



<b>WS 11-26</b>
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<b>Contract Management</b>
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To: Employer Service  
Career Offices

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Subject: Changes for 2012: Performance and Production Measures

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## Purpose

- Emphasize our responsibility for filling employers' open jobs by placing qualified customers in those jobs
- Transmit new performance/production measures for this year and discuss the shared responsibility for meeting them

## Background

The Gulf Coast Workforce Board has designated 14 measures to track our progress towards the Board's results: competitive employers, an educated workforce, more and better jobs, and higher incomes.

In addition to the Board's measures, we are responsible for meeting a set of production measures required by our principal funding source, Texas Workforce Commission (TWC).

We contract responsibility for meeting the targets for performance and production to Workforce Solutions system operators.

## Building a Better System

As our system matures, with basic functions and procedures in place, we want to identify specific areas where we can improve.

- **This year we will concentrate our efforts on successfully filling employers' job postings with qualified candidates.**

Changes in performance and production measures will help direct the system toward this goal. In the coming months we will have several meetings with contract management, managers and supervisors to discuss and answer questions about these changes and all performance expectations for the system.

## Board Measure Change

- Market Share – This measure counts the percent of employers in the region who receive a service from us. We define which services count. This year providing the employer with labor market information does not count toward meeting the measure. The remaining countable services relate more directly to helping employers post and fill job openings.

## Production Measure Changes

- \*New\* Job Postings Filled Rate – This new production measure replaces one that measured the percent of staff-created job openings we fill. The new measure counts the percent of all WorkInTexas postings filled with a WorkInTexas contact. This will include both staff-created and employer-created postings.
- \*New\* Employer Success Rate – This measure tracks our success in posting at least one hire a year for each individual employer who posts in WorkInTexas during that year
- \*New\* Choices Work Rate – We will introduce this new measure later in the year. It will show the percent of TANF customers who working in subsidized or unsubsidized employment, but not volunteer employment (i.e., “community service”). This measure will run in parallel with the existing Choices Participation Rate measures.
- Average Choices Single Parent and Two Parent Participation Rates – We continue to be responsible for meeting both measures. Board staff will change the Cooperation Rules in the next few weeks to ease the requirements for verification of work search. We want staff to spend more time helping our customers go to work and less time talking about how a customer must prove the time she spends looking for work.
- We will no longer measure the following:
  - Staff-created job openings filled
  - WIA Youth attainment of degree or certificate
  - UI claimant Reemployment Rate
  - RIO customers served

## Meeting the Measures

Employer Service and the career offices share responsibility for serving the region's employers. Each division depends on the other to perform and produce.

- ✓ Employer Service markets all our services to area employers. ES asks employers what they need and suggests how our services can help meet those needs. The most often requested service is help in filling an open job.
- ✓ Career office staff is responsible for finding and referring qualified candidates to fill the job.
- Market Share – Employer Service has contractual responsibility for meeting this performance measure. ES will not get credit for performing unless the system produces sufficiently to meet the Job Posting Fill Rate measure.
- Job Posting Fill Rate – Career Office operators have contractual responsibility for meeting this production measure. They will not get credit for producing unless the system performs well enough to meet the Market Share measure.
- Employer Success Rate – Employer Service and Career Offices will both have responsibility for this production measure. It encourages the parts of the system to work together to post and fill all employers' postings. We will count each employer who fills postings with a contact only once a year. This will encourage us to work all job postings and concentrate less on large hiring events with a few employers.
- Customer Loyalty – Employer Service is responsible for meeting this measure
- Choices Work Rate and Choices Single and Two-Parent Participation Rate – Career offices are responsible for this measure.

## Action

1. Make sure all staff understands it is their job to help fill WorkInTexas job postings with qualified candidates.
2. Help staff know how to prepare our customers for a successful job search.
3. Prepare to change the performance expectations for Staffing Specialists to align with the new Job Posting Fill Rate measure. We will send you instructions for changing the desk aid, "Using WorkInTexas.com for Daily Tasks" explaining how to calculate an individual Job Posting Fill Rate as soon as WorkInTexas has updates to allow the calculation.

## Questions

Staff should direct questions to their immediate supervisors. Direct questions to the Board staff through the electronic Q&A posted with the policy on the website at <http://www.wrksolutions.com/staff/policiesandprocedures.html>.

## Attachments

1. New Performance Measure Definitions