

DRAFT

REEMPLOYMENT SERVICES PERFORMANCE REPORT

STATE: DISTRICT OF COLUMBIA

DATE: September 30, 2005

Overview

The District of Columbia has used the PY 2005 Reemployment Service Grant of \$ 264,302 to deliver, within the framework of the One-Stop Centers, intensified job readiness services to unemployment insurance claimants. The Reemployment Program (REP), administered by the Office of Employer Services within the Department of Employment Services, is a job search assistance resource for UI recipients who are most likely to exhaust their UI benefits. The major goal of the program is to assist unemployed customers to return full time employment. Each participant is required to complete a job assessment profile, a one week workshop for a total of 25 hours, and an individual meeting with a job coach. The curriculum has been expanded from one focusing on basic job readiness training to a comprehensive modularized one that includes customized weekly updates on the local labor market, high demand/high growth occupations, structured job club activities, and intensive follow up from the job coach. The five day workshop consists of the following modules:

- ◆ Program Objectives, Overview, and What's In It for the Participant
- ◆ Choosing to be a part of the High Demand/High Growth 21st Century Workforce
- ◆ Self Assessment- Knowledge, Skills and Abilities
- ◆ Local Employment opportunities
- ◆ Online Introductions to DCNETWORKS
- ◆ Drafting Personal Two-Minute Profiles
- ◆ Resumes and Applications
- ◆ Cover Letters/Letters of Employment/Thank you Letters
- ◆ Responding to Telephone Calls
- ◆ Interview Techniques
- ◆ Managing the Interview from Beginning to End
- ◆ Marketing Yourself in DCNETWORKS.ORG
- ◆ Negotiating Offers
- ◆ Best Approaches to your Job search

PY2004 Proposed Program Performance Outcomes

The PY2004 proposed primary program performance outcomes are:

- Eighteen percent (18%) of program customers will return back to work;
- The number of unemployment claimants participating in job search workshops will increase by five participants per month;
- The Unemployment Insurance exhaustion rate will decrease by at least one week compared to those with similar characteristics who do not receive job search assistance; and
- There will be successful computerized job matches with twenty-five (25) employers with customers who complete the program.

PY2004 Performance Outcomes

The Department of Employment Services Reemployment Program outcomes reported herein cover the period of July 1, 2004 through June 30, 2005. The report will address two areas: (1) the outcomes of the claimants profiled, and claimants completing the program, (2) the UI benefits and factors affecting exhaustion rates.

- During PY 2004, 37 five-day job readiness workshops and 70 job clubs were conducted.
- The VOS generated Monthly Profiling Report for August 30, 2005 revealed that 783 UI claimants were profiled for the REP workshops from July 1, 2005 to June 30, 2005. Of the number of claimants who were identified for profiling, 359 reported to and completed the reemployment job readiness workshops and were actively performing job search activities during the reporting period.
- Three hundred and twelve (312) referral services were made by the job coach to both employment opportunities in the Virtual One Stop (VOS) Job Bank, or through other job and career search networks.

The PY 2004 Program Plan projected that 18% of the Reemployment participants will return to work.

- At the end of PY 2004, there were 102 customers who returned to work (28% of completers). This information is verified by the VOS Monthly Profile Report, the completed Return to Work forms for the months of July 2004 through June 30, 2005, and follow-up calls to REP workshop customers. The placement rate recorded for this report indicates that the Reemployment Program exceeded the projected return to work rate by 10%.
- Based on data obtained from the VOS database, more than 75% of the PY 2004 participants that returned to work did so within the first six months of the program year. Further analysis of the UI database revealed that more than 30% of the REP participants found employment within the target range of 20 weeks or less.
- Participants were successful in computerized job matches with more than the project twenty-five (25) employers. A job assessment profile is utilized by the Job Coach to develop a job match pattern in the Virtual One Stop (VOS) between the candidate and employers. The workshop facilitator provided the Job Coach with a summary of the participants' skills and employment goals to assist the Job Coach in developing an employment search strategy. The job match pattern for specific jobs was compared with candidate profiles for successful job placements. The result is an efficient employee job match. Employers provide the skills sets they are seeking for customized job matching utilizing the Job Bank in VOS. In PY 2005 this process will be further enhanced in order to serve the UI claimant more effectively in job placement.

The reemployment process is terminated when the claimant stops filing, returns to work, or exhausts benefits. An analysis of the UI Database revealed that during PY2004, the DOES achieved an \$89,917 cost savings for the UI system. The analysis included reviewing the weekly benefits of the participants who found jobs and computing the total amount of benefits received compared to the amount they would have received had they received benefits for 25 weeks. UI savings are realized when a reemployment participant finds a placement prior to the exhaustion of their benefits. Savings are realized when Reemployment participants either notify the program's jobs coordinator or staff is informed of the employment status through follow up calls. Savings fluctuate depending on the length of time that all participants have been seeking employment and if their UI benefits have been exhausted. The average number of weeks on UI for program participants was 25 weeks, five weeks beyond the target goal of 20 weeks. While it is difficult to quantify the reasons for the above average rate, a review of the participants' UI records indicate that many individuals were provided extensions and many exhausted benefits prior to finding employment.

Labor market analysis for this time period also provides a record of a tight employment and economic market. Several economic factors which contribute to the delay in customers return to work include:

- ◆ Local Labor Market
 - Several companies located in the District of Columbia have outsourced or relocated various functions in their organizations (i.e. mail room, maintenance, food service, warehousing) to other companies or locations. Thus many customers have lost jobs because of outsourcing.
 - Several not for profit agencies and daycare centers have reduced staff because of limited private grants and funding. In addition, the public school system is now serving many of the children who would normally go to daycare centers.
- ◆ Approximately six out of ten of the weekly Reemployment customers have been employed in industries which have become obsolete or the level of skills needed for many positions have changed and performance expectations are higher. The customers who have not maintained or improved their skills are not marketable in the current job market and need to be re-trained.
- ◆ Transportation and Childcare – These two factors prohibit many District residents in finding employment. Public transportation to areas outside of the District where there may be employment opportunities may be limited or not cost beneficial to the potential worker. When completing the assessment of employability and skills, many participants include transportation as a major barrier to employment. In most classes only one percent of customers own automobiles or even a driver's license to access employment outside of the Beltway or counties further out. Oftentimes, transportation costs outside of the District are prohibitive because of the limited wages unskilled workers are offered. Childcare expenses and reliability also prohibit many job seekers from returning to work.
- ◆ Personal Choice – Clients make the decision to remain unemployed until the UI benefits have been exhausted.

Other Outcomes of PY 2004

The PY2004 Program Plan has been successful because:

- ◆ Participants utilized assessment information to obtain new knowledge about their personal skills.
- ◆ Participants designed personalized job search campaigns with a job coach.
- ◆ Participants completed resumes and entered them in the Virtual One Stop (VOS) System.
- ◆ More intensive follow-up was provided to participants from the job coach and the workshop staff. Staff provided more intensive one-on-one assessment of the participants' skills, interests, and goals for their careers.
- ◆ The workshop facilitator provided one-on-one assistance to each participant to assist in assessing their job skills and explained how employers are using VOS when searching for the right employee.
- ◆ The facilitator provided information on the high demand/high growth jobs to ensure that participants are not searching for obsolete jobs in the workforce.
- ◆ The facilitator assisted the participants in developing a skills profile and a marketing strategy. Staff, employers, and participants will continue to work together to facilitate this process.

Improvements for 2005

The following strategic processes will improve on accuracy and the timeliness of customer notification of participation in the Reemployment Program.

- Utilizing the Online Scheduler to reschedule and track customers who have missed their workshop report date. This process is currently performed manually.
- Design Self Mailers to automatically send letters biweekly to profiled customers. This process is currently performed manually.