

TEXAS WORKFORCE COMMISSION LETTER

ID/No: WD Letter 65-06

Date: December 15, 2006

Keyword: WorkInTexas.com

To: Local Workforce Development Board Executive Directors
Commission Executive Staff
Integrated Service Area Managers



From: Laurence M. Jones, Director, Workforce Development Division

Subject: **Change in WorkInTexas.com Outreach Correspondence**

PURPOSE:

To inform Local Workforce Development Boards (Boards) of the change in WorkInTexas.com job seeker outreach correspondence from postcards to letters.

FLEXIBILITY RATINGS:

No Local Flexibility (NLF): This rating indicates that Boards must comply with the federal and state laws, rules, policies, and required procedures set forth in this WD Letter and have no local flexibility in determining whether and/or how to comply. Federal and state laws, rules, policies, and required procedures with a “No Local Flexibility” rating are indicated by the acronym, **NLF**, in the margin to the right of the applicable paragraph. Additionally, all information with a “No Local Flexibility” rating is indicated by “must” or “shall.”

Failure to comply with the federal and state laws, rules, policies, and required procedures with a “No Local Flexibility” rating may result in corrective action, up to and including sanction and penalty.

Local Flexibility (LF): This rating indicates that Boards have local flexibility in determining whether and/or how to implement guidance or recommended practices set forth in this WD Letter. All guidance or recommended practices with a “Local Flexibility” rating are indicated by the acronym, **LF**, located in the margin to the right of the applicable paragraph. Additionally, guidance or recommended practices with a “Local Flexibility” rating are indicated by “may” or “recommend.”

Boards are not subject to corrective action for failure to comply with guidance or recommended practices with a “Local Flexibility” rating.

BACKGROUND:

Currently, Texas Workforce Center staff outreaches job seekers by generating and customizing the following two types of postcard correspondence in

WorkInTexas.com:

- *Contact update requests*, which outreach job seekers who have no other verifiable means of contact (i.e., e-mail address or telephone number); and
- *Call-in cards*, which notify job seekers of matches with job postings.

State office staff then processes, prints, and mails the postcards using the U.S. Postal Service. Outreach to job seekers through postcard correspondence, however, is limited by:

- the amount of information that can be displayed on a postcard; and
- the size and similarity to other bulk mailings, which make the postcards easy for the recipient to overlook, especially when multiple postcards are received in a short period of time.

Therefore, *effective December 2006*, WorkInTexas.com will generate outreach letters, thereby replacing postcard correspondence (i.e., contact update requests and call-in cards). (A sample outreach letter is included as Attachment 1.) Outreach letters will allow Texas Workforce Center staff to combine and customize contact update requests and multiple call-in cards to a job seeker in one letter. Additionally, the change in format will make the correspondence to the customer stand out from other postcard-like bulk mailings.

PROCEDURES:

Boards must ensure, when the transition occurs, that:

- Texas Workforce Center staff continues to outreach job seekers by generating and customizing outreach letters in WorkInTexas.com;
- outreach letters are generated and customized in WorkInTexas.com following the same procedures previously used for outreach postcards; and
- customers are made aware of the change in outreach from postcards to letters.

NLF

ACTIONS REQUIRED:

Boards must ensure that appropriate staff is apprised of and complies with the requirements in this WD Letter.

INQUIRIES:

Direct inquiries regarding this WD Letter to the assigned contract manager for your local workforce development area.

ATTACHMENT:

Attachment 1: Sample Outreach Letter

Rescissions: None	Expiration: Continuing
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