

**SAVE THE DATE**  
Alaska State HR Conference



May 18-19, 2017  Anchorage Hilton  
<http://alaska.shrm.org/conference>

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ALASKA SHRM STATE COUNCIL 

*Rapid Response Unit: Alaska Department of Labor and Workforce Development*

- By: Lisa Mielke & Kim Kolvig, Statewide Coordinators

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**Rapid Response**



ALASKA DEPARTMENT OF LABOR  
& WORKFORCE DEVELOPMENT

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## By the end of our time with you today...

### We hope you'll:

- Understand the critical importance of our Rapid Response team
- Know that a proactive view of Rapid Response is the key to success
- Embody the top 11 Quality Principles



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## Rapid Response program

Rapid Response is a program that offers high quality services to communities, businesses and individuals who are addressing economic impacts, industry changes, and natural disasters.

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## What is Rapid Response?

- Rapid Response is a proactive, ongoing, value added business service that can help businesses succeed.
- It's a program that is available to help during any stage of the business cycle.
- It's a service that you have already paid for via your federal taxes.

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## What is a great Rapid Response? Ask 2 questions...

A great Rapid Response begins with a question...

1. What is going on with your company?

It continues with another question:

2. What can we do to help your company?

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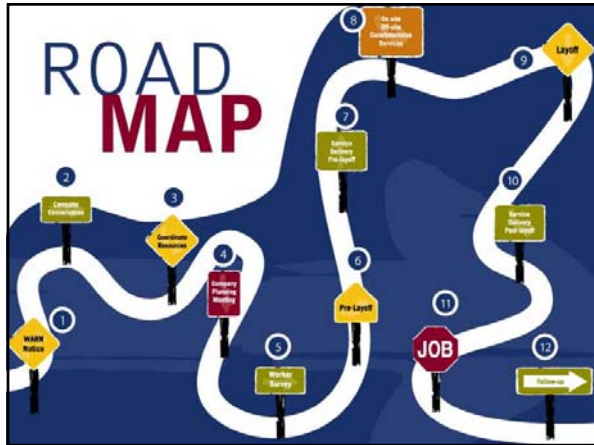
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We are the government  
and  
we are here to help



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### Why more companies aren't using Rapid Response Services

- Government program stigma
- It's free – how good can it be?
- Confidentiality
- What about Sabotage?
- Need to keep layoff information from the employees as long as possible
- Rapid Response, Who??

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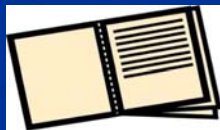
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### Building Employer Trust

- Talk about the services available
- Share handouts with them
- Surviving a Layoff resources
- Sample Workshop Agendas



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### Employer Assistance

- Early notification – helps alleviate concerns.
- Employee loyalty when employer is in an active roll.
- Climate where rumors are addressed and controlled.
- Workers comp claims and sick leave are reduced.
- Assistance to HR with questions, complaints and concerns.
- Transition teams or peer programs.
- Pre-layoff services for employees.

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**Rapid Response- a business service**

- Can help businesses that are hiring connect with available workers
- Can help struggling businesses by connecting them with resources available to help with their individual needs
- Can help businesses retain their workers by providing alternatives to layoffs by exploring layoff aversion strategies

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**Rapid Response- a business service**

- Layoff Aversion – RR services may assist in keeping workers in their present or new jobs, possible avoiding a dislocation event
  - Coordinating pre-feasibility studies
  - Management or employee buyouts – stock ownership plans
  - Incumbent worker training
  - Business planning, new product development, market exploration
  - Coordinating with economic development and other partners

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**Partnerships**

- Partnerships help communities pull together during economic downturns or a dislocation because they can lead to the allocation of additional resources and information to address business needs and/or worker layoffs.
- Allows for a wider array and capacity for services.

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### Coordination of partner services

- One-Stop Operator
- Local economic development agencies
- Mental health services
- Outplacement Agency's
- Native Organizations
- Health insurance planners
- Financial planners
- Community and faith based organizations
- Educational institutions
- Unions

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### Why use Rapid Response during worker layoffs?

- Can provide assistance to HR to answer questions, complaints and concerns.
  - Including providing information on the Worker Adjustment and Retraining Notification Act (WARN).
- Establishment of transition teams or peer programs to help the workers transition into new employment.
- Provide pre-layoff services for workers such as informational meetings, resume workshops and career counseling.

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### Why use Rapid Response during worker layoffs?

- Pre-layoff services are aimed at improving worker morale and productivity.
  - Early notification of the layoff helps alleviate workers concerns.
  - Employee loyalty increases when the employer is taking an active role.
  - Promotes a climate where rumors can be identified and addressed.
  - Workers compensation claims and use of sick leave are reduced when businesses offer pre-layoff services.

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## Help them see you as a super hero



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## Worker Informational Meetings

- Worker informational meetings
  - Provided to the workers to explain services available to help them transition into new employment.
    - Unemployment Insurance information
    - Employment Services information
    - Career Support and Training information
    - Employment counseling information
- Knowledge of the programs help workers maintain their eligibility for them.



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## Workshop Services

- Rapid response can coordinate on-site workshops that are tailored to worker needs
  - Labor Market Information
  - Resume writing
  - Job search skills
  - Interviewing techniques
  - Stress management
  - Financial assistance
  - Tax assistance
  - Mental health support
  - Health insurance information

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## Excellent Rapid Responders

- Don't wait until the layoff is in the news – our specialists engage with businesses & partners all the time.
- Deliver solutions appropriate to the needs of our customers.
- Develop strategies designed to prevent or minimize the duration of un-employment for workers.

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M1  
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## *When you need us most, we will be there.*




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SFT

## The 10 Quality Principles

1	Timeliness	The quicker information and services are provided, the quicker workers can start the reemployment process
2	Internal and External Partnerships	Help communities pull together Provide access to a wide range of resources Build collaborative opportunities
3	Leveraging Resources	Creates strong community support network that goes beyond Rapid Response and One-Stop activities
4	Seamless Service Delivery	Ensures efficiency and productivity in providing services and getting people reemployed <span style="font-size: x-small;">W2</span>

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## Slide 23

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- W1** In the bottom footer on this page and all others where this language exists, add DOL so it reads "The New DOL Vision of Rapid Response"  
WORREA, 2/25/2011

## Slide 24

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- SF1** Maybe instead of having a separate slide for each of these, we could just list them and give a more extended description to each attendee in the form of a handout? That way we can spend more time talking about using these principles as a lens for the rest of the meeting activities and not provide too much focus on these...  
Susan Famulare, 12/1/2009
- W2** Does seamless service delivery really ensure productivity, OR does it ensure effectiveness?  
WORREA, 2/25/2011

SF2

## 10 Quality Principles

5	Active Promotion	Marketing services through materials, media, websites, social networking, meetings, events, etc.
6	Layoff Aversion	Strategies that help retain or save jobs: <span style="float: right;">W3</span> Instant labor exchanges / Reemployment Self-Employment Assistance (SEA) Prefeasibility studies Incumbent worker training Workshare Linkages to loan programs and other business assistance programs Management or employee buyouts using ESOPs or conventional financing

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SF3

## 10 Quality Principles

7	Consistent and Accurate Information	Information specific to the worksite and community and includes non-job-specific referrals to services and agencies
8	Convenience	Meeting the schedules and location(s) that meets worker and business needs; connecting to One-Stops
9	Customer Choice	Customizing services to meet local or event-specific requirements enhances the success of helping people transition back to employment

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SF4

## 10 Quality Principles +1

10	Measure of Success	Measurable goals provide valuable feedback Collect measurable data (ex.: How many individuals were processed?) <span style="float: right;">W4</span> Determine if activities are successful Identify potential problems Make changes to ensure continuous improvement
+1	INNOVATE	Re-evaluate, Re-vise, Evolve!

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## Slide 25

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**SF2** Maybe instead of having a separate slide for each of these, we could just list them and give a more extended description to each attendee in the form of a handout? That way we can spend more time talking about using these principles as a lens for the rest of the meeting activities and not provide too much focus on these...

Susan Famulare, 12/1/2009

**W3** #6 Layoff Aversion: Add "POTENTIAL" Strategies in the right column.

Workshare is not an option in Ohio, so we want to be sure that is clear - these are potential options but not all states permit Workshare

WORREA, 2/25/2011

## Slide 26

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**SF3** Maybe instead of having a separate slide for each of these, we could just list them and give a more extended description to each attendee in the form of a handout? That way we can spend more time talking about using these principles as a lens for the rest of the meeting activities and not provide too much focus on these...

Susan Famulare, 12/1/2009

## Slide 27

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**SF4** Maybe instead of having a separate slide for each of these, we could just list them and give a more extended description to each attendee in the form of a handout? That way we can spend more time talking about using these principles as a lens for the rest of the meeting activities and not provide too much focus on these...

Susan Famulare, 12/1/2009

**W4** I dislike the word processed in #10. Things are processed. People are served.

WORREA, 2/25/2011

## Connecting to the Business Cycle: The 3 “R’s”



- Rapid
- Relevant
- Relationships

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## Rapid

**WIOA Final Rule**



(a) Rapid response ... “activities necessary to plan and deliver services to enable dislocated workers to transition to new employment *as quickly as possible*”

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## Relevant

**Businesses are Rarely Static**

- Growing
- Contracting
- Closing



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## Relationships

### With Business:

- Long Term
- Through Ups and Downs
- A Constituency in the Business Community



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## Worker Adjustment and Retraining Notification Act (WARN)

Covers two kinds of events:

1. *Plant closing*
2. *Mass layoff*

Only applies to “business enterprises”



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## WARN General Provisions

**WARN** offers protection to workers, their families and communities by requiring employers to provide notice 60 days in advance of covered plant closings and covered mass layoffs.

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## Who Receives Notice

A **WARN** notice must be provided to either affected workers or their representatives (e.g., a labor union); to the State dislocated worker unit; and to the appropriate unit of local government.

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## Sample WARN Letter

(COMPANY "WARN" LETTER)  
(SAMPLE)

\_\_\_\_\_ (date)

Mr. Michael L. Paryzinski  
Dislocated Worker Unit Manager  
S.C. Department of Commerce  
1201 Main Street, Suite 4000  
Columbia, South Carolina 29201

Mr. Paryzinski:

Pursuant to the WARN (Worker Adjustment and Retraining Notification) Act, Public Law 100-76, notification is hereby given that name of company, and physical address of affected site:

- Is permanently laying off \_\_\_\_\_ employees, and the first layoff date is expected to occur on date.
- Is permanently closing its facility on date, if applicable.
- There are a total of \_\_\_\_\_ permanent full time employees in the company.
- This action is because of reason for layoff or closure.
- The local point of contact is (name, position, telephone number and extension).
- All affected employees have been properly notified.
- This company (city and) town (include name and address, and contact person, if not an affiliate).
- Attached is a list reflecting the occupational skill/job titles of positions to be affected.
- Bumping rights (do / do not) exist.

(SIGNATURE)

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## Penalties

An employer who violates the **WARN** provisions by ordering a plant closing or mass layoff without providing appropriate notice is liable to each aggrieved employee for an amount including back pay and benefits for the period of violation, up to 60 days.

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### Summary of WARN

- Plant closings and mass layoffs presents challenges.
- The WARN act provides some legal tools for compensation.
- With notice, alternatives to layoffs and closures can be developed.
- Questions regarding WARN? Go to [www.dolera.gov/layoff/warn](http://www.dolera.gov/layoff/warn)

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### The Point

**Finally:**

- Provide quality, relevant services
- Build strong lasting partnerships with Businesses
- Remain relevant no matter what the economy is doing



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*“You cannot change the world by yourself.  
You need to have two or three other people.”*

- Spenser Havlick -

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## Rapid Response Team

Fairbanks/Interior –  
Kenai/Cordova/Kodiak/Valdez - Jackie Garcia 335-3030  
Anchorage - Martine Robinson 269-0072  
Matsu – Joe Knowles 352-2505  
Bethel/Nome/Kotzebue /Bristol Bay –  
Juneau/Southeast – Nadine Lefebvre 465-49775

Statewide Coordinator – Lisa Mielke 465-6275  
Statewide Coordinator – Kim Kolvig 465-5948



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## QUESTIONS



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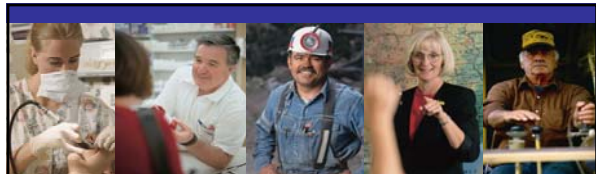
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**ALASKA DEPARTMENT OF LABOR  
& WORKFORCE DEVELOPMENT**  
Division of Employment and Training Services

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- Thank You!!
- You may download your credit certificates at <http://alaska.shrm.org/certificate>

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