

# COORDINATED OUTREACH TO UI EXHAUSTEES

## NORTH CENTRAL WORKFORCE DEVELOPMENT COUNCIL

<http://www.skillsource.org>

### HIGH IMPACT STRATEGIES

Exhaustees and long-term claimants either finishing a vocational education program or struggling to find work all benefit from workshops, face-to-face meetings, facility tours and individualized learning that identify skills, set goals, and sharpen job search strategies.

In Wenatchee, Washington, the new workshop called MyJobNetwork met weekly where 90% of the participants were long-term claimants or exhaustees. Reminder calls to jobseekers from a list provided by the Employment Security Department, a strong focus on job search and networking skills, and frequent employer presentations were strategies used to identify and serve jobseekers and employers.

SkillSource developed a Facebook Group and facilitates weekly participant outreach via email and classroom presentations to connect job seekers to current job announcements, articles, and to provide encouragement. Staff utilizes GotoWorkSource.com and Employment Security provides valuable job announcements, information and resources for this weekly communication.

WorkSource partners prepare and present a weekly local radio Job Report that provides information on job openings and jobseeker and employer tips. Each week, listeners are referred to GotoWorkSource.com for job announcements and other resources including the Job Hunter workshop series.

At WorkSource Central Basin, long-term claimants are invited to tour the facility, hear about available resources and services including the ACE/Job Hunter workshop series and MS eLearning. Also, the KeyTrain Quickguide assesses foundational skills and provides 200 online lessons ranging from work habits to job search. WorkSource specialists also provide one-on-one resume assistance, labor market information and job or partner referrals.

Career brokers further coordinate training benefits or Commissioner Approved Training for extended or emergency claimants, steering them toward suitable training or employment. Some laid off workers think their old job is coming back and postpone taking action to develop skills for a new job. Career Brokers find these claimants and bring them into the Center to provide retraining scenarios such as a CDL education and connect to partner services.

The OJT campaign also increased contacts with long-term claimants, and provided training specific orientations and workshops targeted to claimants. OJT trainers called the list of long-term claimants bi-weekly to encourage them to attend the MyJobNetwork workshops. The strategy of "list calling" reached 65% of long-term claimants and 42% of those contacted joined the network group.

