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MICHIGAN'S STATE PLAN FOR REEMPLOYMENT SERVICES
ALLOTMENTS FOR PROGRAM YEAR (PY) 2004

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INTRODUCTION
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The Michigan Department of Labor and Economic Growth-Bureau of Workforce Programs (DLEG-BWP) developed the PY 2004 Reemployment Services Initiative (RSI) to provide direct job search assistance services to Unemployment Insurance (UI) claimants. This plan is consistent with Michigan's five-year strategic plan for the Workforce Investment Act and the Wagner-Peyser Employment Service grants. DLEG's organizational structure includes Employment Service (ES), WIA Title 1, Trade Adjustment Assistance (TAA) and the Unemployment Insurance Agency (UIA). Program managers for ES, UIA, WIA Title 1, and TAA collaborated on the development of this state plan.

DLEG-BWP provided instructions to the administrative entities of local Workforce Development Boards (WDBs) on how to develop plans for using their Reemployment Services funds. Funds were allocated for One-Stop Centers to increase job search activities by three percent, increase employment testing by three percent, and to submit of at least two success stories that reflect the impact of reemployment services. The operating period for this plan is July 1, 2004 through June 30, 2005.

GOALS

- 1. Strategically link call centers to all of the available reemployment services in twenty-two Michigan Works! Agencies One-Stop Centers to ensure that UI claimants receive the services necessary to return them to the workforce.**

Michigan has developed the Michigan Talent Bank, an electronic, self-service labor exchange system. The Michigan Talent Bank (MTB) is part of the Michigan Works! system and provides a link between the call centers where Unemployment Insurance claimants file their claims and the state's One-Stop Centers. The MTB lists job seekers' resumes and various job openings on the Internet. Before Unemployment Insurance (UI) claimants in Michigan can collect UI benefits, they must report to a Michigan Works! Agency to post their resume on the Michigan Talent Bank. This means that even UI claimants whose only contact with the Unemployment Insurance Agency is through a call center must visit a One-Stop Center before collecting benefits. This requirement helps ensure that all UI claimants in the State of Michigan have the opportunity to learn first-hand about reemployment services for which they may be eligible.

- 2. Leverage the benefits of the twenty-two Michigan Works! Agencies' integrated programs that include the Reemployment Services Program at One-Stop Centers to provide a full range of seamless services to UI claimants.**

The Reemployment Services program in Michigan emphasizes the delivery of the following six core services:

- *Job Development*

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.

- *Job Search Planning*

A job search plan is a plan developed for an UI claimant who includes the necessary steps and timetables to achieve employment.

- *Job Search Workshop*

A job search workshop is a short (1-3 days) seminar designed to provide participants with knowledge that will enable them to find jobs. Workshop subjects include labor market information, application completion, resume writing, interviewing techniques, and job lead identification. Workshops consist of a minimum of 6 hours of active classroom time.

- *Employment Testing*

Only Workforce Programs endorsed tests are used for employment testing. Endorsed tests include the Tests of Adult Basic Education (TABE), the Wonderlic Personnel Test (WPT), the Employee Reliability Inventory (ERI), Work Keys Assessments, the O*NET Ability Profiler, O*NET Interest Profiler, the O*NET Work Importance Locator, and the O*NET Work Importance Profiler.

- *Career Guidance*

Career guidance is the process whereby trained individuals give information and advice to job seekers to help them answer question or find information about vocational topics, career websites, and other self-service job search tools.

- *Resume Writing Assistance*

Resume assistance consists of providing instructions to job seekers on the content and format of resumes and cover letters and assisting them with the development of resumes and cover letters.

Participating Michigan Works! Agencies submitted plans to offer reemployment services to: (1) claimants from targeted industries and occupations, (2) UI Profiled claimants, or (3) both groups. Plans could identify multiple targeted industries or occupations. MWAs that elected to deliver services to claimants from targeted industries and occupations defined the occupations and industries that they intended to target and linked them with their local labor market data and their Strategic Plans for 2001-2004.

The specific Program Year 2004 objectives established by the Bureau of Workforce Programs for the Michigan Works! Agencies were designed to introduce as many UI claimants as possible to the full range of programs and services available to them through the One-Stop Centers. These goals included:

- A three percent (3%) increase in Job Search Activities over the Michigan Works! Agency's PY 2003 total.
- An increase of three percent (3%) in the use of employment tests for eligible claimants over the PY 2003 performance outcomes, as documented in the state's One-Stop Management Information System (OSMIS) database.

3. Collect information to demonstrate some cost savings for the UI trust fund

The third goal of the PY 2004 RSI was developed to help collect data that would verify the practical value of providing reemployment services for UI claimants. This goal requires each participating Michigan Works! Agency to submit a number of RSI success stories during the program year. These success stories must include the following information:

- Job title before receiving UI benefits
- Hourly/salary before receiving UI benefits
- Job title after receiving reemployment services
- Hourly/salary pay after receiving reemployment services
- Identification of the reemployment services that helped claimant find a job
- The claimant's layoff or separation date and the return to work date with the new employer (optional).

The purpose of the success stories is to help identify cost savings to the UI trust fund. For example, if a claimant is entitled to receive 26 weeks of benefits at the maximum rate of \$362, but finds a better job after the 10th week through their participation in reemployment services, 16 week of benefits, or approximately \$5,792, are saved.

REPORTING

All job search activities /services provided to UI claimants will be reported and compared with PY 2003 outcomes. All job search services and test administrations provided to UI claimants will be reported in the Mediated Services Reporting System, a component of the Michigan One-Stop Management Information System (OSMIS). The Mediated Services Reporting System collects the individual data needed to prepare the ETA 9002 report and OSMIS queries.

ESA will track the Reemployment Services activities provided to eligible claimants including: registrations, job search activities, and testing on a quarterly basis through the ETA 9002 report and OSMIS outcomes. ESA will collect data from the ETA 9002 and the UI 9048 and UI 9049 reports from UIA, analyze them, and prepare the PY 2004 performance report.

EVALUATION OF THE PERFORMANCE OUTCOMES

DLEG-BWP will calculate and analyze all data captured related to the goals established in order to determine whether reemployment services activities helped UI claimants find jobs. These data analyses will become part of the PY 2004 performance report.

ALLOCATIONS

Funds are required to continue to provide direct job search assistance to UI claimants to help them find a job. Allocations for MWA grantees were based upon UI benefits exhaustions during Program Year 2003 calculations. Final grant allocations were made to twenty-two Michigan Workforce Boards (MWBs). (See Attachment A) Funds not expended for PY 2003 have been recaptured from the MWBs. As DLEG monitors the PY 2004 funds and issues arise related to these funds, discussions will be initiated to resolve any issues.

If you have any questions regarding this plan, please contact Dell Alston, Director, ES Program Development and Services Division at (313) 456-3166, or by e-mail at: AlstonD@michigan.gov, or send mail to the following address:

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Attachment A

Reemployment Services Grant Preliminary Allocations Program Year 2004			
	Final Pays (Exhaustions)	Percentage of Final Pays	Allocation
Berrien-Cass-Van Buren	6,444	2.77%	\$35,092.00
Calhoun ISD	6,415	2.76%	\$34,934.00
Capital Area Michigan Works	8,809	3.79%	\$47,971.00
Career Alliance	15,482	6.66%	\$84,310.00
Central Area Michigan Works	4,996	2.15%	\$27,207.00
City of Detroit	44,885	19.31%	\$244,430.00
Eastern U.P.	2,108	0.91%	\$11,480.00
Livingston County	2,657	1.14%	\$14,469.00
Macomb-St. Clair	26,416	11.36%	\$143,854.00
Muskegon-Oceana	7,876	3.39%	\$42,890.00
Northeast	5,445	2.34%	\$29,652.00
Northwest	8,301	3.57%	\$45,205.00
Oakland County	26,581	11.43%	\$144,752.00
Ottawa County	5,625	2.42%	\$30,632.00
Region 7B	4,271	1.84%	\$23,259.00
SEMCA	23,693	10.19%	\$129,025.00
South Central	8,499	3.66%	\$46,283.00
The Job Force/Six County	4,649	2.00%	\$25,317.00
Thumb Area MWA	8,168	3.51%	\$44,480.00
Washtenaw County	4,211	1.81%	\$22,932.00
West Central	4,949	2.13%	\$26,951.00
Western U.P.	1,997	0.86%	\$10,875.00
Totals	232,477	100.00%	\$1,266,000