthly basis.

iv. Program Linkages

Reemployment Services for UI claimants are an integral part of the State's One-Stop system. The content of the Profiling Orientation provides the best example of program linkages. The Orientation includes information about services available from One-Stop partners, including but not limited to the following:

- Department of Social Services (DSS)
- Workforce Investment Boards (WIBs)
- Community Colleges
- Local Community-Based Organizations

For example, in the Orientation, UI claimants may receive information about the Department of Social Service's Husky Plan (health insurance for children), Trade Assistance Act programs, training available through WIA, and basic and remedial education available through adult education programs. As another example of program linkages, in certain areas, some workshops are conducted jointly by CTDOL staff and One-Stop partners who not only convey information about the range of services available both within and outside of the One-Stop system, but also provide seamless services to guide claimants to speedy reemployment.

In addition, we are promoting services to our UI claimants when accessing the Call Center telephone lines. Any claimant that may encounter a wait time on the telephone will be greeted with messages highlighting services provided in our local One-Stop centers, our web address and information on America's Job Bank. Utilizing this technology helps introduce claimants to the services that will get them employed sooner.

v. Service Delivery Through the One-Stop

As stated previously, Reemployment Services for UI claimants are an integral part of the One-Stop system. Claimants selected from the Profiling pool are referred to the Profiling Orientation currently conducted in every One-Stop center. During the Orientation, claimants are assessed and informed of services available in the One-Stop system. Based on the assessments, claimants are then referred to additional services in the One-Stop centers such as those described in the Program Design section.

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The CTDOL has recently launched a mobile one-stop career center, the *Career Express*. This 38-foot Winnebago features 8 high-tech computer stations for access to labor market information, job searches, training and various Web-based applications. It includes a 42-inch plasma TV with SMART Board overlay and a traditional table area for one-on-one consultation. It is equipped with a hydraulic lift to serve persons with disabilities. The *Career Express* will provide outreach services throughout Connecticut. Its purpose is to assist a variety of individuals, including UI claimants, youth, incumbent workers and job seekers by offering job skills training, labor market overviews and resume writing workshops.

vi. & vii. Performance Outcomes and Methods to Measure Attainment of Outcomes

CTDOL has established a simple and straightforward performance goal for Program Year 2004: to select a minimum of 12,673 UI claimants from the Profiling pool and refer them to Reemployment Services, beginning with the Profiling Orientation. This goal is based on the experience of PY 2003. The Reemployment Services funding the Department will receive this program year will enable CTDOL to maintain this high level of service.

Program performance related to this goal will be measured with the following reports: UI-9048 and UI-9049, and the PF310 report, "Profiling Activity by Job Center". The Department will review these reports throughout the year. If monthly goals for each One-Stop center are not attained, a corrective action plan will be developed and implemented.