TO   :   CareerLink Operators
                        CareerLink Site Managers

FROM   :   Mark D. Cline
                        Chief Operating Officer

SUBJECT   :   Team PA CareerLink Registration Policy

INQUIRIES   :   **If you have questions concerning this issuance, please direct inquiries to one of the following:**

                        William Ogan, (717) 772-1853, wogan@state.pa.us

1.   Purpose.   Define levels of CareerLink registration and define program registration in the CareerLink System

2.   Reference.   N/A

3.   Discussion.   As the CareerLink Operating system fully becomes the system of record for data collection and reporting it is important to ensure that the participating partner programs federal reporting requirements and performance measures are not negatively impacted. It is recognized that the various programs comprising the CareerLink System require different levels of participation and methods of service. The flow and connection between the levels are dependent upon the level of service provided to the job seeker and employer customer, the specific services provided and/or the target group that the job seeker and employer customer may fall within. The design of the system will provide information to the State and Local Workforce Investment Boards on services provided and the specific characteristics of the customers receiving the services. In addition, CareerLink Operators and Managers will have access to data to evaluate the effectiveness of the system as well as different services.

                        In addition to defining CareerLink Enrollment in the CareerLink system, this WIIN establishes Staff Assisted Registration for Employment Services and provides for Program Registration as distinct levels of enrollment/registration.

The Bureau of Employer and Career Services (BECS) via separate WIIN will provide specific detail and requirements on the Staff Assisted Registration for Employment Services. The Bureau responsible for the administration of the specific program will provide program registration detail and requirements such as the WIIN on WIA Title I Eligibility and Registration published by the Bureau of Workforce Investment.

NOTE: The terminology "employment service" in this document does not refer to a specific agency, program or funding stream but instead refers to labor exchange activities and services provided to job seeker and employer customers by any CareerLink partner staff.

4.   Action Required.   Upon completion of the CareerLink Operating System module, all staff providing services identified in the attachment will record the services and required data in the respective folder.

5.   Attachments.   CareerLink Registration Policy

6.   Expiration Date.   Indefinite.

CareerLink Registration Policy

CareerLink Levels of Participation

CareerLink Enrollment – This level is the entry point for job seeker and employer customers who elect access to services and information with limited or no CareerLink staff assistance. This level includes the collection of common data that supports the building of a job seeker "resume" and an employer job order that promotes job match/search and self-referral. The data collection and specific policies for this area will be the responsibility of the CareerLink Bureau.

All records at this level may move to another participation level. When and if this occurs the data collected at this level will become the base record that is required to proceed on to other levels. A CareerLink Enrollment may be accomplished through self service or facilitated self service (limited staff assistance usually in the Career Resource Center). An enrollment status will be connected to this record – see below for more information.

A customer's record will be marked automatically with an enrollment status and service when the first entry of data takes place. Services provided in a Career Resource Area of a CareerLink office are considered facilitated self-services and will fall within this level as they require limited staff-assistance for general information only. The action of contact and referral based on an employer request without additional screening requirements will be considered as facilitated self-service and will be included in this level.

Activation or inactivation of enrollment and employment service registration status or program registration at any of the three levels will be based on the specific policies and procedures determined by the organization/agency responsible for the funding stream. For example, a job seeker entering training could inactivate their CareerLink employment service registration status but the CareerLink enrollment status could remain active.

CareerLink Registration for Employment Services – This level supports staff-assisted labor exchange services for job seeker and employer customers. The CareerLink Registration for Employment Services registration will support the reporting requirements and performance measures for the Wagner-Peyser and Veteran regulations. The Bureau of Employer and Career Services will take the lead in providing policies and procedures as well as the data elements for this section as they are dictated by these regulations. However, the CareerLink Registration for Employment Services is **not** limited to employees funded under Wagner-Peyser or Veteran Employment and Training and will still be an open area for other partners to utilize for data collection and entry of employment services. All CareerLink staff that provide staff-assisted employment services will have access to this section. However to maintain access they must follow the established procedures since this area will be reported to USDOL.

Additional information will be collected to provide staff-assisted core services as detailed by the Bureau of Employer and Career Services. The information collected will serve as the data collection area for Wagner-Peyser and Veterans Employment and Training reporting since many of the data collection requirements for customers who receive staff-assisted core services are

dictated by DOL regulations. Additional items may be collected to support "good management practices".

Customers who request and/or receive self-service and facilitated services will enter this level when and if a staff-assisted service is subsequently provided. A CareerLink Registration for employment services status will be connected to this record.

A customer's record will be marked automatically with a CareerLink employment service registration status and service when the first staff-assisted service as listed in the Bureau of Employer and Career Service WIIN for CareerLink Employment Services Registration Policy is provided at this level.

The collection of additional information is required on a job seeker record to move from CareerLink Enrollment to CareerLink Employment Service Registration level. The additional information is collected to provide CareerLink staff with information to provide services and make referrals to other partner agencies.
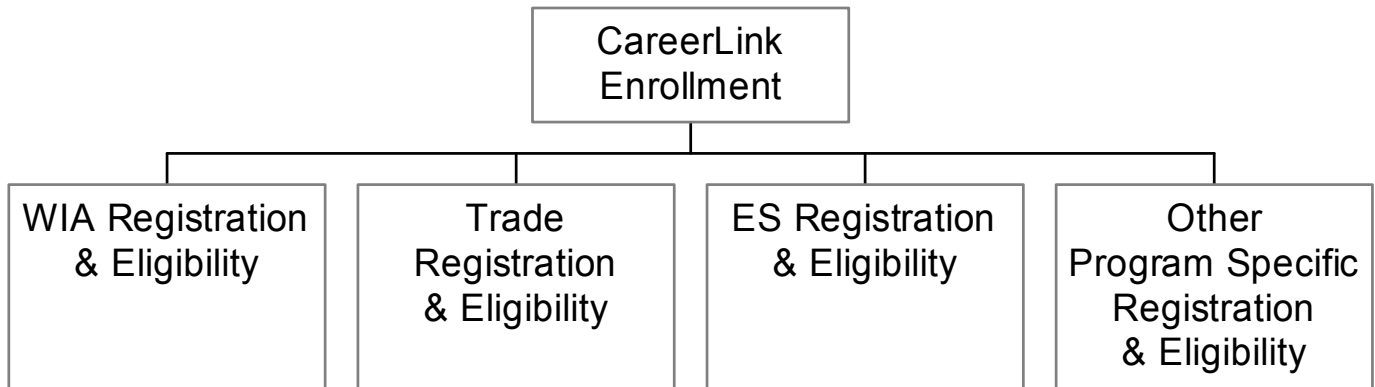
Program Registration – This level is part of program specific system modules that support staff-assisted assessment/eligibility/services for specific programs. Programs such as WIA Title I, Trade, New Directions, and UC Profiling fall under this level. At a minimum a CareerLink enrollment level of data collection will be required before a program registration can be completed. This level may or may not require a staff-assisted employment service registration level data collection. The level of data collection will be determined by the specific program requirements. Specific programs will have a separate module that will collect specific program data. Common data will be shared between the program modules and the self-service, staff-assisted and customer activity logs.

This level may also require additional information to be collected specific to the program. A program status may be connected to the record at this level.

Flow Between Participation Levels

The two diagrams on the next page demonstrate the original system design versus the system design supported by this CareerLink Registration Policy. It is important to note that CareerLink Employment Services Registration is not a required "pass-through" for customers to receive program services unless required by the specific program. Customers may move directly from CareerLink Enrollment to Program Registration.

Current System Design

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                    ┌─────────────────┐
                    │   CareerLink    │
                    │   Enrollment    │
                    └─────────────────┘
         ┌──────────────┼──────────────┬──────────────┐
┌────────────────┐ ┌──────────────┐ ┌──────────────┐ ┌──────────────────┐
│ WIA Registration│ │    Trade     │ │ES Registration│ │      Other       │
│  & Eligibility │ │ Registration │ │ & Eligibility│ │Program Specific  │
│                │ │ & Eligibility│ │              │ │  Registration    │
│                │ │              │ │              │ │  & Eligibility   │
└────────────────┘ └──────────────┘ └──────────────┘ └──────────────────┘
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3 Tiered Design

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                              ┌────────────────────┐
                              │     CareerLink      │
                         ┌───▶│   Registration for  │
                         │    │ Employment Services │
                         │    └────────────────────┘
┌────────────────┐       │              ▲
│   CareerLink   │───────┤              │
│   Enrollment   │       │              ▼
└────────────────┘       │    ┌────────────────────┐
                         │    │     CareerLink      │
                         └───▶│      Program        │
                              │    Registration     │
                              └────────────────────┘
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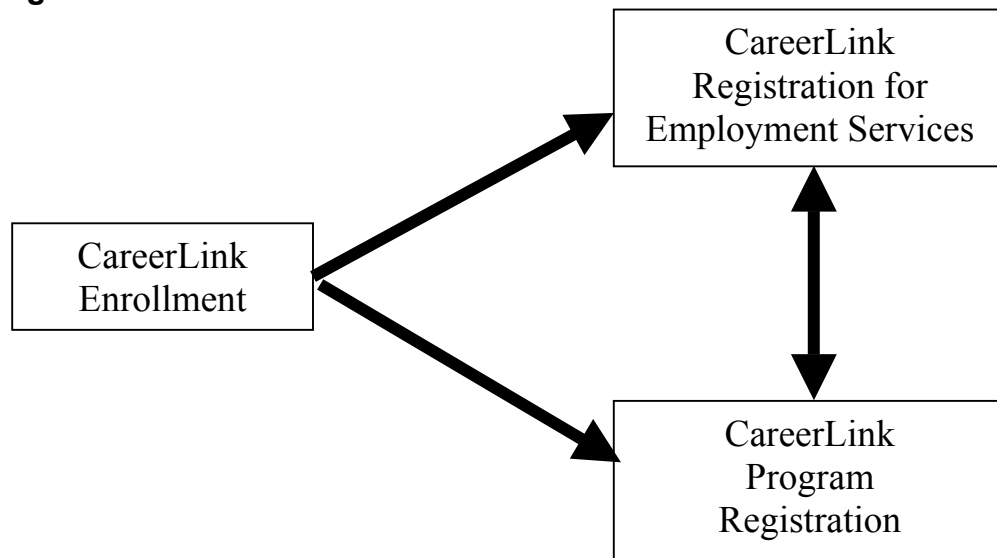
<u>**Methods of Service**</u>

Self-Service – A job seeker or employer customer is given access to receive services and information without staff intervention. This includes the collection of data and self-provision of services to include job order match/search and referral.

Self-Services provided without staff assistance include:
- Access and use of the CareerLink system
- Completing on-line assessment
- Finding information such as labor market information or community services
- On-line training and self-improvement and skill enhancement
- Application for services
- Mass recruitment
- Employer listing a job order

Facilitated Service – A job seeker or employer customer is provided access to services and information through limited staff-assistance for general information at the Career Resource Area in the CareerLink office. CareerLink staff is available to interact with customers as needed to facilitate job search, the use of self-help tools, informational sites and other resources.

Facilitated Services include:
- Orientation to the Career Resource Area
- General labor market information
- Self-help activities
- Access to computers, software, telephones, office equipment, etc.
- Job seeker requests for contact information for employers resulting from job search
- Employer requests to contact job seekers resulting from a job match

Staff-Assisted Employment Services– A job seeker or employer customer who requests staff assistance for enrollment services, is within a target group or is eligible for a specific program that requires staff to provide services will be provided service through this method. These services are specific to the customer's needs and are represented to add value. These may be one-on-one or small group sessions. Additional program specific modules may have different requirements.

Staff-Assisted Services include:
- Job search assistance inclusive of workshops and job clubs.
- Job development assistance
- Job referrals
- Job order taking
- Referral follow-up
- Job order maintenance
- Referral support
- Interview support

Status

CareerLink Enrollment:

Job Seeker:
- At the time of enrollment a status of active will be created on the job seeker record.
- Active status will support a job seeker's record being included in all searches and matches.
- Enrollment status will stay active for a period of 6 months with no activity. An email notification will be sent to the job seeker at the 5-month time period of no service requested and will be inactivated if no additional action is taken by the job seeker.
- Enrollment status will not change based on other staff-assisted or program specific registration status changes.

- Enrollment inactive status will disengage a job seeker's record from being included in searches and matches. This status will continue until manually changed or a service is entered on the job seeker record.
- The job seeker or staff can manually change enrollment status at any time – active and/or inactive.

Employer:
- At the time of request for self-service, self-service status will be created as active on the employer record.
- The employer record status will remain active indefinitely.
- A self-service job order will stay active for 90 days.
- A self-service job order status can be manually changed at any time during the 90 days.
- The self-service job order active status will support an employer's open job order's being included in all matches.
- The employer record status will not be impacted by a status change on a job order.
- The employer or staff can manually change the employer record status at any time – active and/or inactive.

CareerLink Employment Service Registration: As provided by Bureau of Employer and Career Services WIIN

Program Registration: These are specific modules, which will deal with a specific program. The Bureau responsible for the administration of this funding stream will provide policy and procedure. For example the Bureau of Workforce Investment provides WIIN on the WIA Title I Registration.

Reports

Activity reports will be generated for self-service and staff-assisted job seeker and employer services. Activity reports will also reflect levels of participation. Some reports, due to current federal reporting requirements, may reflect only service activity performed by CareerLink staff funded by certain programs.

Levels of Services for Job Seeker and Employer Customers

Self and Facilitated
(Data collection required at CareerLink Enrollment level)

Job Seeker:
Determination of eligibility
Intake and outreach services
Initial assessment of need
Self-registration process
Automated job order-job seeker matching
Job opening information
Employer contact information for job seeker self-referral
Employment statistics (general and demand listings)
Performance information on training program and providers
Performance information on one-stop delivery system
Orientation of one-stop system and services
Information of services available and self-referral to supportive services
Information regarding filing for Unemployment Compensation
Assistance in establishing eligibility for welfare-to-work activities and for other training and education programs
Resource room usage
Internet browsing of job listings
Internet accounts – Career Kit, Personnel Kit
Initial development of employment plan
Rapid response activities
Talent/resume referrals without further screening
Workshops – "How to group sessions"
Software and resource assistance for resume preparation and career exploration

Employer:
Self-registration process
Automated job order-job seeker matching
Employment statistics (general and demand listings)
Performance information on training program and providers
Performance information on one-stop delivery system
Orientation of one-stop system and services
Information regarding filing for Unemployment Compensation
Resource room usage
Internet accounts – Career Kit, Personnel Kit
Rapid response activities
Job listing services
Contact of job seekers to complete job order referral resulting from employer self-match
Job fairs and mass recruitment information