

**TRANSMITTAL # 6**

**MEMORANDUM**

**February 12, 2010**

**TO:** Workforce Development Council

**FROM:** Roger B. Madsen, Director *Roger B. Madsen*

**SUBJECT:** Update on Enhancements to Idaho Automated Workforce System

**ACTION REQUESTED:** Informational Item

**BACKGROUND:**

For the past year Idaho Department of Labor has partnered with the Workforce Development Alliance in Region IV on efforts to transform Idaho's automated workforce service system to a more responsive, easy to use, relevant and integrated system to meet the 21<sup>st</sup> century needs of businesses and job seekers. The Workforce Development Association has committed \$598,000 from WIRED grant resources and the department has committed \$192,000 from its Information System resources as well as a commitment for annual on-going maintenance of these system enhancements.

This partnership has allowed the department to implement these changes during an 18 month period rather than the anticipated three to five year period it would have taken without these additional resources. These new tools will now be available to local businesses and job seekers to assist them as the economy recovers. These enhancements will be sustainable beyond the WIRED grant funding period because they are built on existing infrastructure that will continue to be maintained and enhanced by the department.

**Enhancements achieved over the past year:**

**Enhanced Job Match / Referral**

- New job search engine – New technology has been used to match words in an employer's job description with skills in a job seekers profile or resume, producing a more accurate match between skills and jobs, improving the effectiveness of the labor-exchange process. (Delivered: July 17, 2009)
- Easy to use job application system – Job seekers can apply for jobs and attach and send resumes to employers with a simple click of their mouse. (Delivered: July 17, 2009)

- Automatic job matches and referrals upon registration – Unemployment Insurance claimants and all job seekers will automatically receive job matches with their skills and be given the relevant information on those jobs when they register for benefits or register for work. (Delivered: July 17, 2009)

### **Upgraded Job Notification**

- Automatic, ongoing notification
  - Job seekers now have the option of being notified by email when their skills match new job listings. (Delivered: Oct 15, 2009)
  - Employers can review on-line job seeker resume/portfolios of job seekers whose skills match their job listings. (Delivered: March 26, 2009)

### **Integrated Online Services**

- Single log-on for job seeker services – A single job seeker portal has been created to conduct job searches, view labor market information, explore career information, file for unemployment benefits (to be delivered June 30, 2010) and access other local workforce services. (Delivered: Feb 18, 2009)

**Targeted Use of Social Networking Sites** – Create opportunities for connecting with the emerging workforce who receive information via electronic media such as Facebook, MySpace, Twitter, Linked-In, etc. We would create a presence and promote workforce services through these social networking sites that are already used by students and young professionals. (Delivered: Dec 1, 2009 with plans to enhance presence on these sites in the near future)

## **Additional Enhancements that will be completed by June 30, 2010:**

### **Upgraded Job Notification**

- Automatic, ongoing notification
  - Job seekers will be notified by a new autodial system when their skills match new job listings. (Estimated: April, 2010)
  - Employers would be notified of job seekers whose skills match their job listings. (Estimated: April, 2010)

### **Integrated Online Services**

- One stop for business services – Create a single business services portal on IDOL's website to view labor market information, list jobs, review job seeker resumes, pay unemployment insurance taxes, access training resources, provide connections with education, as well as other local workforce services. (Estimated: April, 2010)
- Single log-on for businesses services – Create a single business services portal to view labor market information, list jobs (EJOE), review job seeker resumes, access training resources, as well as access other local workforce services. (Estimated: April, 2010)
- Customized Websites – Allow users to customize the job seeker and business websites so they can use them as their homepages to easily link to other workforce services. This will create a seamless point of access to workforce services for business and job seekers. (Estimated: June, 2010)

- Increase Web Accessibility – All on-line services are available on mobile web devices such as PDAs, mobile phones, IPODS, etc. (Estimated: June, 2010)

**Virtual Job Fairs** – This recruiting tool is just like a “bricks and mortar” job fair, except that all of it happens online through your computer. Participating employers set up "cyber booths" with their logo and corporate profiles. They have unlimited help wanted ads during the duration of the event. (Estimated: March, 2010)

**LMI Mining Tool** – This will provide users a free, easy to use data tool for developing, mining, and analyzing labor market information within a region to assist users in making critical decisions without Department of Labor staff intervention. (Estimated: June, 2010)

- Helps economic developers make informed decisions about which local industries and occupations have competitive advantages and identify clusters that have untapped potential
- Helps educators learn about existing gaps in skills, training and education needed for targeted industry.
- Helps workforce professionals align the most important human capital with business and industry.

**Enhance Usability of CIS**

- Integrate CIS and Idaho Works – Let users of the new Labor-Exchange system access the Idaho Career Information system without having to log in again. Assure that the resume templates and other tools are the same. (Estimated: March, 2010)
- Create Idaho CIS Connections – Develop a web-based tool where local schools and businesses can easily exchange information regarding internships, job shadowing, career fairs, industry tours, guest lectures, informational interviews, etc. (Estimated: June, 2010)

**Communications & Outreach** – Plan and implement a communications campaign to inform employers and jobseekers about these new recruitment tools and products available through the automated workforce system. A variety of communication methods will be used to make users of the workforce system aware of these tools. (Estimated: June, 2010)

**Staff Recommendation:** None

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