



# Who is Participating Today?

What is your main role?

*Please select one.*

1. Trade Staff
2. State WIOA Staff
3. Local WIOA Staff/Providers
4. Rapid Response
5. Local Board Staff
6. Other (Write in chat)



EMPLOYMENT AND TRAINING ADMINISTRATION  
UNITED STATES DEPARTMENT OF LABOR



# Employment and Case Management under TAA Reversion 2021

*... with a focus on outreach*

November 9, 2022



# Today's Moderator



- ▶ Frankie Russell
  - ▶ Lead Policy Analyst
    - ▶ Program Development Division
    - ▶ Office of Trade Adjustment Assistance



# Today's Presenters - OTAA



- ▶ Tim Theberge
  - ▶ Division Director
    - ▶ Program Development Division
    - ▶ Office of Trade Adjustment Assistance



# Today's Presenters - Indiana



**Mandy Mahurin**

***Director, TAA Unit  
Indiana Workforce  
Development***

# Today's Presenters - Pennsylvania



**Ruben Pachay**

**PA DLI Rapid Response  
Western Supervisor**

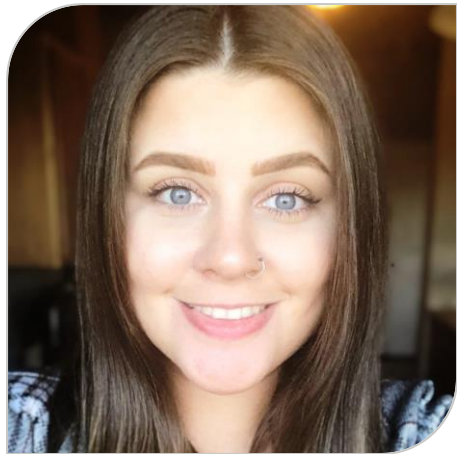


**Kerrie DeChurch**

**PA Dept. Labor & Industry  
Trade Act Navigator**



# Today's Presenters - Oregon



**Sytel Oelke**

**TAA Grant Administration  
Analyst**



**Shannon Turner**

**TAA Quality Control  
Analyst**



**Laura Lausmann**

**TAA Coordinator**



# Today's Agenda

- ✓ Pending Updated on Policy on Allowable Costs
- ✓ Indiana – Outreach through Geofencing on Social Media
- ✓ Pennsylvania – Tracking Effective of Types of Outreach
- ✓ Oregon – Outreach to Workers not Previously Enrolled

# Revised Allowable Cost Policy

Employment and Case Management Services



# Anticipated Revised Policy

- Expected Soon:
  - TEGL 24-20 Change 1 – Operating Instructions for Reversion 2021
  - TEN XX-21 Frequently Asked Questions
- 20 CFR 618 Subpart C
  - Would be allowable for all versions of the TAA Program
- “Procured” by the Secretary through the Governor-Secretary Agreements



# Any Questions?



# Indiana

## Use of Social Media for Outreach

# Social Media Outreach

## Why Use Social Media?

- ▶ Extremely Cost effective (\$1,000- \$3,000) per campaign
- ▶ Reach diverse audience
- ▶ Increase overall program awareness
- ▶ Funded through Case Management funding (2015 law certifications)
- ▶ Engagement of workers pre and post TAA informational session

# Social Media Outreach

## Indiana's Strategy- Every Certification

- ▶ 8 week run of a social media campaign
  - ▶ Targets 75 mile radius around employer address
  - ▶ Social Media Ads (Facebook and Instagram); Programmatic Display Ads; and Programmatic YouTube Videos
  - ▶ Includes geofencing of a company location and/or common “community center”

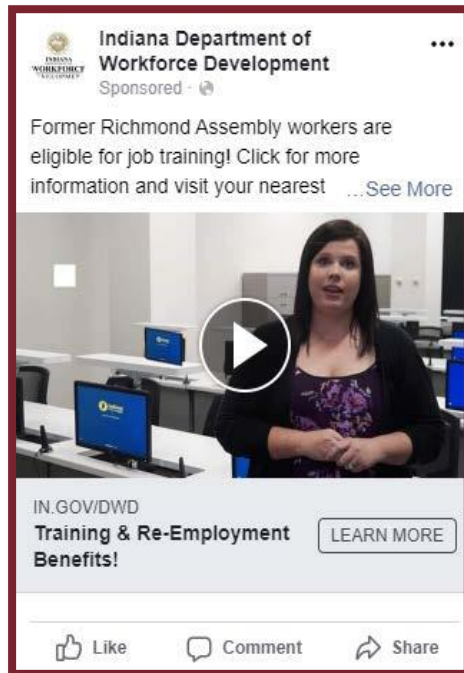
# Geofencing



- ▶ Virtual “barrier” around a physical location
  - ▶ Certified Company
    - ▶ Effective Pre-Separation
  - ▶ Commonly Visited “Community Centers”
- ▶ Targeted ad to individuals with a smart phone entering through the “barrier”

# Social Media Outreach

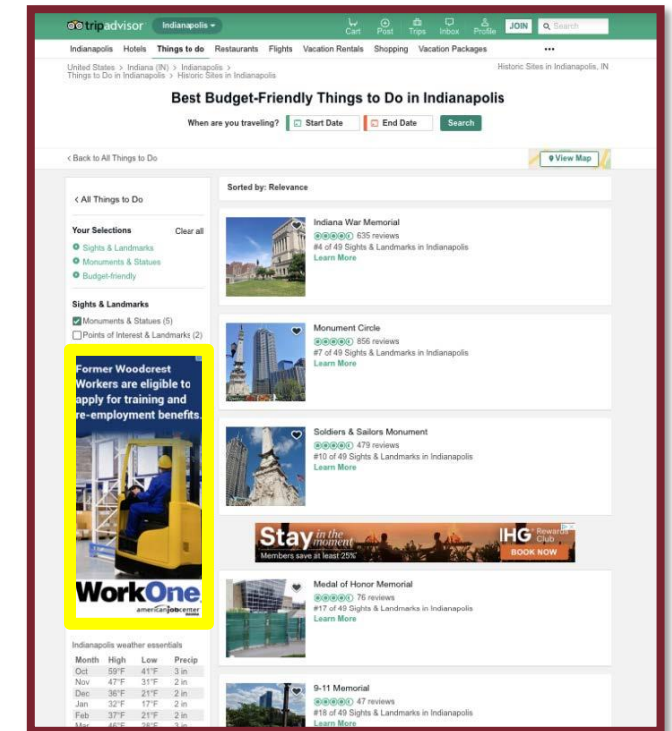
## Facebook



## Instagram



## Display Ads



<https://www.in.gov/dwd/taa/benefits-dometic/>

# Social Media Outreach



## Former workers from Dometic Corporation are eligible for additional benefits through the TAA program! [Get Started Now!](#)

The Trade Adjustment Assistance (TAA) program assists workers who become unemployed due to the impact of foreign trade. The TAA program seeks to provide U.S. workers who are negatively impacted with the opportunity to obtain the skills, resources, and support they need to become reemployed in a high-wage and high-demand occupation. Benefits include:

| TAA Benefit                             | Details                                                                                                                                                         |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Training                                | Up to 130 weeks of full-time or part-time training; paid at 100%                                                                                                |
| Trade Readjustment Allowances (TRA)     | Up to 130 weeks of income support for workers enrolled in full-time training within 26 weeks of their trade-related layoff or certification, whichever is later |
| Job Search Allowance                    | Up to \$1,250 reimbursement for job search costs if traveling outside of the worker's commuting area                                                            |
| Relocation Allowance                    | Reimbursement for relocation costs for reemployment obtained outside of the worker's commuting area                                                             |
| Employment and Case Management Services | Skill assessments, career counseling, supportive service information, information on training, and more!                                                        |

### TAA Orientations:

#### IN-PERSON ORIENTATION:

**Time:** Monday, August 29, 2022 @ 10:00 am and 1:00 pm

**Location:** The Community Center - 22531 Co Rd 18, Goshen, IN 46528



TAA Online Orientation

### Next Steps:

# Social Media Outreach- Outcomes

## Indiana Outreach Impacts (pre-pandemic)

Orientation Attendance (no social media)

37.67% of impacted workers

Orientation Attendance w/social media

**48.28%** of impacted workers

| Campaign             | Run Dates         | Campaign Budget | Geofencing (Yes/No)         | Paid Social Media Ads (FB/IG) |        |       |        | Programmatic Display Ads         |        |        | Programmatic Video + YouTube Video             |        |        | TOTAL IMPRESSIONS |
|----------------------|-------------------|-----------------|-----------------------------|-------------------------------|--------|-------|--------|----------------------------------|--------|--------|------------------------------------------------|--------|--------|-------------------|
|                      |                   |                 |                             | Impressions                   | Clicks | CTR   | Shares | Programmatic Display Impressions | Clicks | CTR    | Programmatic Video + YouTube Video Impressions | Clicks | CTR    |                   |
| Kauffman Engineering | 1/18/22 - 2/26/22 | \$1,000         | No                          | 71,209                        | 668    | 0.94% | 16     | 170,340                          | 221    | 0.13%  | 8,473                                          | 23     | 0.27%  | 250,022           |
| Camcar LLC           | 2/22/22 - 4/5/22  | \$1,000         | No                          | 61,223                        | 485    | 0.79% | 5      | 214,516                          | 279    | 0.13%  | NA                                             | NA     | NA     | 275,739           |
| Sony DADC            | 5/9/22-6/26/22    | \$3,000         | Yes- Two Wal-Mart locations | 74,403                        | 831    | 1.12% | 29     | 561,079                          | 660    | 12.00% | 66,049                                         | 106.00 | 16.00% | 701,531           |
| Home Products        | 5/30/22 - 7/24/22 | \$3,000         | Yes- Company and Wal-Mart   | 74,593                        | 1040   | 1.39% | 23     | 563,668                          | 714    | 0.13%  | 50,346                                         | 183    | 0.36%  | 688,607           |
| CJ Automotive        | 6/17/22 - 8/14/22 | \$3,000         | Yes- Company                | 117,718                       | 1207   | 1.03% | 19     | 750,839                          | 1179   | 0.16%  | 4,338                                          | 13     | 0.30%  | 872,895           |
| TOTALS               |                   |                 |                             | 399,146                       | 4,231  | 1.05% | 92     | 2,260,442                        | 3,053  | 12.54% | 129,206                                        | 325    | 16.93% | 2,788,794         |

- Impressions: A single display of the advertisement
- Clicks: How many people “clicked” to find out more information

# Social Media Outreach- Cost Comparison

## Outreach Flyer

### ▶ Outreach Flyer (2,535 Eligible Workers)

- ▶ 161 returned undeliverable
- ▶ 9 Contacted via phone
- ▶ 3 Completed TAA Application
  - ▶ < 1% engagement
  - ▶ Benefit Generation: \$0.00 as of 9/30

### ▶ Cost: \$1,672.00

- ▶ Printing: \$151.00
- ▶ Mailing: \$1,521.00

## Social Media

### ▶ Social Media Campaign (211 Eligible Workers)

- ▶ 285,383 Impressions
- ▶ 1,067 Clicks
- ▶ 108 Attended Informational Session
- ▶ 27 Completed TAA Application
  - ▶ 13% engagement
  - ▶ Benefit Generation: \$226,711 (not including TRA) as of 9/30

### ▶ Cost: \$1,500

# Any Questions?



# Pennsylvania

Trade Act Navigators

Tracking Effectiveness of Outreach

# PA Trade Navigation: Charting our Voyage towards DATA

## What did PA want from the Trade Navigators?

- ▶ Increase TAA Participation
- ▶ To ensure that no customer falls through the cracks!  
*(specifically, during the transition from RR to AJC)*
- ▶ PA worked on structure of the Trade Navigator



- ▶ How do we quantify our Navigators work?



# PA Trade Navigation “Code Development”



## ➤ Why codes were created

- Capture the results of additional outreach
- Show which methods worked best

## ➤ Lessons learned when developing

- COVID - How we had to “engage” changed
- Needed better way to capture & report “NAV” outreach efforts
- Could pull outreach data, but the “what method worked” was illusive and hard to data mine
- Needed consistency across the state

# PA Data Collection

- All PA One Stops used ONE code...

***“Local Office Contact”***  
used to track all outreach outcomes of all partners

- TAN’s created 8 specific “annotations”
- Cumbersome to pull data from “comments field”



## ***Solution...***

***PA Created - 3 specific codes for tracking Navigator Outreach Success***

### ***TRADE NAVIGATOR SERVICE CODES***

| Service Code | Service Type                              | Service Description                                                                                                                                |
|--------------|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| NAVOUT       | Trade Navigator Outreach                  | Use this code when sending outreach to petition affected worker lists, mailings, emails, phone calls, etc. <b>Please indicate petition number.</b> |
| NAVRES       | Responded to Trade Navigator Outreach     | Use this code to indicate Participant replied to Trade Navigator Outreach. <b>Please indicate petition number.</b>                                 |
| NAVNG        | Engaged in Trade after Navigator Outreach | Use this code to indicate Participant engaged in Trade after Navigator Outreach. <b>Please indicate petition number.</b>                           |

## PA's Next Voyage...

### What we have ...

| Select                              | Service Category     | Service Code | Service Type                              | Service Description                                                                                        |
|-------------------------------------|----------------------|--------------|-------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/>            | Assessment Interview | EMDP         | Employability Development Plan            | Employability Development Plan                                                                             |
| <input type="checkbox"/>            | Assessment Interview | INVW         | Interview                                 | Interview                                                                                                  |
| <input checked="" type="checkbox"/> | TAA Contact          | NAVOUT       | Trade Navigator Outreach                  | Use this code when sending outreach to Petition Affected Worker lists, mailings, emails, phone calls, Etc. |
| <input type="checkbox"/>            | TAA Participation    | NAVNG        | Engaged in Trade after Navigator Outreach | Use this code to indicate Participant engaged in Trade after Navigator Outreach                            |
| <input type="checkbox"/>            | TAA Response         | NAVRES       | Responded to Trade Navigator Outreach     | Use this code to indicate Participant replied to Trade Navigator Outreach                                  |
| <input type="checkbox"/>            | WTW Outcomes         | RETSCH       | Way to Work 2010 Returned to School       |                                                                                                            |
| <input type="checkbox"/>            | WTW Outcomes         | WRKRDY       | Way to Work 2010 Work Ready               |                                                                                                            |

\* Technical Assistance Manual developed for frontline staff

|                                           |            |
|-------------------------------------------|------------|
| PA CAREERLINK LAWRENCE COUNTY             | 6          |
| PA CAREERLINK MONROE COUNTY               | 6          |
| PA CAREERLINK MERCER COUNTY               | 7          |
| PA CAREERLINK LYCOMING COUNTY             | 8          |
| PA CAREERLINK ELK COUNTY                  | 9          |
| PA CAREERLINK LEHIGH VALLEY AT ALLENTOWN  | 20         |
| PA CAREERLINK TIOGA COUNTY                | 20         |
| PA CAREERLINK CLEARFIELD COUNTY AT DUBOIS | 25         |
| PA CAREERLINK BEAVER COUNTY               | 32         |
| <b>Total This Report</b>                  | <b>175</b> |

► *Gathering the “WHY NOW & WHY NOT BEFORE”*

► *Continuous improvement of outreach methodologies and messaging*



# Any Questions?



# Oregon

The importance of constant, regular, and impactful outreach.

# Oregon TAA Outreach Strategies

- Letters & Emails
- Trade Act Information Sessions (group/individual)
- Robo-call messages to Worker's cell phone numbers
- Workers who had good cause reasons for cessation of training plans
- Staff outreach calls to individual workers
- Rapid Response Sessions\*

# Training plans approved after Sunset

Signed on or after July 1<sup>st</sup>, 2022

## 37 Workers approved for Training

- 2002 law = 3
- 2009 law = 2
- 2011 law = 2
- 2015 law = 28
- 2021 Rev = 2

# Outreach data from Tech Pilot

| Participant | Letters Mailed | Reengagement Efforts Date | Days Between TAIS Letter & Reengagement | Employed? | Occupational Training? | Training Plan (Besides Tech)          |
|-------------|----------------|---------------------------|-----------------------------------------|-----------|------------------------|---------------------------------------|
| A           | 7/22/09        | 5/18/22                   | 4683                                    | Yes       | Yes                    | Peer Support Specialist Cert          |
| B           | 3/22/10        | 3/25/22                   | 4386                                    | Yes       | Yes                    | CDL                                   |
| C           | 7/12/18        | 6/9/22                    | 1428                                    | Yes       | No                     | Interested in ESOL                    |
| D           | 12/29/20       | 5/24/22                   | 511                                     | Yes       | Not Yet                | Potential OJT led to direct placement |
| E           | 5/14/20        | 4/7/22                    | 693                                     | Yes       | No                     | Working on CDL proposal               |
| F           | 12/21/20       | 9/23/21                   | 276                                     | Yes       | No                     | N/A                                   |
| G           | 1/26/21        | 3/28/22                   | 426                                     | Yes       | No                     | N/A                                   |
| H           | 2/8/21         | 2/9/22                    | 366                                     | Yes       | No                     | N/A                                   |
| I           | 7/5/11         | 3/31/22                   | 3922                                    | No        | Yes                    | AAS in Paramedics                     |
| J           | 1/20/21        | 2/9/22                    | 385                                     | No        | Yes                    | ESOL                                  |
| K           | 5/4/17         | 11/8/21                   | 1649                                    | No        | Yes                    | GED                                   |
| L           | 1/13/21        | 2/9/22                    | 392                                     | No        | Yes                    | ESOL                                  |
| M           | 3/7/17         | 6/16/22                   | 1927                                    | No        | Yes                    | AAS in Accounting                     |
| N           | 1/20/21        | 2/8/22                    | 384                                     | No        | Yes                    | ESOL                                  |
| O           | 1/13/21        | 2/25/22                   | 408                                     | No        | Yes                    | AAS in Welding Tech                   |
| P           | 1/16/09        | 5/18/2022                 | 4870                                    | No        | Yes                    | CDL                                   |

**1,669 Days**

**4.6 Years**

## Current Path Forward ► Focused Outreach

- Choosing individual worker groups over the last five years with low TAA participation rates
- Worker groups by demographics are identified that could be served by our Tech Pilot
- Navigators perform outreach calls to invite workers to local in person and virtual Trade Act information sessions
- If previously determined eligible, Case Managers are calling any identified participants to reengage in services

# How we track our outreach efforts

| Language | SSN         | JS ID    | First Name | Last Name | Last Week Claimed | Workforce Area   | Field Office Description | Email Address                                                                    | Phone #                 | Other #      | Message | Outreach notes                             |
|----------|-------------|----------|------------|-----------|-------------------|------------------|--------------------------|----------------------------------------------------------------------------------|-------------------------|--------------|---------|--------------------------------------------|
| ENG      | XXX-XX-XXXX | XXXXXXXX | John       | Doe       | 21-22             | LANE             | EUGENE                   | <a href="mailto:johndofakeemail@gmail.com">johndofakeemail@gmail.com</a>         | 541.555.1212            |              |         | Left Voice Mail at 6.13.22, sent email.    |
| ENG      | XXX-XX-XXXX | XXXXXXXX | Barbie     | Doll      | 21-22             | MID VALLEY       | SALEM                    | <a href="mailto:barbiedollfakeemail@gmail.com">barbiedollfakeemail@gmail.com</a> | 541.555.1212            |              |         | Left VM.6.13.22, sent email                |
| ENG      | XXX-XX-XXXX | XXXXXXXX | Ken        | Doll      | 21-22             | NORTHWEST OREGON | ST. HELENS               |                                                                                  | <del>541.555.1212</del> | 541.123.4567 |         | Called on 6.13.22, 11:23AM Left Voice mail |

- Divide outreach lists over staff available
- Check multiple systems for email addresses and alternative phone numbers when numbers are disconnected.
- Leave outreach notes in spreadsheet and case note on customer file the outcome of outreach call.
- Schedule in Smartsheets for Trade Act information session during outreach call or during a returned call to Central Trade Act Unit hotline.



File Automation Forms ECR Session Sign Up Sheet ☆



# Any Questions?



# Resources:

## ▶ WorkforceGPS TAA Community

- ▶ Blogs, Materials, Discussion Topics, Webinars, etc.
  - ▶ <https://taa.workforcegps.org/>

## ▶ TAA Website

*Official website of the TAA Program*

- ▶ <https://www.dol.gov/agencies/eta/tradeact>



# Contact Us - OTAA

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      - ▶ 202-693-2738





# Contact Us - States

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- ▶ Laura Lausmann
  - ▶ [laura.e.lausmann@employ.oregon.gov](mailto:laura.e.lausmann@employ.oregon.gov)





# Save the Date:



## OTAA Office Hours

*Regular monthly Office Hours (via Teams)*



**Thursday, December 1 – 2pm**

# Thank You!

