

NATIONAL LABOR EXCHANGE (NLX) STEERING COMMITTEE MEETING

GalleryOne, Doubletree—Hilton
Fort Lauderdale, Florida

January 15-16, 2015

In attendance:

State Workforce Agency Representatives:

Lori Adams, *NASWA NLx Board Liaison and Workforce Services Division Administrator, Iowa Workforce Development (via phone)*

Christine Bohannon, *Director, AJLA-TS, Kansas Department of Commerce*

William Dowling, *Director, Colorado Department of Labor and Employment*

Kelly Ebey, *Deputy Director, Office of Workforce Development, Louisiana Workforce Commission*

Robert Grimmie, *Director, Center for Occupational Employment Information, New Jersey Department of Labor & Workforce Development*

Julie Toskey, *Director, Employment Support Programs—MinnesotaWorks.net, Minnesota Department of Employment & Economic Development*

Employers

Jason Capili, *IFS Ethics and Compliance, Pricewaterhouse Coopers*

Anne Chamberlain, *Director, Talent Acquisition, Office of Human Resources Management, The City University of New York*

Susan DeSack, *Senior Manager, OFCCP Compliance, Staples*

Rebel Johnson, *Recruiting Compliance/Taleo Administrator, Camber Corporation*

Juna Jones-Moore, *Senior Manager, Talent Acquisition & Diversity, GameStop, Inc.*

Chris Liakos, *Manager, EEO Compliance, Northrop Grumman*

Mark McKeen, *Senior Manager, Talent Acquisition, General Motors Company*

Annette F. Rosta, *Associate Director, Recruiting Diversity & Compliance, KPMG LLP*

Chris Rzeppa, *Recruiting Manager, Penske Logistics*

NASWA

Pam Gerassimides, *NLx Operations Committee Co-Chair & Assistant Executive Director, NASWA*

Josie Link, *NLx Program Specialist, NASWA*

Scott Sanders, *Executive Director, 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*
Hal Cooper, *VP Product Development, DirectEmployers Association*

Guests

Susan Magrino, *Senior VP of Sales, Talent Circles*
Duane Whitfield, *Manager, Workforce and Education Analysis, Florida Department of Economic Opportunity, Bureau of Labor Statistics*

COMMITTEE INTRODUCTIONS & OVERVIEW OF MISSION

Ms. Pam Gerassimides, Assistant Executive Director, NASWA, and National Labor Exchange (NLx) Steering Committee Chair, welcomed the group, introduced Ms. Candee Chambers, VP of Compliance and Partnerships, DirectEmployers Association (DirectEmployers), and asked committee members to introduce themselves.

Ms. Gerassimides expressed her hope the committee would serve as a forum for exchange between employers and states. She expected members to offer guidance on initiative decisions and new directions for the NLx to take. She reviewed the agenda, explained the structure and mission of the committee, and reiterated committee members should function as ambassadors of the NLx. Employer members expressed a need for an on-boarding one-page document to help summarize the functions and services of the NLx.

NLX PARTNERS: OUR RESPECTIVE STRATEGIC DIRECTIONS

NASWA's Strategic Direction

Mr. Scott Sanders, Executive Director, NASWA discussed the challenges state workforce agencies face when working with employers, including how to explain the benefits of working with state workforce agencies to employers without getting mired in the minutiae. With the passage of the Workforce Innovation and Opportunity Act (WIOA), state workforce agencies must incorporate all the different areas involved in workforce development, including Vocational Rehabilitation, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), and Adult Education. This new integration makes the partnership with DirectEmployers even more critical, as connecting individuals with a career is the main focus.

The strategic direction of NASWA is to drive the national agenda on workforce issues. Mr. Sanders hoped to leverage the organization with member services that add value from NLx.

DirectEmployers' Strategic Plan

Ms. Chambers shared DirectEmployers's new branding efforts that were in the works, including a new tag line that incorporates both the compliance and recruitment side of human resources. She also mentioned United States Department of Labor (USDOL) Training and Employment Notice (TEN) 15-14, which reiterated the state workforce agencies' responsibility to provide the Office of Federal Contract Compliance Programs (OFCCP) with information regarding federal contractors, illustrating the need for dialogue between employers and the states and a disconnect between the OFCCP and the states. Ms. Chambers emphasized the partnership with NASWA has been beneficial to DirectEmployers

members.

Ms. Kelly Ebey, Deputy Director, Office of Workforce Development, Louisiana Workforce Commission, mentioned states face the dilemma of offering more information to the OFCCP than what is needed for compliance due to the lack of guidance and varying instructions from different regional OFCCP offices. Ms. Chambers pointed to the list of state agency contacts on the NASWA website to direct compliance officers to in the case of an audit situation, so they would be contacting the right person within the state agency. She also stated the NLx partnership should meet compliance for federal contractors.

The NLx 5-Year Strategic Plan

Ms. Gerassimides began by introducing Ms. Lori Adams, NASWA NLx Board Liaison and Workforce Services Division Administrator, Iowa Workforce Development, on the phone.

Ms. Gerassimides provided a refresher on the NLx strategic plan, priorities, vision and goals. 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.

In response to the earlier discussion, Ms. Gerassimides expressed the need to address the difference between national OFCCP policy and regional branches. She said she would find the OFCCP regional meeting dates for states to increase dialogue between state workforce agencies and OFCCP.

Mr. William Dowling, Director, Colorado Department of Labor and Employment, inquired about best practices with spidering and scammers, expressing his hesitation with indexing and whether employers were okay with being indexed. He wanted to encourage states to outreach to employers and build relationships instead of blindly indexing.

Ms. Rebel Johnson, Recruiting Compliance/Taleo Administrator, Camber Corporation, indicated employers need to know about indexing and what is involved because most employers have a bad association with spidering and the duplication of jobs. Ms. Ebey (LA) responded indexing is about expanding employer opportunity, but from the state perspective, there is a concern about performance metrics and capturing all the work state workforce agency staff do.

Mr. Duane Whitfield, Manager, Workforce and Education Analysis, Florida Department of Economic Opportunity, Bureau of Labor Statistics, volunteered to do a comparison between Help Wanted Online (HWOL) data and NLx data, which was welcomed by NLx staff.

NLx OPERATIONS UPDATE

Mr. Charlie Terrell, NLx Operations Manager, NASWA, described the current job bank systems that states use, as well as the status of NLx services, such as uploading and downloading to the NLx, indexing, microsites, and the Hilton HHonors partnership, in each state.

Mr. Terrell explained new changes to the NASWA NLx website, including the addition of the NLx state profile which is a more searchable option than the old NLx status chart. He encouraged state member attendees to update NLx contact information or suggest any additional information to be tracked.

Return Receipt Roll-Out Update/Issues

Ms. Christy Merriman, NLx Operations Manager, DirectEmployers, demonstrated the return receipt tool, which acknowledges in PDF form the NLx job listings in state job banks. This return receipt tool is a helpful feature for DirectEmployers members because it provides members with a copy of the job on the state's job bank.

Some employers have faced a technical hurdle with state job banks' 4,000 character limits for job descriptions and 180 character job title limits for some states. As a follow-up, Ms. Gerassimides said she would create a survey to find out which state job banks have limited character count for job descriptions and titles.

NATIONAL DEVELOPMENTS

Ms. Gerassimides illustrated the financial and professional value of partnership to NASWA through several data charts, including a comparison of the rise of DirectEmployers membership to NASWA revenue. She also showed graphs on the number of jobs employers posted to us.jobs, jobs indexed by the NLx, jobs uploaded by state job banks to the NLx, the DirectEmployers NLx contribution vs state job bank contribution in terms of jobs, and state job view totals. These numbers illustrated the traffic to state jobs, which is a valuable tool for states. She asked for help on spreading awareness of analytics in states.

Ms. Gerassimides expressed her concerns, including if states are uploading all their jobs into the NLx national feed, the lack of knowledge about how many state employers are actually in the system due to suppressed employer names, and more clarity on individual state's policies.

Veterans' Job Bank

Ms. Gerassimides shared developments on Veterans' Job Bank. The federal government has interest in supporting veterans' employment so they agreed to support one website, the eBenefits site hosted by the Department of Veterans Affairs (VA), for which NLx provides the feed. She walked through the site, including how to post as an employer, either by using the NLx daily feed or through state job bank. Employers can also post through Google schema, which is a way of marking up HTML code on the job site page to increase a job's search engine optimization but there is a cost associated with it. DirectEmployers members who have .jobs site are in the Google schema. Mr. Hal Cooper, VP of Product Development, DirectEmployers Association, hoped to put a "vets commit" designation on all .jobs sites, since Google will return all jobs that have the "vets commit" marker in their schema to the eBenefits site.

Ms. Annette Rosta, Associate Director, Recruiting Diversity & Compliance, KPMG LLP, asked if there was any discussion on evolving the resume section of the eBenefits site. There has been a separation with the former functionality of Heros 2 Hire (H2H). Ms. Gerassimides responded the job search and resume functionality are on two separate systems and the NLx has not been involved in resume functionality. Employers have to be registered to view resumes, however the site currently does not have many resumes. Ms. Gerassimides also indicated she would seek to work with NASWA's Employment & Training Committee on whether states would allow employers registered with the Veterans Employment Center (VEC) to view state job bank resumes.

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

Ms. Gerassimides explained the involvement of the NLx with the U.S. Chamber of Commerce's Hiring Our Heroes initiative, which serves as a 501(c)3 under the Chamber's foundation. This involves providing the background job feed for its page. The partnership with the U.S. Chamber happened around the same time as the VA and eBenefits relationship started.

Passage of WIOA

Ms. Gerassimides shared new national legislative developments affecting the workforce system, specifically those pertaining to the passage of WIOA. After spending years working towards reauthorization of multiple funding streams that operate state workforce agencies, Congress passed WIOA with bipartisan support in the summer of 2014.

WIOA also reauthorized the Wagner-Peyser Act, which established the employment service, and the One-Stop Career centers where federal contractors must deliver their jobs. The law has a big focus on sectorial strategies and talent pipeline development, especially for in-demand careers. Ms. Gerassimides emphasized the importance of this focus to the committee when meeting with employers. State workforce agencies will be focused more on how they can develop the skills employers need and channel the state agency customers to in-demand jobs. Moreover, states face a lot of demands, including updating outdated technology systems to be more integrated, performance measure requirements, and involvement in state and local workforce boards.

Mr. Jason Capili, IFS Ethics and Compliance, Pricewaterhouse Coopers, asked how NASWA was involved with other federal partners on WIOA. Ms. Gerassimides indicated several federal partners, as well as their associations, were invited to NASWA's Winter Policy Forum, connecting these partners on a national level in a way they had not been previously. She also recently had a meeting with the U.S. Chamber Center for Education and Workforce, who are developing policy recommendations on how employers should engage more with government to enhance talent pipeline development.

Mr. Robert Grimmie, Director, Center for Occupational Employment Information, New Jersey Department of Labor & Workforce Development, stressed the importance of using labor market information in accomplishing WIOA changes, specifically the new formalized focus on credentials. State workforce agencies can respond to employers' needs by collaborating with community colleges and training programs. The NLx can deliver that service by providing information on emerging credentials and careers. Ms. Gerassimides indicated the NLx has been collecting job data for the last two and half years, and staff has been exploring options for development.

Ms. Ebey (LA) stated the new emphasis on sector strategies has a potential negative for businesses that do not fit into the growing sectors. Mr. Dowling (CO) disagreed, saying sector strategies are employer driven, and while there are key industries, state workforce agencies do not ignore other sectors.

After Break

After a brief break, Ms. Gerassimides gave a description of what NLx staff had been working on since the last Steering Committee meeting in May 2014. She presented the NLx ad in Roll Call that was run in July 2014 in support of passage of WIOA to increase awareness about the work of the NLx. Ms. Gerassimides, and Ms. Chambers, participated in the National Industry Liaison Group (NILG) Conference on a panel with state representatives and employers. At the NASWA Board of Directors'

meeting in September, several employers presented on their relationship with the workforce system. At the NASWA 2014 Annual Conference in Burlington, Vermont, NLx staff held a technical assistance session for interested states, as well as organized a plenary panel of NLx engaged employers and states.

FLORIDA'S OCCUPATIONAL/SUPPLY DEMAND SYSTEM

Ms. Rebecca Rust, Assistant Commissioner, Bureau of Labor Statistics, who was the former Chief Labor Market Economist in Florida for 25 years, introduced Mr. Whitfield (FL) and the occupational/supply demand tool on which he presented. Ms. Rust mentioned she wanted to present the tool as a possibility to process NLx data, or transfer the tool to other states to use for their own individual labor market information analysis.

Developed in house at the Florida Department of Economic Opportunity (DEO), the Occupational/Supply Demand System was originally funded by Workforce Data Quality Campaign (WDQC) to combine workforce and education data in the same system. The goal of the system is to improve the alignment of supply and demand to meet the needs of employers. The tool uses HWOL data as a short-term demand indicator, FL DEO projected openings as a long-term demand indicator, and draws the supply from education graduates and registered jobseekers. The data analysis tool can be used for both economic development to provide useful information to interested companies moving to the state, and students who need real-time information on what the in-demand careers are.

Mr. Whitfield expressed some caveats with using this data, including counting graduates in the occupation related to their program of study, which is not always one for one; some graduates may not be registered with the career centers; not all job openings are advertised on the internet; and jobs may be advertised in one area but located in a different one. Mr. Whitfield shared an example of how the state used the tool to help a medical calling center determine which area to settle in, depending on an oversupply of health care professionals.

Mr. Whitfield indicated the state would begin the rollout of the tool by training all the workforce boards in person first so the education and workforce professionals know how to use it before it is released publicly.

Ms. Gerassimides appointed a subcommittee of interested members, including Mr. Whitfield, Mr. Grimmie, Ms. Ebey, and Mr. Capili to explore using the NLx data in the demand analysis tool. Mr. Whitfield also demonstrated the Google public data tool, which is using HWOL data and shows several different types of graphs on job demand.

DIRECTEMPLOYERS TECHNOLOGY UPDATE

Mr. Cooper provided an update on the status and goals of DirectEmployers technology projects. He hopes to retire the old us.jobs system and move everything to a new my.jobs platform with more added functionality while still keeping features available on the current us.jobs system.

Mr. Cooper also plans to make changes to the Analytics system. He wants a system that can pull back information on an individual job level that ties in with Google Analytics data. By merging the current analytics platform with Google Analytics, he can make it easier for employers who have their ATS on Google Analytics.

Ms. Juna Jones-Moore, Senior Manager, Talent Acquisition & Diversity, GameStop, Inc., and Ms. Ebey asked about the difference between indexing/scraping/spidering. Mr. Terrell indicated he would send a recent indexing presentation he gave which had useful information on the difference.

MINNESOTA TALENT NETWORK PRESENTATION

Ms. Julie Toskey, Director, Employment Support Programs—MinnesotaWorks.net, Minnesota Department of Employment & Economic Development, and Ms. Susan Magrino, Senior VP of Sales, Talent Circles, presented on the Minnesota Talent Network (MTN), which is a shared talent community space designed to connect jobseekers to job opportunities. This talent community is useful for smaller businesses who cannot attract talent on their own, while addressing the expense of job boards and large resume submission.

Ms. Toskey discussed how to keep the different participants involved in the community, including providing varied job opportunities, a community feel, and a space to demonstrate capabilities with an attachment to the state job bank system. Through a survey of employers, they found the most useful features of the talent community were social media connectivity, virtual job fairs, discussion forums, and mobile readiness. Minnesota wanted the talent community to be seen as a front porch where employers can greet jobseekers and jobseekers can be directed back to the Minnesota job bank or an employer career website. The MTN does not interfere with the current system, but acts as an add-on.

Minnesota started their talent community with a pilot phase, which included 2 statewide industries, 2 jobseeker groups, 2 economic regions, and 2 workforce investment boards, which reflected the structure of the WIOA requirements. Ms. Magrino compared the talent communities to a mall, where employers can rent retail space, the workforce agency manages the mall, and Talent Circles does the maintenance.

Ms. Chambers expressed caution about the OFCCP compliance aspect, including the need to track every interaction with the candidate and the candidate must apply for the job before being interviewed.

At the end of the presentation, Ms. Gerassimides shared future NASWA and NLx events to attend, including NASWA's Winter Policy Forum, the DirectEmployers conference, and the NASWA Veterans Conference. Ms. Gerassimides brought up the question of whether to have NLx Steering Committee meeting before the conference or a separate meeting in June. The Committee chose to attach their next meeting to the Veterans' Conference in DC.

FRIDAY, JANUARY 16, 2015

HILTON WORLDWIDE PARTNERSHIP UPDATE

Ms. Josie Link, NLx Program Specialist, NASWA, updated the group on the Hilton HHonors Military Program. Through a partnership (and a signed Memorandum of Understanding) with individual state workforce agencies, Hilton provides 100,000 Hilton Honors points to veterans who are involved in a job search process. The program is very flexible for each state workforce agency; they can determine their own eligibility criteria.

So far, 22 states are somewhere along in the process, with 12 of those states having signed MOUs and implemented programs. 11,100,000 Hilton HHonors points have been given out, which equates to about 111 veterans served by the program. The initiative was met with interest and support. Mr. Sanders suggested DirectEmployers might consider informing their members on the availability of such a service as they consider prospective veteran candidates.

COMPLIANCE UPDATE

Ms. Chambers updated the attendees on changes to compliance rules for federal contractors. The new LGBT final rule did not create much actual change, because many companies already included LGBT individuals in their nondiscrimination policies. The main regulation affecting the state workforce agencies was the mandatory listing requirement, which has not really changed either but gets a lot of attention. Ms. Chambers stated all sides are having trouble following the correct regulations, whether it is informing all the local employment service delivery systems or directing the OFCCP compliance officers to the right contact.

The NLx staff hoped to have a partner agreement letter pre-approved by OFCCP to certify the national office agrees the NLx has met the requirements through DirectEmployers's partnership with NASWA. That letter would be passed down to all levels of compliance officers to help eliminate the confusion.

Mr. Capili suggested the NLx Steering Committee write a clarification FAQs document for OFCCP compliance officers, which would include best practices, and minimize concerns about changing directives from the national office. Ms. Gerassimides suggested a two-step approach, where the NLx staff discusses technology issues with OFCCP directly first, then takes an FAQ document public. Ms. Chambers suggested separating the FAQs for DirectEmployers members and NASWA members, then announcing it through our newsletter channels once they are ready to be made public. Ms. Gerassimides pointed out that NASWA has a responsibility to all employers to meet their compliance needs, so they would want the compliance questions to be available to all employers.

STATE WORKFORCE AGENCY POLICIES AROUND CERTAIN JOB OPENINGS

Mr. Chris Rzeppa, Recruiting Supervisor, Penske Truck Leasing, presented on varying state workforce agency job time limits and how those time limits affect employers. For Penske, the average job hire cycle lasts between 35 and 50 days, but they have been growing, which makes the need to expand recruiting more urgent and the job hire cycle last longer. He has confronted the problem of job postings

that are active for too long, where more candidates come in after the pool of considered candidates has already been selected and the later candidates get frustrated. Penske is in constant need of certain types of positions so they would like to keep qualified people interested. His recommendation to state workforce agencies was to have a consistent job time limit, preferably 180 days, which would give employers enough time to sort out everything they needed to do.

Ms. Ebey explained Louisiana is aware of the longer cycle time, but they limit the job posting time because they wanted to keep the talent pool fresh and reevaluate after 45 days if the employer has not gotten enough talent, and the state wants to close the job once they have sent enough qualified candidates. She also pointed out all GeoSol states have jobseeker alerts they can sign up for, but she was not sure whether it applied only to preferred employers who signed up directly through the system. Mr. Dowling said Colorado's job bank has all jobs available for alerts, and Mr. Grimmie agreed New Jersey's Burning Glass system has the same thing.

Mr. Rzeppa asked whether job time limits included indexed jobs, and Mr. Terrell said the NLx staff would further investigate.

Ms. Gerassimides discussed the dilemma for state workforce agencies with evergreen jobs because they want to guard themselves from employer scams but they also want to give employers the ability to find the right candidates. For employers, evergreen jobs are useful for their search engine optimization because the longer the job is open, and the more people search the job, it will go up in the search result. The NLx staff agreed to compose a survey by the end of February on job time limits and indexed feeds for jobseeker alerts to clarify these remaining questions.

Mr. Mark McKeen, Senior Manager, Talent Acquisition, General Motors Company, presented on virtual jobs and their effect on recruiting. Virtual jobs give work location flexibility to jobseekers, but this factor makes it difficult to identify one physical location for the job listing. The virtual jobs field has changed so much in the last five years, so individual state workforce agencies differ in how up to speed they are in accommodating them. States are worried about scams associated with jobs that do not have a location attached, but Mr. McKeen said states were missing opportunities for employment by not allowing virtual job listings. Ms. Toskey responded that Minnesota encouraged jobseekers to use telecommute in a keyword search as an alternative. NLx staff will investigate how states handle virtual job openings.

Ms. Merriman added the Kentucky Workforce is currently in testing to display virtual jobs to jobseekers when they search keywords that match the virtual jobs. It does not matter if the seeker enters a location or not, they will receive virtual jobs included in the results. She will follow up with Kentucky to determine how that testing has gone and if they are going to implement this feature.

WORKING LUNCH

During a working lunch, the NLx staff continued the discussion on virtual jobs. Mr. Rzeppa mentioned the problem of recruiting from all over the state, because it is difficult to label the location. Ms. Gerassimides expressed another concern around this issue because depending on where virtual jobs are listed this might impact the future demand analysis of the feed.

The NLx staff wrapped up the meeting by reviewing final agenda items, including a deeper look into what is contained in the NLx, and further discussions with OFCCP about compliance communications.

Mr. Terrell emphasized to the committee to share any on-the-ground issues they encountered with the NLx staff.

ACTION ITEMS

- On-boarding one pager for new committee members;
- Dates of OFCCP regional meetings—states and employers need clarification on why policies differ on the national and regional levels;
- Duane Whitfield volunteered to do a comparison between Help Wanted Online (HWOL) data and NLx data;
- Create a survey to find out which state job banks have limited character count for job descriptions and titles;
- Explore whether states would be interested in allowing VEC registered employers access to state job bank resumes;
- send Kelly Ebey and Juna Jones-Moore the indexing presentation
- FAQ document for states & employers on OFCCP compliance;
- Compose a survey by the end of February on job time limits and indexed feeds for jobseeker alerts to clarify these outstanding questions;
- Continued discussions with ATS;
- WIOA Employer Metrics;
- Google public data explorer – HWOL;
- Annual Conference workshop—Virtual and evergreen jobs;