

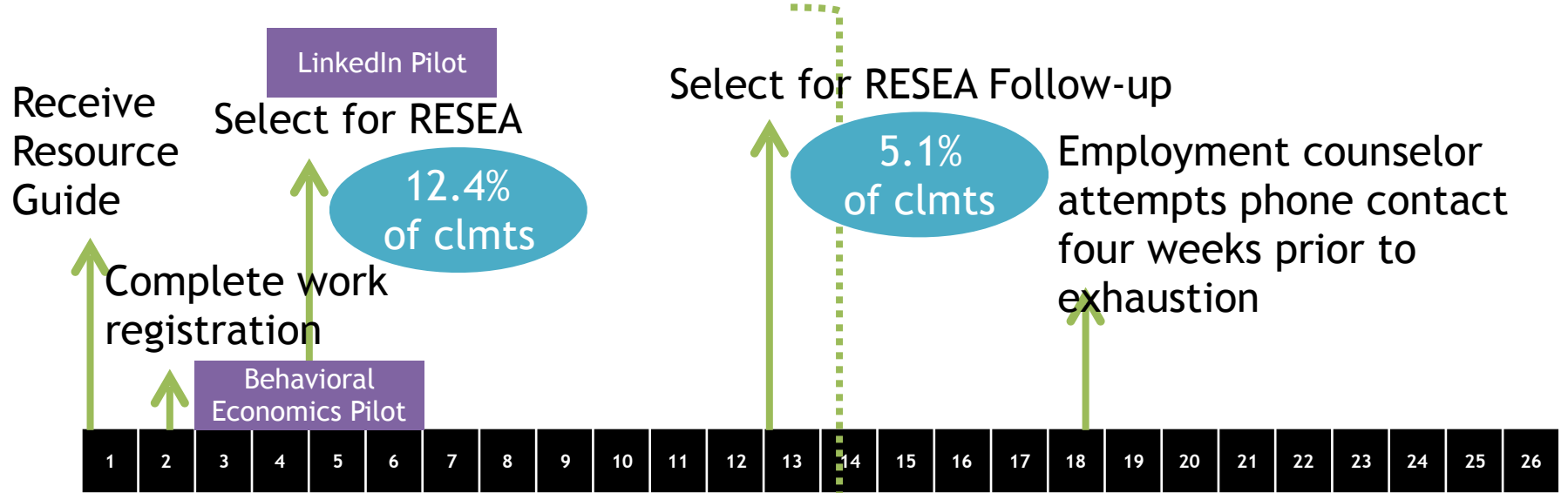


Effective Job Search

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2016 NASWA Annual Conference



Reemployment Pathways in Utah



May be selected for in-person workshop every 30 days

4.1% of clmts

Average Utah Claimant
Qualifies for 21.8 weeks
Collects 13.2 weeks

Data from non-deferred claims with BYE FY 2016





Pilot: Behavioral Economics

- Based on insights from the White House Office of Science and Technology Policy Social and Behavioral Sciences Team
- Research shows that out-of-work job-seekers:
 - (1) Tend to be overly optimistic about the time it will take to return to work;
 - (2) Have unrealistic wage expectations, based on prior job; and
 - (3) May underestimate or misperceive the returns on some job search activities.





Pilot: Behavioral Economics

Phase 1: November 2015 through April 2016

Premise	Empower out-of-work individuals to take control of their own job search
Population	All claimants filing an initial claim who have received at least one payment and have completed the required work registration process. Using Worker Profiling Model, identifying individuals in middle of probability score
Structure	<ul style="list-style-type: none">• Within the first 2-3 weeks of filing, individual is sent a letter “Congratulations! You’ve been selected to participate in a pilot.”• Individual fills out one-page document with reemployment activities they expect to perform in the next 6 weeks• Once approved, individual is granted a 6-week exemption from reporting job contacts to focus on executing Reemployment Plan





Pilot: Behavioral Economics

Phase 1

- 55 individuals opted to participate
- 80 individuals placed in control group
- 702 individuals were selected but opted not to participate

Observation

- Those with a history of filing for UI are less likely to participate when selected
- Challenge to engage via letter or email communication





Pilot: Behavioral Economics

Phase 2: July through September 2016

Premise

- (1) If an individual assumes responsibility for developing their own Reemployment Plan, are they more likely to return to work faster?
- (2) If developing a Reemployment Plan is effective, how do we get more people to participate?

Population

Same as Phase 1

Structure

- Within the first 2-3 weeks of filing, individual is sent a letter “**The next step in filing your claim is to create a Reemployment Plan**”
- Individual fills out one-page document with reemployment activities they expect to perform in the **next 3 weeks**
- Once approved, individual is granted a 6-week exemption from reporting job contacts to focus on executing Reemployment Plan





Pilot: Behavioral Economics

Phase 2

- 56 individuals opted to participate
- 232 individuals were selected but opted not to participate

Observation

- Individuals are more likely to engage when not presented as a “pilot”
- Will evaluate same data points as Phase 1 for this new cohort





Pilot: Behavioral Economics

Instructions:

Research shows that job seekers like you are more successful when they think about and plan out their actions in advance. Use the plan on the back of this page to help you structure your activities over the next three weeks.

The chart below can help you think about different types of reemployment activities. Some may seem obvious, like using online career tools like LinkedIn, but may still be something you want to do. The categories are there to help you come up with ideas. They also serve as a reminder that there are many different activities that can help.

After reviewing the examples on this page, create your own work plan on the back. Sign and return the form by **{insert date}**.

 Skills Attainment	 Job Search Techniques
<ul style="list-style-type: none"> Attend a DWS resume workshop https://jobs.utah.gov/jobseeker/workshops/ Use online career tools like My Skills My Future http://www.myskillsmyfuture.org/ or Utah Futures https://utahfutures.org/ Apply for or research training resources https://jobs.utah.gov/jobseeker/training.html Review Utah’s current labor market https://jobs.utah.gov/wi/pubs/labormarket.html Research local employers https://jobs.utah.gov/jsp/firmfind/welcome.do Explore careers and resources https://jobs.utah.gov/jobseeker/careers.html Help for transitioning Veterans http://www.mynextmove.org/vets/ 	<ul style="list-style-type: none"> Create a profile on LinkedIn https://www.linkedin.com/ Register on Monster http://www.monster.com/ Create a job profile on Indeed http://www.indeed.com/ Network with friends and relatives http://jobs.utah.gov/blog/post/2016/03/23/workforce-wednesday-networking-an-essential-part-in-finding-the-best-job Apply directly with potential employers https://jobs.utah.gov/jobseeker/links/employer.html Browse classified ads https://jobs.utah.gov/jobseeker/classifieds.html Attend job fairs http://www.jobs.utah.gov/edo/hiring/index.html Ensure resources are in place (child care, finances, etc.) http://www.jobs.utah.gov/assistance/index.html





Pilot: Behavioral Economics

Phase 2 Survey: General Observations

- Survey sent to both Participating and Not Participating groups
 - Response Rates: 30.4% Participating and 21.1% Not Participating. Expecting more responses in next 2-3 weeks.
- For those reporting they are back to work, **networking and contacting employers directly** are identified as the most effective methods of job search.





Pilot: LinkedIn

July 2016 through Present

Premise	Individuals with LinkedIn networks and training will exhaust benefits less often and claim a smaller portion of their maximum benefit amount
Population	Claimants identified through Worker Profiling Model and referred to in-person RESEA appointment (concentrated in select areas across state)
Structure	Generally within about 2 months of filing initial claim and at time of RESEA appointment, counselor covers basics of LinkedIn (Profile, My Network, and Jobs) and provides free subscription to premium services for one year





Pilot: LinkedIn

- Selection process began July 2016 and is ongoing
- Status Update 09/14/16
 - 209 individuals opted to participate
 - 22 opted to participate but do not yet have LI account
 - 3 individuals withdrew

Observation

- Following up with specific counselors who are not generating frequent referrals
- Important to point out that there are jobs on the website, not just a focus on profile and network



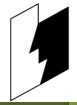


Next Steps

Evaluate results before proposing wide-scale adoption and investing money into technology changes.

This would fundamentally change the requirements for work search efforts and create a new way of holding individuals accountable.





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