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April 20, 2011

Dear Administrators, UI Directors, and ES Directors:

NASWA in partnership with USDOL is seeking states interested in piloting the new national vision for providing reemployment services to Unemployment Insurance claimants. The national vision developed by a joint federal, state and local workgroup seeks to achieve a fully integrated workforce system. The new vision and framework contains the following four key transformational elements:

- Integrated Workforce Customer Registration
- Real time Triage
- Transferability of Skills
- Leveraging Social Media tools for Service Delivery

Detailed information on the vision and these four transformational elements is described in the attached solicitation announcement.

Our goal is to identify states to work with NASWA and ETA to further define through pilots the four transformational elements listed above. Two pilot groups are envisioned. Two to three state pilots focused on the first three transformational elements: integrated customer registration, real time triage and skills transferability and one to two pilots focused on social media in support of reemployment service delivery.

States with strategies and partnerships in place consisting of UI and their state and local workforce agencies interested in working USDOL, ITSC and other states from the UI Connectivity Workgroup to further develop this new national vision should respond to the attached solicitation by **May 13, 2011**.

Sincerely,

Bonnie Elsey
President



Solicitation for Partnership Applications

For

National Vision for Re-Employing UI Claimants

National Association of State Workforce Agencies Center for Employment Security Education and Research Information Technology Support Center

Circulation Date:
April 20, 2011

Proposal Submission Date:
May 13, 2011

The National Association of State Workforce Agencies (NASWA), in partnership with the U.S. Department of Labor's Employment and Training Administration (ETA), is seeking to partner with states willing to pilot the new shared national vision and framework for providing reemployment services to Unemployment Insurance claimants through the workforce system as developed by a federal/state/local UI Workforce Connectivity work group. The national vision seeks to achieve a fully integrated workforce system, with UI as a critical partner program that seeks to provide the full array of One-Stop services to all unemployed workers, including UI claimants, who are job seekers too. The vision is framed as a "call to innovate" to state and local workforce system partners. The pilots are intended to fuel that innovation.

The new vision and framework contains four "transformational elements" that include:

- ◆ **Integrated Workforce Customer Registration.** Customers, including UI claimants, entering an integrated workforce system "common front door" supported by a common registration system that captures customer data that supports getting the customer to all the services they may need and populates state's existing systems that support eligibility determination, job registration, case management, or other customer data systems.
- ◆ **Real Time Triage.** The right data and information is available to both the customer and the workforce system at every point in the service delivery cycle to inform decision making on the next step in the process. Technology enables the right data and information to be delivered in "real time" at the point it is needed in the service delivery cycle and improves usability. As new information becomes available, it is continuously integrated and translated into new intelligence.

- ◆ **Transferability of Skills.** As part of the real time triage described above and in the context of job matching and referral, there is strong focus on assessing the skills of unemployed workers, particularly UI claimants that have been job attached, and their transferability to new occupations, using new tools such as “My Skills, My Future,” part of the CareerOneStop.org suite of tools, as well as other tools that support career counseling.
- ◆ **Leveraging Social Media Tools for Service Delivery.** Social media tools provide new opportunities to re-tool service delivery strategies and processes, such as outreach, connecting job seekers and employers, and networking among like types of job seekers. The vision seeks to embrace these new forms of networking and communication to enhance service delivery and improve employment outcomes for unemployed workers.

Additional information on the vision and framework, including the final report from the federal/state/local workgroup; archived webinars presenting the vision, and the power point used in the webinars can be found on Workforce3 One at the following two links:

<https://www.workforce3one.org/view/4011107031158575200/info> and
<https://www.workforce3one.org/view/5001104841322592962/info>

Note: A login to the Workforce3one website is required in order to gain access to these documents on the website.

The goal of the pilots is to identify states to work with NASWA and ETA to further define, design, and pilot the four transformational elements articulated above between now and September 30, 2012. We anticipate two types of pilots.

Currently we anticipate 2 -3 state pilots focused on the first three transformational elements: integrated customer registration, real time triage, and skill transferability. NASWA and ETA have funded the development of a technology tool to support common registration. Pilot states for this transformational element will be expected to help design the new tool and pilot it within their state. Consideration will be given to pilot states that have already implemented a common registration process. Additional work is needed to further define, design, and implement a real time triage process that incorporates skills transferability. Pilot states would be expected to work with NASWA and ETA on the definition and design in order to enable the state to pilot this activity.

In addition, we currently anticipate 1 -2 state pilots focused on the use of social media to support reemployment service delivery in the ways described above.

NASWA and ETA are seeking pilot states that have strategies and partnerships already in place that can be built upon. For example, we are seeking states that have done one or more of the following:

- 1) Focused on UI claimants as a targeted customer of the workforce system (more than just routine profiling or implementation of the Reemployment and Eligibility Assessment initiative);

- 2) Developed and implemented reemployment strategies for serving UI claimants and other unemployed workers that align with the new vision; and
- 3) Have an existing collaboration with their local workforce areas (unless the state is a single workforce area) that can support the pilot.

States wishing to express their interest in becoming a pilot should provide the following to NASWA by May 13, 2011:

1. General expression of interest in partnering with NASWA and ETA as a pilot state for one or both types of pilots;
2. A brief overview of any existing state activities or initiatives that align with the new national vision and framework and the four transformational elements;
3. Identification of local workforce system partners that have expressly agreed to work with your state, should you be selected as one of the pilots.

Estimated Project Duration

The target date for completion of this project is September 30, 2012.

Assumptions and Agreements

It is assumed that the responding state(s) would be willing to work with USDOL, ITSC and other states from the UI Connectivity Workgroup on these pilots.

The selected states will each provide a Project Manager as a single point of contact to work with ITSCs Project Manager.

The state must demonstrate the willingness of one or more of their local workforce areas (unless the state is a single workforce area) to participate with the state in the pilot project.

Submission Information

Proposals must be submitted to:

Joseph Vitale, Director ITSC – Joe.Vitale@itsc.org
Information Technology Support Center/CESER
25 E Street NW 3rd. Floor
Washington, DC 20001

For Additional Information or Clarification

Questions and clarification on the Project Proposal should be addressed to:

Joseph Vitale, Director ITSC
Information Technology Support Center/CESER
50 F Street NW Suite 5200
Washington, DC 20001
(202) 347-9150
Joe.Vitale@itsc.org

Anticipated Selection Schedule

Anticipated partnership start date June 13, 2011