

**PY04 Reemployment Services Plan
State of Georgia**

Revised January 2005

I. Background

Reemployment Services funds have allowed the Georgia Department of Labor (GDOL) to enhance the labor exchange services provided to Unemployment Insurance (UI) claimants through the One-Stop system. The funding enables the system to expand the quality and quantity of services available to assist claimants to become reemployed as quickly as possible.

Reemployment Services funds enhance direct services to UI claimants. While UI claimants in Georgia have automated options for filing their initial claim, all claimants come into one of the 53 GDOL career centers to complete their application for UI benefits, to be Profiled, and to receive an orientation to the array of services available to them. Reemployment Services funding has allowed Georgia to continue to provide quality reemployment services to claimants despite flat funding in Wagner-Peyser appropriations.

Some of the enhanced services provided to Georgia's claimants through the Reemployment Services grant include assessment and career evaluation, résumé preparation assistance, résumé workshops and direct job search assistance. There are also several automated self-help tools in resource areas of One-Stop sites to assist claimants with successful job search and rapid reemployment. These services and resources have proven successful in helping claimants find new jobs.

Overall, GDOL achieved the goals established for the Program Year 2003 (PY03) Reemployment Services grant. While fewer total customers were served due to the drop in claims load, higher proportions of claimants received services targeted to assist their job search effort. Internal partners (Workforce Investment areas, and Vocational Rehabilitation) and other community partners were involved in this effort as well.

Georgia's PY03 performance on the entered employment rate and claims duration reflects the level and quality of services provided to claimants to help them return to work quickly. Georgia led the nation with its entered employment rate for all job seekers and maintained a very low claims duration relative to other states and the country overall.

In PY04, Georgia will continue to focus its efforts on those services which will keep entered employment rates up and benefit duration low. This helps not only the claimants, but also the UI Trust Fund balance and local economies throughout the state. Georgia will accomplish this by funding staff to provide Reemployment Services in career centers and by enhancing the scope and quality of Reemployment Services provided, as described below.

II. Plan Components

A. Goals

- To increase the number of assessments provided to claimants by 2%
- To increase the number of claimants attending workshops (job search and other customized workshops) by 1%
- To maintain Georgia's high level of entered employment, by providing claimants and other job seekers with quality services tailored to their needs within each community

B. Program Design

GDOL will offer Reemployment Services to Profiled claimants, to those additional claimants selected for Georgia's Claimant Assistance Program, and voluntary participants in all 53 career centers throughout Georgia. Staff in all career centers are dedicated to this function.

A large portion of the PY04 Reemployment Services grant will be used to supplement the Wagner-Peyser funds that support field staff providing Reemployment Services. Additionally, Reemployment Services funding will be used to partially fund two central office staff engaged in technical assistance to the local system in providing these services.

Estimated cost: \$700,000

The types of Reemployment Services that will be offered in PY04 include, but are not limited to:

1. Orientation

Career centers provide group orientation services to claimants that include an orientation to Reemployment Services and an introduction to job search activities. The full range of assistance that customers can receive from career centers and partner staff is also discussed, and a tour of the office's resource area may be included in the orientation.

2. Assessment

Reemployment Services customers meet with staff individually to discuss any barriers to reemployment and to develop a plan for a successful job search. The reemployment plan is based on the results of the service needs evaluation, done at the initial stages of assessment.

During PY04, GDOL plans to purchase the on-line version of the O*Net Interest Profiler and the Work Importance Locators. These tools are targeted for use with Reemployment Services customers and will provide claimants with rich details to enhance their job search efforts.

Estimated cost: \$20,000

3. Referral to Training and Supportive Services

Based on the assessment of transferable skills, barriers to employment and an individual's overall job readiness, staff may recommend other services prior to, or in conjunction with, job search activities. Staff work with the workforce system partners in their communities to ensure a seamless coordination of services, individualized to each claimant's needs.

4. Job Search Workshops

Each of Georgia's career centers conducts regular job search workshops for claimants. These are typically two hours in length, and cover such topics as GDOL resources for reemployment, quality résumé writing, hot jobs in the community, and training opportunities. Additionally, one-hour targeted modules are provided to claimants when they have eligibility reviews or at other times during their claims series. Topics include salary negotiation, occupational choice, age as an asset, networking, and others.

Georgia plans to invest PY04 Reemployment Services funds to provide staff with training on customized workshop presentation skills. This training will cover instructional design, effective use of Power Point, quality handouts, and other skills and tips that will equip staff to design and develop customized workshops that meet the specific needs of the claimants in their community. Up to 200 staff will be trained.

Estimated costs include the trainer, materials and staff travel: \$85,000

5. Additional Workshops

Most of the career centers also offer Reemployment Services customers additional workshops specifically targeted to claimants' needs, including: business-delivered workshops on employer expectations; financial and stress management workshops; Consumer Credit Counseling Services; and the Money Smart modules developed by the U.S. Department of Labor and FDIC.

6. Assistance with Résumé Preparation

Career centers and other One-Stop sites are equipped with WinWay résumé software. Staff in resource areas are trained to provide customers with assistance in developing job-winning resumes. There are also a variety of other self-access tools in resource areas available to Reemployment Services customers.

The Georgia Department of Labor has provided field staff with expertise to assist customers with their résumés. **Continued staff preparation in this area is proposed for PY04. The number of professionals losing their jobs continues to be high, and claimants in professional fields need résumés that reflect their most marketable skills and accomplishments. Staff trained as professional résumé writers are able to critique customers' résumés, make suggestions for improvement and identify key words that will help claimants get job interviews. Those staff that go on to become Certified Résumé Writers are qualified to create a true marketing package for professional claimants.**

Estimated costs include training and related materials for up to 150 staff: \$28,000

7. Job Search Activities

Claimants, especially those likely to experience difficulty in returning to work, will continue to receive individualized assistance with their job search efforts. This may involve the development of employability plans, job development, and referrals to facilitate rapid reemployment. These activities will be coordinated with workforce partners, to ensure that all resources are leveraged and promote a seamless delivery of services to these customers. Likewise, partners are encouraged to refer their customers to appropriate GDOL services.

C. Timelines and Milestones

The goals set in this plan will be monitored and achieved during PY2004. To assess progress toward the goals listed in Section II.A, and to ensure that services provided to claimants are of the maximum quality and quantity, GDOL will track data for Reemployment Services customers on a monthly basis. The following items will be monitored:

- The number of claimants provided orientation to Reemployment Services
- The number of claimants receiving an assessment

- The number of claimants receiving referral to training and supportive services
- The number of claimants receiving job search workshops and other workshops
- The number of claimants provided with referrals, job developments and placement assistance

The assessment and workshop figures will be tracked especially closely, to monitor progress toward the PY04 planned goals.

Customer outcomes will be evaluated using the ETA-9048 report, when the data become available for PY04 customers. Furthermore, GDOL will use the ETA 9002 report to track quarterly progress toward offices' goals in assisting claimants to return to work quickly. Ultimately, these will be evaluated by the entered employment rate and claims duration for this customer cohort group. The department will also track Employment Retention Rate, the new federal labor exchange measure, for claimants.