

# Success for Dislocated Workers!

- USDOL's Vision:  
Integrated, Accessible  
Reemployment Services

- Key Program  
Design Principles

- Expanded, Targeted,  
Responsive Services

## *Situational Strategy...*

- **Dismal Ratio:**  
6.3 Job Seekers/1 New Job Opening
- **Challenges for All:**  
All Industries, All Jobs, All People
- **Longer Time to Find New Job:**  
Even if “Actively Seeking, Available”
- **Productive Use of Time:**  
Maintain Structure, Invest with Time
- **Two Major Problems:**  
Job Loss Coping, Job Finding
- **Job Loss Coping:**  
Letting Go, Finances, Esteem
- **Job Finding:**  
Strategic, Persistent, Skilled

## **Four Key Federal Responses...**

1. Expanded, Extended UI
2. Training, Not Just Job Search
3. Integrated, Accessible Programs
4. Career Pathways with Credentials

## **Unemployment Insurance As a Time to Skill-Up, Not Just for Work Search**

- President Obama: “Change unemployment from ‘wait and see’ to a chance for our workers to train and seek the next opportunity” (Pell!)
- “Reemployment Services” redefined: Claimant reemployment is both WIA and Wagner-Peyser responsibility
- New Trade Act: Framework for the new WIA Dislocated Worker Program

## *USDOL WIA Reform Principles:*

### **Integrated and Accessible Programs**

“All workforce programs for dislocated and laid off workers are integrated and accessible within the state and local One-Stop Career Centers (e.g., WIA Dislocated Workers; Trade Adjustment Assistance; Pell grants for unemployment insurance claimants; Wagner-Peyser Employment Services; Reemployment Eligibility Assessments), providing each individual quick and effective triage, assessment of skills, and the best plan for service.”

### **One-Stop Access to Consolidated Services**

“Customers access all programs through the One-Stop System in a manner that consolidates services and presents clear career pathways regardless of the program funding source used to support the achievement of the career credential and job placement.”

UI + REA + Profiling + Pell +  
RES + WP + DW + Trade Act =  
Reemployment Services

Unemployment Insurance:

- “Approved Training” Policies
  - Pell Grant Notification
  - “TRA” for Non-TRA?

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Reemploy Eligibility Assessment:

- Staff-Assisted Service
- Structured, Continuous Engagement
- Eligibility, Reemployment Services

## **Worker Profiling:**

- “Most Likely to Exhaust”?
- How Many?
- Call-In: For What?
- Early Intervention: Only Emphasis?

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## **Pell Grants:**

- UI Letter: Visit One-Stop Center
- Integrated with REA, RES, Profiling?
- FAFSA: “Dislocated Worker” (WIA)
- Not Just Pell: Loans, GI Bill...

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**ARRA Reemployment Services:**

- Integrate WP/UI Info Technology
- “Full Array of Services”

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**Wagner-Peyser:**

- Staff-Assisted
- Jobs (*and Training*)
- ARRA Reporting:  
“Referred to Employment”  
and “Referred to WIA”
- Beyond Job Referral:  
Assessment, LMI, Counseling

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## WIA Dislocated Workers:

- Co-Enroll: All? TAA? Definitions?
  - ARRA Reporting (Adults/DW):  
“Number in Training” and  
“Number of UI Claimants”
- Needs-Related Payments (*TRA?*)

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## New Trade Act:

- Significantly Expanded Eligibility
  - Increased Training Dollars
- Up to 104 (+30) Weeks of Training
  - Case Management

## **One-Stop Career Center: Integrated Reemployment Services**

- What are Reemployment Services?
  - Who is responsible for RES?
    - Who staffs RES?
- What is the service delivery process?

## **What Makes the Process Seamless?**

- Integrated customers
- Integrated customer flow
  - Integrated services
  - Integrated staffing

## **Program Design Principles:**

- **“What Works” Research:**  
“Intensive, Individualized Services Coupled with Compliance and Enforcement”
- **Coping and Finding:**  
Surviving, Seeking, and Skilling-Up
- **Customized Services:**  
Staff-Assisted, Responsive Services
- **Service Variety:**  
Respond: Blue, White, Gold-Collar;  
Value-Added (No Place Else)
- **Continuous Engagement:**  
Early Intervention Followed by  
Frequent, Comprehensive Services  
throughout Claim Duration

## Expanding Reemployment Services

- Rapid Response:  
Service Initiation, Not Promotion
- Staff Assisted, Customized:  
Counseling, Coaching, Cheering
- Assessment beyond Work History
- Transferable Skills Validation
- LMI: Career Exploration, Exposure
- Workshops: Coping; Mature; Online
- Job Clubs: Center, Virtual, Peer Led
- WEB 2.0: Personal Branding and  
Social Networking

## Developing a Personal Brand and Tapping Social Networks to Find Jobs in a Tough Economy

### Branding:

- LinkedIn Profile
- Facebook Profile
- Twitter Profile

### Networking:

- Social Networks
- Blogs
- Google Groups

### 2.0 Job Search Tools:

- Virtual Business Cards
- Personal Website/Portfolio
- Resumes (Hot Links; Downloads)
- You Tube Resumes

*Visit:*

[mashable.com/2009/02/05/personal-branding-101/](http://mashable.com/2009/02/05/personal-branding-101/)

- Work Experience for Career Change
- Volunteering (Esteem/Networking)
- Short-Term, Skill-Enhancement
- Interim Credentials
- Skill Validation
- Financial Aid Assistance (WIA+)
- Needs-Based Payments
- Access to Survival Services
- Self-Employment
- OJT
- Apprenticeship

# Best Bets!