

**TRANSMITTAL #5**

**MEMORANDUM**

May 3, 2010

**TO:** Workforce Development Council

*Roger B. Madsen*

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

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

**ACTION REQUESTED:** None. Information only.

**BACKGROUND:**

For the past year the Idaho Department of Labor has partnered with the Workforce Development Alliance in Region IV to transform Idaho's automated work force service system to a more responsive, easy to use, relevant and integrated system meeting 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 \$574,000 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 in 18 months rather than three to five years. These new tools will now be available to local businesses and job seekers as the economy recovers. These enhancements will be sustained 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:**

**Integrated Online Services**

- Single logon 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 work force services. (Delivered: Feb 18, 2009)

**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 résumé, producing a more accurate match between skills and jobs to improve 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 résumés to employers with a simple click of the 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 work. (Delivered: July 17, 2009)

### **Upgraded Job Notification**

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

**Targeted Use of Social Networking Sites** – Create opportunities for connecting with the emerging work force who receive information via electronic media such as Facebook, MySpace, Twitter and Linked-In. We would create a presence to promote work force 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)

### **Additional Enhancements that will be completed in end of June 2010:**

#### **Upgraded Job Notification**

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

#### **Integrated Online Services**

- One stop for business services – Create a single business services portal on the department’s Web site to view labor market information, list jobs, review job seeker résumés, pay unemployment insurance taxes, access training resources and provide connections with education and other local work force services.
- Single logon for businesses services – Create a single business services portal to view labor market information, list jobs, review job seeker résumés and access training resources and other local work force services.
- Customized Web sites – Allow users to customize the job seeker and business Web sites so they can use them as their homepages to easily link to other work force services. This will create a seamless point of access to work force services for business and job seekers.
- Increase Web accessibility – All online services are available on mobile Web devices such as PDAs, mobile phones and IPODS.

**Virtual Job Fairs** – This recruiting tool is just like a “brick and mortar” job fair except that it all 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.

**LMI Mining Tool** – This free, easy to use data tool for developing, mining, and analyzing labor market information within a region assists users in making critical decisions without Department of Labor staff intervention. This tool helps:

- Economic developers make informed decisions about which local industries and occupations have competitive advantages and identify clusters that have untapped potential.
- Educators learn about existing gaps in skills, training and education needed for targeted industry.
- Work force professionals align important human capital with business and industry.

**Enhance Usability of the Career Information System**

- Integrate CIS and IdahoWorks – Let users of the new labor-exchange system access the Idaho Career Information System without having to log in again. Assure that the résumé templates and other tools are the same.
- 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 and informational interviews.

**Communications and Outreach** – Plan and implement a communications campaign to inform employers and jobseekers about these new recruitment tools and products available through the automated work force system. A variety of communication methods will be used to make users of the work force system aware of these tools.

**Staff Recommendation:** None

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