

01/08/2020

NASWA Innovation Award Selection Committee
National Association of State Workforce Agencies
444 North Capitol Street, NW Suite 300
Washington, DC 20001

Dear NASWA innovation Award Committee:

I support the nomination of the Work Search Analytics project for the 2020 NASWA State Innovation Award - Data Insights and Innovations.

The Work Search Analytics project builds the Wisconsin Unemployment Insurance (UI) division's staffing capacity through data analytics. By constructing an analytic model and applying data insights, the division identifies claimants most in need of additional education on conducting valid work search actions, thus allowing staff to focus their efforts on providing them assistance. Therefore, the project:

- helps improve the effectiveness of business operations and efficiency of staff resources,
- helps claimants meet benefit eligibility requirements, and
- helps claimants work towards accelerated re-employment by conducting valid work search actions.

Wisconsin's novel approach is cross-disciplined, allowing flexibility with traditional roles. This approach brings together front-line subject matter experts, application systems analysts, IT security, database administrators, systems architects, and data scientists.

Wisconsin created and implemented the project on a legacy system and believes this approach can be utilized by other states regardless of underlying systems and tools. While proven out in post-payment context, the project has the potential to be shifted to pre-payment, directly improving services to customers, project effectiveness, and staff efficiency.

I strongly believe in the Work Search Analytics project. Wisconsin UI believes in using data and analytics to inform the way we deliver services to our customers. It has demonstrated the ability to increase the services we provide customers while increasing staff efficiency. In addition, Wisconsin UI believes a cross collaborative approach is a best practice to achieving new and exciting workforce outcomes.

Sincerely,



Mark Reihl
UI Administrator
Department of Workforce Development
State of Wisconsin