

**Program Year 2004 Reemployment Services Allotments Proposal**

- 1. Purpose:** The design of the Reemployment Services program in South Carolina has been to use these resources to enhance direct service delivery to customers receiving Unemployment Insurance (UI) benefits and to integrate these services into the One-Stop delivery system. This approach has proven to be successful and we are proposing to continue it during Program year 2004. The expected result of these efforts is the expeditious return to work of the customers. The goal of the program for Program Year 2003 was to increase the number of customers receiving UI benefits employed by 5% over the number for Program year 2002. The goal was 31.5% claimants employed. We were able to reach 95.5% of that goal with an actual statewide UI applicants employed percentage of 30.1%. The goal for Program year 2004 remains at 31.5%
- 2. Background:** The Program Year 2004 program design continues the procedures of the successful Program Year 2003 program. The Program Year 2004 design uses Workforce Center (WFC) staff funded by this allotment to provide both direct and indirect job placement services to attain the program goal of 31.5% which is the un-obtained goal from Program year 2003.
- 3. Narrative:** To accomplish the goal of ensuring that customers receiving UI benefits re-enter the workforce as expeditiously as possible, we propose to continue the program plan for Program Year 2004. This plan concentrated on providing a broad array of informational resources, as well as direct intervention by Workforce Center staff. Regarding the aforementioned strategy, we have found that direct intervention by WFC staff offers the most effective assistance to the majority of unemployed customers. Therefore, South Carolina's portion of the Reemployment Services Allotment is used to fund staff engaged and charged with the task of providing direct services to customers having applied for Unemployment Insurance benefits. The provision of direct services to customers receiving UI benefits is monitored on a monthly basis to ensure that the services provided are effective and that the most effective use of staff funded by this allotment is attained.

We are of the opinion that the critical point in providing enhanced direct services to customers receiving UI benefits occurs during the first week following application for benefits. South Carolina has been proactive in its efforts to cross train staff to ensure that the customer's visit to the Workforce Center is a seamless process and that registration for employment is a part of the UI application process. Staff is also versed in the One-Stop system and is able to instruct the customer on how to access the services provided by the system.

The Unemployment Insurance Profile Model is applied to each customer making application for Unemployment Insurance benefits within twenty-four hours following application. The profiling model identifies those customers having the greatest probability of exhausting available benefits or who may receive benefits

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for an extended period of time before becoming employed. A list of these “at risk” UI Profiled (UIP) customers is provided to the Workforce Center where the customer filed for benefits. Customers identified to be “at risk” are selected for participation in intensive reemployment services.

At this time, the preponderance of new applications for Unemployment Insurance benefits are completed at the ESC Workforce Center or One-Stop. Customers who may apply for benefits electronically or other means from sites other than the aforementioned sites will also be compared against the profile model and included on the list of “at risk” customers to receive intensive reemployment services.

Staff proposed to be funded under the Program Year 2004 Reemployment Services Allotments will be used to provide intensive reemployment services to these “at-risk” customers. These services include, but not limited to, a group orientation designed to acquaint the customer with the One-Stop system and the services provided by the system. The customer is instructed how to access and take advantage of the available services. In addition, staff is trained in the labor exchange function and provides job search assistance to the customer. Job search assistance includes both electronic and manual matching of customer skills to employers currently having listed job orders with the WFC, job development attempts to employers when no current appropriate job openings exist, and follow through with results of referrals to employers.

Follow through with services provided through the labor exchange system or the One-Stop system is paramount to the success of this endeavor. Follow through ensures that the “at risk” customer receives the full range of services required to obtain suitable employment by providing a structured job search. Follow through is accomplished by a number of means to include UI eligibility reviews, job referral results from employers, One-Stop referral to Service forms, etc.

All “at risk” customers having identified barriers to employment are referred to the appropriate One-Stop system partner who provides services that address the identified barrier (i.e. Adult Education, Vocational Rehabilitation, etc).

Staff funded under the Reemployment Assistance Allotment compiles and distributes information packets to each customer at the time of application for Unemployment Insurance benefits. This packet contains general information which provides an introduction to the One-Stop system and the system partners. The packet includes information that educates the customer to the easy and effective use of the many services provided at the One-Stop site. This information includes how to access and use America’s Job Bank and the many alternative sites on the Internet that provide job placement assistance.

South Carolina uses both automated and manual systems to track services provided to “at risk” customers relative to the reemployment services they receive and the resulting outcomes. These customers are identified in the AWSES

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reporting system allowing system reports to be used to determine the effectiveness of the outcome of services provided by each Workforce Center.

Reports provided by the AWSES system and the primary UI system are used to monitor the effectiveness of services provided to customers receiving UI benefits and who have been selected for intensive job search assistance by the profile model.

Intensive Job Search Assistance will be measured using the ES9002 report, and the UI-9048 and UI-9049 reports. Items to be measured include:

1. Total Number of UI customers employed.
2. Total number of selected UI customers receiving One-Stop orientation services and intensive job search assistance.
3. Increase in the percentage of UI customers participating in customized services.

The Workforce Center Area Director has the primary responsibility of ensuring the quality and quantity of services provided to the selected “at risk” claimants. ESC Field Supervision staff monitors the program to ensure all measured items meet the required goals. Technical assistance is provided by Employment and Training Technical Services staff as requested.