

Mass Workforce Issuance

Workforce Issuance No. 10-07

Policy Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Regional Managers

cc: WIA State Partners

From: Michael Taylor, Director
Department of Workforce Development

Date: February 16, 2010

Subject: **Career Center Seminar Procedural Adjustments: Revised Invitation Letters, Newly Translated Presentations, and Staff Desk Aid**

Purpose: To provide notification to Local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of a procedural adjustment to the Career Center Seminar (CCS) participation process and the development of newly revised invitation letters and staff Desk Aid to be used in conjunction with the (CCS) participation process. This issuance supplements MassWorkforce Issuance No. 09-76, New Career Center Seminar, (11/6/09).

Background: As part of the Massachusetts Reemployment Services (RES) initiative, a new CCS process was implemented. As initially implemented, letters to 2000 Permanently Separated Profiled claimants were sent each week inviting the recipients to attend the CCS. 300 of the letters identified the recipient as a mandatory Profiled attendee. A follow-up letter was subsequently sent to each of those 300 Profiled claimants who had either not scheduled or not attended a CCS by the third week following the mailing of the first letter. It has been found that CCS attendance for this Profiled group has been consistently high while the group of invitees who did not receive the second letter has experienced declining attendance rates. To improve overall attendance, the process has been adjusted.

1. As of January 25, 2010, *any* claimant sent a CCS Invitation letter who does not schedule or attend the CCS by the third week will be sent a second letter

reminding him/her of the benefits of the CCS. The letters have been revised to reflect a more “customer friendly” approach (see Attachments A and B, respectively). English language versions of the revised letters are currently in use and translated versions in nine languages are now available for use.

2. Initially, the CCS was only available in an English language version. Translated versions in Spanish, Portuguese, Haitian-Creole, Chinese and Vietnamese became available as of January 25, 2010 and new translations in Laotian, Russian, Khmer and Italian have also been developed and are now posted along with the other language versions on www.massworkforce.org.

3. A Desk Aid (Attachment C) has also been developed to help staff take appropriate actions with regard to customers’ CCS attendance issues. To illustrate appropriate responses and actions to a variety of circumstances involving attendance, the desk aid employs several scenarios based on actual staff inquiries. Specific clarification with respect to the difference between “exempting” and “excusing” a claimant from CCS attendance is included. The Desk Aid will be updated as necessary and will be available on the www.massworkforce.org website.

Policy: Each local Workforce Investment Board should ensure that all Career Center Seminars conducted within the local area are utilizing the new Career Center Seminar presentation in appropriate language versions as well as all related materials as described in both MassWorkforce Issuance No. 09-76 (11-6-09) and this issuance.

Action

Required:

Please ensure that:

- The translated Career Center Seminars are made available for use with limited English speaking customers so as to assure their equal access to the information;
- Staff are applying the “Exempted” and “Excused from CCS” attendance guidelines appropriately and in accordance with the Desk Aid; and
- The new CCS curriculum and related documents issued in accordance with the posting of MassWorkforce Issuance No. 09-76 are now being utilized in each local One-Stop Career Center and that all appropriate staff are familiar with the curriculum and with the content of the revised letters and new Desk Aid.

As cited above, the translated versions of the CCS presentation have been posted on massworkforce.org under **Resources** for ease of updating and downloading:

<http://www.massworkforce.org/ResourceCenter/Index.htm>

Effective: Immediately

Inquiries: Inquiries should be directed to Louise Meyer at LMeyer@detma.org. Please cite this Issuance number with any inquiry.