



*Opportunity North Carolina*

# CONCEPT

- ESC brought idea to legislature March 2010
- Patterned after “Georgia Work\$” incorporating NC laws, policies and procedures
- Deputy Chairman created Employer Engagement Initiative (EEI) team to implement “Opportunity NC” (August 2010)
- Employer on verge of hiring, needs incentive
- Unique program is a win/win for Employers and Job Seekers





# Goals



- RETURN CLAIMANTS TO WORK IN SHORT DURATION
- PRODUCE SAVING TO THE UI TRUST FUND
- BRING TOGETHER EMPLOYERS AND JOB SEEKERS IN A NEW WAY



# GUIDANCE

<b>EMPLOYMENT AND TRAINING ADMINISTRATION ADVISORY SYSTEM U.S. DEPARTMENT OF LABOR Washington, D.C. 20210</b>	CLASSIFICATION
	CORRESPONDENCE SYMBOL OUI/DL
	DATE January 29, 2010

**ADVISORY: TRAINING AND EMPLOYMENT GUIDANCE LETTER NO. 12-09**

**TO:** GOVERNORS  
STATE WORKFORCE AGENCIES  
STATE WORKFORCE ADMINISTRATORS  
STATE LABOR COMMISSIONERS  
STATE WORKFORCE LIAISONS  
STATE WORKFORCE BOARD CHAIRS  
STATE WORKFORCE BOARD DIRECTORS  
LOCAL WORKFORCE BOARD CHAIRS  
LOCAL WORKFORCE BOARD DIRECTORS  
STATE UNEMPLOYMENT INSURANCE DIRECTORS

**FROM:** JANE OATES /s/  
Assistant Secretary  
Employment and Training Administration

NANCY LEPPINK /s/  
Deputy Administrator  
Wage and Hour Division

**SUBJECT:** Joint Guidance for States Seeking to Implement Subsidized Work-Based Training Programs for Unemployed Workers



# NORTH CAROLINA GENERAL ASSEMBLY-H200

**SECTION 14.4.(c)** There is appropriated from the Employment Security Commission Reserve Fund to the Employment Security Commission of North Carolina an amount not to exceed one million dollars (\$1,000,000) for the 2011-2012 fiscal year to fund State initiatives not currently funded through federal grants.

**SECTION 14.4.(d)** There is appropriated from the Worker Training Trust Fund to the Employment Security Commission of North Carolina the sum of one million dollars (\$1,000,000) for the 2011-2012 fiscal year to fund "Opportunity NC," which provides work-based training opportunities to recipients of unemployment insurance benefits. Opportunity NC must meet all of the following factors:

- (1) The training, even though it includes actual operation of the facilities of the employer, is similar to what would be given in a vocational school or academic educational instruction.
- (2) The training is for the benefit of the trainee.
- (3) The trainees do not displace regular employees, but work under their close observation.
- (4) The employer who provides the training derives no immediate advantage from the activities of the trainees, and, on occasion, the employer's operations may actually be impeded.
- (5) The trainees are not necessarily entitled to a job at the conclusion of the training period.
- (6) The employer and the trainees understand that the trainees are not entitled to wages for the time spent in training.



# PARTICIPANT POOL

<b>Name: Reemployment Services Program</b>	<b>Document No: ES-OP-021-10-001</b>	<b>Revision Date:</b>
<b>Employment Security Commission</b>	<b>Original Effective Date: 10-30-09</b>	<b>Revision Level: 0</b>
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## **OPERATING PROCEDURE**

**Document Title:** Reemployment Services Program  
**Approval Authority:** Director, Employment Service Division

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### **A. Purpose and Scope**

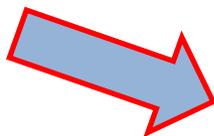
To provide guidelines for operating the Recovery Act Reemployment Services (RES) Program. The RES Program will be available in all sixty ESC Local Offices with management deciding availability in ESC Branch Offices. The program has been designed to target identified Unemployment Insurance Claimants to provide more in-depth and intensive staff-assisted services, including a Reemployment Plan that should lead to employment or enrollment in training.

### **B. Definitions**

- **Claimant Profiling:** The process of applying a statistical model to the entire population of UI claimants who have received a first payment to calculate a probability of exhaustion for each claimant which is utilized to identify potential Reemployment Services participants.

The model selects claimants who are likely to exhaust based on the following factors:

- A. The geographic region where the initial claim was filed.
- B. The number of months employed with the last employer prior to filing an initial claim.
- C. The claimant's number of years of education.
- D. Did the claimant file a prior regular UI claim?
- E. Did the claimant exhaust the prior claim?
- F. Did the claimant wait more than thirty days before filing the most recent initial claim or did they file the initial claim within thirty days of their separation date?



# GUIDELINES

- Eligibility --Job Seeker is in initial UI Claim (REA/RES Model)-Invited to participate in ONC during session
- Employer- Current on UI taxes
- Job Seeker receives UI benefits & weekly allowance
- Job Seeker trains up to 24 hours/week, up to 6 weeks
- No cost to Employer-- Workers Comp. paid by ONC program
- Up to Six-Week “job interview”
- No obligation to hire, voluntary for Job Seeker



## PROJECT

- Program guidelines written by EEI team
- Pilot project selected six offices-Asheville, Burlington, Concord, Durham, Laurinburg, and Rocky Mount
- Training Manual Developed
- Local office staff selected and training sessions held in February 2011
- Project started on March 14, 2011, marketed to Employers and made available to Job Seekers
- Progress monitored with bi-weekly conference calls



## PROJECT(cont.)

- Commission Approved Training (allows waiver of work search)
- FAQs developed for staff, participants and employers
- Sample scripts for marketing developed for staff
- Program monitoring tool developed; monitoring conducted



## RESULTS

- March 14, 2011- October 21, 2011
- 844 Claimants “available” for ONC
- 71 Participants entering ONC training
- 37 Employers with trainees
- 30 ONC participants completed training
- 25 ONC trainees hired with training employer
- 7 ONC trainees obtained employment



## PARTICIPANT TESTIMONIALS

- “My experience with ONC was great. It allowed me to find a job a lot faster than I expected.”
- “I had a great experience with ONC. All staff was helpful.”
- “ONC helped me find a job that can really help me in the future.”
- “It was a good opportunity and I found a good job working for good people.”
- “Very welcoming. Grateful to work with Eleanor, a true professional.”
- “Very happy with the program. I hope I will not need to participate in the program again.”

## EMPLOYER TESTIMONIALS

- “I have had an excellent experience and found a gem of an employee!”
- “Wonderful experience.”
- “This has been a great program for our school. It saved us time and money and helped us find the right person for our position.”
- “David is a great employee. It is hard to believe that people with his talent are without a job.”
- “Overall, my experience with ONC was positive.”

# PROGRAM EVALUATION (BUSINESS)

## OpportunityNC Program Evaluation (September 2011)

### Business Evaluation

### 8 Responding Businesses

	COMPLETELY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	COMPLETELY DISAGREE
1 I found OpportunityNC easy to understand.	100.0%				
2 OpportunityNC has allowed my organization to add an employee that we might not have otherwise added.	75.0%	12.5%	12.5%		
3 OpportunityNC is an effective program for my recruitment needs.	62.5%	25.0%	12.5%		
4 I will participate in OpportunityNC again.	87.5%		12.5%		
5 I would recommend OpportunityNC to my business colleagues.	100.0%				
6 After using OpportunityNC, I have a more positive view of the ESC of NC.	75.0%	12.5%	12.5%		
7 ESC staff was available when I had a question during the time I participated in OpportunityNC.	100.0%				
8 OpportunityNC adds value to services the ESC provides.	100.0%				
9 OpportunityNC meets my expectations.	62.5%	37.5%			
	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
10 Overall, how would you rate OpportunityNC?	87.5%	12.5%			



# PROGRAM EVALUATION (PARTICIPANT)

## OpportunityNC Program Evaluation (September 2011)

### Training Participant Evaluation

14 Responding Trainees

	COMPLETELY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	COMPLETELY DISAGREE
1 I found OpportunityNC easy to understand.	100.0%				
2 OpportunityNC has allowed me access to an employment opportunity I might have otherwise missed.	85.7%	14.3%			
3 OpportunityNC is an effective program for my job search.	85.7%	7.1%			7.1%
4 I will participate in OpportunityNC again.	92.3%		7.7%		
5 I would recommend OpportunityNC to others seeking employment.	100.0%				
6 After using OpportunityNC, I have a more positive view of the ESC of NC.	92.9%	7.1%			
7 ESC staff was available when I had a question during the time I participated in OpportunityNC.	85.7%	7.1%	7.1%		
8 OpportunityNC adds value to services the ESC provides.	85.7%	14.3%			
9 OpportunityNC meets my expectations.	92.9%		7.1%		
	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
10 Overall, how would you rate OpportunityNC?	85.7%	14.3%			



## PLANS

- Plan to expand pilot into six additional Local Offices January, 2012
- Training for new pilot office staff scheduled for December 2011
- Continue to develop and refine the program as we learn from experiences.



# EMPLOYER ENGAGEMENT INITIATIVE TEAM



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