

# **Picking Up the Pieces**

## Minnesota's Rapid Response and Trade Act Initiatives

Washington, DC September 2009

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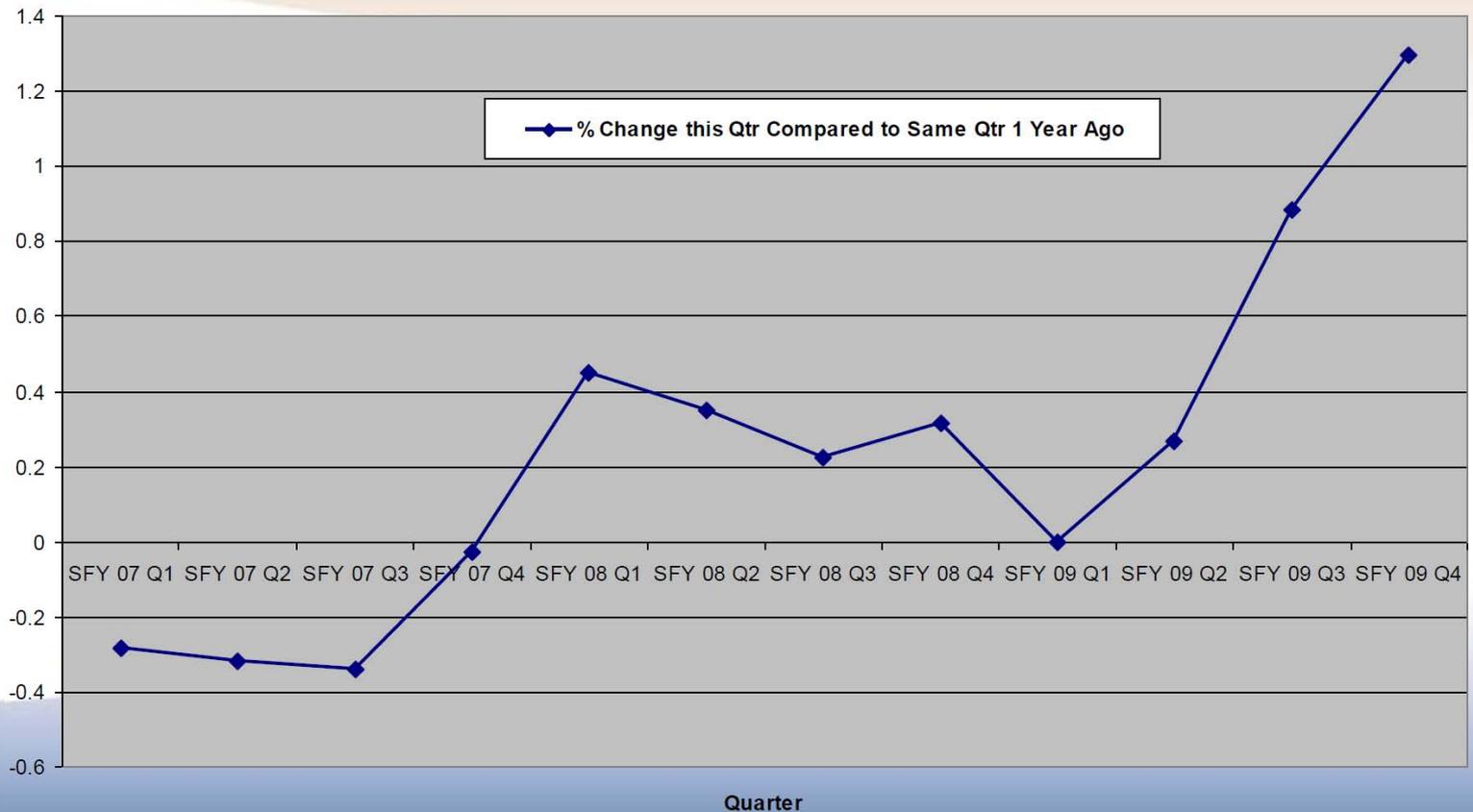
# What Is Minnesota Facing?

- Unemployment rate up 50 percent
- Individuals in mass layoffs up 200 percent
- Number of mass events up 100 percent
- Dislocated Worker enrollments up 130 percent



# What Is Minnesota Facing?

Dislocated Worker Program New Registrants Annual Percent Change



# What Is Minnesota Doing?

- Emphasize **competitive process** for mass layoff projects
- **Co-enroll 100 percent** of Trade Adjustment Assistance (TAA) customers
- Integrating **Rapid Response with Business Services**
- Encourage redesign of **customer intake**
- Strengthen accountability structures through **multiple customer surveys**

# Competitive Process

- State program complements federal
- Resources can go to certified independent non-profit organizations
- Seed money for smaller layoff services maintains capacity
- Competition is constant in most WSAs (especially Twin Cities areas)
- Large layoffs can receive targeted funds, customized to specific group needs

# Competitive Process, continued

- Alert providers
- Note interest
- Convene committee
- Stay neutral
- Prepare handouts
- Tally scorecard
- Hold interviews
- Facilitate group
- Confirm selection



# TAA co-enrollment

- No separate counselors – DW counselor helps customer face-to-face
- Five state staff based in headquarters – handle all applications and approvals
- Dollars stay centralized
- Enhanced case management system to include TAA, allowing for better reports

# Co-enrollment, continued



- Higher efficiency
- Better TRA (UI) coordination
- Often requires three-way conversations
- Counselor training critical (2x/year)

# Minnesota's RR and Business Services

- Sept. 2008: 5 FTEs
- Jan. 2009: 3 FTEs
- Credit to MA & TX
- 35 FTEs in Business Services across state
- Only 20 percent would yield 7 FTEs!
- No additional cost to taxpayers!!!



# RR and Business Services, continued

- Brought one Business Service Specialist on full-time immediately
- Developed “quick curriculum” for simpler layoff situations
- Presented to and trained specialists
- Currently have 5-6 specialists fully trained; another 15 in pipeline

# Minnesota's Customer Intake

- Locally-driven system
  - requires buy-in
- Many areas struggling
- Two WSAs already fully redesigned
- No waiting lists at these areas
- Other metropolitan areas looking it over



# Customer Intake, continued

- Anoka County
  - Emphasizes partnership with state (Job Service, Unemployment Insurance)
  - Leverages community partners such as staff from Anoka Ramsey Community College
- Washington County
  - Modeled after Anoka County's double track
  - Required stimulus resources for success

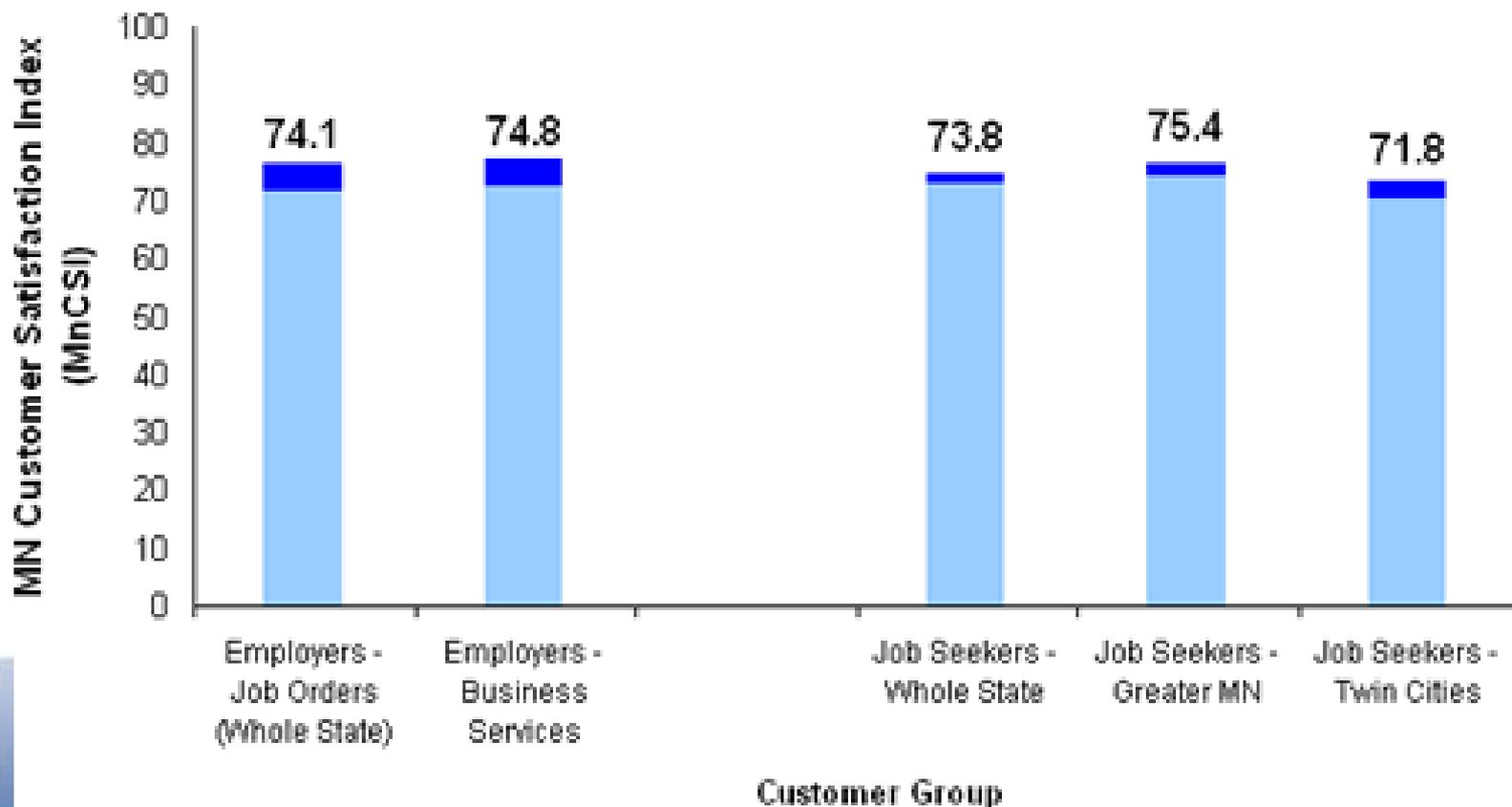
# Minnesota's Customer Surveys

- High-level satisfaction survey  
<http://www.positivelyminnesota.com/customersurvey/>
- Focused committee survey for Rapid Response and early program roll-out
- Employer survey for Rapid Response (launches October 15)

# Job Seeker and Employer Satisfaction

## WorkForce Center System Satisfaction Survey Results:

Job Seeker and Employer data from April 2008 - March 2009  
confidence intervals designated as darker shading at top of column



# Selection Committee Feedback

- Used to ensure follow-through on “competitive commitments” by providers
- Also used to assess effectiveness and timeliness of Rapid Response staff
- Will be used to give future selection committees statistically viable data
- Not intended to reflect entire job seeker population for a given mass layoff

# Employer Feedback – Rapid Response

- Focuses on Rapid Response process
- Based on Massachusetts model/questions
- Will be done using web survey tool
- Launches October 15
- Will form basis for future material targeting employers and encouraging collaboration

# Future Directions

- Employer Cooperation data – link to program outcomes
- Undertake strategies to increase employer cooperation – lists and onsite access
- Deepen Trade Act integration
- Counselor development – third annual conference next April
- More Labor Market Information tools

# Questions?

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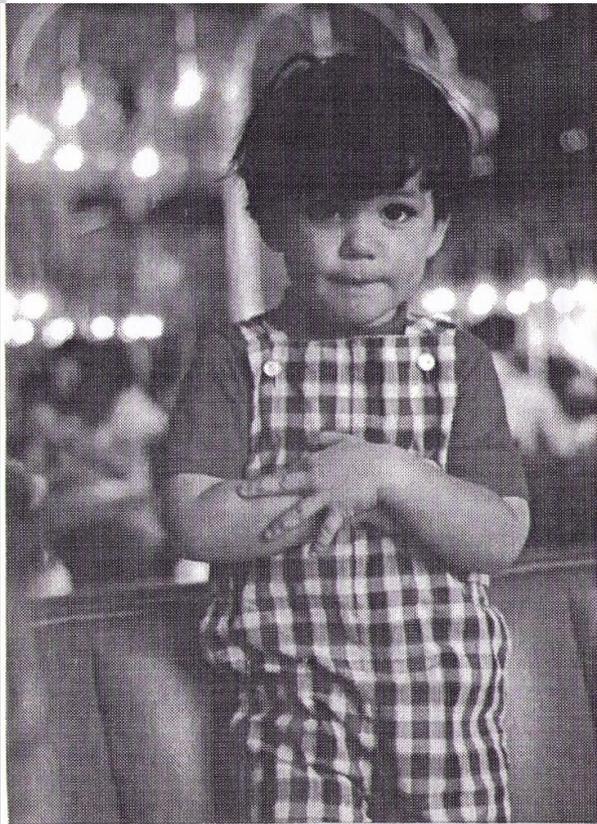


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# Questions?

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