

NATIONAL LABOR EXCHANGE (NLX) OPERATIONS COMMITTEE MEETING

Palmer House – Hilton
Chicago, Illinois

May 28 – May 29, 2014

In attendance:

State Workforce Agency Representatives:

Lori Adams, *Division Administrator Workforce Services, Iowa Workforce Development*
Gideon Blustein, *Director of Business Services, Illinois Department of Employment Security*
William Dowling, *Director, Colorado Department of Labor and Employment*
Scott Eychner, *Director, Workforce Automation, Texas Workforce Commission*
Jaime Gutierrez, *Deputy Chief, California Employment Development Department*
Rebecca Rust, *Bureau Chief, Florida Department of Economic Opportunity*
Ann Shirra, *Director, Employment Services, Georgia Department of Labor*
Julie Toskey, *Director, Employment Support Programs—MinnesotaWorks.net, Minnesota Department of Employment & Economic Development*
Dmitry Zhmurkin, *Bureau of Workforce Partnership & Operations, Pennsylvania Department of Labor and Industry*

Employers

Rebel Johnson, *Recruiting Compliance/Taleo Administrator, Camber Corporation*
Annette F. Rosta, *Associate Director, Recruiting Diversity & Compliance, KPMG LLP*
Marsha Martin, *Analyst, United Airlines*
Chris Rzeppa, *Recruiting Supervisor, Penske Truck Leasing*
John Whalin, *Senior Program Manager, Talent Acquisition, United Airlines*
Brandy Ellis, *Manager, Americas Sales Talent Acquisition, Concur Technologies*

NASWA

Pam Gerassimides, *NLx Operations Committee Co-Chair & Assistant Executive Director, NASWA*
Josie Link, *NLx Program Specialist*
Bob Simoneau, *Deputy Executive Director, NASWA*
Lisa Stern, *NLx Veteran Services Manager, NASWA*
Charlie Terrell, *NLx Operations Manager, NASWA*

DirectEmployers Association

Candee Chambers, *NLx Operations Committee Co-Chair & VP Compliance and Partnerships, DirectEmployers Association*
Christy Merriman, *NLx Operations Manager, Direct Employers Association*
Bill Warren, *Executive Director, DirectEmployers Association*

Guests

Jay Rowell, *Director, Illinois Department of Employment Security*

Barbara Otto, *Chief Executive Officer, Think Beyond the Label, Health & Disability Advocates*

Laura Wilhelm, *Project Director, Think Beyond the Label, Healthy & Disability Advocates*

Brad Anderson, *Regional Director, Midwest Region, OFCCP*

WELCOME/INTRODUCTIONS

Ms. Pam Gerassimides, Assistant Executive Director, NASWA, and NLx Operations Committee Chair, welcomed the group, introduced Ms. Candee Chambers, VP of Compliance and Partnerships, DirectEmployers Association, and asked committee members to introduce themselves. Ms. Gerassimides reviewed the agenda and welcomed new staff members joining NASWA since the last meeting (Lisa Stern, NLx Veteran Services Manager, NASWA, and Josie Link, NLx Program Specialist, NASWA).

Ms. Gerassimides introduced Jay Rowell, Director, Illinois Department of Employment Security to welcome committee members.

WELCOME TO ILLINOIS

Mr. Rowell thanked everyone for coming to Chicago and touched on some of the economic accomplishments of his state's Administration over the last few years: the state has one of the lowest income tax rates in the country, it has added over 18,000 businesses (currently there are 155,000 jobs posted in the state's labor exchange), and tourism records have been broken in the last two years.

Mr. Rowell reiterated the number of jobs in the Illinois state labor exchange, and stated Illinois owed much of this to the great work of the NLx. Mr. Rowell indicated the state was very excited about the NLx partnership with the U.S. Chamber of Commerce, mentioned new policies being put into effect for state contractors (similar to those for federal contractors) and a new statewide disability employment initiative.

NATIONAL ACTIVITIES AND DEVELOPMENTS

Refresher on Strategic Plan and Goals – Implementation Update

Ms. Gerassimides provided a refresher on the NLx strategic plan, priorities, and goals. The NLx team was expanded based on the new and approved budget. The strategic plan is set for 5 years, but will be revisited every two years so priorities can be reviewed and checked to ensure everything remains on track. She asked the committee to review the plan and offered highlights on the identified plan priorities and tasks as they would frame the discussion for the day.

Veterans' Job Bank

Ms. Gerassimides then moved onto the topic of expanding partnerships, starting with the Veterans' Job Bank (VJB). There are several federal veterans' portals and an effort to create an integrated federal jobs portal has been ongoing for approximately five years. The original VJB was hosted on the National

Resource Directory site using a spidered feed that searched and identified jobs based on their displaying the Google schema. Unfortunately this allowed for duplicates and dead links. Also, it left small employers without corporate websites and applicant tracking systems out of the website.

Responding to continued concerns, the Administration created a federal interagency effort to evaluate a number of different portals. This interagency effort between the Veterans Administration (VA), the US Department of Labor (USDOL) and the Department of Defense (DOD), ultimately designated the VA's eBenefits portal as single portal. It also determined the NLx would feed for the eBenefits' Veterans Employment Center (VEC). The NLx team worked for over five months with interagency team representatives toward this goal, often without being briefed on broader goals and policy decisions. Since no funding was available to develop a new portal, the NLx was asked to develop a microsite (vets.jobs), which was to function as the front door for the VJB, when the VJB was removed from the National Resources Directory.

The transition, due to take effect in December 2013, never transpired. A leadership change at the VA along with the government shutdown further delayed progress, and in early 2014 the interagency group decided to reexamine the situation. USDOL's Veterans' Employment and Training Service (VETS) was very supportive of the integration effort and of the NLx. A new portal was built by the VA, and it did incorporate the NLx. The site is live and the NLx team is excited because for the first time, jobs directly from employers and state job banks were being connected to a national site. This is also important to the NLx because VEVRAA regulations state federal contractors should list their jobs with the VJB to ensure positive outreach and recruitment. The NLx indexing team noticed an immediate jump in the number of employers signing up for free indexing services, with an additional 340 at the start.

Ms. Chambers mentioned the effort was announced by the First Lady at Fort Campbell. Mr. Bob Simoneau, Deputy Executive Director, NASWA, mentioned working on this project has been a long process. Mr. Simoneau also expressed his appreciation for Ms. Terry Gerton, Assistant Secretary, USDOL/VETS, for public support of the NLx. Ms. Gerassimides stated NASWA and DirectEmployers are interested in signing a memorandum of understanding (MOU) with the VA.

Meanwhile, VETS has introduced the NLx team to the Army's Soldier for Life program as they expressed an NLx interest. There is an expectation that DOD's H2H portal - currently being used by the Department of Defense, would be sunset and the Soldier for Life team is interested in a relationship with the NLx. Currently the Soldier for Life site already includes multiple links to employment portals supported by NLx.

Mr. Terrell added these efforts are a great way to bring job openings into the hands of more people and generate more jobseeker traffic back to state job banks. Ms. Gerassimides concurred and noted it is a great way to increase job numbers for the NLx (currently about 1.65M jobs average per day and the indexing requests are climbing).

U.S. Chamber to Commerce (Hiring Our Heroes)

Ms. Gerassimides began the discussion indicating the relationship with the U.S. Chamber Hiring our Heroes (HOH) office has been excellent. The MOU was signed and the NLx is now feeding the HOH Fast Track site. The Chamber is encouraging its member to post jobs to their site either via indexing or via direct post in the state job banks. In addition, the HOH office has begun to offer state-specific Veterans Connect sites at no cost.

Ms. Chambers discussed the importance of outreach, especially with the new 503 and VEVRAA regulations. Posting a job with HOH, attending job fairs, etc. is considered outreach, but needs to be documented. Also, she mentioned the Chamber provides job fairs free to employers and also wants to know of outcomes/success.

Ms. Gerassimides looped back to the Chamber creating integrated state sites for veterans' services. The Chamber has started working with 4 states (including Iowa and Illinois). The Chamber seems to be working through the Governors' office and the state VA. She also thought there could be some synergy with the upcoming NASWA Veterans' Affairs committee meeting.

Gideon Blustein, Director of Business Services, Illinois Department of Employment Security, indicated that Illinois's take is it's simply another microsite, or another front door.

Federal and Congressional Outreach

Ms. Gerassimides began this discussion indicating that the team has been asked to do multiple briefings, especially congressional representatives, on the NLx. Members of congress are not happy that multiple sites are still up and there has been proposed legislation to create a singular site.

- Mr. Dmitry Zhmurkin, Bureau of Workforce Partnership & Operations, Pennsylvania Department of Labor and Industry, asked why the NLx is not branded on the Veterans Job Bank site to help generate some consistency.
- Mr. Simoneau mentioned on several occasions he has had questions from congressional staffers and representatives as to why the VJB is on the VA site and not DOL.
- Ms. Shirra (GA) mentioned there was a delicate balance, but business has the power. She asked if there was a way for *employers* to say *they* want it (and when a private partner steps in, the level of commitment often rises).
- Mr. Blustein (IL) asked how the states can help – maybe following up with state members of Congress.
- Concerning multiple sites, Annette F. Rosta, Associate Director, Recruiting Diversity & Compliance, KPMG LLP, admitted to struggling to figure out who's who, following up with the confusion this causes for employers and jobseekers. She has had great success with H2H, but has experienced difficulty with VetSuccess about a year ago, tried to search resumes but had spotty success in accessing the database. KPMG would love to see something simplified not only for the jobseeker and the state but also for employers.
- Ms. Gerassimides noted that regardless who operates a veterans portal the goal is to have the NLx feeding the jobs search functionality.

Exploring the Idea of a Commission

Ms. Gerassimides briefed the group on the idea of exploring an NLx commission. She explained Mr. Steve Wandner, former USDOL staff and currently a consultant, as well as an ardent supporter of the NLx, had been working with Senator Ron Wyden's office (OR). It was suggested a commission could be developed using the NLx and its data to help inform policies, develop research platforms, etc. She indicated the NLx currently has stored two years' worth of data.

Mr. Terrell asked the group if there were any ideas for research, to please email Ms. Gerassimides.

- Mr. Blustein (IL) thinks it would be helpful to contemplate the grant opportunities from USDOL.
- Brandy Ellis, Manager, Americas Sales Talent Acquisition, Concur Technologies, (via phone) would like to use the data for workforce planning.

NLx Partnership Extension

An updated partnership agreement was just completed and will be signed at the upcoming NASWA Board of Directors' Meeting in June. Ten additional years were added, and the agreement will be signed through 2027.

TRAINING AND AWARENESS BUILDING FOR STATE WORKFORCE STAFF

Ms. Gerassimides discussed some new training initiatives on behalf of the NLx. She mentioned the VEVRAA training that was provided at the same time the updated regulations were into effect.

Ms. Stern gave an introduction to the new Brainshark tool being used by the NLx team – and showed two new trainings – one introducing the NLx to State Workforce Agencies and another introducing VetCentral.

Julie Toskey, Director, Employment Support Programs—MinnesotaWorks.net, Minnesota Department of Employment & Economic Development, would like to use something like this to share information about Minnesota's new Talent Community. Ms. Stern will follow-up with Ms. Toskey.

ROLLOUT OF OFCCP COMPLIANCE REGULATIONS

NLx staff agreed that educating state workforce agency staff on new OFCCP regulations is most important. Ms. Chambers stated the OFCCP is overwhelmed due to some recent executive orders, but additional FAQs are supposedly in the works. Quite a number of member companies have sent contact information (letters) to the states, generally upon legal counsel, and this has created a lot of issues. In fact, some ESDSs are sending letters back saying that this practice does not meet the regulations.

Ms. Gerassimides recommended states save indexed feeds so they have a record of it – and employers would need to come to the state to retrieve it. DirectEmployers saves feeds for five years simply for timing of audits. While this is not a requirement for the states, it would allow them to best serve the employer customer. Implicitly, OFCCP has created an unfunded mandate.

Ms. Shirra (GA) asked what the difference was between posting and listing. Ms. Chambers said that Ms. Gerassimides and John Fox (DirectEmployer's legal advisor) put together a document that will be sent to the group. She said a job listing is transmitting the job in whatever format is defined (manner and format permitted). Posting is a subset of listing and it involves how states choose to display a job.

Another issue is who OFCCP should contact first at the state when starting an audit. NASWA would like to help streamline the process by creating a state administrator designated list of appropriate contacts – NASWA recommends to OFCCP they start with the state contact first before starting at the local level. NASWA has listed these contact people at the state on the NLx section of the NASWA website under contacts.

VETS 9002E report: Another challenge appears to be how states use the labor exchange to track

performance measurement and activities (for LVERs). For the 9002E report, states have to report the number of jobs in a state job bank. In Minnesota, Ms. Toskey noted she has her IT people do a run on NLx jobs and adds those jobs to the 9002E as an asterisk. Mr. Blustein just reviewed performance last week and pulled out the 9002E. He noticed a deep decline. Mr. Terrell mentioned that he and Mr. Simoneau had an initial call regarding the 9002E, and some new folks at VETS not familiar with why this form even exists. Mr. Simoneau is willing to have further discussions with regional person for VETS. Scott Eychner, Director, Workforce Automation, Texas Workforce Commission, stated the issue involves who ultimately gets credit for job listings.

USDOL VETS UPDATE

Mr. Simoneau introduced Joel Delofsky, Senior Program Analyst, USDOL, VETS, to the group. Mr. Delofsky works for the national office but is a local lead in Chicago, working on Jobs for Veterans State Grants (JVSG), analysis, performance, etc.

Mr. Delofsky mentioned the main difference between listing and posting is engagement – and the idea of listing jobs goes back to PL 93-508 (VEVRAA 1973) – is when they first talked about mandatory job listing. He stated the SAMS system is sorely behind and contracts change – and added subcontractors are also covered under the regulation and under the law.

The JVSG Refocusing effort is looking at the intent behind the Jobs for Veterans Act, several Government Accountability Office (GAO) reports (one of which found DVOPs and LVERs had similar duties), and the Veterans Opportunity to Work (VOW) to Hire Heroes Act (112-56 in Nov. 2011). This effort has put ETA and VETS in a closer position than ever before (in fact, a TEGL was cosigned by Keith Kelly, Assistant Secretary, VETS, USDOL and Eric Seleznow, Acting Assistant Secretary, ETA, USDOL). Regional administrators will give out a notice of obligational authority, and plans and budgets need to be submitted, etc. The biggest change in FY 2014 was additional funding and requirements, though states will not be held accountable until 2015.

Disabled Veterans Outreach Placement (DVOP) specialists are now required to serve only veterans with significant barriers to employment. The Secretary of Labor also added veterans ages 18-24 as a serviceable population due to their high unemployment rates. Another Veterans Program Letter (VPL) will be disseminated soon regarding serving caregivers and spouses of those in military treatment facilities. This refocusing effort will return DVOPs and LVERs to their mandated roles, with DVOPs continuing to provide greater rates of intensive services, and LVERs to provide services to employers. LVERs must coordinate efforts with business services staff.

Mr. Eychner (TX) asked how states would be expected to capture the category of significant barriers to employment (SBE). The VETS 200A report was offered, and special codes will probably be identified to capture those in Military Treatment Facilities (MTFs) (as they did with Veterans Retraining Assistance Program (VRAP)) since the service member is not a veteran yet. Performance will be looking at the number of veterans receiving intensive services/those receiving services from DVOPs.

VETS believes no more than one-third of job seeking veterans will meet definition of SBE. They will be monitoring and refocusing to ensure consistent intake procedures and processes. Numbers of veterans served are projected to decrease.

Ms. Gerassimides noted that we will need to review the VetCentral distribution email lists, and help states determine the right staff members to target.

EXPLORING POSITIVE OUTREACH AND RECRUITMENT ACTIVITIES

Joint Session/Teleconference - NLx Ops and NASWA's Employment and Training Committee

Since the E&T Committee was meeting at the same time as the NLx Operations Committee, a joint teleconference session was scheduled. Mr. Gerassimides shared with the E&T Committee what states were attending the NLx meeting, and the same was offered from the E&T Committee. Overlapping state representation included Illinois, Texas, and Colorado.

The first subject addressed by Ms. Gerassimides was the NLx pushing jobs into state job banks with automated feeds seems to have generated uncertainty on performance measures. The group initially talked about the 9002E report – and if states could report on the NLx downloaded jobs into the report. There may be some additional performance measurement-related issues that have an adverse impact on adopting the NLx feed, and offered that, perhaps, a joint business services work group would be helpful.

The next subject was compliance (re VEVRAA). Ms. Gerassimides noted the OFCCP regulations call for outreach with many stakeholders but especially the state workforce agencies. Ms. Peggy Feenan (AZ) said she is getting inundated with requests (letters). Her team started to write back and individual contractors are now sending letters to LVERs. Mr. Dennis Wimer (IN) said he is receiving them all across the board, while many are coming to local staff. On the state level, he is distributing the information to business services contacts in the appropriate region for lead generation and outreach activities. He questioned what the state's requirement is from a tracking standpoint and wanted to know what was mandated.

Ms. Chambers stated there is nothing in the regulation that says what needs to happen with that information. Her assumption is contractors will need to prove the information was sent. There is no requirement from the agency.

Ms. Gerassimides reiterated the four items that should be sent with the job listings. OFCCP has stated publically many times they would be putting out an FAQ, but it has not been done as of yet. She said the group would pose these questions with Mr. Brad Anderson, OFCCP Regional Director, the following day.

Ms. Gerassimides said each state has appointed a person to be the contact person for OFCCP, but the NLx team quickly discovered states might not have selected the correct person – as some identified are focused on internal and state audits rather than job listing audits. A number of committee members asked where the information is housed/where administrators can find the list.

Ms. Gerassimides's next topic was the two tools states can use to see if job listings have been forwarded to the appropriate local centers or if jobs have been downloaded into the state job banks. She asked the following: if a state is engaged in indexing and using business services to gain additional indexed feeds (to be pushed into the state's download) – if that employer is not “registered” in a traditional sense, does that impact performance measurement in any way.

Mr. Terrell said the problem maybe the 9002E report and the way NLx jobs are recorded for that report

at the state level. He indicated that the NLx jobs do not get downloaded with the 2-digit NAICS codes, and he is in the process of engaging with the feds to refine that report.

In response to the question of why many states are not engaging with free indexing, William Dowling, Director, Colorado Department of Labor and Employment, said one of the issues is the fact that local WIA is often responsible for making the connection. They are charged with making contact with businesses – but not all jobs are making it into the system.

Ms. Toskey indicated Minnesota is concerned. She first learned about it when an annual report reflected the number of jobs in their system was far less than what was posted in the state job bank. Her team got the number off the 9002E report. She realized that in order to be counted the job must have a NAICS code, but then realized they could include a comment and can put a query to get jobs without a code. The number is asterisked and explained. Ms. Alice Sweeney (MA) noted some states lump all of the jobs together without the NAICS codes associated.

Ms. Rust (FL) questioned as to whether or not the information could be considered confidential based on state UI law. In Florida, all identifying information is considered confidential and there is trouble matching employer name with NAICS code.

Ms. Yvette Chocolaad, Employment & Training Committee Director, NASWA, noted the E&T committee did not understand the issue if the jobs can simply be aggregated – and questioned as to whether it's more of an education issue.

Mr. Dan Holton (TN) noted that he did not think FEIN numbers could be shared across states. He further noted that the 9002E is focused on federal outcomes; participants referred to federal contractors and outcomes listed. He thinks state reports can be aggregated – but not federal. The 9002B report refers to federal contractor jobs.

Mr. Eychner (TX) said the 9002B is jobseeker services --- the question is: should we be lumping those two things into a single number OR keep them separate. Texas is not currently including those jobs – and believes they are definitely underreporting.

Mr. Terrell noted that Mr. Eychner, Ms. Toskey, Mr. Holton, and Ms. Sweeney all want to be a member of a subcommittee to explore these questions. Mr. Gutierrez noted that California is looking at ways to improve employer outreach and would be willing to help with that discussion. Ms. Sweeney will volunteer a staff person from Massachusetts.

THINK BEYOND THE LABEL

Mr. Blustein introduced Ms. Barbara Otto, Chief Executive Officer, Health & Disability Advocates and Think Beyond the Label (TBTL). He mentioned the State of Illinois would soon be releasing a strategy for employing people with disabilities, similar to a strategy recently created for veterans.

Ms. Barbara Otto introduced TBTL as a partner of DirectEmployers since 2011, after the organization was launched. They have been working on cross-sector collaboration and have done a lot of work in the State of Illinois, connecting with disability benefits.

Health & Disability Advocates (H&DA) was originally focused on Medicaid infrastructure grants when

TBTL was launched in 2010. H&DA has worked with states since 1996, and started a joint marketing (post-ADA) campaign in 2006. Each state has its own page and the organization continues to work with states to customize information and tools for job seekers and employers. The TBTL partnership with the state of Illinois, Illinois Hires for Ability, is trying to make compliance easy, straightforward, and include actionable steps such as commitments (to hiring people with disabilities), sending someone to training, etc. They do not want to be a compliance provider, but a connector and a convener. TBTL is offering a free webinar for Illinois businesses, accredited by HCRI.

TBTL partners with business to help with recruitment advertising, candidate sourcing, and business training. The majority of candidates registered with H&DA and TBTL have 5 years of work experience. The organization sources candidates, screening and vetting candidates for employers.

Ms. Gerassimides asked about their use of online career fairs. Ms. Laura Wilhelm, Project Director, TBTL said jobseekers do not pay but employers do. They use the Brazen platform, which is accessible, and they find the chat-based model works well for those with communication challenges. They have also worked with several universities, will be convening employer open houses this year, and are working with young adults in the Workforce Recruitment Program (ODEP). Online job fairs were a big experiment but have been very successful (approximately 15 employers with a typical participation rate of 40% of those who register; last event had 400 registrants, 330 fully registered, and 140 conversations).

Mr. Blustein stated similar to the reason it started the Illinois Hire our Heroes Consortium, the state was receiving a lot of questions from employers wanting a “clearinghouse” for reputable information. The state wanted to be the convener of reputable information. It also helps those coming through the IDDES system to self-identify.

Ms. Rosta asked where they find candidates. Ms. Wilhelm said the organization partners with various organizations, colleges and universities (trying to connect campus disability support services to career services), the American Association of Persons with Disabilities, LinkedIn and small candidate sourcing firms. 40% of jobseekers registered with TBTL are ready to relocate. Mr. Whalin noted they struggle with identifying jobseekers with physical disabilities. He wondered if TBTL could show the skill sets where jobseekers are concentrated. Ms. Rust noted a new database being developed by the Social Security Administration, with funding from the BLS. Ms. Rosta noted that the KPMG has been involved with the online job fairs with TBTL and it has been a good experience; helpful for recruiters to get comfortable and a good way to engage the candidate and the recruiter on the reason they are there.

NLX OPERATIONS UPDATE

Mr. Terrell reported on the data obtained from a brief survey about two months ago (with a 50% participation rate) trying to track potentially helpful data points. A second round survey will be completed to get additional data.

Uploads

Mr. Terrell reported the team is very close to full participation. Problems still noted in New Mexico, in making the appropriate connections with the appropriate staff. Kentucky is in process. In South Carolina, GeoSol was told to turn on the upload, but the team is not sure that has happened yet. Getting full participation with uploading is important because of the NLx feeding federal portals. If the uploads

are not working, those jobs are not going to Hiring Our Heroes and the Veterans Job Bank.

Downloads

There is almost full participation with downloads. Idaho is currently the only state system that does not allow them to take the downloads, though there have been assurances in writing that VetCentral satisfies the mandatory job listing requirement. In Maine, there has been no movement whatsoever and will likely require a trip. Pennsylvania is in process – and a call earlier in the week was set in motion to discuss.

Microsites

Minnesota is the latest to implement microsites and has taken a new approach. Ms. Toskey indicated an interest in an industry specific site (biosciences industry) – and wanted a new marketing effort to attract bioscience to the whole system. Mr. Terrell noted that MN is working with an association on the bioscience initiative, and the MN.bioscience.jobs site is at the top of internet searches. Ms. Toskey hopes to move beyond bioscience and also work on manufacturing and healthcare. Ms. Adams offered Iowa's ONET build-outs to Ms. Toskey. The team is also working with Washington State. Ms. Sandy Miller is on the committee and a meeting with the state is scheduled in a couple of weeks.

GeoSol has worked closely with DirectEmployers to customize files for states, though the NLx content is displaying differently in different states. In California, the NLx jobs are showing up in the basic search, while in other states you need to go through the advanced level. However, a note pops up saying your search will cause duplicates.

Ms. Gerassimides noted that California and Louisiana turned off the NLx filter – and noted the need to work with each state individually to accomplish the task. She further noted how pleased she is with the improved relationship with GeoSol. Ms. Merriman added the way the new files are sent is in a CRUD file (adds, deletes, and edits rather than the entire file). GeoSol states no longer accept “kill-and-fill.”

States need to give direction to Geosol to get what they want. Mr. Gutierrez (CA) noted if any state has questions, he would be happy to let them know how implementation is working. Ms. Chambers added Carey Foy (LA) and Mr. Guterrez should have a discussion with Dean Toller, Geographic Solutions to let him know how well NLx integration is working.

Indexing

DirectEmployers has been creating custom forms (to include state tax number) with a custom URL so this gets to how many free indexing requests come from each state.

Ms. Gerassimides noted a big chunk of jobs will not show up in the online world because of the type of job, so by engaging in formal indexing programs, we can grow jobs to feed federal portals. She also noted we are finally working with applicant tracking systems. The latest is HealthCare source (with over 700 healthcare jobs in the daily file).

Ms. Chambers said new staff was just hired at DirectEmployers to focus on the vetting process – with a goal of getting the request back down to a 10-day turn around (currently 30-day).

Ms. Merriman noted when the VA's eBenefits site went live in April, requests (normally 100 per month) shot up to almost 500 by the end of April. For May it dropped down to 320 initial requests. DirectEmployers hired a person dedicated to the free indexing and partner queue (diversity employers, etc., including state workforce agencies). Partners checked first and then uncategorized free requests are checked next. Today, a total of 19 states are live with return receipt; 12 are in process; and 20 more to go from GeoSol.

Ms. Merriman showed a demonstration of member desktop (State Job Bank Reporting). Mr. Blustein (IL) asked what a state needs to do to have access. Ms. Merriman noted that the site is currently for employers, and is still being developed for the states (with different views for hosted vs. non-hosted states).

Ms. Gerassimides noted the new site will be the primary source, but VetCentral will continue to be used as a back-up. Mr. Zhmurkin (PA) noted the more options we have the more solutions we have.

Mr. Terrell showed a .JOBS video by Verisign and asked the group for feedback. For additional marketing, it was recommended to be sure to demonstrate greater diversity.

Mr. Chris Rzeppa, Recruiting Supervisor, Penske Truck Leasing, asked about jobs being eliminated from the system after being there for a certain number of days, since more and more companies are keeping evergreen jobs open with continuous recruiting. Mr. Terrell is working with states on an individual basis since states determine time limits.

THURSDAY, MAY 29TH, 2014

Ms. Gerassimides welcomed the group and provided an overview of the agenda, noting a few things would be moved around in order to accommodate OFCCP's arrival time.

Mr. Terrell invited Ms. Toskey (MN) to discuss the MinnesotaWorks.net Annual Report. The impetus for an annual report started about six years ago because the legislature wanted to better understand what was happening in workforce development, and the state wanted both sides of the political aisles to understand the labor exchange. The front page offers some quick stats, including basics about the online job bank. Inside offers information about jobseekers and employers, and the back offers information about partnerships, such as how the state works together with NASWA and US.jobs. The document, while originally intended for those involved in the legislative process, is intended to offer a wide variety of groups some basic and bite-sized information. The group asked for the template, if possible, so if others wanted to copy the format they wouldn't need to reinvent the wheel.

HILTON HHONORS PILOT UPDATE

Ms. Stern briefed the group on the Hilton HHonors pilot. She referred to the state/Hilton MOU, flexible eligibility criteria (determined by each state based on current state strategies), referral information, and an FAQ document provided by Hilton. The briefing also included Hilton's agreement to offer 100,000 points per eligible referral to make it easier on the states (and the veteran/spouse/transitioning service member).

Ms. Adams (IA) told the group about the first official HHonors rewards recipient, and how easy the process was to access the 100,000 points. Mr. Zhmurkin (PA) and Mr. Gutierrez (CA) would like to be

the next two states to be part of the pilot process. Ms. Stern will contact them to start the process and review all documents.

USDOL OFCCP UPDATE

Ms. Gerassimides welcome Mr. Brad Anderson, Regional Director, Midwest Region, OFCCP, and asked the committee members to introduce themselves. Mr. Anderson introduced himself (a regional director since 2012) and two of his colleagues, both of whom work directly with the field offices: Carmen Navarro, Acting Regional Director, and Sal Guerrero, Director of Regional Operations. Mr. Anderson began by stating the job listing requirement is a high priority in the agency right now. He provided a bit of background, noting the regulations had not been substantively revised since 1974. One goal from OFCCP's perspective is to change business culture around the representation of individuals with disabilities and veterans in the workforce, which is why the regulations are heavily laden in affirmative action. Mr. Anderson briefly reviewed the VEVRAA benchmarks and Section 503 utilization goals.

He listed his three goals for this briefing:

1. To get a better understanding which states in the mid-west are having difficulty getting the jobs to show up on the states individual websites. He indicated a willingness to help those states experiencing challenges working with his OFCCP counterparts.
2. Obtain points of contact OFCCP can use from the state workforce agencies.
3. Trying to determine guidelines for what is acceptable job listing practices. OFCCP would like to bridge gap and get a clearer understanding between the regulators, federal contractors, and state agencies.

He stated almost 50 FAQs are up on the OFCCP site now, mostly related to veterans' issues – and the agency is consistently looking for ways to provide information to the public. The main goal is to help those involved to better understand how to comply.

Mr. Terrell indicated none of the states in Mr. Anderson's region are experiencing issues with NLx downloads.

Mr. Anderson indicated there are many ways to accomplish OFCCP's goals – and first is to make clear what the job listing requirement is. At the end of the day, OFCCP wants to verify jobs get listed, so if the state is able to verify that a federal contractor's listed jobs have made it to the state job bank, it should not be a problem. He further stated if that mechanism is being used by a number of states, and working, it is certainly worthy of internal discussions with OFCCP. With limited numbers of staff to provide staff-assisted services, it would appear that we can use this to help businesses so we do not have out of date information and employers in the system.

Ms. Gerassimides mentioned state workforce agencies have been advised to keep historical records– and the committee agreed that three years of job listing archives should be sufficient (though Ms. Chambers stated DirectEmployers keeps the information for five years).

Mr. Anderson noted when a state workforce agency is contacted it is usually when the numbers do not make sense from an employer audit.

Ms. Chambers stated she typically finds the compliance officer does not know who to call, and will

often ask for copies of job postings (which is not required). She further stated there seems to be a general misunderstanding among compliance officers, which is causing an unnecessary misunderstanding in the field. She further stated that DirectEmployers members always provide OFCCP compliance reports with every audit. She stated Ms. Debra Carr, Director, Division of Policy and Program Development and Carmen Navarro have indicated VetCentral reports meet federal requirements.

Mr. Anderson asked about the NLx partnership agreements with the states – and asked if they could be shared with OFCCP so compliance officers could be educated.

Ms. Gerassimides responded, in the affirmative, but clarified the partnership agreement is between the state and DirectEmployers, and it outlines the services provided at no cost to the states. She further pointed out that NASWA has asked state administrators for someone to be used as an entry-point for OFCCP job listing audits – and the list is updated twice a year.

Ms. Gerassimides reiterated states in the OFCCP Midwest region all receive the automatic downloads – and that each night the old file is removed and a new file is submitted to ensure the feed of job vacancies is fresh each day. She said some states have policies in place that remove jobs after 60 days, but with the VetCentral emails, the FCJL jobs are still getting to career center staff. Mr. Anderson noted that one issue about the VetCentral emails he encountered was the emails were being sent to a veterans' representative at a state workforce agency and being used as proof, but the representative was no longer there.

He acknowledged that OFCCP sometimes does not talk to the right person – and he will encourage his managers in the Midwest region to have similar conversations with their states across the board.

Mr. Terrell inquired about the schedule letters OFCCP sends for state compliance audits – and whether or not those letters could simultaneously be sent to a state representative, if it's being sent to a local person. Mr. Anderson responded that each region tends to work differently, but working with a state contact would be great because we could be sure the information gets to the right people. Ms. Gerassimides said OFCCP could always contact NASWA to help get to the right person at the state level.

Mr. Eychner (TX) commented his team in Texas experiences a huge disparity in the way the Dallas and Houston OFCCP offices do business – and in what they are willing to accept as proof of listing from the state perspective. He emphasized a need for a level of consistency across regions would be very helpful.

Mr. Blustein asked Mr. Anderson to speak generally to other aspects that would help employers work toward compliance, such as the outreach piece. He noted a stark difference between those doing things in the spirit of the law rather than the letter of the law (or strictly for compliance).

Mr. Anderson stated that no linkage agreements are required, but an expectation that companies will be conducting more recruitment outreach apart from the mandatory job listing. That part of the oversight is based on the employers Affirmative Action Plan effective date. He encouraged state workforce agencies to work with regional OFCCP representatives, communicate with the ILGs and start doing an annual plan.

Also discussed was the influx of letters states have been receiving from federal contractors, the variety of responses being received from employers, and the apparent confusion that still exists at the state level.

Mr. Terrell brought up the next concern, that being priority referrals. He stated employers are looking for priority referrals, but states do not need to track referrals – and with limited resources, some states are not even providing “referrals” anymore. Today, the bulk of referrals happens in an automated way. He also mentioned some states had been getting inquiries as to jobseeker personal information by OFCCP as part of the audits. The states are still awaiting additional guidance from ETA and/or OFCCP – and have been looking to NASWA for assistance. NASWA would appreciate it if the information came straight from USDOL.

The discussion turned to indexing requests and Mr. Anderson asked if federal contractor status was requested. He asked for a copy of the indexing request form.

Mr. Anderson summed up the issues before his time came to an end:

1. Clarification regarding job listing. (Dmitry stated guidance or clearly identified expectations would be preferred for consistently within and across states – and that joint guidance from OFCCP and ETA seems to be the missing link)
2. Guidance on the notification whether through a letter or other means, and what is expected from the notification, if anything, from the states.
3. Guidance on how to develop policies or what is acceptable for job listings (to meet the job listing requirement).
4. Information on indexing – and how states can do priority referrals.
5. Points of contact for each of the states.

Ms. Gerassimides added two more items:

1. She had spoken previously to Debra Carr about doing a webinar for state workforce agencies and it has never transpired. If state’s questions could be answered through an FAQ and a webinar, it would help a broader universe at the state level (e.g., employment services directors, veterans services managers, state administrators, deputies, etc.)
2. Another thing would be to have a more formal approach and a meeting with more of the regional directors.

Ms. Gerassimides thanked Mr. Anderson and his team, expressing how much the committee appreciates his time and presence.

REEMPLOYMENT TECHNOLOGY TOOLS FOR THE WORKFORCE SYSTEM: FROM A NATIONAL VISION TO REALITY

This portion of the committee meeting was done in webinar format. Mr. Joe Vitale, Director, ITSC introduced the Reemployment project as a connectivity tool as part of a UI connectivity project. He stated that U.S. DOL created a project to build tools that states could use to help claimants get back to work sooner.

The Integrated Workforce Registration System (IWRS) was tested in New York and Mississippi. Mississippi (who used a university partner) has an integrated the tool in a customized environment in three of their one stop centers (not statewide yet) and New York will be using the tools in a cloud hosted environment.

Mr. Vitale discussed four elements 4 to the project: integrated workforce registration system, real time triage, skills transferability, and social media.

IWRS key features (registration that happens before entering any basic workforce programs) is a first step. The data is gathered into the registration system and is available to all workforce agencies (WIA/WP) – with the idea that no one agency owns the data yet (and UI does not need to give up the data). There is a common registration and a single sign-on. The site uses open source technology and architecture and is very flexible/customizable. The Workforce Integration Profile Page (WIPP) features a customizable and individualized page for job seekers.

Ms. Gerassimides noted this could sit on top of any system any state is currently using since it is not dependent on any particular technology.

Mr. Eychner asked what kind of effort is required from a state system perspective – and if it could be quantified in personnel/hours. Mr. Vitale responded he did not have that data but will provide it to Ms. Gerassimides to distribute to everyone on the group.

Mr. Vitale demonstrated the tools, showing the single sign-on component first, the use of O*NET codes for the work experience section (i.e., current/prior occupation), and tools designed to declutter information on the screen. The attestation agreement is based on state-specific language. After the IWRP is submitted, a confirmation number is offered and a jobseeker is automatically launched into the WIPP. Integration happens on the back end and can bring customer information into the WIPP before completion (for example, from a UI claim form, etc.)

NLx data and state aggregates are used to offer LMI forecast (including the number of jobs available, average wages, etc.). Jobs can be pulled directly from the NLx database.

Also, messaging systems are built in with motivational tips, agency notifications, training activities, job fairs, etc., as well as direct links to national tools such as My Skills/My Future, MyNextMove, etc., and social media links.

Ms. Ellis (phone) asked about the use of occupational codes, noting an explanation of how the codes work could be helpful to the jobseeker, helping them to understand the importance of selecting the right codes. Mr. Vitale noted that Robert Wilson's ONET coder was used, but a state's ONET coder could also be applied.

Mr. Vitale stated the tools basically becomes a jobseeker's desktop. While the IWRS does not count as filing a UI claim, the information can prepopulate jobseeker UI registration.

Mr. Eychner asked if any money will be made available to states wanting to integrate the system – and once the pilot states have been tested, if technical assistance would be available.

Mr. Vitale showed the reemployment connections website for more information about the data elements: <http://rc.workforce3one.org/>

Mr. Gutierrez asked about the benefit to job seeker and benefit to state, wondering if it is just one place to bring the information together. He also asked if it could trigger UI history for claimants.

Mr. Vitale indicated the benefit being a common registration and common data sharing before agency “ownership.” Customers can think of it as a “facebook” customer page, bringing a comprehensive view of history with multiple agencies.

Ms. Gerassimides noted a number of developments have been taking place around serving the jobseeker and a broader discussion needs to be had. She then asked Rick Wehrle, VP of Product Development, DirectEmployers to demonstrate what DirectEmployers has been working on with My.jobs.

Mr. Wehrle showed the central home page for My.jobs, which will become the hub of the .jobs network. He also demonstrated the Partner Relationship Manager (PRM) tool for employer outreach.

WORKING LUNCH

With only a few additional items to cover on the agenda, Ms. Gerassimides invited the group to grab a boxed lunch and reconvene in a working lunch session.

She noted that two new developments have been presented on the jobseeker side of the house. While the NLx has primarily focused on building the pool of available jobs and ensuring a high quality feed – but the US.jobs and My.jobs profiles will eventually replace some of that functionality. She asked the group if they wanted to have more discussion about jobseeker tools.

There was a brief discussion related to the Internet Applicant Rule – and what information needs to be recorded/documented.

Ms. Rosta shared that KPMG has a team of people specifically sourcing 12 different sites now – for veterans and disability – including US.jobs every single day to build a diverse pipeline and for consideration of current opportunities.

Ms. Rosta added that the definition of an internet applicant includes those you consider for positions, not where “your eyeballs go.” If she pulls up 20 resumes, but reaches out to 10, those are the ones tracked because those are the ones considered, based on basic qualifications.

While each company may apply the rule slightly differently, all four rules need to apply: individual submits expression of interest through the Internet or related electronic data; contractor considers an individual for employment in a particular position; the individual’s expression of interest indicates basic qualifications; and the individual does not remove him/herself from consideration prior to a job offer.

Ms. Gerassimides noted that each state workforce agency has a resume bank and resumes will be housed on eBenefits. The NLx has not promoted the resume side of US.jobs in order to not interfere with state job banks – but wondered if it would be feasible to syndicate.

FINAL AGENDA ITEMS

Conferences and Events, Committee Appointments, Awards

Ms. Gerassimides discussed upcoming conferences and events, noting Mr. Simoneau’s Veterans Affairs Committee would be occurring in a couple of weeks in DC, and the national ILG conference where a number of presentations will be made by state workforce agencies. NASWA’s annual conference in the

fall will have a lot of agenda items around the NLx, including a plenary presentation and panel discussion about microsites, indexing, etc. She might try to have a joint discussion with the E&T committee.

Upcoming committee appointments – NASWA functions on the association year (September 30), at which time new leadership comes in. Currently five people are staying on and five terms are expiring. She followed up with a comment that it would be great to have more employers on deck. States should send employer recommendations to Christy. She further stated that the NASWA Board Liaison position would be coming available (elected office) and the position offers a great opportunity to sit on the executive committee.

Ms. Stern will start to research awards applicable to the NLx.