

# Trade Adjustment Assistance Customer Recruiting Plan Updated: 4/01/2011



## Background

The Trade Act of 1974 provides Trade Adjustment Assistance (TAA) to workers whose employment is adversely affected by increased foreign imports. The Texas Workforce Commission (TWC) contacts Trade-affected workers by mail and encourages individuals to take advantage of Workforce Solutions services. Until recently, few companies in the Houston-Galveston region were certified for trade-related layoffs.

## Situation Summary

Workforce Solutions is now challenged with recruiting trade-affected workers to take advantage of TAA. In addition to typical Workforce Solutions services, TAA provides for the following services to help customers find a job, keep a job or get a better job:

- Financial aid for up to 156 weeks of full-time or part-time training
- Extended UI payments for up to 156 weeks if the customer is in training
- A tax credit that is equivalent to 80% of COBRA payments
- Financial aid to search for work outside the region
- Financial aid to relocate for a job outside the region
- Differential wage subsidy for workers age 50 or over.

## Outreach

A small number of customers follow TWC guidance and visit Workforce Solutions. Signage in each office prompts those customers to identify themselves to staff as Trade Act eligible customers. See Exhibit I.

The majority of customers don't visit Workforce Solutions; therefore we are reaching out and inviting them to come into an office. **During the month after certification, Workforce Solutions will reach out to trade-affected workers on a weekly basis.**

Round	Medium	Message
Week 1	Postcard 1	Contact us for TAA services Exhibit II
Week 2	Postcard 2	Still not found a job? Let us help you get more/different training. Exhibit III
Week 3	Appointment-setting phone call	You haven't taken advantage of TAA services. Let us set an appointment for you to talk with a Trade Act Specialist who will help you get the most out of TAA benefits. See <i>TAA Call Center</i> information
Week 4	Postcard 3	Don't wait until it's too late. Let us help you get back to work. Exhibit IV

# TRADE ADJUSTMENT ASSISTANCE

**Tell us if you worked for one of these companies.**

- Baker Hughes Oilfield Operations  
Houston
- Bimbe Bakeries USA, Inc.  
Houston & Fort Worth
- DataDirect Technologies  
Sugar Land
- DHL Global Forwarding  
Houston
- DHL Information Services  
Houston
- Hewlett Packard - Personal Systems Group - Notebook  
Houston
- Hewlett Packard - Personal Computer  
Houston
- Inventus Distribution Corporation  
Houston
- Kongsberg Automotiva, Inc.  
Wills
- NuVasive (Dermis Sciences)  
Houston
- Oronide North America  
Houston & Dallas
- Seminate Tube Co. - Wheeland  
Houston
- Tals Direct  
Houston
- TCM America, Inc.  
Houston
- Tensaris Corrosion (Maverick Tube)  
Corpus & Houston
- Texas A&M (Maverick Tube)  
Houston
- Tyco Flow Control  
Houston
- U.S. Steel Tubular Productions  
Dallas & Lake Charles
- U.S. Steel Tubular Products  
Houston

## WE CAN HELP YOU GET BACK TO WORK AFTER A TRADE-RELATED LAYOFF.

Let us know if you were laid off from one of the companies listed above.

If you qualify, **TRADE ADJUSTMENT ASSISTANCE** may provide:

- Training to get a new job
- Help with health insurance coverage
- Extended unemployment insurance benefits

**Workforce Solutions**



**TRADE  
ADJUSTMENT  
ASSISTANCE**

**We can help you get back to work  
after a trade-related layoff.**




<p>Our records indicate that you were laid off from [Employer_Name]. You may be eligible for Trade Adjustment Assistance, which includes:</p> <ul style="list-style-type: none"><li>• Training to get a new job</li><li>• Help with health insurance coverage</li><li>• Extended unemployment insurance benefits</li></ul> <p>Contact us today to learn more. Workforce Solutions - [Office_Name] [Office_Extra Address] [Office_City], [Office_State] [Office_Zip] [Office_Phone]</p> <p>Workforce Solutions is the public workforce system in the Houston-Galveston region. We link employers to job candidates and people to jobs. Let us help you find a job, keep a job or get a better job.</p> <p><b>1-888-469-JOBS</b> <b>wrksolutions.com</b></p> <p><small>Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Texas Relay Numbers: 1-800-735-2989 (TDD) • 1-800-735-2988 (VOICE) • 711</small></p>	 <p>P.O. Box 22777 Houston, TX 77227-2777</p> <p>[Customer_First_Name] [Customer_Last_Name] [Customer_Address 1] [Customer_City], [Customer_State] [Customer_Zip]</p>
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EXHIBIT III: Customer Outreach Week 2



**STILL LOOKING FOR WORK?**

**Our records indicate you are still eligible for Trade Adjustment Assistance, which includes:**

- Training to get a new job
- Help with health insurance coverage
- Extended unemployment insurance benefits

**Our counselors are here to help**



**Come visit the career office nearest you:**  
 Workforce Solutions – [Office\_Name]  
 [Office\_Extra Address]  
 [Office\_City], [Office\_State] [Office\_Zip]  
 [Office\_Phone]  
[www.wrksolutions.com](http://www.wrksolutions.com)

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**Workforce Solutions**  
 P.O. Box 22777  
 Houston, TX 77227-2777

[Customer\_First\_Name] [Customer\_Last\_Name]  
 [Customer\_Address 1]  
 [Customer\_City], [Customer\_State] [Customer\_Zip]

EXHIBIT IV: Customer Outreach Week 4

# TRADE ADJUSTMENT ASSISTANCE

**[FIRST NAME], TIME IS ALMOST UP!**  
**Don't miss out on assistance  
after your trade-related layoff.**



Workforce Solutions

[First\_Name], your Trade Adjustment Assistance benefits may soon expire, and we haven't seen you yet. We can still help you get back to work by providing:


- Training to get a new job
- Help with health insurance coverage
- Extended unemployment insurance benefits

**Call or visit us today!**  
Workforce Solutions - [Office\_Name]  
[Office\_Extra Address]  
[Office\_City], [Office\_State] [Office\_Zip]  
[Office\_Phone]

Workforce Solutions is the public workforce system in the Houston-Galveston region. We link employers to job candidates and people to jobs. Let us help you find a job, keep a job or get a better job.

**1-888-469-JOBS**  
[wrksolutions.com](http://wrksolutions.com)

**DON'T MISS OUT**



Workforce Solutions  
P.O. Box 22777  
Houston, TX 77227-2777

[Customer\_First\_Name] [Customer\_Last\_Name]  
[Customer\_Address 1]  
[Customer\_City], [Customer\_State] [Customer\_Zip]

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