2014

ANNUAL REPORT

adws

Arkansas Department
of Workforce Services

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Preparing Today's Workforce
for
Tomorrow's Careers.

Message from the Director

It is my pleasure as new director for the Arkansas Department of Workforce Services to present our 2014 Annual Report. This report reflects the dedication of our staff throughout the state and illustrates some of our achievements.

In 2014, our Reemployment Services specialist team received a national award based on their extraordinary services from the National Association of State Workforce Agencies. First Runner-up for Best Employment Agency was awarded for the third consecutive year to our Conway Workforce Center, voted by the very customers served. These are just a couple of examples of effective leadership and teamwork.

Now more than ever, education and workforce development opportunities are critical to a strong economy. One of the major challenges we face as a state is to improve access to training and education to enhance skills development. To aid in meeting economic demands, the Arkansas Department of Workforce Services will continue to collaborate with its partners and work closely with employers and job seekers to develop initiatives and offer effective programs and services to enrich the economic growth of Arkansas. Equipping individuals with the skills required for today's jobs is strategic in the continued growth and development of Arkansas' workforce.

ADWS is dedicated to refining this agency's strategies and fostering existing and new partnerships to respond effectively and efficiently to changing skills and training needs in order to yield a stronger workforce.

As we transition into 2015, ADWS will continue its role in opening doors of opportunity and growth for not only the individual worker, but for employers and communities in the state. Together, we are preparing today's workforce for tomorrow's careers.

Sincerely,

The Agency

In 1937, the Arkansas Department of Workforce Services began its legacy of serving Arkansas' unemployed and underemployed. Once primarily known as the unemployment office, through growth and partnerships, the dynamics of this agency has experienced a series of metamorphoses. The focus is no longer simply getting individuals back to work but providing individuals the tools they need to enhance and sustain their employability. And, through the education and skills training offered to job seekers, employers are reducing hidden costs associated with lost production time and turnover rates by hiring qualified workers.

Because ADWS is a state agency, it does not earn a profit and does not measure success by business growth and expansion. The size of the agency's budget and the staffing levels are adapted to best meet the needs of the state and its customers, while balancing the requirements of stakeholders. The agency is unique from other Arkansas state agencies in that it is 99 percent federally funded with taxpayer dollars. Even though the agency is almost entirely funded with federal money, the Arkansas Legislature appropriates the agency's funds and has the authority to pass legislation affecting agency programs and services on a state level.

ADWS continues to build effective partnerships with other organizations to better serve customers. Through these partnerships, ADWS and its partners are able to leverage each other's core competencies and resources.

ADWS' products and services can be categorized into three main groups: Unemployment Insurance; Employment Assistance; and Temporary Assistance for Needy Families. ADWS offers these main services at Arkansas Workforce Centers located throughout the state.

To aid in meeting economic demands, ADWS will continue to collaborate with its partners and work closely with employers to develop initiatives and offer effective programs and services to enrich the economic growth of Arkansas.

Employer Services

Identifying and helping to meet the workforce needs of Arkansas' employers is critical for continued job creation. The Arkansas Department of Workforce Services is committed to assisting employers find qualified applicants and helping job seekers in their search for employment.

ADWS oversees state and federal funding to administer training programs and promote partnerships with employers and economic development entities. These partnerships assist in identifying workforce needs and in developing training programs for both employers and workers to support a workforce system that offers employers, individuals, and communities the opportunity to achieve and sustain economic prosperity.

Additionally, ADWS administers Arkansas' Unemployment Insurance program and facilitates employer compliance with the Arkansas Employment Security Law, collects unemployment insurance contributions from employers, provides unemployment insurance benefits to those eligible, and maintains management information systems for filing unemployment insurance claims and fraud detection.

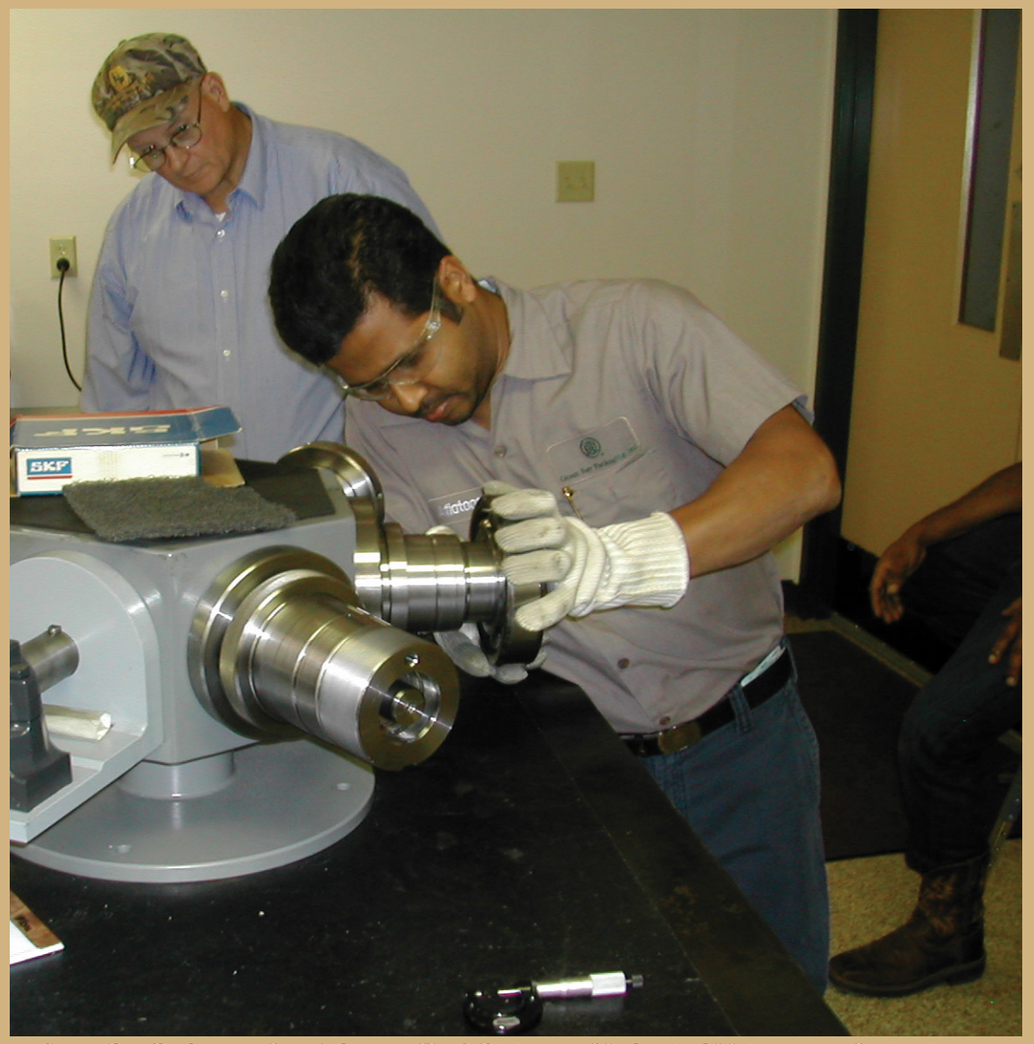
Through the Arkansas Workforce Centers, employers have access to the largest, most diverse source of job seekers in the area. Skills and abilities are matched to appropriate job choices. Among these services are:

- Identifying skill requirements and developing job listings
- Recruitment and screening for job openings
- Labor market information
- Training of new or incumbent employees

With Arkansas Workforce Centers located strategically throughout the state, the Arkansas Department of Workforce Services is ready to assist employers by offering a comprehensive array of services, programs and training.

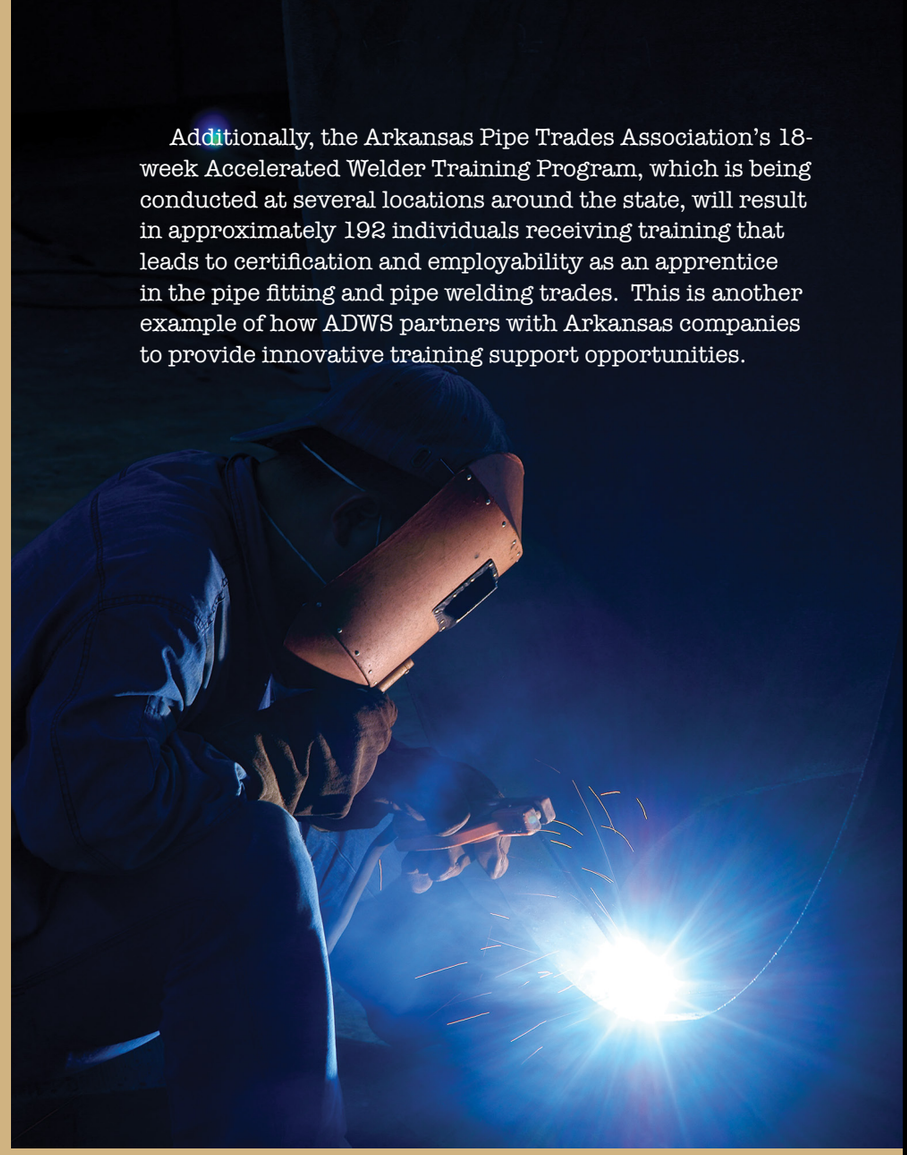
Training Trust Funds

Through additional Arkansas Department of Workforce Services' training trust funds totaling $88,400, approximately 150 incumbent workers from Green Bay Packaging, Inc.-Arkansas Kraft Division and partnering companies will receive advanced training in the operation and maintenance of Programmable Logic Controllers. The training is being conducted at the Green Bay Packaging/Arkansas Tech University-Ozark Campus Training Center which is located in Morrilton. After the first six months of implementation, training is being scheduled on an ongoing basis. Because the curriculum that was developed is estimated to be relevant for at least the next ten years, the return on investment will be multiplied many times over.



Green Bay Packaging, Inc.-Arkansas Kraft Division – Mechanical Maintenance Instructor Ronnie Halsted (left) looks on as GBP Maintenance Technician Aflatoon Kawsar properly mounts a bearing during Bearing W& Lubrication Training.

Additionally, the Arkansas Pipe Trades Association's 18-week Accelerated Welder Training Program, which is being conducted at several locations around the state, will result in approximately 192 individuals receiving training that leads to certification and employability as an apprentice in the pipe fitting and pipe welding trades. This is another example of how ADWS partners with Arkansas companies to provide innovative training support opportunities.



Green Bay Packaging, Inc. celebrated the grand opening of their Technical Training Center in March 2009. To date, $439,495 in training trust funds have benefited more than 480 new and incumbent employees of Green Bay and its partnering companies.

Job Seeker Services

Arkansas Workforce Centers provide a robust network of workforce services to residents in order to enhance the skills and aptitudes of Arkansas' workforce, as well as assist job seekers with finding employment as quickly as possible.

ADWS is committed to providing workforce services that will promote sustainable prosperity for Arkansas' diverse population of workers. Having Arkansas Workforce Centers located strategically throughout the state, ADWS staff provide a network of services to Arkansans, identifying the latest information regarding high-demand occupations and worker availability, including salary and/or wage rates.

Customers are offered self-service products in the resource centers, intensive services for those needing personal assistance, training for those who qualify, and assistance with job search skills such as résumé writing, interview preparation and access to a statewide referral system linking job seekers to other agencies that can provide supportive services needed in order to become successfully employed. During 2014, 228,708 customers received employment-related services.

ADWS staff also work in partnership with state, local, and community-based organizations to provide comprehensive assistance to its clients. These partnering organizations provide services that range from continuing education to services for veterans and their families.

Career Readiness Certificate

An Arkansas Career Readiness Certificate has always been a portable credential; however, in 2014, all Arkansas certificates, past and present, began being recorded in ACT's national RegiSTAR™ database. The transfer of these records to this national RegiSTAR will further validate an individual's certificate, no matter in what state they seek employment.

RegiSTAR is a web-based system used for the reporting and management of National Career Readiness Certificates. RegiSTAR automatically sweeps the ADWS test site for ACT WorkKeys® scores and automatically registers certificates in the ACT national database. This system allows administrators to pull certificates and test data reports. Additionally, online accounts are automatically created for individuals to easily access and share certificate details.

As part of the Governor's Workforce Cabinet, ADWS and partners implemented the Arkansas Career Readiness Program in January 2008. Successful completion of ACT WorkKeys assessments in Applied Mathematics, Locating Information, and Reading for Information can lead to earning a Career Readiness Certificate. This certificate demonstrates workplace readiness in possessing these basic foundational skills, which are the fundamental, portable skills that are necessary for conveying and receiving information critical to training and workplace success.

60,387 Certificates Issued

Jan. 2008 - Dec. 2014

6,768 Certificates Issued in 2014

CRC Certificate Levels*

- **Platinum—Level 6 18 issued**
- **Gold—Level 5 1,283 issued**
- **Silver—Level 4 4,265 issued**
- **Bronze—Level 3 1,202 issued**

**Levels based on WorkKeys® assessments for core employability skills on the profiled jobs.*

Employers are constantly seeking a competitive edge. Employers need employees who possess the foundational skills necessary that set them apart as "workplace ready."

By hiring job seekers who have acquired a Career Readiness Certificate, hidden costs associated with lost production time, turnover rate and on-the-job training can be reduced.

Microsoft® IT Academy Program

Arkansas remains the first and only state in the nation to offer Microsoft IT Academy training to adult job seekers. Through a partnership with the Arkansas Department of Workforce Services, Arkansas Department of Education and Arkansas Department of Career Education, participants are offered instruction for Microsoft IT courses at select Arkansas Workforce Centers throughout the state. Microsoft IT certifications differentiate persons in today's competitive job market and broaden their employment opportunities.

Through ADWS' commitment to help job seekers increase their skills and to assist employers in finding qualified applicants, a comprehensive media initiative for Microsoft IT Academy was launched in the Jonesboro and Camden markets on June 15, 2014, to better market this program. During this 3-month pilot campaign, a wide variety of mediums, message presentations and delivery opportunities were utilized to reach, educate and appeal to different target audiences. To further strengthen the campaign efforts, print collaterals were also distributed to all Arkansas Workforce Centers statewide.

The campaign strategy informed persons about the overall benefits of MITA certification, while incorporating a call-to-action to contact a local Arkansas Workforce Center for more information.

As part of this campaign, a new, powerful positioning statement was introduced that not only complements the Microsoft IT Academy campaign but reinforces the overall goals of ADWS and the Arkansas Workforce Centers.

GET SKILLED.℠ CERTIFIED. A JOB.

As a result of this 3rd quarter advertising campaign, coupled with the distribution of print collaterals to all Arkansas Workforce Centers, customer enrollment increased statewide by 186.43 percent, as compared to 2nd quarter enrollments.

Occupational Skills Assessment

Transitional Occupation Relationship Quotient is an occupational skills assessment system that is utilized within the Arkansas Workforce Centers to help customers assess their skills and identify other jobs for which they may be qualified. ADWS initially licensed the TORQ program in March 2012 for use with the long-term unemployed; however, it was soon determined to expand this initiative by providing occupational skills assessments to participants in every ADWS program. Moreover, this service is now being offered to community nonprofits and students at the high school and community college level.

Our ever-increasing success with the occupational skills assessment program continues to help individuals "think outside the occupational box." Based on previous work and volunteer experience, this system compiles a job seeker's skills, matches that skill set to real-time job openings, identifies skill gaps and provides a list of educational and training institutions where those skill gaps can be addressed.

A total of 44,863 occupational skills assessments were created in 2014 for ADWS customers statewide. Since its inception, more than 110,000 individuals have received their personal occupational skills assessment profile in order to identify alternative occupations, find new or better jobs and to locate higher education institutions to begin a training program.

Investing in Families

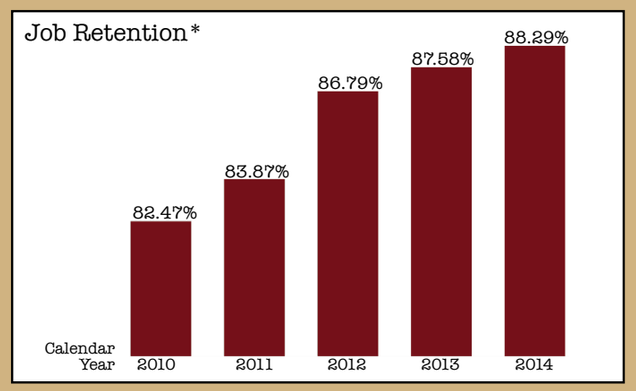
The Arkansas Temporary Assistance for Needy Families program was created to help families stay together by empowering family leaders with job skills, resources and assistance. With that in mind, TANF serves four functions:

- Provides assistance to needy families so that children may be cared for in their own homes or in homes of relatives.
- Ends the dependence of needy parents on government benefits by promoting job preparation, work and marriage.
- Reduces the incidences of out-of-wedlock pregnancies.
- Encourages the formation and maintenance of two-parent families.

The Transitional Employment Assistance program (TEA) emphasizes work as the first step toward building a brighter future. Through training, education and work activities, individuals are guided to become self-sufficient.

The TEA program is federally funded through the TANF block grant. Financial assistance is based on family size, income, resources and the ages of the children. Time-limited support is provided while moving individuals back into the labor market with a variety of supportive services.

With TANF's innovative programs, Arkansas has transformed public assistance from a system focused on entitlement to one focused on personal responsibility and sustained self-sufficiency.



**Based on calendar year monthly average of TEA participants that have obtained and retained employment.*

Krystel Cannon, TEA participant, and her daughter.

At age 17, a single mother, high school graduate and attending college, Krystel Cannon knew it would be hard financially to reach her goals. Cannon learned of the Transitional Employment Assistance program which could aid with financial needs while attending school. Cannon began as a work experience placement, which provided her valuable job experience. She explained that TEA eased some of the financial burden by reimbursing her for travel (gas) expenses so she could commute back and forth from school. Cannon had tremendous support from her TEA case managers who encouraged her to make goals and stay focused in order to succeed. "I always had my case managers to lean on," Cannon said.

With help from ADWS, Cannon obtained employment with Walmart in Searcy. She entered into the Work Pays program, of which she exceeded the federal poverty level due to rate of pay at $16.17, after being promoted to the Walmart Distribution Center in Searcy. She later received a second promotion which increased her hourly wage to more than $17 per hour. Cannon credits her success to the Arkansas TANF program and the TEA staff at the Arkansas Workforce Center located in Searcy. Cannon commented, "I can't say enough how this program has changed my life. If the resources are out there to help you succeed in life, take full advantage. It's one of the best choices I have ever made. I have learned and grown so much."

Temporary Assistance for Needy Families

Jobs for Veterans State Grant

The U.S. Department of Labor's Jobs for Veterans State Grant provides funding for staff to exclusively serve veterans and eligible persons. The types of positions funded are the Local Veterans Employment Representatives (LVER) and Disabled Veteran's Outreach Program (DVOP). LVERs' efforts are concentrated on outreach to employers, and DVOP representatives focus on direct client services. Staff is strategically placed in locations with the highest concentration of veterans. To meet the specific needs of veterans with barriers to employment, DVOP and LVER staff are thoroughly familiar with the full range of job development services and training programs.

During 2014, we served 2,815 Veterans and eligible persons, with a total of 1,823 total veterans entering employment during the year.

ESGR Statement of Support

A Statement of Support with the Employer Support for the Guard and Reserve, a Department of Defense office, was executed on August 18, 2014, to signify ADWS' commitment to this endeavor. This program is the cornerstone of ESGR's effort to gain and maintain employer support for the Guard and Reserve.

The execution of this Statement of Support acknowledges that ADWS pledges to:

- Fully recognize, honor and enforce the Uniformed Services Employment and Reemployment Rights Act (USERRA).
- Provide our managers and supervisors with the tools they need to effectively manage those employees who serve in the Guard and Reserve.
- Appreciate the values, leadership and unique skills service members bring to the workforce and encourage opportunities to employ Guardsmen, Reservists, and Veterans.
- Continually recognize and support our country's service members and their families in peace, in crisis, and in war.

> The overall intent of the ESGR program is to increase employer support by encouraging employers to serve as advocates for employee participation in the military.

Veteran Services

Job-Driven National Emergency Grant

In June 2014, ADWS was awarded a grant totaling $2,472,124 through the Job-Driven National Emergency Grant program. The purpose of the grant is to implement or expand job-driven training programs for laid-off workers in fields that have demonstrated demand for new employees. Key industries include medical coding/billing, advanced manufacturing/multi-craft technicians and commercial drivers.

Efforts are mainly being focused on the Fort Smith Metropolitan Statistical Area, which has been hard-hit by multiple layoffs, plant closings and military installation shutdowns. Services include assessment, classroom training, on-the-job training and intensive services such as job coaching and job seeking skills. This grant program will benefit those dislocated workers, with priority to the long-term unemployed and those who have been profiled as likely to exhaust unemployment insurance benefits.

This grant is estimated to train a total of 239 participants during its time frame of July 1, 2014, through September 30, 2016. Grant partners include the Arkansas Department of Workforce Services; University of Arkansas at Fort Smith; Western Arkansas Planning and Development District; Arkansas Workforce Investment Boards; and Winrock International.

Ark. Partnership for Nursing's Future

The purpose of this $4.9 million grant, received in 2012 from the Department of Labor, is to enable Arkansas workers statewide to be trained for careers in the nursing profession, which include Certified Nursing Assistants, Licensed Practical Nurses, Associate Degree Nurses and Bachelor of Science Degree Nurses. The grant's goal is to train a total of 1,200 participants during the time frame of April 1, 2012, to April 2, 2016.

By the end of 2014, the ADWS Arkansas Partnership for Nursing's Future grant had already far exceeded its goals for training in the nursing profession. More than 2,600 participants have enrolled in CNA, LPN, RN and BSN classes. This is 216.7 percent of the original goal of training 1,200 participants. Thus far, 1,165 have completed training and received a degree or certificate in health care fields—that is 121.4 percent of the original goal.

More than 550 participants have gained employment through the program, which is 78 percent of the total grant goal. Since more than a year remains in the grant, APNF is on track to exceed the employment goals, as well.

National Award

The Governor's Dislocated Worker Task Force Reemployment Services unit was honored during the National Association of State Workforce Agencies Salute to the Leadership conference held September 16-19, 2014, in Burlington, Vermont.

RES staff met or exceeded required criteria and received the 2014 James F. Walls Team Award. This award honors a local office, one-stop center, central office division or unit, or a special team which demonstrates extraordinary service in its assignment area, functions, local community or area. The award criteria requirements are:

- Demonstration of outstanding dedication to customers and colleagues, as well as extraordinary service to the local community or area served;
- Demonstration of collaboration with partners in the agency, state government, community, (reaching out to others beyond the core group or team);
- To be an office, division, unit or team which is part of the official state workforce system; and
- Not be considered as an "executive management team."

The Reemployment Services team conduct job search workshops across the state designed to assist job seekers who are identified as requiring special services to promote successful returns to the workforce. This team also works individually with participants who are profiled as requiring a higher level of assistance in their attempts to return to the workforce.

Local Award

The 2014 Best of Faulkner County Readers' Choice Awards, presented by the Log Cabin Democrat newspaper, voted the Conway Workforce Center as First Runner-Up Best Employment Agency for the third consecutive year. Being recognized again by the very customers who use our services is a reflection of the outstanding customer service the Conway staff continues to provide.

Approximately 30 employees from ADWS, Workforce Investment Act programs and other agency partners work at the Arkansas Workforce Center's Conway office, providing services to both employers and job seekers.

2014 RES TEAM

(Front Row, l-r) Darius Richmond, Reemployment Specialist, Hope; Tammy Dragon, Program Operations Manager, Little Rock; Pauline Kennedy, Reemployment Specialist, Helena/Forrest City; Monica Macon, Southwest AR Job Search Coordinator, Texarkana; Lanita Wadley, Northeast AR Job Search Coordinator, Paragould. (Back Row, l-r) Greg Bodiford, Southeast AR Job Search Coordinator, Monticello; Charley Hilton Jr., Reemployment Specialist, Benton; Jay Bassett, Division Chief, Little Rock; Mary Agee, Northwest AR Job Search Coordinator, Fayetteville.

Governor's Dislocated Worker Task Force

The Governor's Dislocated Worker Task Force was established in 1983 to help Arkansas meet changing workforce needs and compete more effectively in a global economy. The task force is charged with addressing the concerns of communities and individuals affected by worker dislocation. Identifying many permanent closings and substantial workforce reductions in advance, the task force, whenever possible, begins immediately to work with the company, the community and the affected individuals to lessen the impact of dislocation.

During 2014, the task force responded to more than 91 company layoffs or closures affecting 4,409 workers.

More than 2,700 workers were served at 48 Worker Assistance Workshops.

The transition centers program is executed on-site to assist workers who will be affected by layoff or closure. This has proven to be a successful initiative for many dislocated workers who are able to find new employment, thereby eliminating the need to apply for unemployment insurance benefits.

The Governor's Dislocated Worker Task Force unites the expertise of the Arkansas Department of Workforce Services, Arkansas Economic Development Commission, Arkansas American Federation of Labor, Congress of Industrial Organizations, Workforce Investment Areas, area health services and other agencies, as appropriate. These partnerships are united to meet the needs of dislocated workers and employers.

ADWS on Wheels

The Arkansas Department of Workforce Services owns five mobile workforce units, comprised of three RVs and two travel trailers, which are operated by the task force. These are used to assist with employment services and supplement local resources, as needed. The mobile units are an integral resource addressing worker dislocation and natural disaster-affected areas by providing on-site assistance. Each unit has full Internet connectivity and is equipped with computers, printers, copiers and fax machines. All of the mobile workforce units include JAWS (Jobs Application with Speech) software, with most units being handicap accessible.

In 2014, the mobile units supported 85 events statewide to assist job seekers and employers. These events included opportunity fairs, career fairs, business expos, transitional centers, community events, career days and on-site employer-led training.

Last year, in an effort to provide adequate storage for the mobile workforce units, ADWS purchased property located at 6700 Young Road, Little Rock, for $375,000. In 2014, ADWS invested an additional $43,715 for improvements to the site in order to provide security and safety for the stored assets. ADWS Maintenance Department oversaw the replacement of five overhead doors, three of which were new doors and two of which that were reconstructed from the materials of the older doors. This process also required the procurement of nine circuits for the doors, a half conduit for safety switches and one replacement spring. Along with the replacement overhead doors, ADWS Maintenance also installed new programmed door openers.

Electrical services at this location were rewired, which required the removal of three transformers at the meter and the installation of an upgraded circuit breaker panel. Another important improvement was the installation of power receptacles. Three 50amp/250v circuits were installed to provide the mobile workforce units charging stations. ADWS also replaced a RPZ backflow preventer valve on the water system at this location, which was a requirement set by Central Arkansas Water.

These site improvements provide better protection and general maintenance for the ADWS mobile workforce units.

Reemployment Services Unit

The Reemployment Services program is designed to encourage active participation and completion by unemployment insurance claimants who are profiled as likely to exhaust UI benefits before acquiring gainful employment. The RES team selects program participants within the first five weeks of the UI claim being filed to attend a four to six hour job search workshop. This workshop provides an overview of the program requirements, orientation to the ADWS' Arkansas Workforce Center system, labor market information, job search tips, proper résumé and application preparation, and interview skills information.

Additional requirements mandate that each participant complete an occupational skills assessment to identify the participant's knowledge, skills and abilities based on previous education or certifications held and work experience. The results of the skills assessment are used to identify alternate occupations for which the participant is qualified, as well as offer real-time job referrals. Participants are also required to engage in additional assessment activities by completing an online job search skills learning component (Career Ready 101) that would lead to obtaining either a Career Readiness Certificate or a referral to adult education to improve their basic skills.

Finally, participants identified as requiring additional assistance must complete up to five mandatory counseling appointments scheduled every two weeks with one of the RES team members. Participants have a total of nine required appointments. An unauthorized absence from an appointment would result in the deferral of one week of UI benefits (maximum of nine weeks deferred).

The results of the RES program as a whole were strong with a 93 percent participation rate among the selected profiled claimants. The average duration of weekly claims declined by 68 percent, with an estimated benefit savings of $13.1 million to the UI Trust Fund in 2014. A control group with equal demographics, whom were not selected for the RES program, was utilized for metrics.

Due to the overwhelming success of the RES program, it was determined the services provided by the RES team would be beneficial to a wider audience. The team actively engages in community outreach initiatives throughout Arkansas. Additionally, the RES team participates and assists job seekers and students in as many job fair/career expo events throughout the state by providing résumé reviews, information on properly completing an application, interview skills, job search techniques and more.

Trade Adjustment Assistance Program

Trade Adjustment Assistance program field staff provided case management services for 1,014 clients across the state of Arkansas during 2014. Workers deemed TAA eligible by the United States Department of Labor were dislocated from industries ranging from consumer electronics and auto parts to hand tools and steel/aluminum industries. TAA certified businesses were located in every corner of the state, with the northwest and northeast corners experiencing the most activity. TAA staff also assisted a significant number of workers that were laid off in other states who chose to relocate to Arkansas per DOL's Agent State/Liable State guidelines.

Primary among the services provided to TAA clients are processing of job search and relocation allowances, contract development for on-the-job training and classroom occupational training, and TAA training waiver services. TAA staff serve as the primary liaison between the more than 200 training providers under contract with ADWS and the dislocated workers they serve. Many times, these training programs can span three or more years; therefore, the relationships the TAA field staff have with the clients and training providers are essential in attainment of "job-ready" skills for the clients.

Historically, TAA was designed to assist workers in the manufacturing industries. Changes in the 2011 TAA regulations allowed for the inclusion of workers in the service industry (call centers, tech support, etc.). Prior to the beginning of 2014, DOL again reversed course and determined that workers in these service industries would no longer be eligible for future TAA certifications. While TAA staff members are still assisting service industry workers that were covered under those certifications, there will be no new service industries eligible for TAA services barring another change in DOL regulations.

Monitoring and Compliance Unit

The Trade Adjustment Assistance Monitoring and Compliance Unit is responsible for managing and tracking follow-up for participants that have successfully completed training services subsidized through the TAA program. This unit assists with providing data to help the TAA program determine if the training being offered leads to marketable skills and self-sufficiency. Upon program completion, direct contact is made each quarter for one year to determine if the participant has become employed and the type of employment attained; or, if the client remains unemployed, are there are any other services staff could provide to assist. During 2014, a total of 1,127 TAA participants have been added and tracked through the TAA Monitoring & Compliance Unit.

Due to the large volume of participants eligible for TAA monitoring services, it was determined that an electronic database was warranted to accurately manage the program. The TAA Monitoring & Compliance Unit Tracking System was completed in 2014, with Beta testing scheduled to begin on January 1, 2015.

Customer Satisfaction Survey

Our customers expect and deserve a quality experience. In order to continuously make improvements in efficiency and effectiveness—as well as increase our citizens' trust in ADWS operations—the agency has established a systematic process for soliciting customer feedback. Customer feedback is important, as it helps us better understand our customers' evolving needs and provides specific, actionable data to guide service improvement efforts. The main method in which we solicit customer feedback is through our annual customer surveys.

In 2014, we contracted the University of Arkansas at Little Rock's Survey Research Center to conduct the annual survey of our three main customer groups: job seekers, employers and TANF participants. Ratings are based on a scale of 1 to 10—where "1" means "Very Dissatisfied" and "10" means "Very Satisfied." From the total surveys, 50 percent of TANF recipients, 45 percent of employers and 41 percent of job seekers rated our services at 9 or 10, indicating "Very Satisfied." The TANF recipients' average score was 7.8 for overall satisfaction. Employers (those who received job services) gave us an average rating of 7.7, while the job seekers average rating was 7.5.

A genuine understanding of customers' needs and expectations is essential for improving our value to customers and the citizens of Arkansas.

Improving our customer satisfaction is an ongoing goal. We must strive to achieve a 9 or 10 rating from at least 50 percent from all three customer segments. We will continue to survey our customers to ensure that we are offering services and programs that meet and/or exceed the needs and expectations of our customer base.

Survey Group	Average Rating	Percentage Rating of 9 or 10
TANF Recipients	7.8	50%
Employers	7.7	45%
Job Seekers	7.5	41%

ADWS, its Arkansas Workforce Centers and partners are continuously seeking ways to offer the multitude of services and programs available in order to connect job seekers and employers.

Career Expos

The agency's participation in numerous career and business expos all around the state increases from year to year. These events provide a venue that afford job seekers and employers alike to meet, gather information and provide interview opportunities for hundreds of potential applicants. This can be invaluable in the competitive job market, allowing job seekers the opportunity to ask questions and make concrete connections with potential employers.

Facebook

In 2014, ADWS posted more than 445 jobs to its Facebook page, averaging approximately 8 listings weekly. Additionally, more than 100 job fair and career expo events from around the state were marketed through this social media outlet. Originally launched in June 2012 as another avenue to connect job seekers and employers, the ADWS fan base is comprised of 44 various counties around the state and 9 different countries.

Information Desk

By providing an initial, single point of contact for customers, the ADWS Information Desk is able to handle customer inquiries in an efficient and timely manner. In 2014, this customer service unit fielded more than 12,800 calls. Sixty-six percent of these inquiries were handled by the Information Desk staff, without the need to transfer the call to a subject matter expert. The Information Desk staff also follows up with callers to ensure their inquiries are resolved satisfactorily. This follow-up is designed to be completed within two business days of the call resolution.

In continued efforts to provide comprehensive services to employers and job seekers, ADWS and its partners collaborate through the Arkansas Workforce Centers located throughout the state. These convenient “one-stop” centers are designed to eliminate the need to visit multiple locations by integrating various workforce development programs into a single system. This offers customers, both the job seeker and employer, a plethora of programs and services in a much more accessible and user-friendly environment.

BUILDING RENDERING - Magnolia, Ark.

Improved Facilities

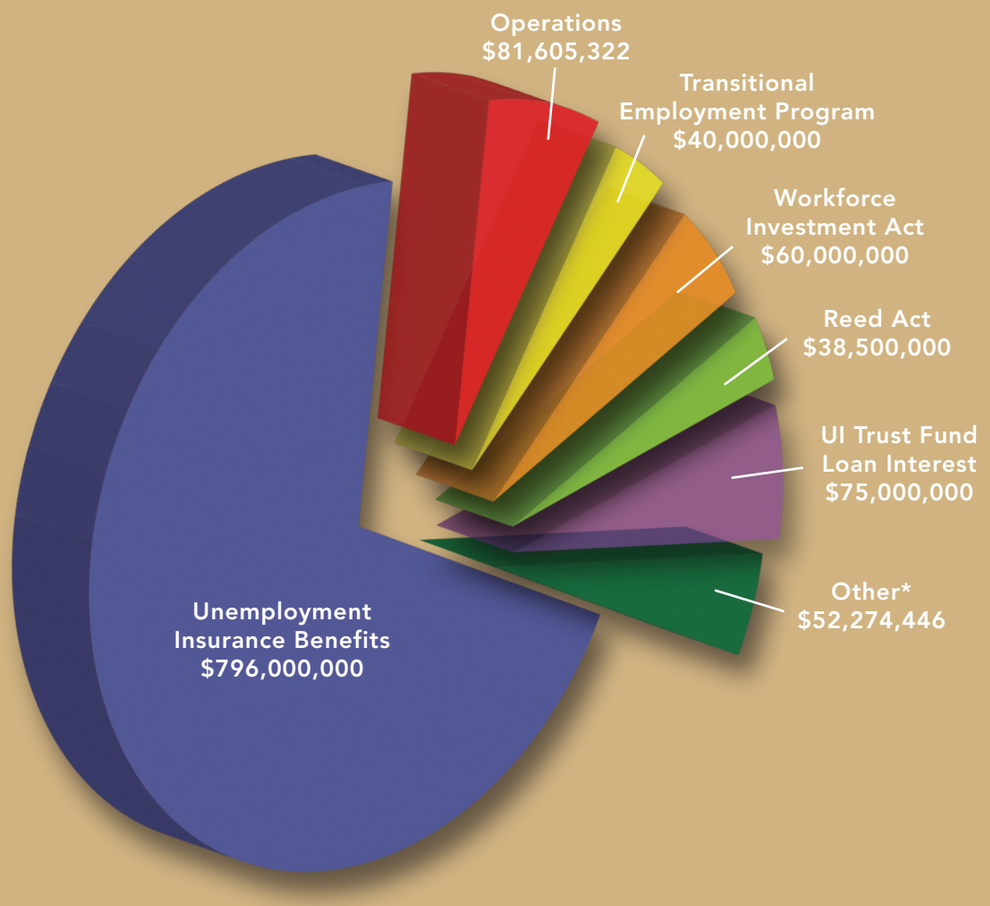
On January 8, 2014, ADWS, along with the Magnolia Economic Development Council, Southern Arkansas University system and SAU Tech Camden, executed an agreement for the construction of a new Arkansas Workforce Center.

ADWS will invest approximately $1.7 million for the design and construction of a 14,651 sq. ft. building sufficient to house a one-stop on the campus of Southern Arkansas University in Magnolia. Upon completion, ADWS will occupy 5,829 square feet of the building through a prepaid 26.5 year lease. Southern Arkansas University Tech shall make adult education available at the one-stop and support the Smarter Sentencing program for Columbia County. The Southwest Arkansas Planning and Development District will also locate in the building. Partners with ADWS in this effort are the Magnolia Economic Development Corporation, SAU, SAU Tech, and SWAPDD. The building is projected to be completed in October 2015.

Grants FY 2014-2015

Unemployment Insurance Benefits	$ 796,000,000
Operations	81,605,322
Transitional Employment Program	40,000,000
Workforce Investment Act	60,000,000
Reed Act	38,500,000
UI Trust Fund Loan Interest	75,000,000
Training Allowances & Payments*	15,000,000
Special Fund*	11,330,389
Disaster Relief Payments*	5,000,000
Training Trust Fund*	5,000,000
UI Administration Fund*	5,000,000
Individual Development Account Trust Fund*	1,700,000
Loans to Workforce Investment Boards*	1,500,000
Workforce Development Grants*	7,744,057
Total:	**$ 1,143,379,768**

*Noted in "Other" category portion of chart.



UI Trust Fund Status

December 31, 2014

Balance, Beginning of Year	$ 96,418,072
Revenues	
Unemployment Insurance Contributions	360,000,361
Reimbursement From Other States	17,278,548
Reed Act Proceeds	20,727
Advanced Interest Proceeds	60,453,237
Interest Income	2,377,861
Total Revenues	$ 440,130,735
Expenditures	
Unemployment Benefit Payments	241,041,113
Interstate Benefits	4,817,055
Repayment of Title XII Advances	52,982,262
Total Expenditures	$ 298,840,429
Excess (Deficiency) of Revenues Collected Over Expenditures	141,290,305
Balance, End of Year	**$ 237,708,377**

Core Measures Met

In each quarter throughout 2014, ADWS met the Unemployment Insurance Overpayment Detection Core Measure. The U.S. Department of Labor's goal is 50 percent or more, and ADWS was 56.20 percent for the 3-year period ending December 31, 2014. This includes fraud and non-fraud recoverable overpayments. According to the U.S. Department of Labor's Overpayment Detection Core Measure Report, ADWS met this measure for the first time in the fourth quarter of 2013.

The Overpayment Detection Summary Report is used to measure state performance for the UI Performs* Core Measure. The report covers the Benefit Payment Control period (12 quarters) ending with selected quarter-ending date. A claimant's eligibility for UI benefits can be subject to adjudication by an agency specialist. An overpayment occurs when a recipient (claimant) of unemployment insurance benefits receives a benefit payment for which he/she is not entitled.

Benefit Payment Control; Fraud, Investigations, Recovery and Enforcement Unit; Automated Adjudications System Unit; and Benefit Accuracy Measures Unit were incremental in achieving this agency milestone.

**"UI Performs" is the Unemployment Insurance program's performance management system. The goal of UI Performs is cooperative management, planning and oversight leading to increasingly effective, consistent, efficient service to workers and employers.*

2014, By the Numbers

23,205
Total number of individuals from targeted populations who were certified for the Work Opportunity Tax Credit program.

$54,797,400
Potential tax credits for Arkansas employers as a result of the WOTC certified applicants.

228,708
Total number of customers who received employment-related services.

853,131
Total number of new hires as reported by the Arkansas New Hire Registry.

19,168 Total number of employers reporting new hire data.

4,706
Total number of Career Pathway enrollees.

948 Number of Career Pathways enrollees who received Employability Certificates.

549 Number of Career Pathways enrollees who received Technical Certificates.

658 Number of Career Pathways enrollees who received Associates Degrees.

353 Number of Career Pathways enrollees who received a Certificate of Proficiency.

129,031 Total employers that filed online quarterly wage reports.

Total amount of quarterly wage reports filed online. **$108,025,119**

$252,819,166 Total compensation paid in regular UI benefits, military and federal benefits.

44,863
Total number of customers who received an occupational skills assessment.

$2,472,124
Job-Driven National Emergency Grant Award.

6,768
Total number of Career Readiness Certificates issued in 2014.

2,600+
Total number of individuals (Apr. '12–Dec '14) being trained in the nursing profession through the Arkansas Partnership for Nursing's Future grant.

150
Approx. number of incumbent workers who will receive advanced training in the operation and maintenance of Programmable Logic Controllers.

91+ Number of company layoffs or closures responded to by the Governor's Dislocated Worker Task Force.

1,014
Total clients who received case management services from TAA field staff.

14,651 Total sq. ft. of new one-stop on the campus of Southern Arkansas University in Magnolia.

85 Total number statewide events supported by an ADWS Mobile Workforce Unit.

Arkansas Department
of Workforce Services

2 Capitol Mall | P.O. Box 2981 | Little Rock, AR 72203
www.dws.arkansas.gov | 855-225-4440

Equal Opportunity Employer/Programs
Auxiliary aids and services available upon request to disabled individuals.
Voice 1-800-285-1121 | TDD 1-800-285-1131

ADWS maintains multiple websites to assist job seekers, employers and the general public.
www.dws.arkansas.gov • www.ARJobLink.com • www.discover.arkansas.gov
www.arjoblink.arkansas.gov • www.ArkansasAtWork.org • www.careerwatch.org