

Geneva Robinson:

We view the Recovery Act dollars as a way to both reinvigorate our system and to build towards the future. Recognizing the life span of these funds we have developed short and long term strategies that include staff hiring, special initiatives and technology enhancements. We're developing Regional Economic Recovery Work Plans in the 12 economic regions of California. where we gathered together many of the recipients of recovery dollars, not just the workforce dollars, but the infrastructure dollars and other categories so that we can get map these dollars and look at the employment opportunities that they will provide in construction infrastructure, healthcare, green industry, and the like. Then we're taking those 12 plans down to the local areas to look at their specific opportunities; how particular industries may pan out in specific parts of the state. For example, we know that to the extent that we'll be using wind industry, that'll be taking place in our deserts and less populated areas and so we want to use that information to try to target education and training specific to where the growth opportunity might occur.

So with that discussion we have in fact broadened our partnership beyond the traditional WIA, Wagner-Peyser, Unemployment Insurance and are doing more with K through 12, community colleges, the unions, apprenticeship programs and other training providers that we have in our state. Like Minnesota, we haven't had a great deal of luck just using a profiling model, and our unemployment rate is over 10% now, and we agree that most people may be likely to exhaust. However, we have another tool that we developed in our operation side of the house a number of years ago. It's a query tool that we can use to target unemployment insurance claimants in a very dynamic manner. We can target them based on their occupation, number of weeks that they've been unemployed, dislocated worker status, for educational opportunities that might arise in our communities and we've been using this tool successfully to do a number of initiatives, and Cindy's going to talk about specific examples of how we're using it.

Cynthia Roy:

The tool we use is called QMF. We've recently utilized the QMF tool to identify clients to populate various workshops, participate in networking organizations, for employer recruitments and for industry specific job fairs. For example, we held Talent Transfer Job Fairs around the state to target individuals from the construction, mortgage and finance industries and matched them with specific employers based on their transferrable skills. These industry specific job fairs were held in partnership with our WIA partners who had received NEG grants for specific economic recovery efforts. We also use the tool to provide targeted services to veterans.

Geneva Robinson:

Our plans for reemployment also rely heavily on assessment of customer skills. We have an existing tool through our Labor Market Information Division that allows us to work with a customer whether they are freshly out of school, have limited work experience, or might be a degreed professional. The assessment tool allows them to identify their interest, to look at their particular skills, to look then at job opportunities that are available with those skill sets, then to actually do a basic gap analysis with respect to their existing skills and education versus the requirements of the job, and then

takes them straight into the system to look for job openings in that particular field and/or opportunities to take advantage of training or certificate programs/education. So we will be using some of our RES staff to do this kind of career coaching one-on-one using this particular tool. We also have another tool that we use called "Prove It" which we acquired not for statewide purposes but within our learning labs, as we have learning labs much like Oregon. Cindy can talk about the Prove It tool and how we use it.

Cindy Roy:

The Prove-it tool is utilized by our staff and our Learning Labs in California. Staff uses Prove It as a component of a one-on-one and/or in group session to determine the ability of our clientele and to link them to employment opportunities or training opportunities by identifying what their basic or intermediate or advance skill levels are in order to determine how we best serve the customer. We are looking at whether or not we should expand this tool statewide. Prove It has the opportunity or the ability to deliver 900 different assessment tests, which allows us to identify the capacity of the individual and the suitability for us to determine if the employment is the appropriate approach for this individual or training more appropriate. So it is a useful tool because it generates a report where we can review that with the individual and determine what the best course of action is for this person now and in the future. The Prove It assessment is a very user-friendly, available tool, which allows individuals the opportunity to test on a variety of levels.

Geneva Robinson:

We are also exploring some new technology as we get into more RES services and services for unemployment insurance claimants in general including Help Wanted Online, which we hope will allow us to do a better job of looking at the real employment opportunity out there in a much more timely fashion and using that information for better career guidance for our staff and customers, also a skills match program called TORQ, T-O-R-Q, as well as the incorporation of auto-coder for our UI system. All of these things are in their early investigation phases. We have an integrated service delivery model much like the Oregon model. We assess all of our customers. We do a referral, either to a skilled building activity or a job getting up activity, and we have a heavy emphasis on employer business services that we're refining to ensure that it has a connection that will result in people going to work. In California, as high as our unemployment insurance rate is, we're trying to keep our focus on the fact that there are still people going to work. We're identifying industries that seem to be recession resilient and ones that will come out of recession earlier than others and in that manner put more unemployment insurance claimants to work and use our system, as we were talking about, to identify claimants for specific activities that we think will result in their return to work much faster than in our general process.

We also plan to re-vamp our effort to work with federal job contractor listings, as those employers are required to list their jobs in our system, which is, in California, is called CalJOBS. We are also in the process of redesigning our CalJOBS system to tie together our Wagner-Peyser and WIA Programs. We have not taken the steps to try to link them to our unemployment insurance program as we have many other problems that

would occur if we were trying to do that; but as we were saying, we have a tool that allows us to query our unemployment insurance system in a way that is effective both for us and our WIA partners, and our training providers in California. We also have a California Training Benefit (CTB) Program, an Employment Training Program (ETP) as well TAA and so we see this as an opportunity where we have our UI customers who have an income source that can span many of these funding sources that we have, and we're working very diligently with our local partners to make sure that we put wraparound services that would be necessary to insure that they complete training, if that's the avenue that we take, training or on the job training or customized training or educational effort. We're emphasizing wrap around services for all of the folks that are part of the workforce training system.