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Department of Workforce Services
Issuance Number PY 18-11

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TO: Local Workforce Development Area Administrators/Service Providers
ADWS Staff

SUBJECT: Effectiveness in Serving Employers

1. **Purpose:** To provide information regarding the Employer Effectiveness performance measure in relation to reporting of employer contacts for the Penetration Rate in carrying out the performance accountability requirements under WIOA section 116.

2. **General Information:** Performance Measure Description

The U.S. Department of Labor (DOL) and the Department of Education jointly developed the Effectiveness in Serving Employers performance measure. It was designed to ensure that businesses are receiving high-quality services by measuring three approaches that were identified by business in conjunction with DOL. These approaches are related to providing employers with skilled workers, providing quality engagement, and developing productive relationships that extend over periods of time and providing quality engagement services to all employers within the state and the local economy. There are three separate approaches to this measure:

- 1) Retention with the Same Employer – addresses program efforts to provide employers with skilled workers, and to limit employee turnover. It is important to employers to have employees remain in the position for a period of time due to the cost of hiring and training new staff.
- 2) Repeat Business Customers – addresses program efforts to provide quality engagement and services to employers and establish productive relationships with employers over extended periods of time.
- 3) Employer Penetration Rate – addresses program efforts to provide quality engagement and services to all employers within a state.

Data for these approaches is collected from the Title I WIOA Adult, Dislocated Worker and Youth programs, Title II Adult Education, Title III Wagner-Peyser, and Title IV Rehabilitation.

States are required to select two of the three approaches, and annually report relevant information to the Department of Labor. In conjunction with the partners, Arkansas selected:

- 1) Retention with the Same Employer
- 2) Employer Penetration Rate

Effectiveness in Serving Employers is a statewide performance measure. There is not an individual measure for the WIOA or Wagner-Peyser local areas. Only one partner is to annually report performance data to the Department of Labor for all partners, and the Department of Workforce Services was selected as the reporter by

the partners. Please refer to TEGL 10-16, Change 1 for complete information regarding this performance measure.

It is important to collect data for this and all performance measures. Data are necessary for tracking and reporting to congress and stakeholders, and are used for decision making both program and financial.

Inaccurate data reported to DOL on the PIRL and/or the WIOA Annual Report will negatively affect the outcome of performance measures. DOL has reported that program performance requires the submission of timely, accurate and high quality data on the characteristics, services received, and outcomes of program participants. The WIOA Annual Report and the PIRL comprise data collection for the Effectiveness in Serving Employers performance measure.

This Issuance is specifically to inform about the Penetration Rate, but also included is a brief explanation of the Employer Retention approach. This information was presented to Title I and Title III staff during training held October 24, 2019 at the Little Rock Workforce Center.

Retention with the Same Employer (Participants remaining with an employer.)

Wage records and the Federal Employer Identification Number (FEIN) are used to determine if the participant is employed with the same employer during the 2nd and 4th quarters after the exit quarter.

This approach is useful in determining whether the programs are serving employers effectively by improving the skills of their workforce and decreasing employee turnover.

Exiters Employed with the same employer Q2 & Q4

Exiters during the reporting period with wage records who were employed during the second quarter after exit

Information for this approach is available directly from the Program Details wage screen in AJL.

- Remaining with the same employer is determined by the FEIN being identical both quarters.
- Wage bank wages (UI, WRIS, FEDES) are posted quarterly to the wage screen with the FEIN.
- Supplemental wages – wages and FEIN that are physically entered by staff.
- If an employer changes their name, they will be assigned a new FEIN.
- For supplemental wages:
 - Contact the employer and ask for their FEIN.
 - The FEIN may be obtained in AJL for employers who use AJL. Click on "User Search", and in the "Who" field enter the employer's name. Example: if the employer is Baskin Robbins, enter the entire name, or enter one word of the name such as "Baskin".
 - Use the participant's SSN on the wage screen if an FEIN cannot be obtained.
 - If the FEIN and SSN are not available, then use all 9's. The FEIN field in AJL has space for 9 digits so enter 999999999. This should be the last option used.
 - At the time of the writing of this Issuance, Data Sharing Agreements with WIOA boards are being written to accommodate sharing a DWS employer file containing FEINs.

Employer Penetration Rate (Employers using services.)

This approach tracks the percentage of employers who are using program services out of all employers in the state. It addresses the programs' efforts to provide quality engagement and services to all employers and sectors within a State and local economy.

This approach is useful in determining whether programs are serving a large portion of employers in an area, and are adequately meeting the workforce needs of the area.

Employers receiving services during the reporting period

Employers in the State

Denominator:

Information for the denominator comes from the Quarterly Census of Employment and Wages (QCEW) which is data published by the Bureau of Labor Statistics (BLS).

Numerator

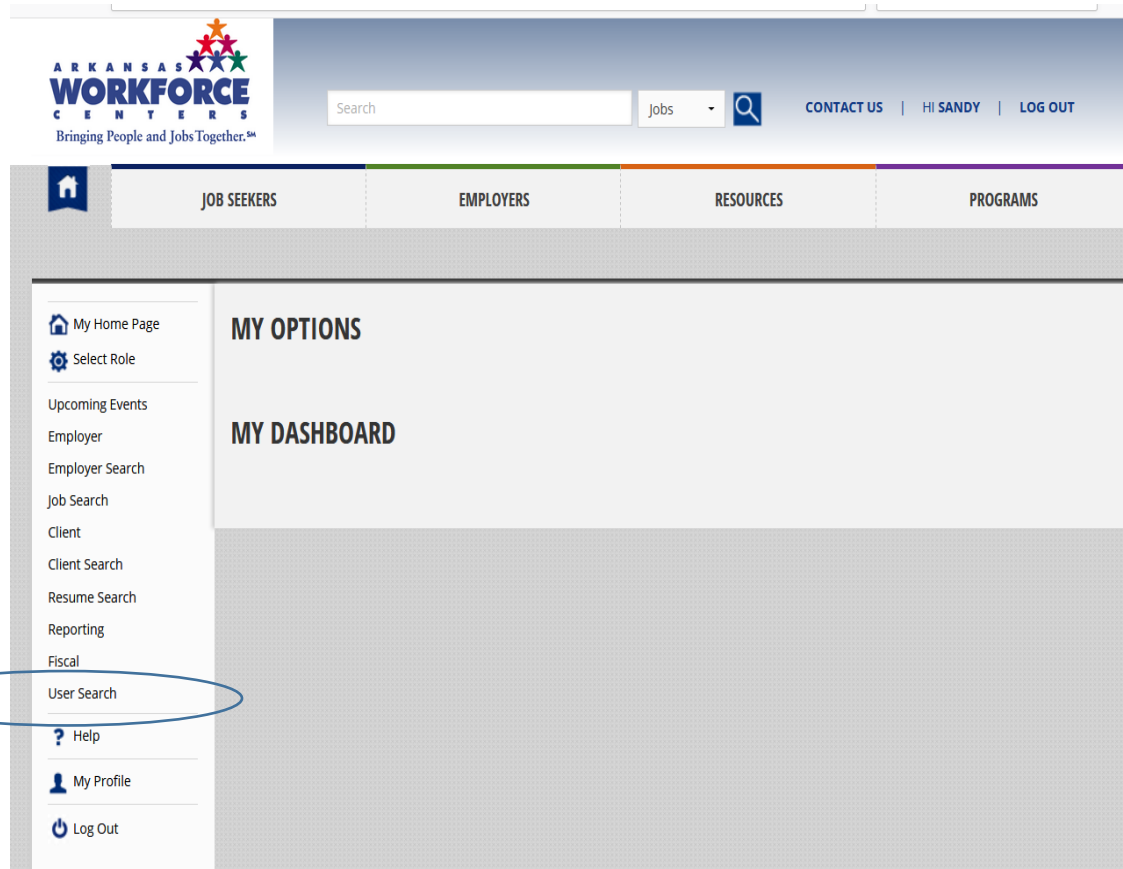
Count of employers who received services

- Examples of services:
 - General Marketing Information
 - Job Fairs
 - Rapid Response

For employers with more than one physical location, the QCEW reports each work site as a separate establishment and, therefore, the total number of business establishments receiving services should be counted this way.

Recording employer services in AJL is where Title I and Title III staff will be involved. When staff provide a service to an employer, that service must be recorded in AJL. Below are screen shots from AJL with instructions on how to record services. If after a search for a particular employer does not produce the correct employer then a new employer must be entered into AJL. DWS employees will be responsible for entering new employers. Each WIOA local area must contact the DWS office in their area to make arrangements as to how the DWS office would like to be notified when there is a new employer to be entered into AJL.

Follow instructions below to locate employers and record services:



1) To find an employer click on "User Search".

REFINE SEARCH

- User Type
 - Job Seeker (10)
 - Employer (2)
- Account Status
 - Disabled by Schedule (9)
 - Active (3)
- Veteran

- My Home Page
- Select Role
- Upcoming Events
- Employer
- Employer Search
- Job Search
- Client
- Client Search
- Resume Search

USER SEARCH

Search for User's name (last, first/last, first/middle/last), username, SSN (full, or last 4 digits accompanied by another search-term), DOB, Participant ID, email, phone (without spaces), city, ZIP, company name, FEIN, and/or SEIN. Separate search terms with spaces or the word AND.

user should be...

Who Bank of England

1 - 10 of 12 matches in 0.08 seconds

Results sorted by relevance

Bank of England

Company Contact: Sheila Rice
Account Status: Disabled by Schedule
Active Jobs: 0
FEIN: 000073064

User Type: Employer
User's Email: QA1454966@ajla.net (edit)
User's Name: Sheila Rice
Username: shrice8
SEIN: 000005861

Bank of England Mortgage

Company Contact: Kelly Kannett
Account Status: Active
Active Jobs: 6
FEIN: 000076367

User Type: Employer
User's Email: QA1489141@ajla.net (edit)
User's Name: Kelly Kannett
Username: BOEMortgage
SEIN: 000004250

- 2) Click on "Employer"
- 3) In the "Who" field type the employer name. In this example Bank of England is used.
- 4) Two Bank of England accounts display. The first one has been "Disabled by Schedule" do not use it. The second one is "Active" use it.
- 5) Click on the name "Bank of England Mortgage". (If the employer did not display in the initial search, then contact DWS to enter a new employer.)

EMPLOYER DETAILS FOR BANK OF ENGLAND MORTGAGE

This employer is not included in my list of favorite employers.
Click on the appropriate link to add, view or edit the information.

Employer Account Information	5 Statehouse Plaza Suite 500 Little Rock, Arkansas 72201
Account Type	N/A
User Status	Active
Verified By	(rosbroadmin)
Verified On	2016-05-09
NAICS	522110 Commercial Banking
Contact Tracking	12
Job Development	0
EEO Auditing	Click on EEO Auditing to review job order preparation and referral activities.
Job Seeker Preferred Employer	Click on Job Seeker Preferred Employer to display a list of Job Seekers who have indicated a preference to work for this employer.

6) Click on "Contact Tracking".

My Home Page

Manage Bank of England Mortgage
Select Role

Upcoming Events

Employer

Employer Search

Job Search

Client

Client Search

Resume Search

Reporting

Fiscal

My Profile

Log Out

Contact

Help

User Search

Statistics

36083 Jobs
26460 Resumes

Contact List

↑ **Contact**

Date	Reason	Type	Made By	Agency	View
10/25/2018	Available Training Services	In Person	Sandy Monaco	DWS	View
10/25/2018	FCJL Contact	In Person	Sandy Monaco	DWS	View
10/25/2018	Job Service Activities	Telephone	Sandy Monaco	DWS	Edit
10/25/2018	Strategic Planning Activities	In Person	Sandy Monaco	DWS	Edit
10/25/2018	Layoff Planning Assistance	In Person	Margaret Dearmon	WCAPDD, Inc.	View
10/22/2018	Available One-Stop Services	In Person	Sandy Monaco	DWS	View
10/22/2018	Available One-Stop Services	In Person	Margaret Dearmon	WCAPDD, Inc.	View
10/22/2018	Job Service Activities	In Person	Margaret Dearmon	WCAPDD, Inc.	View
10/10/2018	General Marketing Information	In Person	Sandy Monaco	DWS	View
03/07/2018	General Marketing Information	In Person	Russell Cook	ADWS	View
04/19/2017	General Marketing Information	In Person	Lee Bland	ADWS	View
04/18/2017	General Marketing Information	In Person	Russell Cook	ADWS	View

[Add Contact](#) [Return](#)

7) Click on "Add Contact"

* Contact Date:	<input type="text" value="11/07/2018"/>
Re-Contact Date:	<input type="text" value="mm/dd/yyyy"/>
* Reason For A Visit By Staff	<div style="border: 1px solid black; padding: 2px;"> Please Select One Available One-Stop Services Available Training Services FCJL Contact General Marketing Information Incumbent Worker Training Incumbent Worker Training Services Job Order Activities Job Seeker Outreach Activities Job Service Activities </div>
* Type of Contact	<input type="text" value="Please Select"/> ▼
* Purpose (2000 character max.)	
<input style="width: 100%; height: 60px;" type="text"/> <small>ABC</small> Check spelling	
* Result (2000 character max.)	
<input style="width: 100%; height: 60px;" type="text"/> <small>ABC</small> Check spelling	

- 8) Complete all fields
- 9) "Purpose" – purpose for the employer contact
- 10) "Result" - results of the contact
- 11) Click "Add Contact"

Contact List

↑ Contact Date	Reason	Type	Made By	Agency	View
02/12/2019	Available One-Stop Services	In Person	Sandy Monaco	DWS	Edit
03/07/2018	General Marketing Information	In Person	Russell Cook	ADWS	View
04/19/2017	General Marketing Information	In Person	Lee Bland	ADWS	View
04/18/2017	General Marketing Information	In Person	Russell Cook	ADWS	View

- 12) Contact added.

Below are two lists of employer services:

- 1) A list of eight employer service categories with applicable services for each category, and
- 2) A list of eight employer service categories with definitions for each category.

Service Category Notes:

In a situation where WIOA and DWS staff work with the same employer(s) such as in setting up a job fair, local office management will decide who enters the employer service in AJL. This is to prevent a duplication count. Similar to this is when a Rapid Response Workshop occurs. Both WIOA and DWS staff attend the workshop and only one entry should be made in AJL.

Services directly to participants such as a job referral to an employer or verifying participant income through an employer are not employer services and are not to be recorded for the Penetration Rate.

Category 1) “Employer Information and Support Services”. Support Services does not mean child care support services or transportation support services. It is more like supporting an employer by providing brochures.

“Work Experience Activities” – includes working with employers to set up a work experience site.

Category 5) “Training Services” is to be selected when working with an employer regarding training.

Category 6) “Incumbent Worker Training Services” is to be selected when working with an employer to set up training for current employees.

Category 7) “Rapid Response/Business Downsizing Assistance” is to be selected when staff attends meetings or works with an employer in any manner concerning rapid response assistance.

Service Categories and Services

<u>Employer Service Category</u>	<u>Name of Service</u>
1) Employer Information and Support Services	1) General Marketing Information
	2) Available One-Stop Services
	3) Veteran’s Employment Services
	4) Work Experience Activities
	5) Job Service Activities
	6) Available Training Services
	7) State & Federal tax credits (WOTC)
	8) Workforce Investment Incentives
	9) Customized Labor Market Information
	10) Linkages to Community Resources
2) Workforce Recruitment Assistance	1) Job Fairs
	2) Pre-screening & pre-employment interviews
	3) Provide space at AJC for employers’ use
	4) Conduct pre-employment testing
	5) Conduct background checks

	6) Assistance in completing I-9 paperwork
	7) Job & task analysis services, absenteeism analysis
	8) Recruitment Assistance
	9) Placement Follow-up Activities
	10) Job Order Activities
	11) FCJL (Federal Contracting Job Listing)
3) Engaged in Strategic Planning/Economic Development	1) Strategic Planning Activities
	2) Participate in community based strategic planning
	3) Sponsor employer forums
	4) Obtain information on industry trends
	5) Provide info for corporate econ dev planning
	6) Partnerships to identify & address WF challenges
4) Accessing Untapped Labor Pools	1) Outreach to targeted groups
	2) Industry awareness campaigns
	3) Joint partnership w/schools & other education programs
	4) Programs to address LEP & vocational training
	5) Job Seeker Outreach Activities
5) Training Services	1) On-the-Job Training Opportunities
	2) Customized Training
	3) Incumbent Worker Training
6) Incumbent Worker Training Services	1) Incumbent Worker Training Services
7) Rapid Response/Business Downsizing Assistance	1) Rapid Response Assistance
	2) Layoff Planning Assistance
8) Planning Layoff Response	1) Layoff Planning Assistance

Service Categories and Definitions

<u>Employer Services Category</u>	<u>Service Definitions</u>
1) Employer Information & Support Services	<p><u>Description:</u> <u>Establishments that received staff-assisted services designed to educate them about and engage them in the local job market/economy and the range of services available through the local One-Stop delivery system. Establishment information services may be provided in a variety of service interventions including orientation sessions, workshops, or other business consultations (e.g., initial site visits). Information and support services that are delivered to establishments through mass mailings or communications, “cold” calling or other follow-up contacts, and regular establishment newsletters, brochures, or publications are not reportable services under this category.</u></p> <p><u>Services include, but are not limited to, providing information on:</u></p> <ol style="list-style-type: none"> 1) State and federal tax credits or workforce investment incentives (state and federal tax credits (WOTC) or workforce investment incentives) 2) Labor market information on state, regional and local labor market conditions industries, occupations, and the characteristics of the workforce, skills businesses need, local employment dynamics information such as workforce availability, worker supply and demand, business turnover rates, job creation, and job identification of high growth and high demand industries. 3) Proactive linkage and referral of establishments to community resources that support their workforce needs.
2) Workforce Recruitment Assistance	<p><u>Description:</u> <u>Establishments that received workforce recruitment assistance from staff or remotely through electronic technologies.</u></p> <p><u>Services include, but are not limited to, assisting employers to meet their human capital and skilled workforce needs by:</u></p> <ol style="list-style-type: none"> 1) Supporting employer’s search for qualified candidates 2) Securing information on job requirements and providing employers with One-Stop staff support for candidate screening and pre-employment interviews at the One-Stop Career Center (or affiliate site) or on site at the place of business 3) Taking job order information and promoting the employment opportunities (e.g., advertising the opening to the workforce)

	<p>4) Conducting special recruitment efforts including out-of-area or out-of-state recruitment for candidates with special skills</p> <p>5) Organizing, conducting, and/or participating in job fairs</p> <p>6) Providing employers with meeting/work space at the One-Stop Career Center (or an affiliate site) for screening or interviewing</p> <p>7) Conducting pre-employment testing, background checks and assistance in completion of the I-9 paperwork</p> <p>8) Providing employers with job and task analysis services, and absenteeism analysis</p>
<p>3) Engaged in Strategic Planning/Economic Development</p>	<p>Description: <u>Establishments that were engaged in either workforce investment strategic planning or business growth and economic development strategic planning.</u></p> <p>Services include, but are not limited to:</p> <p>1) Participating in community based strategic planning, sponsoring employer forums, securing information on industry trends, providing information for the purpose of corporate economic development planning, and partnering in collaborative efforts to identify workforce challenges and developing strategies to address those challenges.</p>
<p>4) Accessing Untapped Labor Pools</p>	<p>Description: <u>Establishments that established pipeline activities in partnership with the public workforce system.</u></p> <p>Services include, but are not limited to:</p> <p>1) Outreach to youth, veterans, individuals with disabilities, older workers, ex-offenders, and other targeted demographic groups industry awareness campaigns; joint partnerships with high schools, community colleges, or other education programs to improve skill levels; and programs to address limited English proficiency and vocational training.</p>
<p>5) Training Services</p>	<p>Description: <u>Establishments that received publicly funded training assistance.</u></p> <p>Services include, but are not limited to:</p> <p>1) Including customized training, OJT, and incumbent worker training.</p>
<p>6) Incumbent Worker Training Services</p>	<p>Description: <u>Establishments that received publicly funded incumbent worker training assistance. (An incumbent worker is already employed.)</u></p>
<p>7) Rapid Response/Business Downsizing Assistance</p>	<p>Description: <u>Establishments that received an initial on-site visit or contact to either:</u></p>

	<p>1) Discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closures, or natural disaster, or</p> <p>2) As required by WIOA section 3(51)(A)*, plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.</p>
<p>8) Planning Layoff Response</p>	<p>Description: <u>Establishments that received an initial on-site visit or contact, as required by WIOA section 3(51)(A)*</u></p> <p>1) To plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.</p>

Rapid Response Activities

*3(51)(A) the establishment of on-site contact with employers and employee representatives--

(i) immediately after the State is notified of a current or projected permanent closure or mass layoff;
Or

(ii) in the case of a disaster, immediately after the State is made aware of mass job dislocation as a result of such disaster.

Follow instructions below to locate the Employer Contact Report in AJL:



- 1) Click on "Reporting"
- 2) Click on "Labor Exchange Reports"

Labor Exchange Reports

- 3) Click on "Employer Reports"

Employer Reports Reports for Labor Exchange employer activities.	Activity Reports Labor Exchange participant and job order reports.
WPRS Reports Profiling and RES reports.	Veterans Reports Veterans' service reports.
Performance Reports ETA 406 Handbook Reports - ETA 9002 Series and VETS-200 Series	Management Reports Reports for managing Job Service activities including exit and participation.

Employer Reports

Alien Recruitment Activities Report - Statewide
Alien Recruitment Activities Report - Local Area/WIB
Alien Recruitment Activities Report - Office
Contact Tracking Report
Employer Accounts Activity Report - Office
Employer Accounts Activity Summary Report - Statewide
Employer Activity Report - Statewide
Employer Activity Report - Local Area/WIB
Employer Activity Report - Office
Employer Contact Reasons Report - Office
Employer Sample Report

4) Select "Employer Contact Reasons Report – Office"

Choose Report Options

* indicates a required field

* Office	Select an Office <input type="text"/>
Timeframe	02/28/2019 <input type="text"/>

5) Select the Job Service Office and date for the report. The report will display.

- Action Required:** Please inform all appropriate staff of the requirement to report employer contacts in AJL.
- Inquiries:** Send questions to Stephanie Robinson at Stephanie.v.robinson@arkansas.gov or Sandy Monaco at sandy.monaco@arkansas.gov
- Expiration Date:** Continuing