

**WASHINGTON STATE  
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD  
MEETING NO. 161  
MARCH 21, 2012**

**RETOOLING WASHINGTON'S WORKFORCE**

At the meeting, Employment Security Department and Workforce Board staff will update the Board on "Retooling Washington's Workforce."

**Board Action Required:** None. For discussion only.



**Retooling Washington Work Group #2:  
On-the-Job and other Direct-Connect Training  
March 2012 Update**

**On-the-Job Training**

**National Emergency Grant (NEG):** At the end of February, there had been 279 participants in the NEG-funded OJTs. The state target for the grant is 255 participants. The funds end on June 30, 2012. Approximately 70 percent of the \$1.9 million in funding has been expended.

**Governor's Discretionary funds for OJT:** By the end of February, there had been 170 participants, about three quarters of target. Only about one-quarter of the \$1.5 million allocated by the Governor had been expended. Costs have been much lower per OJT than had been anticipated. The funds have a life until June 30, 2013.

**Governor's Discretionary funds for OJTs for Veterans and Young Adults:** In January the Governor announced that an additional \$325,000 in WIA discretionary fund would be allocated to Workforce Development Councils to provide at least 60 OJT opportunities for veterans and young adults. The WorkSource Standards and Integration Division of Employment Security is currently finalizing the last of these contracts. This program is available until March 31, 2013.

**Division of Vocational Rehabilitation and Employment and Career Development Division (ECDD) Collaboration:** Under this project, ECDD will provide OJT services to 125 DVR participants. The project began in January and DVR is providing training for ECDD staff.

**Individualized Certificate Programs (ICP)**

The Workforce Board's contractor, College Brain Trust, has obtained the commitment of the first college (beyond Lower Columbia) to implement ICP—Spokane Community College will pilot ICPs in the fall. Another college is expected to commit in the very near future, and discussions are underway with several others.

College Brain Trust has also completed its first deliverable as part of the project—a report documenting the essential elements and operational best practices for ICPs. During the fall of 2011, an additional 43 students enrolled in an ICP at Lower Columbia College.

**Workplace-Based Learning Grant**

The Workforce Board's contracts with three local partnerships to provide college credit-bearing instruction for low-wage incumbent workers at their worksite began in late January.

## **Microsoft e-Learning**

The number of individuals taking advantage of the availability of Microsoft e-Learning through WorkSource keeps growing. 14,917 individuals have now started one or more courses and 5,897 have completed at least 75 percent of a course.



**Retooling Washington Workgroup #3  
Coordinating Business Outreach and  
Improving Job Referrals and Skills Matching  
March 2012 Update**

As mentioned in the January update, reductions in funding have led the Employment Security Department (ESD) to reduce its Business Services staffing from 50 fulltime equivalent positions to 30. An ESD Business Services Transitional Team created a work plan to ensure that quality business services continue to be in place following the reduction in staff.

**Staff Training**

Training for new Business Services staff, or incumbent staff who want a refresher, is available on-line. The total training takes about two days, but it is modularized for those who want only part of the curriculum. The training emphasizes the staff are to represent the whole system to employers, and to focus on what employers' needs.

**Marketing to Employers**

There is increased marketing to help job seekers who are veterans. Employers will be able to indicate a preference for hiring veterans and to link to job seekers who are veterans.

**Quality Standards for Job Orders and Job Referrals**

The Business Services unit has reviewed the draft standards and drafted changes to streamline them and make them easier to use. The standards are undergoing final vetting in ESD and with the WDCs. May 1 is the target launch date.

**Technology Improvements for Job Matching**

The Employment and Career Development Division of ESD is continuing to work with the Information Services and Technology Division to identify the business needs for technology improvements for job matching. Funding has been identified for the improvements, and an RFP for a vendor is expected to be released in a few months.



# Retooling Washington Work Group 1:

*Coordinated outreach to unemployment insurance (UI) exhaustees*

Amy Leneker  
 Employment Security Department  
 Update: March 12, 2012

## 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

The three key deliverables are:

- 1) **Exhaustee data**
- 2) **Exhaustee outreach plan/resource referral information for exhaustees**
- 3) **Resource referral toolkits for service providers**

## Schedule

Description	Due date	Status
Convene workgroup	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	

## Indicators

Description/target	January 2012	February 2012	March 2012
<b>1) Exhaustee data</b>			
Number of exhaustees	72, 400* total	74, 600* total	
<b>2) Exhaustee outreach plan/resource referral information</b>			
Number of statewide auto-dialer messages	3,000	2,960	
Number of new exhaustees who visited WorkSource the month they exhausted	225**	TBD	
Number of claimants within a month of exhausting who visited WorkSource	201	TBD	
<b>3) Resource referral toolkits for service providers</b>			
<b>Training</b>			
Number of frontline staff trainings to help serve the long-term unemployed	N/A	N/A	
<b>HR 3630 Implementation</b>			
Timely implementation of HR 3630 (reemployment services to EUC claimants)	N/A	N/A	
<b>4) Outcomes</b>			
Number of exhaustees who found employment	20,250 (29%)	22,800*** (30%)	
Percentage of exhaustees who filed a new claim	3,900 (1%)	3,400*** (4%)	

\*Data is rounded; \*\*As of December 31, 2011; \*\*\*As of 4<sup>th</sup> quarter 2011



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

*Status update: March 12, 2012*

## Background

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Washington State is facing the most difficult economic times 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

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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

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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 regular exhaustee data reports to inform outreach efforts and service provision.
- 2) **Exhaustee Outreach Plan/Resource referral information for exhaustees**<sup>1</sup> – identify outreach goals and strategies in collaboration with local partners; provide resource referral information to exhaustees.
- 3) **Resource referral toolkits for service providers** – share information with frontline staff in WorkSource offices statewide that working directly with claimants who are exhausting or have exhausted all UI benefits.

## Deliverables update

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

### 1) Data

- Nearly 30 percent of exhaustees have found employment<sup>2</sup>, compared to 25 percent as reported in ESD's exhaustee survey from July 2011.
- Of the exhaustees who are reemployed, they continue to make an average of 50 percent less<sup>3</sup> in wages.
- The U.S. Government Accountability Office (GAO) released an exhaustee survey in February 2012 that found:
  - 15 million people lost jobs between 2007 – 2009;
  - About 7.5 million received UI benefits;
  - 18 percent received some type of Social Security benefit;
  - 15 percent received benefits from the Supplemental Nutrition Assistance Program (food stamps); and

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<sup>1</sup> Former deliverables two (Exhaustee Outreach Plan) + three (Resource Referrals for exhaustees) are now combined.

<sup>2</sup> ESD, 4<sup>th</sup> quarter 2011

<sup>3</sup> ESD wage data, 3<sup>rd</sup> quarter 2011

- Less than 3 percent received Temporary Assistance for Needy Families (TANF) benefits – most did not qualify because they did not have children 18 years or younger.
- This report can be found here: <http://www.gao.gov/assets/590/588680.pdf>.
- Work Group 1 continues to publish updated data reports statewide, by county, and by legislative and congressional districts; data is posted to the workgroup web site: <http://www.wtb.wa.gov/UIExhaustreports.asp>.
- ESD continues to populate the indicator dashboard with new data each month; workgroup members review and discuss results.

**2) Resource referral information for exhaustees**

- 2-1-1 has replaced the Resource Guide in the Claims Center script, on ESD’s web site, and in WorkSource offices statewide.
- New exhaustees are receiving the auto-dialer message each month; to date, about 15 percent (12,000) of exhaustees who received a message have come into a WorkSource office for some type of service.
- ESD will develop a communications plan for the implementation of HR 3630; updates will be shared with workgroup members.

**3) Resource referral toolkits for service providers**

- With the success of last year’s Motivational Interviewing (MI) training for 260 frontline and partner staff, Work Group 1 is identifying future training partnerships. In addition, ESD is exploring the possibility of offering an internal MI training course.
- The ESD/DSHS-DVR partnership to improve the online referral process for customers to DVR services is nearly complete; a sub-group is continuing to meet to discuss any additional necessary changes.
- ESD will begin calling in all EUC claimants to WorkSource offices on March 23, 2012 (the effective date of HR 3630).

**Members**

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

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

**Action Plan: January – June 2012**

The below action plan concretely defines the upcoming activities of Work Group 1 over the next 6 months (January – June).

**Deliverable 1: data**

Milestone	Anticipated Due Date	Completion Date
Provide updated exhaustee data statewide, by county, legislative and congressional districts; share with legislators and congressional members; post to Work Group 1 web site.	Ongoing (monthly)	Ongoing (monthly)
Conduct data trend analysis of exhaustee data demographics.	Quarterly	Ongoing

Conduct wage data analysis of exhaustee population.	Quarterly	Ongoing
Continue to explore other possible data research to help inform system partners (for example, the possible connection between exhaustees and social security applications).	Ongoing	Ongoing
Monitor congressional activity on future UI extensions; provide updates to workgroup members and Workforce Board.	Ongoing	Ongoing
Testify before the Legislature on recent federal UI extensions.	January 10, 2012	January 10, 2012
Continue to update Work Group 1 dashboard; provide update to Workforce Board.	Ongoing	Ongoing

**Deliverable 2: resource referral information for exhaustees**

Milestone	Anticipated Due Date	Completion Date
Replace Resource Guide information with 2-1-1 in exhaustee claimant letters.	December 14, 2011	December 14, 2011
Phase-out Resource Guide and promote 2-1-1 in future mailings, web site and WorkSource offices.	March	March 9, 2012
Continue to update local Workforce Development Area (WDA) briefers to share strategies in assisting exhaustees.	Ongoing	Ongoing
Continue to release statewide and local auto-dialer messages; provide status updates to workgroup.	Ongoing	Ongoing
Develop an HR 3630 communications plan.	End of March	

**Deliverable 3: resource referral toolkits for service providers**

Milestone	Anticipated Due Date	Completion Date
<b>Training</b>		
Receive final Motivational Interviewing (MI) training results from DVR; share with workgroup.	March	
Finalize ESD-DVR online referral; provide status updates to workgroup.	March	
Coordinate with ESD Training Academy on additional frontline/partner staff training opportunities; such as training regarding disabilities.	Ongoing	Ongoing
<b>HR 3630 Implementation</b>		
Timely implementation of HR 3630 (reemployment services to EUC claimants).	TBD	
Train new frontline staff regarding requirements under HR 3630.	TBD	

**Other**

Milestone	Anticipated Due Date	Completion Date
Publish and present 18-month report to the Workforce Board.	June	

**Contact**

Amy Leneker  
 Director, Government Relations and Executive Operations  
 Employment Security Department  
 360-902-9314, [aleneker@esd.wa.gov](mailto:aleneker@esd.wa.gov)



# Retooling Washington Work Group #2

*On-the-Job and other Direct-Connect Training*

Contact: Bryan Wilson  
Workforce Board  
March 14, 2012

## Directive

Increase the use of On-the-Job Training (OJT) and other forms of Direct-Connect training, including Microsoft E-Learning. Increase the availability of college credit for on-the-job learning and make more hybrid courses accessible to unemployed and incumbent workers.

## Deliverables

- 1) OJTs and other employer-based training
- 2) Individualized Certificate Programs (ICPs) New hybrid courses
- 3) Microsoft E-Learning (Self-Help Approach)

## Schedule

Description	Due date	Status
Convene workgroup	10/2010	Completed
Convene monthly meetings	Ongoing	Ongoing
Workforce Board approves charter	11/18/10	Completed
Present updates at Board meetings	As scheduled	Ongoing
Present six-month progress report	6/14/11	Completed
Present one-year progress report	10/6/11	Completed

## Indicators\*

	June Report	October Report	Latest
<b>1) OJTs and Other Employer-Based Training**</b>			
Number of participants	268	644	1,006
Training Completion Rate	83%	87%	86%
Employment Rate (with OJT employer)	64%	84%	71%
<b>2) College Credit for New Direct-Connect Training***</b>			
Number of students	209	775	818
Number of credits completed	197	--	--
Number of credentials completed	19	58	65
<b>3) Microsoft E-Learning (Self-Help Approach)</b>			
Number of people taking at least one course	10,072	11,497	14,917
Number of courses started	21,970	27,045	37,058
Number of people completing at least 75 percent of a course	3,620	4,405	5,897
# of courses at least 75% completed	10,885	14,768	20,666
Number of specialist's certifications	50	77	91

\*Cumulative results since July 1, 2010.

\*\*See the next page for additional detail.

\*\*\*The October Report includes new online and hybrid courses at community and technical colleges.



## Retooling Washington Work Group #2

*On-the-Job and other Direct-Connect Training*

**Contact:** Bryan Wilson  
Workforce Board  
March 14, 2012

### Indicator Details

#### 1) **OJTs and Other Employer-Based Training**

This report contains data on OJTs only and include OJTs reported by WSID, WorkFirst/ESD, and DVR.

For WSID, the numbers include OJTs funded by WIA formula, WIA 10%, or the National Emergency Grant.

#### **Dates**

The data includes OJTs begun since July 1, 2010. For DVR, the data goes through December 31, 2011. For WorkFirst, the data is through August 31, 2011. For WSID, the data is through March 2, 2012.

#### **Other Details**

The training completion rate is among those OJT participants who have exited (there were 533 exiters), the percentage who completed their OJT.

The employment rate is among those OJT participants exiting, the percentage who continued employment with their OJT employer after the end of their OJT. There were 906 WIA OJT participants, 673 exiters, 583 of whom had completed their OJT, and 482 of whom were employed by their OJT employer. There were 72 DVR participants, 44 exiters, of whom 36 had completed their OJT and 32 were employed by their OJT employer. There were 28 WorkFirst participants, 23 of whom had exited, 14 had completed their OJT, and 11 of whom were employed.