

Revisited Outreach to Targeted Worker Groups with Low Engagement Numbers

EXAMPLE

- Trade Act Navigators reached out to **673 workers** from two petitions for First Call Resolution for locations across the state.
- Held multiple virtual Trade Act Information Sessions with pre-sign ups

FUTURE

- Continue to focus outreach projects for reengagement and TAA Tech Pilot based around data and engagement levels

Large Outreach Mailer and Auto-Dialer Campaign

Large Outreach Mailer – Late July

- Mailed outreach letter to **43,021 TAA affected workers** from 2002 Law through Reversion who appeared to never have engaged with TAA benefits.
- 15% of mail pieces were returned undeliverable.

Simultaneous Auto Dialer Campaign – 7/18-7/28

- 56 hours of calling through 5 ports 9a-6p, M-F
- Used ATOS Auto Dialer to call **17,796 cell phone numbers** from 2002 Law through Reversion.
- About 70% were either a picked up call or voice recording. 30% bad number.

Results

New participants and reengagements from previously determined eligible participants

- From 7/20 through today – **106** Requests for Determination processed, **86** new workers determined eligible, many reengagements for previous workers who were determined eligible but then disengaged from services. More than **29** petitions involved.

Call volume increases

- We saw a doubling and then tripling of call volumes following letter and auto dialer campaign as compared to the weeks prior
- TRA staff handled 539 calls in July compared to 462 in June. Case Manager staff handled 998 calls in July compared to 774 calls in June. Increase of 301 with responses continuing to come in through August.