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November 13, 2006

Ms. Lenita Jacobs-Simmons
Regional Administrator
US Department of Labor & Industry
Employment and Training Administration
The Curtis Center
170 South Independence Mall West
Suite 825 East
Philadelphia, Pennsylvania 19106-3315

Dear Ms. Jacobs-Simmons:

Attached is Pennsylvania's Reemployment Services Annual Report for Program Year 2005, covering the period of July 1, 2005 through June 30, 2006.

If you have any questions regarding the report, or if you need any additional information, please feel free to contact Kathy Moore, Supervisor, Labor Exchange Coordination Services, at 717-787-9886 or via e-mail at kathymoore@state.pa.us.

Sincerely,

John C. Vogel
Director

Attachments

REEMPLOYMENT SERVICES PERFORMANCE REPORT

STATE: Pennsylvania

DATE: November 13, 2006

STATE SPECIFIC PERFORMANCE REPORT (Add additional sheets if necessary.)

Describe activities and an overview of how the activities were accomplished. Include milestones, and positive outcomes achieved. Compare accomplishment of planned performance goals with the attainment of the performance indicators identified by the State in the annual plan.

See attached.

Pennsylvania PY'05 Reemployment Services Report

OVERVIEW

Pennsylvania's version of Worker Profiling and Reemployment Services (WPRS) is called the Profiling ReEmployment Program (PREP). The statewide goal is to insure that all permanently separated UC claimants are enrolled and registered for employment services in the PA CareerLink operating system, and to increase the number of UC claimants that enter employment. Extensive research has shown that integrated UC and One-Stop services, more intensive work search, staff-assisted job search assistance, services that are integrated with remote initial claim filing, early identification of UC claimants who are likely to face lengthy spells of unemployment, and early intervention with job search and similar services are effective approaches to providing reemployment services resulting in positive outcomes. Therefore, Pennsylvania looks at the entire continuum of services for UC claimants, from their first awareness of an impending layoff, through their initial UC claim, reemployment services and eventual return to work. The result is that more claimants are served and claimants get jobs sooner. Additionally, the program is used to strengthen the linkages between the UC Service Centers and Rapid Response (RR) activities for dislocated workers provided through Title I WIA, Employment Service, and other PA CareerLink partners. Regional Workforce Development Seminars are held quarterly to resolve issues and share updated information among the PA CareerLinks, UC Service Centers, and other partner agencies.

Pennsylvania Act 156 of 2002 became effective in December 2002. It requires that all claimants eligible for UC be referred to employment offices (PA CareerLinks) for reemployment services. All UC claimants who file an initial claim for benefits receive a UC Claim Confirmation Letter. The letter includes an invitation for the claimant to contact the PA CareerLink site nearest to them for reemployment services. In addition, the Department of Labor and Industry developed an automated interface (UC Module) between UC Service Centers and the PA CareerLink operating system that provides a weekly list of claimants who file an initial claim for unemployment compensation. This supports UC Reemployment Programs with lists, automated notification letters, and service rosters. A Claimant Call-In Letter list is prepared weekly, and includes all claimants that filed an initial claim the week immediately following the file date. This enables staff to contact claimants prior to the receipt of their first UC check to assist in their job search efforts. PA CareerLink staff can use the Claimant Call-In Letter list to generate notification letters for any select group of claimants (i.e. Veterans, disabled, etc.) to invite the claimant to participate in specific employment services, such as workshops, special programs, events, or recruitment activities. The PREP Call-In Letter list displays claimants the week after they receive their first payment, ranking those most likely to exhaust their UC benefits before returning to work at the top of the list.

PROGRAM SERVICES OVERVIEW

Pennsylvania's UC Reemployment Services program was designed to allow maximum flexibility at the local level in designing programs that would integrate with and complement other workforce development activities within the Local Workforce Investment Area. PA CareerLinks were given a set of core services that were to be provided or available at the site with flexibility in the delivery of the services, and additional intensive services that are provided accordingly based on office capacity and staff availability.

BWDP staff and other PA CareerLink partners negotiate mutually convenient dates, times, the number of orientation sessions that are required to accommodate claimants, and the number of claimants per session based on the capacity of each site. The orientation includes, at a minimum, program information, orientation to the Career Resource Area, introduction of site partners and services available, assistance with enrollment into the PA CareerLink system, and registration for employment services.

An assessment of employment needs is completed for each claimant to develop an employment plan identifying available services/activities the claimant needs. A thorough review of each claimant's work history, education, and skills by PA CareerLink staff with the claimant is necessary to determine the level of service required. Referrals are made to supportive services in order to reduce barriers to employment. Assessment forms have been developed in both English and Spanish.

ACCOMPLISHMENTS

During Program Year 2005 (July 1, 2005 to June 30, 2006), 98,985 claimants received staff-assisted reemployment services. Out of the total served, 76% entered employment; 52,215 participated in job search activities; 34,131 were referred to employment; 15,530 were referred to WIA services; 11,435 received career guidance services; and 43,384 were referred to supportive services.

In Program Year 2005 (July 1, 2005 to June 30, 2006), Pennsylvania received \$1,543,329.00 in Reemployment Service funds from the United States Department of Labor. In addition, \$422,971.44 was carried over from the PY 04 allotment, which resulted in \$1,966,300.44 in funds available for PY 05. Of these available funds, total expenditures in PY 05 equaled \$1,469,547.79. Pennsylvania's Reemployment Services funds are utilized as staff time charges. As directed by USDOL, staff will continue to charge reemployment activities in PY 06 until the remaining funds are expended.

PA CareerLink offices collect and maintain Customer Satisfaction Surveys in order to evaluate the customers' perceptions of services that have been

provided and to strive for continuous program improvement. Customer Satisfaction Surveys may be distributed after the completion of the orientation session, assessment interview, job search workshop, etc., or may be sent to the participants at a later date. The survey format and time frame are at the discretion of each PA CareerLink office. Returned surveys show a tremendous positive response to all efforts on behalf of the UC reemployment programs. Ninety-eight percent of customers responding indicated a high level of satisfaction with services they received. Some examples of the positive comments received are contained in Attachment A.

All claimants that attend the orientation session and receive reemployment services are contacted at regular intervals determined by the individual PA CareerLink office to follow-up and establish if additional services are required, to check for positive outcomes, and to review customer satisfaction of the programs and services. UC claimants' participation is tracked until they either exhaust their UC benefits or until they complete and/or terminate their reemployment services.

To evaluate the success of the reemployment programs, Pennsylvania uses the Labor Exchange eligible claimant statistics contained in the ETA-9002 report to determine the number of claimants who received staff-assisted services, participated in job search activities, and entered employment. The PREP Local Service Activity Report contains statistics reported in the PA CareerLink operating system. Accurate and timely entry of all services rendered by BWDP and other service partners into the PA CareerLink operating system is the basis for reemployment service tracking. An individual PA CareerLink office and a composite State Report are prepared monthly, quarterly, and annually for distribution to state and local management.

For PY 2005, the individual PREP Local Service Activity Reports continue to be prepared monthly, quarterly, and annually. The reports have been incorporated into a website accessible to all Labor Exchange BWDP staff, who then provide the information to all PA CareerLink partners. Future enhancements are planned to allow for customized reports. In addition, the ETA-9048 and ETA-9049 report employment service activity for the Profiling ReEmployment Program.

PERFORMANCE INDICATORS (PLANNED VS. ACTUAL)

To increase savings to the UC Fund by reducing UC benefit charges, Pennsylvania's PY 05 plan established the following goals for the UC Reemployment Program:

- Of the UC claimants who are registered, at least 90% will be provided value-added services.
- Of the UC claimants who received a service, at least 55% will have entered employment.

For PY 2005, a total of 98,985 UC claimants were served among the PA CareerLink offices in Pennsylvania according to the ETA-9002. Of the total number of claimants served:

- 72% received some type of value-added service
- 53% participated in job search activities
- 76% entered employment
- 85% retained employment 6 months after entering employment

Pennsylvania's Unemployment Compensation Modernization Project has not yet been completed. Therefore, direct feeds between the UC reporting system and the PA CareerLink employment service reports to provide the necessary statistical information to measure the program outcomes are not yet available. The Labor & Industry Center for Workforce Information and Analysis is developing a new method of calculating savings as a result of program participation; however, the new method on cost savings will not be available for some time.

PROGRAM OVERSIGHT OVERVIEW

The investment of money, staff, and other resources to expedite the reemployment of UC claimants has greatly benefited individual UC claimants by helping them rejoin the workforce, has aided economic stability in communities across the Commonwealth of Pennsylvania by lessening the impact of unemployment, and has resulted in a very positive cost-benefit ratio in the cost of services compared to the savings in UC benefit charges. The statewide goal for continued use of the Reemployment Allotment is to insure that all permanently separated UC claimants are enrolled and registered for employment services in the PA CareerLink operating system, and to increase the number of UC claimants that enter employment.

Based on the level of service needed, PA CareerLink offices have tailored staff-assisted services to meet the specific needs of each UC claimant participating in UC reemployment services. This practice has met with overwhelming success and customer satisfaction. "Best Practices" are shared for continued program improvement of reemployment services to UC claimants as well as to meet and exceed statewide goals.

Plans are to further enhance the PA CareerLink operating system in Pennsylvania after completion of the Unemployment Compensation Modernization Project by adding the following:

- More immediate updates of data from UC to the PA CareerLink files (i.e. name, address, phone number, e-mail, office claim transfers, and profiling data items, etc.)
- Type of separation from employment

- Effective date of UC claim
- Type of work the claimant is seeking
- Last employer (name, phone number, and e-mail)
- Claim balances (4, 8, 12 weeks filed indicators and balances; plus 13 and 2 weeks prior to maximum benefit exhaustion—MBE date)

Additional search functions will be implemented to extend this data beyond the county limit. PA CareerLink facilities may individually identify customer target groups, such as claimants separated from specific employers. This feature will help to better serve dislocated workers and Trade-impacted claimants to enhance linkages between the Trade, Rapid Response, and Self-Employment Assistance Modules.

Claimants are invited to participate in a wide variety of PA CareerLink services through both the "Job Match" and general "Call-In" letters, which will expand to include other program and service notifications. Positive and failed action information will be returned electronically to UC. These enhancements will be available upon completion of the Unemployment Compensation Modernization Project.

O*Net Assessment Tools are available through the web-based PA CareerLink system in the Career Resource Areas of all PA CareerLink offices. The Work Importance Locator and the Interest Profiler can help identify related occupations that can be used to guide claimants in their job search activities.

Pennsylvania plans to update and enhance the profiling model to better determine the individuals on the profiling list who are most likely to exhaust benefits before returning to work. Dialogue is continuing between PA CareerLink and UC Service Center staff to ensure that the UC script used by UC Initial Claims Interviewers solicits the best possible information to assist in the reemployment process. Changes to the UC script questions have been ongoing.

MEASURES TAKEN TO IMPROVE PROGRAM/RESULTS IN PY 05

A. PROBLEMS IDENTIFIED

1. Reports indicated a low number of profiled claimants called-in and served compared to the number of claimants placed into the selection pool. In May 2006, BWDP implemented a requirement for staff to call-in at least 70% of all claimants placed in the profile selection pool, with a target of 50% showing up for orientation.
2. Only twenty-nine percent of Wagner-Peyser participants were identified as UC claimants. This was primarily due to the following reasons:

- Pennsylvania does not have a work search requirement for UC claimants.
- Pennsylvania CareerLink offices focus primarily of PREP claimants, rather than the whole universe of UC claimants.
- Many UC claimants are not identified as such in the PA CareerLink system.

Pennsylvania is taking steps to correct this problem by instructing PA CareerLink staff to:

- Ensure that they identify all UC claimants using the PA CareerLink system by asking job seekers if they are receiving UC and if so, placing the program eligibility on the job seeker record.
- Use the UC Call-In letter to invite all claimants on the Call-In list into the PA CareerLink.

B. BEST PRACTICES

1. Pennsylvania's UC Reemployment Programs were designed to allow maximum flexibility at the local level in designing programs that would integrate with and complement other workforce development activities within the Local Workforce Investment Area. PA CareerLinks were given a set of core services that were to be provided or available at the site with flexibility in the delivery of the services, and additional intensive services that are provided accordingly based on office capacity and staff availability.

2. Best Practices were shared with PA CareerLink staff during program training sessions, and Regional Workforce Development Seminars. In PY 05 Pennsylvania began conducting quarterly regional PREP telephone conferences to provide updated information, address issues, and answer questions PA CareerLink staff may have in relation to serving claimants.

In May 2006, an annual statewide PREP Conference was held to encourage continued improvement of reemployment services to UC claimants. Efforts were made to increase the number of claimants called in for PREP by requiring all local PA CareerLinks to call in 70% of all PREP eligible claimants and to supplement PREP with a more aggressive service structure, including workshops, job finding clubs, follow-up, and customer satisfaction feedback. In addition, notification letters can be generated from the UC Module to target special groups, such as Veterans, occupational groups, specific employers, and unemployed workers from in-demand business and industry clusters.

3. BWDP staff recently developed a PREP Policies and Procedures manual. A wealth of information that had been disseminated to staff piecemeal over the years was combined into a reference source that

will be formalized as state policy through Pennsylvania's Workforce Investment Information Notice (WIIN) approval process.



Positive Comments
PY05.doc

Attachment A

Positive Comments

- Lots of good information on a variety of topics.
- Very interesting, kept me occupied, nice to learn something new.
- Very clear and upbeat explanation of available services.
- The large volume of information was presented in a clear, concise, and friendly manner.
- Good information about job searching.
- Really well done and informative.
- Very helpful staff.
- Nice of you to help us when we needed you.
- Excellent services.
- Very professional and knowledgeable workers.
- This is a great idea for people who need help finding employment.
- Very helpful.
- Great information for the future, if needed.
- I never attended anything like this and the session was great.
- Thank you for your time and hopefully your recommendations have a positive outcome.
- Nicely done – well organized.
- It was very informative information to assist in finding employment.
- Very informative; a necessary service for people who find themselves in between jobs.
- Surprisingly helpful; nice, friendly staff.
- Having access to the computer and access to local jobs was very helpful.
- People were very helpful. Glad I came. Thank you for your help.
- I'm glad I got to know more about job search, it made it easier for me.
- Answered all my questions on civil service exam.
- I think this is great!
- Everyone was very kind and very knowledgeable.
- People were friendly, reassuring and gracious not only to me, but with others I observed.
- Very helpful and easy.
- This gave me an introduction to get started with self-employment...as well as opening more opportunities to find local jobs.
- You cannot improve your services. I am very thankful that you can help.
- I was very impressed with all the help your office gave me and I do want to thank you.
- Very good service.
- Too bad more people who are unemployed don't use the service.
- It should be mandatory for all people collecting unemployment or welfare.

- Everything is great with PA CareerLink and I am very thankful.
- Keep up the good work.
- Satisfied, and it was fun (attended computer class and was aptitude tested).
- It was very informative with the different speakers, and it touched base on just about everything (orientation).
- Taught me about services available thru the PA CareerLink (orientation).
- Exceeded my expectations.
- There is a wealth of assistance and tools at this facility to help anyone who wishes to take advantage of them.
- The people here take great pride in what they do.
- Instructor was very helpful, interested, patient, provided good one-on-one attention, knowledgeable, thorough and prompt.
- Learned many new things about PA CareerLink that I did not know to help advance in my job search.
- Instructor helped me step by step in everything needed to complete and understand job search.
- CareerLink is a good thing.
- The information was very well explained and delivered.
- The class was made very comfortable and the information was delivered in a very friendly, knowledgeable manner.
- Very informative and helpful, I feel it is top notch.
- Very pleasant and interesting, I didn't feel looked down upon for being unemployed.
- Thank you for a very pleasant and educational experience.
- I was not too interested when the letter came in the mail, but after attending--very, very glad I did.
- Very informative--some things I didn't even know were available.
- Nice relaxed atmosphere, vast amount of info to help people.
- Learning that so many services exist in my county.
- Very helpful and informative, very thorough.
- Anyone looking for work would benefit from this.