



KENTUCKY REEMPLOYMENT SERVICES PLAN PY 2004 Allotment

Background and Need for Funds

Kentucky's newly reorganized Office of Employment and Training (OET) is part of the Education Cabinet's Department for Workforce Investment, and includes Unemployment Insurance; Field Services, which includes Reemployment Services and TAA; Workforce Services; and Research and Statistics, which includes WIA. With all pertinent agencies and programs now under one organizational umbrella, OET is well positioned to help eligible UI claimants re-enter the workforce better prepared, and in a more timely manner.

In PY 2001, the Kentucky Department for Employment Services (now called the Office of Employment and Training or OET) utilized the Kentucky Reemployment Services Grant to increase the number of staff in One-Stop Centers to provide intensive reemployment services. This increase provided the necessary resources that improved such services as early intervention, screening and assessment of referrals, timeliness of referrals to jobs, training, intensive case management services, workshops, and job development.

In PY 2002, additional services were integrated into the One-Stop Career Center system, and all funds were expended. As more intensive reemployment services were implemented in One-Stop Centers, the Kentucky Employment Network (KEN) initiative became the central force in improving intensive services to UI claimants. KEN consisted of a central coordinating unit, local office managers, recruitment and placement specialists (RPS), and reemployment specialists. The central unit and management were responsible for the overall functioning of the network, training RPS, monitoring claimant activity, data entry into the Employ Kentucky Operating System (EKOS), coordinating employer recruitment, facilitating coordination between partners and other agencies, and marketing the enhanced UI placement capabilities of the One-Stop system. The RPS and/or reemployment specialists conducted group Worker Profiling and Reemployment Services (WPRS) job finding sessions for profiled UI claimants and were responsible for providing intensive reemployment management services for profiled claimants.

In PY 2003, the third phase of the Kentucky Employment Network (KEN) involved improving partnerships with business and industry, and developing an electronic link to the DES (OET) home page with partner employers. Marketing to employers who partnered with DES (OET) and

other employers emphasized that the downturn in the economy has had an upside from the employers' point of view: a more diverse range of UI claimants meant the availability of more job-ready applicants. Only those activities directly related to reemployment services were credited against the PY 2003 allotment.

All of the PY 2003 Reemployment Services' funds were expended in this three-step approach to improving WPRS, with indications that these efforts were the primary force behind a 1.4-week reduction in the average duration of all WPRS claimants. In the program year that just ended, \$285,704,980 was expended in benefits to those claimants eligible for profiling. The average duration for this period was 20.5 weeks. The same figure for PY 2002 was 21.9 weeks. If the duration in PY 2003 had been 21.9 weeks, Kentucky would have expended \$304,881,501. This is a savings of \$19,176,521. Since resources allowed only thirty percent of potentially WPRS-eligible UI beneficiaries to receive more intensive services, the reduction in overall average duration is significant; and portends even greater savings for the UI Trust Fund, as a higher percentage of UI beneficiaries shall be assisted in PY 2004.

Program Design

Seamless service delivery requires the active participation of all partners. The Kentucky Employment Network (KEN) Partnership with Business and Industry will be reengineered as a demand-driven, team-based, integrated approach. The two key components: mandatory three-hour WPRS Job Finding Workshops for profiled claimants and intensive reemployment case-management will continue unchanged.

The PY 2004 allotment of \$537,557 will fund OET personnel costs in the One-Stop service delivery system to provide reemployment services.

Job Finding Workshops

These sessions provide information regarding networking, the "hidden" labor market, resumes, interviewing skills and other job search skills. The Job Finding Workshops also provide hands-on experience for the claimants by utilizing the Employ Kentucky Operating System (EKOS) to update their own work registration files and to perform job searches. These Job Finding Workshops were implemented statewide in June 2003.

Case Management

Reemployment case-management includes job development, job matching and job referrals. UI claimants are informed and periodically reminded of their responsibilities, provided with job leads and referrals, and are required to take responsibility for compliance with their work search and reporting activities. Participating claimants' responsibilities include: increased number of employer contacts required, broadened definition of "suitable" employment to include alternative occupational choices, expanded commuting area, and relocation when feasible and desirable.

Program Linkages

One-Stop Partners and other community agencies are involved in reemployment services throughout the State. One-Stop staff presents valuable information regarding their programs to profiled claimants during Job Finding Workshops. OET field staff works closely with One-Stop partners to reduce duplication of services.

Claimants identified with barriers to employment, or in need of special services, are referred and tracked electronically via the Employ Kentucky Operating System (EKOS) to system partners.

Delivery of Service through the One-Stop Career Center System

In addition to the involvement of partners and other agencies noted above, all reemployment services are enhanced in the One-Stop environment. Claimants are exposed to not only the reemployment services provided by OET, but all of the services of the One-Stop partners: WIA, adult education, services for the disabled and blind, childcare, transportation, training, etc.

The OET organizational umbrella that includes employment services, reemployment services, UI, TAA and WIA administration gives Kentucky the adaptability, flexibility, and responsiveness to meet changing customer expectations and needs. As a result, those claimants deemed most likely to exhaust benefits will receive the most intensive and comprehensive service packages.

The primary means to enhance performance outcomes in PY '04 is to target increased services to UI claimants visiting One-Stop Centers and through an integrated team effort with employers. The Kentucky Reemployment Services Grant, with increased participation of One-Stop partners, will be used to positively impact more WPRS-eligible UI claimants.

Performance Outcomes

Historical data indicates that the Reemployment Services Grant did, in fact, make a positive impact, with PY 2003 showing a significant 1.4-week reduction of the statewide average duration of claims as compared to the previous program year. The number of UI claimants who received intensive services increased each year: from 16,052 in PY 2001 to 17,948 in PY 2002; and to 18,872 in PY 2003 (or an average increase of almost 9% each year).

The PY 2004 Performance Outcomes and Measurements will demonstrate the cost effectiveness and success of claimants receiving Reemployment Services using the integrated procedures outlined in this plan compared to claimants who are not recipients of the more intensive services.

PY 2004 Performance Outcomes and Measurements

Outcome	Measurement
The average duration of benefits received by profiled and selected UI claimants shall be 5% lower compared to non-selected claimants.	Unemployment Insurance Report 9049 A.2 (UI-9049)
The rate of participating profiled claimants who exhaust benefits shall be reduced by 5%.	Unemployment Insurance Report 9049 A.1
The number of UI claimants served via the Reemployment Grant shall be increased by 5% from the previous year.	Unemployment Insurance Report 9048 C.6 (UI-9048) and EKOS