



Retooling Washington Work Group 1:

Coordinated outreach to unemployment insurance (UI) exhaustees

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 Employment Security Department
 Update: January 2013

Directive

“Coordinated outreach to UI exhaustees, including demographic breakdown of who is in the pool, some market analysis of skills available and work history, development of service tool chest and identification of service points for referral. Also includes development of the actual outreach strategy (materials, single website, etc.).”

Deliverables/Goals

Data: Provide data to help inform outreach efforts and service delivery statewide.

Resource referral information for exhaustees: Provide resource information to exhaustees and their families.

Toolkits for service providers: Assist front line staff who provide service to exhaustees.

Schedule

Description	Due date	Status
Convene workgroup for initial meeting	10/27/10	Completed
Convene regular meetings	Ongoing	Ongoing
WTECB approve charter	11/18/10	Completed
Present updates at WTECB meetings	As scheduled	Ongoing
Present 18-month progress report to WTECB	June 2012	Completed

Indicators

Description/target	September 2012	October 2012	November 2012	December 2012
1) Exhaustee data				
Number of exhaustees	112,358 Total	115,485 Total	121,173 Total	125,489 Total
2) Exhaustee outreach plan/resource referral information				
Number of statewide auto-dialer messages to exhaustees	3,255	3,588	n/a (due to autodialer being used for benefit expiration notices)	n/a (due to autodialer being used for benefit expiration notices)
Number of exhaustees who received a service through WorkSource	2,178	2,593	2,112	2,410
Number of UI claimants within a month of exhausting who visited WorkSource	232	503	379	418
3) Services for front line staff				
HR 3630 - Timely implementation of HR 3630 (reemployment services to EUC claimants)	Ongoing	Ongoing	Ongoing	Ongoing
4) Outcomes				
Number of exhaustees who found employment	33,885 (30%)	39,392 (34%)	40,271 (33%)	41,302 (33%)
Percentage of exhaustees who filed a new claim	11,715 (10%)	12,157 (10%)	12,901 (10%)	13,303 (10%)



Retooling Washington Work Group #1: Coordinated Outreach to UI Exhaustees

Status update: January 2013

Background

Washington State continues to face the most challenging economic time since the Great Depression. At the Workforce Training and Education Coordinating Board's (Workforce Board) Retooling Washington's Future meeting on October 5, 2010, participants discussed ideas about how Washington's workforce system can make a difference in the near term. While many agencies are already providing services to this specific population, it became evident that coordinating efforts would be beneficial and provide valuable information to exhaustees.

Directive

The specific directive for Work Group 1 is "coordinated outreach to UI exhaustees, including demographic breakdown of who is in the pool, some market analysis of skills available and work history, development of service tool chest and identification of service points for referral. Also includes development of the actual outreach strategy (collateral materials, single website, etc.)."

Deliverables

To effectively coordinate outreach activities to the growing population of those exhausting all unemployment insurance (UI) benefits, Work Group 1 has met regularly since its inception in November 2010.

Work Group 1 has three key deliverables:

- 1) **Data** – provide data reports to help inform outreach efforts and service delivery statewide.
- 2) **Resource referral information for exhaustees**¹ –Provide resource referral information to exhaustees and their families.
- 3) **Toolkits for service providers** – assist frontline staff in WorkSource offices who provide service to exhaustees.

Deliverables update

Below are status updates for the workgroup's three deliverables:

1) Data

- As of January 5, 2013 there were just under 125,000 exhaustees.
- During the 3rd quarter of 2012 approximately 33 percent of exhaustees had found employment².
- Of the exhaustees who are reemployed, they continue to make an average of 40 percent less³ in wages.
- Nearly 55,000 new exhaustees in 2012, a 78 percent increase over year-end 2011 totals.
- Demographic trends remain constant and continue to follow that of the overall demographics of UI claimants in that:
 - There is a greater percentage of exhaustees age 45 and older;
 - The least educated workers are exhausting at a higher rate; and
 - Males continue to exhaust benefits out of proportion to their labor force participation.
- A simple comparison between 2011 and 2012 shows that the same five occupational groups in roughly the same percentages still represent 60 percent of all exhaustees: office jobs, construction, management, production, and sales.

¹ Former deliverables two (Exhaustee Outreach Plan) + three (Resource Referrals for exhaustees) have been combined.

² ESD, 3rd quarter 2012

³ ESD wage data, 3rd quarter 2012

- A similar comparison between 2011 and 2012 show that the five industry groups continue to have the most exhaustees: construction; administration & support/waste management/remediation Services; health care and social assistance; retail trade; and manufacturing.
- ESD and DSHS are in the final stages of completing a data sharing agreement that will allow records to be matched to show how many exhaustees are drawing other types of state assistance.
- Work Group 1 continues to publish updated data reports statewide, by county, and by legislative and congressional districts; data is posted to the workgroup website: <http://www.wtb.wa.gov/UIExhaustreports.asp>.

2) Resource referral information for exhaustees

- New exhaustees are continuing to receive the auto-dialer message each month.
- Local workforce development areas (WDAs) have updated strategies to serve the long-term unemployed and exhaustees. Examples include:
 - **Employment Academies** – Job seekers at WorkSource Columbia Basin have the opportunity to work one-on-one with an employment counselor and are assigned to an industry team based on their employment goals. Each industry team is invited to hear human resources professionals from their desired industry speak and receives communications with relevant job openings and hiring events.
 - **Improving Computer Skills** – Critical to a successful job search, a lack of current computer skills poses a significant barrier for many job seekers. WorkSource Thurston offers weekly workshops for job seekers to build computer skills. Topics include basic computer skills, creating email accounts, and navigating Go2WorkSource.com and other job search websites.

3) Resource referral toolkits for service providers

- The ESD/DSHS-DVR partnership to improve the online referral process for customers to DVR services was launched April 30, 2012. Workgroup members will review user data and discuss effectiveness during future workgroup meetings.
- Work Group 1 is continuing to identify future training partnerships. In addition, ESD is exploring the possibility of offering an internal MI training course as well as other means of training frontline staff that are providing services to the exhaustees and the long-term unemployed.

Members

Members of this workgroup are comprised of staff from multiple organizations that provide a diverse collection of services to exhaustees.

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| • Department of Commerce (COM) | • WA Workforce Association (WWA) |
| • Department of Social and Health Services (DSHS) | • WorkForce Central |
| • Department of Veterans Affairs (DVA) | • Workforce Development Council of Snohomish County (WDCSC) |
| • Employment Security Department (ESD) | • Workforce Development Council of Spokane |
| • Higher Education Coordinating Board (HECB) | • Workforce Training and Education Coordinating Board (Workforce Board) |
| • State Board for Community and Technical Colleges (SBCTC) | |

Contact

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