NATIONAL LABOR EXCHANGE (NLx) STEERING COMMITTEE MEETING

Dolce Hayes Mansion
San Jose, CA

April 5-6, 2016

In attendance:

State Workforce Agency Representatives
Liz Carver, *Program Manager, Workforce Development Division, Utah Department of Workforce Services*
William Dowling, *Director, Colorado Department of Labor and Employment*
Jaime Gutierrez, *Deputy Chief, Workforce Services Division, California Employment Development Department*
Kelly Lindseth, *Deputy Director, Washington Employment Security Department*
Julie Toskey, *Staff Director, Employment Support Programs – MinnesotaWorks.net, Minnesota Department of Employment & Economic Development*
Michael Witt, *District Director, Iowa Workforce Development*

Employer Representatives
Anne Chamberlain, *Director of Talent Acquisition, The City University of New York*
Rebel Johnson, *Recruiting Compliance/Taleo Systems Administrator, Camber Corporation*
Scarlet Pettit, *Manager, Talent Acquisition, Immucor, Inc.*
Susan Shanklin, *Affirmative Action Manager, Rockwell Collins*
Sherie Smith, *Director of Talent Acquisition, Woodforest National Bank*
Paul White, *Director of Talent Acquisition, Mohawk Industries*

NASWA
Lori Adams, *NLx Senior Advisor & Veterans Affairs Manager, NASWA*
Pam Gerassimides, *NLx Steering Committee Co-Chair & Assistant Executive Director, NASWA*
Josie Link, *NLx Operations Manager, NASWA*
Scott Sanders, *Executive Director, NASWA*

DirectEmployers Association
Candee Chambers, *NLx Steering Committee Co-Chair & VP Compliance and Partnerships, DirectEmployers Association*
Christy Merriman, *NLx Operations Manager, DirectEmployers Association*
Shannon Offord, *Manager, Strategic Partnerships and Alliances, DirectEmployers Association*

Guests
Alison Dorsey, *Senior Manager, City & State Programs, LinkedIn*
Matt Gee, *Senior Research Fellow, Center for Data Science and Public Policy, University of Chicago*

Dave Gifford, *Executive Engagement Consultant, LinkedIn*
Aaron Rucker, *Senior Product Manager, LinkedIn*
Nate Williams, *Economic Graph Public Sector Partnerships, LinkedIn*

Welcome/Committee Introductions/National Update

Ms. Pam Gerassimides, Assistant Executive Director, National Association of State Workforce Agencies (NASWA), and National Labor Exchange (NLx) Steering Committee Chair, welcomed the group to San Jose, CA. The attendees went around the room and introduced themselves. She walked through the agenda, in addition to giving an update on national activities.

Over the past few months, the NLx staff have developed outside partnerships to bring additional opportunities for both states and employers. NASWA and DirectEmployers recently signed a Memorandum of Understanding (MOU) with the LMI Institute. They will help analyze the NLx job feed data, and assist us in developing a business case that supports producing data analytics as a no cost service to states, employers, and government partners.

For the new employer members, Ms. Gerassimides gave an overview of the public workforce system and how NASWA fits into it. The federal, state and local level of the public workforce system are made up of a variety of funding streams with different performance measures, expectations, and cultures. The Workforce Investment Act (WIA), passed in 1998, was designed to create a one-stop system, with both electronic and brick and mortar services. The one-stop centers have a mix of programs in them, which reflects the no wrong-door policy for participants.

With the passage of the Workforce Innovation and Opportunity Act (WIOA), more programs, including Vocational Rehabilitation, Adult Education, and Temporary Assistance for Needy Families (TANF), have been added into this mix. Complicating matters, the U.S. Department of Labor (USDOL) has not released final regulations, but still states have to begin integrating these different cultures and services both within one-stop centers and electronically.

Over the past few decades, there has been more investments in self-services, but now, proposed regulations do not include self-services in performance metrics, so many future programs will be focused on staff-assisted services to meet performance requirements. WIOA also has an increased emphasis on the employer as a customer. NASWA learned the new proposed employer measure will be a three-prong measure, including – (1) market share of employers, (2) retention, (3) repeat business. For flexibility purposes, states will be able to pick two out of three measures. The WIOA measure will correspond to the USDOL Veterans' Employment and Training Services' (VETS) employer measure applying to the JVSG program. NASWA's role in this whole system is as a vehicle to give state workforce agency members a voice, as well as guide policy, provide technical assistance focused around programmatic committees, and advocate on their behalf to Congress and USDOL.

Ms. Gerassimides noted, in January 2016, NASWA and DirectEmployers had an internal staff meeting surrounding the NLx five-year strategic plan, partnerships and other pressing issues. The

NLx job file now feeds both the Department of Veterans Affairs' (VA) and USDOL's employment sites, which is the first time the state job bank content has been combined and elevated to a national level. The NLx staff also discussed communications around the National Labor Exchange brand. Ms. Gerassimides asked the group how staff should educate employers on the NLx. Ms. Susan Shanklin, Affirmative Action Manager, Rockwell Collins, mentioned compliance and recruitment are separate in her department, so it would be helpful to have something concrete to help her explain the NLx internally, as well.

Compliance Development Update

Ms. Candee Chambers, NLx Steering Committee Co-Chair & VP Compliance and Partnerships, DirectEmployers Association, described her pre-certification proposal for DirectEmployers members on the job listing requirement. The idea comes from "pre-certification" for Edison Electric Institute tests and validations. The proposed three year pre-certification would take the job listing audit off of OFCCP's plate for DirectEmployers members, so, OFCCP could focus on more pressing cases of discrimination. The OFCCP would still retain final decision on whether or not an employer was compliant and DirectEmployers members would be required to go through training to be compliant.

Currently, the NLx staff serves as a liaison between federal contractors and states to help sort out OFCCP audit issues. However, there is a lot of discrepancy in local OFCCP staff and their understanding of the NLx's two methods of job listing delivery. Although OFCCP leadership have encouraged training for local OFCCP staff, consistency across local offices does not always trickle down. NLx staff have also been working towards integrating informational NLx material into the OFCCP compliance manual for their field officers. While there has been progress in integrating a better understanding of the NLx into OFCCP materials, the change in administration leadership means NLx staff will have to recreate relationships with the new administration.

NLx Operations Update

Ms. Josie Link, NLx Operations Manager, NASWA, provided an update on NLx operations issues surrounding "cleaning" and standardizing NLx job feed metrics. Many states have been either partially or fully suppressing employer names before their job file is sent up to the NLx. While states do not need to change their policy on suppressing employer names, NLx staff would like a unique identifier for those employers to get an accurate count of the number of employers in the job feed.

Ms. Christy Merriman, NLx Operations Manager, DirectEmployers, updated the group on state issues with compliance, uploads to the NLx file, acknowledgment of the job file, and states taking advantage of job indexing services.

Mr. Paul White, Director of Talent Acquisition, Mohawk Industries, asked about why some local centers in Georgia do not include the NLx jobs. NLx staff responded they could set up a meeting with the employment services director in Georgia. Mr. Bill Dowling, Director, Colorado Department of Labor and Employment, suggested developing training on how to approve a job

and what types of jobs to approve, which could be combined with the policy issues of virtual/evergreen/provisional jobs. The training webinar could be passed on to local entities to help standardize what verifies as a "real" job.

Ms. Gerassimides noted, NLx staff had discovered Geographic Solutions has not been sending any suppressed job orders up to the NLx file, from Guam and wondered if that applied to all states they supported. Mr. Jaime Guiterrez, Deputy Chief, Workforce Services Division, California Employment Development Department, confirmed that was the case in California.

In a question referring back to the suppressed employer name discussion, Ms. Liz Carver, Program Manager, Workforce Development Division, Utah Department of Workforce Services, asked how "employer" was defined so she could know what to look for when retrieving a unique identifier. Ms. Gerassimides responded employers have different entity names.

Ms. Lori Adams, NLx Senior Advisor and Veterans Affairs Manager, NASWA, gave an update on Veterans related activities. Ms. Adams discussed the recent NASWA Veterans Affairs Committee meeting, which Mike Michaud, Assistant Secretary, USDOL VETS attended. The attending states discussed the lack of metrics for Local Veterans Employment Representatives (LVER), and how they should match the standards for business services representatives so they are not internally competing. USDOL has created a new Veterans.gov site with information on Veteran services and CareerOneStop's job search tool, which has the NLx as its default job feed. Employers are also encouraged to list their jobs either through a state job bank or NLx job indexing. Wisconsin also expanded direct hire for disabled veterans in their state and Ms. Adams said she would distribute their PowerPoint on the topic to the group.

NLx staff have also been exploring the idea of developing an apprenticeship database. For the .jobs microsite for apprenticeships in Indiana, Ms. Adams shifted the filter from keyword search to O*NET based. Ms. Adams also mentioned an apprenticeship microsite or a national apprenticeship database could be an opportunity for the state to engage employers who do not have a registered apprenticeship program. Ms. Carver mentioned Utah posts apprenticeship jobs, while separately identifying them. They are working on integrating apprenticeships and the eligible training providers list (ETPL), which Mr. Dowling indicated Colorado was also interested in. They want to share this work among states to avoid reinventing the wheel.

Ms. Adams also discussed Iowa virtual career fair held in March. Mr. Dowling mentioned Colorado has purchased a virtual career fair package, which is available for other states to use.

Ms. Adams also discussed continued efforts to embed NLx material into the National Veterans' Training Institute (NVTI) training. In February, she brought together two state veterans coordinators and the staff from NVTI to discuss enhancing their program.

NASWA is hosting a Veterans Conference in August. Ms. Adams and Ms. Gerassimides encouraged employers to engage with the conference through sponsorships, panels, and/or attendance. They will send out more information on how to register and reserve a hotel room.

Increasing Jobseeker Traffic to Your State Job Bank

Mr. Shannon Offord, Manager, Strategic Partnerships and Alliances, DirectEmployers Association, updated the group on DirectEmployers job content syndication to other partners. DirectEmployers only distributes job content from their member companies and scraped jobs from other companies. Texas is the only state that participates in this job content syndication. Examples of some of the sites where the jobs are sent to include college alumni sites through the National Association of Colleges and Employers (NACE), disability sites like Easter Seals, Autism Speaks and the National MS Society, veterans' sites, and the Employment Advancement Right Now (EARN) workforce development grant program.

The partnership team at DirectEmployers evaluates any site that requests job content before pushing the job content to them. They do not want jobs pushed to additional sites and do not want job seekers to have to register after they have seen job content. The conversation with these partner sites are continuous to make sure the original terms of agreement are sustained.

Ms. Gerassimides indicated states originally had a level of discomfort with wide distribution of their state job content. However, with job seeker analytics, it has been easier to see job seeker traffic flow and understand the traffic value of wide distribution. States can choose either to send their jobs to the entire syndication list or none at all – there is no way to only send to select partners. Ms. Gerassimides asked states in the room to discuss any red flags they saw with the syndication.

Ms. Julie Toskey, Staff Director, Employment Support Programs – MinnesotaWorks.net, Minnesota Department of Employment & Economic Development, asked for a list of syndication partners she could show her leadership when discussing this decision of whether to syndicate or not.

Mr. Scott Sanders, Executive Director, NASWA, indicated a concern from the states may be how one tracks referrals from these sites. Ms. Gerassimides responded the job seeker would be brought back to the state job bank and would still have to follow the registration process for the state.

Mr. Dowling pointed out all employer names are suppressed in the Colorado file, which would prevent syndication. Colorado wants the state job bank to be the preeminent job bank in Colorado and not give their job content to competitors. In Colorado, there is also shared ownership of the labor exchange with the locals, which might complicate the decision.

Mr. Guiterrez stated California does not have a problem driving a large number of job seekers to their site, instead they do not have enough jobs for all job seekers. Mr. Offord added one cannot force everyone onto one site, so having multiple entry points is more beneficial to both the state and the job seeker. Ms. Kelly Lindseth, Deputy Director, Washington Employment Security Department, mentioned states have more impetus with WIOA to bring in different types of the people that the workforce system would not usually see.

Ms. Carver asked if these partner sites charge applicants any fees. Mr. Offord responded that would not be allowed. He would share the syndication list and vetting criteria with the states to

get their feedback. Mr. Sanders noted states are opened up to problems with syndication, especially if there are phishing schemes on other sites. There is a fear of blame being directed back to the states through association. On the other hand, Ms. Anne Chamberlain, Director of Talent Acquisition, The City University of New York, asserted her organization sends the syndication list of their jobs to local politicians in New York City to illustrate diversity promotion and outreach of their jobs to these types of sites.

Working Toward NASWA/NLx-LinkedIn Partnership

Mr. Nate Williams, Economic Graph Public Sector Partnerships, LinkedIn, welcomed the NLx Steering Committee to the LinkedIn offices. He discussed how LinkedIn has saturated the market in white-collar jobs and is interested in job content from state job bank, creating training session for states on how best to use LinkedIn, and creating dialogue around state pilot projects.

Ms. Alison Dorsey, Senior Manager, City & State Programs, LinkedIn, discussed the Economic Graph initiative at LinkedIn. The Economic Graph project is using LinkedIn data to create a digital representation of the economy, with the goals of standardizing skill units that cut across ecosystems and make the match between job seeker and job more efficient. Along with leveraging networks as part of the job search, LinkedIn has functionality to produce blogs, share slide content, receive news updates, and skill training through the recently acquired Lynda.com.

LinkedIn has been working on pilot projects with the cities of Denver and Phoenix, in partnership with Skillful and the Markle Foundation, in an effort to align educators and job seekers to make a clear path to job opportunities, while leveraging data from the Economic Graph. Mr. Williams also mentioned the NYC Tech Talent Pipeline project with the City of New York, which is guiding policy makers to make better workforce investment decisions. Mr. Sanders asked what the breakdown of white collar workers versus blue collar workers was in the U.S., and Mr. Williams indicated LinkedIn's data is richest in white collar workers, with only 20% of its users classified as "middle skill" workers, which indicated some type of post-high school technical education but no four year degree.

Mr. Williams asked the group what themes in the Economic Graph presentation stuck out to everyone as workforce professionals. Mr. Sanders drew a connection to WIOA and bringing in Vocational Rehabilitation, TANF, and Supplemental Nutrition Assistance Program (SNAP) customers. Ms. Chambers believed LinkedIn would be a good tool to connect veterans and people with disabilities with economic opportunities.

Mr. Dowling inquired how small business fit in LinkedIn's model. A large number of small businesses use the workforce system to be their HR department, so the question is how we get them to understand how to use these tools. Many of these small businesses have high turnover because they cannot make those durable connections. In addition, focus on skills could help divert the stigmatized perceptions of TANF or SNAP customers. Ms. Dorsey suggested a train-the-trainer model could be developed specifically for small business communities.

Mr. White mentioned one-third of applications for his company are coming through mobile devices, so a connection with LinkedIn and their mobile app makes sense.

Ms. Gerassimides asked how the state jobs would be viewed by the job seeker on LinkedIn, how they avoid phishing schemes, and the effectiveness of their job matching tool, especially since states have been making investments in these types of tools. From the federal contractor perspective, Ms. Chamberlain asked if job seekers would be brought back to the employer's career site, especially since many federal contractors need to measure race and gender of applicants through a front-door HR system. Mr. Williams indicated that would differ for each company and their LinkedIn recruited; many companies are spidered since they have too many jobs to repost on LinkedIn.

Expanding on the mission of LinkedIn, Mr. Williams emphasized the importance of weak ties in a network, since advancement could depend on knowing about the appropriate job openings at just the right time.

Aaron Rucker, Senior Product Manager, LinkedIn, discussed the technical side of the LinkedIn jobs. Before acquiring Bright.com and their jobs, LinkedIn only had 300,000 jobs, but have recently passed 7 million jobs with over half of those located in the US. There are two ways to get jobs on LinkedIn – post them as an employer or import them through a job listing file. All the jobs go through a standardization process, which relies on algorithms trained from looking at thousands of other job posting data. By having consistent fields and company titles to make the connections to current employees and required skills, the job match for the job seeker is more relevant. Mr. Guiterrez asked about the deduplication process and how many job duplicates are removed, to which Mr. Rucker responded about a third of the jobs are removed.

Mr. Rucker explained how LinkedIn matches jobs to individuals through the criteria of skills, location, title, seniority, and degree of study. LinkedIn has an EasyApply process for some jobs, where a resume is converted directly to a job application with one click and communicates directly with the employer's ATS. This process helps prefill information for an applicant, making the process more streamlined. A total of 40 percent of referrals who start their application via EasyApply end up finishing their applications. LinkedIn's mobile application supports jobs, but there is also a standalone job search app, which eases the process of applying through a mobile device. When asked about recruiting protected status individuals, he described a campaign in Sweden tagging companies who were open to hiring refugees, but to date, they have not done anything specifically with veterans, disabilities, or diversity in the same way. When asked whether LinkedIn syndicates their jobs, Mr. Rucker explained they do syndicate jobs to a limited number of partners, but they are hesitant to share customers' data without their consent.

Ms. Gerassimides summarized the proposed NASWA-NLx-LinkedIn partnership as including: sharing of the state jobs content, training provided to the workforce development system staff and customers, including small businesses, and capitalizing on pilot projects in states to share with other states. She also hoped LinkedIn could assist state workforce agencies in enhancing their own LinkedIn profiles. Mr. Williams added states are the laboratory of democracy and LinkedIn could help build staff capacity with a standardized curriculum, especially for employment counselors to help job seekers create a stronger LinkedIn profile. Mr. Sanders also

suggested leveraging the LinkedIn app for transitioning service members by integrating into the TAP curriculum. Mr. Dowling proposed adding LinkedIn curriculum to NVTI classes.

DAY 2

Ms. Gerassimides began by discussing the new partnership with the LMI Institute. They will take a deeper look into the NLx jobs file data, which NASWA has been saving for the past three years, and help attain a better understanding of the feed to decide what direction to go. One of the deliverable tasks in this partnership is a quarterly press release about the state of the economy, based on the job openings in the NLx file. If the NLx job feed is not robust enough for that, the LMI Institute will advise on how to collect that data. Another piece of the partnership is delving into the job description text analytics to see what information or trends one could pull out on skills, education, etc. NASWA and the LMI Institute will also look into making a business model for using this data, which could include a fee for service, foundational money, or other types of partnership.

Exploring a White House Workforce Data Initiative Partnership

Matt Gee, Senior Research Fellow, Center for Data Science and Public Policy (DSaPP), University of Chicago, introduced himself to the group, saying he has been dedicated to bringing the best in new tools and technology to the public sector for the past four years. Recently, he has been engaged with White House and USDOL on the Workforce Data Initiative.

The three goals of the White House Workforce Data Initiative are (1) to create a new open data resource on skills and jobs, which augments and contextualizes O*NET, to provide information on local level coming from both public and private entities; (2) to make training/employment outcome data more openly available, lower costs to the states, and build off the training provider scorecard, and; (3) to build on skills/job data and training outcomes data, and take advantage of civic developers, companies, and non-profits, while engaging 3rd parties throughout the process.

The skills co-op project pools data from private companies and public entities in public repository, with an aggressive timeline of launching an API by early June. The DSaPP is working in conjunction with Code for America, as well as, ADP and Opportunity to Work. They are currently calling the program a "skills genome," where a user could input a particular skill/knowledge/ability and receive back in-demand associated skills with that occupation. They have been balancing unstructured job descriptions with sampled surveys that go into O*NET. Their goal is not to build out the actual applications, but instead to make the data open and available for people building applications.

Mr. Gee requested two things from the NLx Steering Committee: (1) The NLx is a critical addition to the skills cooperative and they would love to partner with us through sharing of historical data and the on-going job file; and (2) Their team of user researchers will be interviewing how these data efforts can advance on-the-ground challenges in hiring, and would love to hear input from the employer community.

He also mentioned that there is a $500 million request in the FY 2017 budget for the workforce data initiative, which is mainly being sponsored by Senator Patty Murray's and Senator Cory Booker's offices, in addition to two White House staffers, Karen Scott and Ryan Booke. The Workforce Data Initiative team is also looking for a variety of willing LMI divisions at state and local levels to engage with on skills data and training provider scorecards. They would love to have engagement with the states right away since they are still in the discovery phase of the data. Private foundational funding, such as the Chase Foundation, would help supplement state and local pilots.

Mr. Gee described some user cases of how this API will be used. One of the projects, Innovate /Educate, allows individuals to put in hobbies/interests, which then associates professional skills that are approximate to those interests while providing a career pathway to get there. Another case involves several private sector companies who want better job standardization and a more dynamic approach to job titling, i.e. making job titles relative in a geographic context. The WDI is also testing out career pathways and structured hires to map out what a path within a company looks like. They have been pulling out a sequences of job profiles, measuring the likelihood of transitions to create a useful data end point. They have been working in conjunction with labor economists from the Sloan Foundation to help validate the data and projects surrounding that data to help identify what is reliable and representative.

Ms. Gerassimides asked how private sector data was working with public sector data. Mr. Gee responded since participants are using proprietary data, public sector partners should be at the table when governing decisions are made on that data. In addition, private companies did not want application developers competing with products they are already producing; thus some private companies do not think this pool of data should be a public resource. CareerBuilder, ADP, USAJobs, Indeed, Workday (give their companies option to participate), Upskill, Craigslist (mostly gig economy based), and LinkedIn have all signed up to participate in varying degrees. Ms. Chambers asked if there was a process in place to control duplications. Mr. Gee responded they worked with the Sunlight Foundation to apply a technology called "elastic search," used for deduplication of bills in state legislatures as a way to deduplicate jobs.

Mr. Sanders explained state infrastructure systems are not functioning to scale the training provider scorecard. Mr. Gee described an effort to mirror a Department of Energy "Green Button" initiative to standardize data exchange formats and improve local data capacity to meet national goal. Similar efforts have been done in healthcare called "Blue Button." Having open source tools made data storage and analysis between entities easier, while also making it easier for vendor system to adopt those tools.

On the employer side, Mr. Gee asked what kind of actions on hiring side or job posting side would be different if x, y, and z variables were available. While interviewing consumers on different use cases and working with coalitions of employer types, the WDI team hopes to shape these public data resources. For example, they have been working with large employers in healthcare and studying what skills and credentialing are needed in nursing, while identifying what data they have and what data is needed. Ms. Chamberlain pointed out employer's reliance on external bodies that prescribe requirements and asked if we could validate whether what is

being prescribed is helpful or not. Ms. Gerassimides mentioned work done on sector strategies in North Carolina, which found that jobseekers were getting training identified as in-demand by NC employers, but those job seekers were not getting hired as the hiring process is controlled nationally.

Ms. Carver described her experience working with skills data on the state level. She found implementation problems, such as money needed to store and process skills, as well as certain skills that are too general to be applied across multiple sectors. For example, customer service does not mean the same thing in every occupation. In addition, many job matching tools require some level of skills hierarchy, which is subjective and hard to measure. Mr. Gee spoke to the WDI's general goal of solving a big data problem of making data collapsible and weighted to provide clearer decisions. The training provider scorecard is so focused on outcomes, so the important question is what skills actually got someone the job. Ms. Carver responded standardizing educational degrees and credentialing would also be very helpful on the workforce side. Mr. Gutierrez mentioned California is developing an open data sharing portal for multiple state agencies.

Mr. Gee said the WDI team is having a ten week discovery session to look at great efforts states are already involved and figuring out what to scale up, bring additional resources to, or where the pain points are for all states. Washington, New Jersey, Illinois, Texas, and Rhode Island are already signed up to participate in the discovery sessions, but they are also interested in talking to California. Due to the uncertainty surrounding the election and future budgets, Mr. Gee emphasized the importance of state and local infrastructure development for continuity. Ms. Gerassimides indicated NASWA's interest to see data become a public good that vendors are bringing analytical skills on top of, instead of forcing states to buy tools built on their own data.

How to Handle Virtual, Evergreen, and Provisional Jobs in Your Job Bank

Based on a March 2015 survey from the NLx Steering Committee, Ms. Link wrote policy issue briefs on virtual, evergreen, and provisional jobs. The goals are to share these briefs with other committees and members and raise awareness about these issues in the workforce system.

On all the issue briefs, Mr. Dowling asked if other states tag jobs indicating these different categories. Colorado had a complaint on a job which clearly stated it was a provisional job, which made it easier to mediate. He has a problem when employers do not communicate what types of job they are. Ms. Sherie Smith, Director of Talent Acquisition, Woodforest National Bank, suggested evergreen jobs for her company were always available for a real opening, instead of only posting to collect a pool of candidates. Other employers struggled with evergreen jobs because of hiring managers who want to pool candidates. Ms. Chambers pointed out provisional jobs must be listed with the state workforce agency if the job is listed on their own employer career site. However, the provisional job directly clashes with the employer/employee relationship required under Wagner-Peyser. Ms. Carver suggested identifying these types of jobs as they come in from the NLx feed would be helpful. For example, states could shift virtual jobs to areas with higher unemployment.

Peer to Peer Exchange

Ms. Lindseth started the conversation by emphasizing the committee needed to share and take back what we have been talking about to our leaders. Currently in Washington, the state agency is launching a new data management system & labor exchange system with Monster Government Solutions, with a soft launch planned for May 3rd and a full launch this summer. This system should change the way staff will engage with customers. In October, the state agency's UI system will be updated and linked with labor exchange system, which has not been done before.

Ms. Shanklin mentioned her company was in the middle of moving to virtual jobs, so this meeting has been helpful in figuring out how to get those jobs listed across the country.

Mr. Dowling stated Colorado is redesigning their labor exchange and modernizing their UI system over the next four years, but they need to find funding for it now.

Ms. Carver shared information on Utah's Workforce Innovation Fund grant, which concludes in January 2017. The most surprising finding from the grant was gaining more information on employers and job seekers who are actually using their system. People in their system have a higher education level than the Census average, 80% have never stepped foot in brick and mortar offices, many were computer savvy, and only small proportion (under 10%) were UI claimants. This information has led to a shift in how staff communicates with employers and other jobseekers. The perception comes from people coming into centers, where staff are dealing with the most difficult to serve, but this information helped broaden the scope of who we actually serve. This has been an example of more human centered design instead of letting federal regulations guide operations.

Ms. Adams gave a review of the Return Receipt PowerPoint and the group provided comments.

Ms. Gerassimides would like to set up call on strategic plan/communications plan for the National Labor Exchange.

Action Items

- Mr. Paul White, Director of Talent Acquisition, Mohawk Industries, asked about why some local centers in Georgia do not include the NLx jobs. NLx staff responded they could set up a meeting with the Employment Services Director in Georgia.
- Wisconsin has expanded direct hire for disabled veterans in their state and Ms. Adams said she would distribute their PowerPoint on the topic to the group.
- They are working on integrating apprenticeships and the eligible training providers list (ETPL), which Mr. Dowling indicated Colorado was also interested in. They want to share this work among states to avoid reinventing the wheel.
- Mr. Dowling mentioned Colorado has purchased a virtual career fair package, which is available for other states to use.
- Mr. Offord indicated that be part of the vetting criteria and would not be allowed. He indicated he would share the syndication list and vetting criteria with the states to get their feedback.

- Ms. Gerassimides mentioned work done on sector strategies in North Carolina, which found that jobseekers were getting training from one institute, but that training provider did not cover the one area that was most in-demand. Ms. Gerassimides said she would connect Mr. Gee with the people on that WIOA Convening panel.
- Ms. Gerassimides plans to meet with LMI Institute to discuss next steps on the White House Workforce Data Initiative
- Send Rebel Johnson survey results on 5 states that do not allow evergreen jobs
- Explore possibility of identifying these types of jobs (virtual, evergreen, provisional) as they come into NLx feed to use for shifting these jobs to areas that have higher unemployment