

**State of Maryland
PY 2004 Reemployment Services Plan
July 1, 2004 – June 30, 2005**

Attachments:
Program Narrative
SF 424
SF 424 A Budget

Submitted November 1, 2004

PY 2004 Reemployment Services Plan Program Narrative

I. Background

A significant number of Unemployment Insurance (UI) claimants will exhaust their Unemployment Insurance benefits before they become reemployed. The reasons for this vary, but often include the occupations they were employed in and their educational backgrounds. Many of them lose positions after having been with their companies for long periods of time. They are out of touch with the new trends in employment acquisition and the current requirements of the labor market. Without intensive reemployment assistance, these recipients will run out of UI benefits long before they return to work.

Maryland's Worker Profiling Reemployment Services Program has a history of demonstrated success and we continue to build on this model. In previous years, through Significant Improvement Grant (SIG) and Reemployment Services dollars, we have been able to improve our Early Intervention Workshop model (Worker Profiling Workshop) which is the foundation of Reemployment Services in Maryland. Unemployment Insurance recipients who are identified as potentially long term unemployed (i.e. profiled) have, for the most part, a need for intensive training to become reemployed. Specifically, they need assistance in determining what types of jobs to look for based on their transferable skills, where to look for jobs, how to prepare for the job search and what resources are available through the One-Stop delivery system and in their communities.

While Maryland's unemployment rate (4.1% average, year-to-date) is lower than the national average of 5.4%, there are significant pockets of high unemployment around the State and continued business closures. Due to shrinking staff and static funding, it has been difficult for Wagner-Peyser employees to provide the one-on-one intensive services that were historically effective with this population. Maryland's new web-based information system and the partnerships built with the Workforce Investment Act system have created a new atmosphere where the goal is to provide quality, comprehensive and seamless services to job seekers through integrated One-Stop Centers.

The move of Unemployment Insurance from co-location with the Maryland Job Service to separate Call Centers initially decreased the flow of claimants into area One-Stop Centers. The Reemployment Services plan, combined with a renewed Job Service/WIA/UI partnership, provides all UI recipients with information on One-Stop Career Center services and locations, and invites them to take advantage of targeted job search information and assistance.

Providing intensive, targeted, employment-focused services to potentially long-term unemployed UI recipients early in the claim period has shown success in Maryland and has been documented in USDOL studies. During PY 2003, Maryland was able to enhance services to 'profiled' UI claimants by improving the identification and scheduling of profiled persons and incorporating this process into our web-based system. The Maryland Workforce Exchange, our new web-based operating system, is shared by Wagner-Peyser, WIA and select UI staff.

II. Partners

The Division of Unemployment Insurance provides each new claimant information on One-Stop Career Center locations and services. We have been able to identify and address a wide range of needs associated with profiled UI claimants through Wagner-Peyser activities and a strong partnership with our Workforce Investment Act system. WIA Dislocated Worker funds are used to expand reemployment services, increasing the connections with WIA programs, and facilitating the UI-reemployment link. UI claimants also have access to other One-Stop partners including the Department of Rehabilitation Services, Senior Employment Services, TANF programs and local community colleges and organizations.

The Reemployment Services workshops include presentations by WIA staff. They provide attendees with an overview of available services, the intake process and available training opportunities. Persons eligible for TAA programs are provided contact information during Rapid Response presentations, as well as during the One-Stop sponsored workshops. Rapid Response services in Maryland are a coordinated effort between the Department of Labor, Licensing and Regulation, Wagner-Peyser staff, WIA staff and Unemployment Insurance staff. Dislocated Workers are provided with One-Stop Career Center literature as part of these site presentations.

III. Program Design

The goal of the Reemployment Services Program is to increase services to all Unemployment Insurance claimants. The program (in conjunction with the existing Early Intervention program) will:

- Identify potentially long-term UI recipients through a mathematical model;
- Increase and improve UI linkages in identifying and scheduling participants, facilitating the identification and follow-up of non-participants, and the rapid reemployment of workshop completers;
- Provide a download of all UI first-pays, with a probability rating for profiled persons;

- Provide a web-based system of identification, contact and services reporting;
- Provide trained workshop facilitators who will utilize a curriculum developed in cooperation with George Washington University;
- Provide opportunities for staff development and an exchange of information to keep the trainers/facilitators current and involved;
- Provide each participant with a reemployment plan which will include a mathematical ranking, scheduling for a workshop, the provision of a workshop, and appropriate follow up activities; and
- Provide follow up services, including one-on-one events that will help the participants aggressively seek employment.

IV. Delivery Plan

The delivery of reemployment services will involve a coordinated approach, involving UI, Wagner-Peyser and WIA funded staff. The RES plan includes the following steps:

- Every UI claimant will receive a list of One-Stop services and locations, included in a UI booklet, with their monetary eligibility statement.
- The first pay list of claimants will be used to extend written invitations to One-Stop Orientations. Claimants may access any of the available One-Stop services following the orientation.
- Claimants who simply walk into the Centers will be scheduled for Orientation at that time.
- Every "profiled" claimant will be ranked statistically indicating the probability of his/her exhausting UI benefits prior to reemployment.
- EI/RES "profiled" claimants will be contacted directly and be provided the following enhanced reemployment services in a designated One-Stop Center:
 - EI/RES workshop scheduling and initial program contacts will be made according to statistical ranking, with those with the highest rank being identified "first" for enhanced services.
 - Each identified profiled candidate will be contacted regarding participation in a job finding/career enhancing workshop that will be at least 10 hours in duration and include four basic topics:
 - Know yourself and your job skills, and what you bring to the marketplace. Learn how to identify your skills, and consider the transferability of those skills.

- Know the marketplace, what skills are currently in demand, and how to locate potential job openings, including openings in “new” industries or skill clusters
 - Know how to “get” a job, including contacting potential employers, responding to “job opening announcements” and networking for reemployment. Learn how to successfully complete applications and resumes, improve your interviewing skills and handle yourself in a job interview.
 - Know what is available in the community to assist you in your job/career search, with emphasis on the opportunities within a One-Stop and working with Workforce Investment Act program providers.
- Each workshop participant will be assisted in developing a reemployment plan.
 - Each workshop participant will know, at the end of the workshop, that successful employment is the goal, and that all One-Stop staff are available to assist with their job search.
 - Each workshop completer will be scheduled for job search and placement assistance (facilitated staff assistance).
 - Each completer will be offered mini workshops on a variety of topics.
 - Each workshop participant will be contacted for follow-up assistance and additional enhanced services.
 - Each completer will be provided with targeted and specific job search assistance, beginning in the workshop, with emphasis on appropriate and necessary labor market information. Self assessment instruments, access to supportive services and partner agencies, and individual and group counseling are available. Job matching services will be provided to maximize successful job search, with one-on-one conferences and follow-up activities/meetings used as a tool to enhance successful and more rapid reemployment.
 - To further enhance this successful reemployment strategy, videos will be used in certain locations to provide additional assistance in areas of identified need. The Early Intervention model has shown that job-ready “profiled” claimants generally have a significant need in three primary areas: interviewing, resume writing, and completing successful job applications. Workshops are available that address Interviewing Skills, Application Preparation, Resume Writing and Job Search on the Internet

Participants will access services through the One-Stop, attend workshops at the One-Stop, receive referrals to upcoming Job Fairs and Employer Recruitment events, and link with One-Stop partners. These partners may participate in the RES workshops or provide information on-site or through their web sites. Participants who may need additional training to obtain employment will be assisted through the WIA program.

V. Timelines and Milestones

The timeline for the EI/RES program starts with the beginning of the Program Year. Staff throughout the state regularly schedule, in areas or sites, a workshop designed for approximately 20-40 individuals. Larger areas provide at least one workshop per week, with the smallest providing two per month. Monthly reports identify the numbers of individuals profiled, the number to whom invitations were sent, and workshop completers. Unemployment Insurance is informed of non-attendees, with the new Maryland Workforce Exchange web-based operating system offering an email component for immediate notification. The general timeline is as follows:

Reemployment Services - July 1, 2004-June 30, 2005

- Local plans for each WIA to provide regularly scheduled workshops must be in place before June 30, 2004 and include:
 - Staffing levels
 - Basic EI workshop schedules
 - Other workshops scheduled
 - Interviewing Skills
 - Resume Writing
 - Job Application Preparation
 - Job Search on the Internet
 - Networking
- Program Year 2004 - EI/RES Facilitators will hold quarterly meetings
- Experienced facilitators will continue reviewing training manuals for possible updates.
- Facilitators will revise and complete products for value added service seminars to supplement the needs of workshop attendees.
- All facilitators will participate in developing a Power Point accompaniment for the workshop
- September–December 2004 – New EI/RES facilitators will be trained using the adult active learning model developed with George Washington University.
- January-August 2005 – EI/RES facilitators will review and develop enhancements to the current curriculum

VI. Delivery of Services through the One-Stop System

The Maryland Reemployment Services program and its partner, the Early Intervention Program, will operate within Maryland One-Stop Centers.

Workshops and intensive services will occur on-site, with WIA partners participating in the workshops (presenting information on training and more intensive services) and working with appropriate customers. Businesses participate in several jurisdictions, providing "interview rehearsals" which are more powerful than the role-plays and participatory exercises that are a part of the workshop. Business representatives provide "real" insight into employer expectations. In addition to WIA, other partners such as the Division of Rehabilitation Services or Veterans Programs may participate, depending on the area and the specific needs of the workshop attendees. Mini job fairs are held in some areas, providing employers who are seeking workers direct access to EI/RES participants (particularly if there is a 'match' between the workshop participants and local employers.)

VII. Performance Outcomes

It is our intent to increase the "entered employment" of UI claimants and to exceed the state negotiated Wagner-Peyser rate of 59%. During PY 2004, we expect 12,000 claimants to complete "Early Intervention" workshops and 60% of those completers to obtain employment. Under the new verification requirements involving wage record matching, there will be a time lag in providing "entered employment" rate information.

We will "target" specific areas for the RES funds, and increase the entered employment percentage in these specific areas based on Federal guidelines. The areas will be both 'urban' and 'rural', and may include the Baltimore City, Lower Shore, Prince George's County and Southern Maryland Workforce Investment Areas.

VIII. Reporting System

The new reporting system, within the Maryland Workforce Exchange operating system, facilitates scheduling and attendance records, as well as reporting services provided. Workshop reporting is currently handled within the new operating system. Reporting via the 9048 and 9049 is being integrated within the new operating system. Data collection will now be done through the new system, as opposed to the mainframe legacy system.