

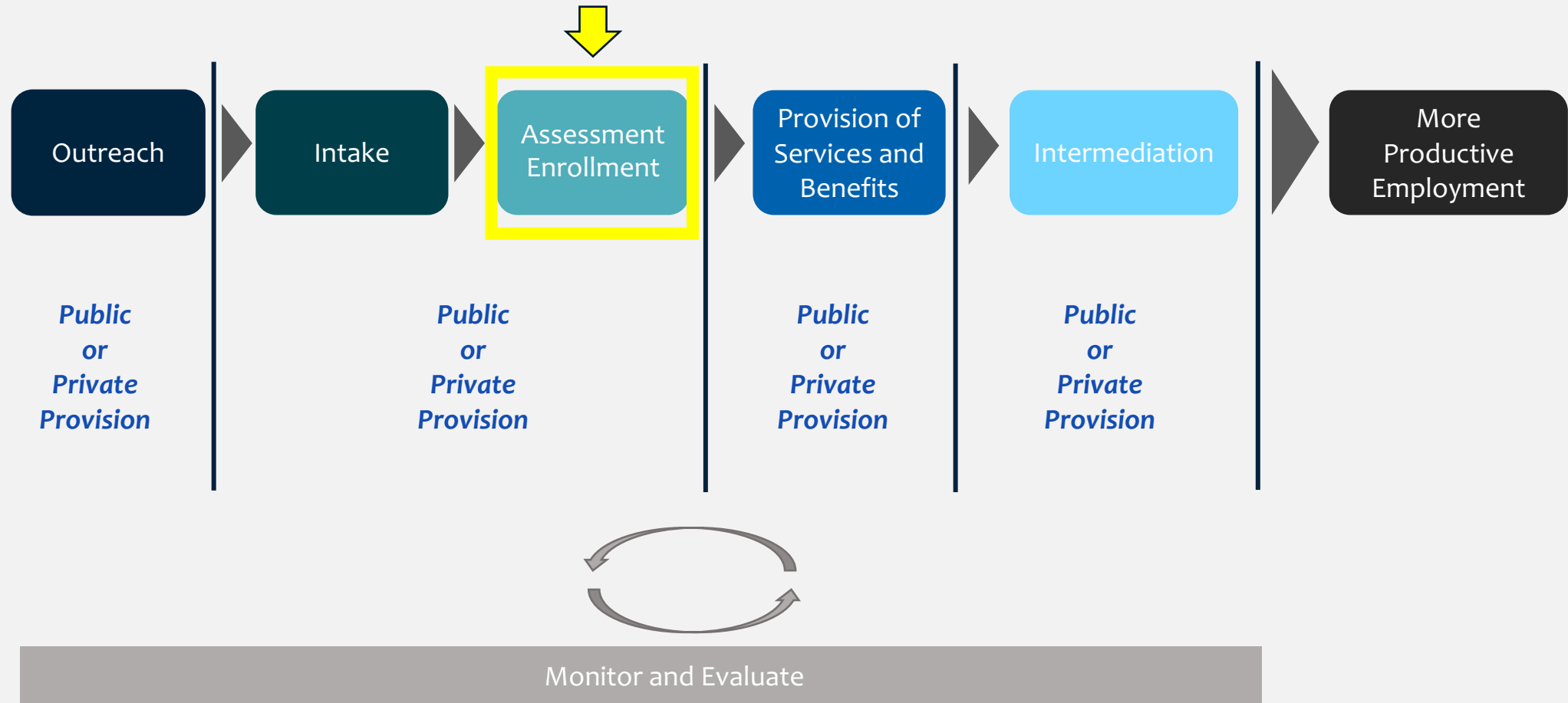


PES Review Workshop

Assessment and Enrollment

May 2021

PES delivery chain



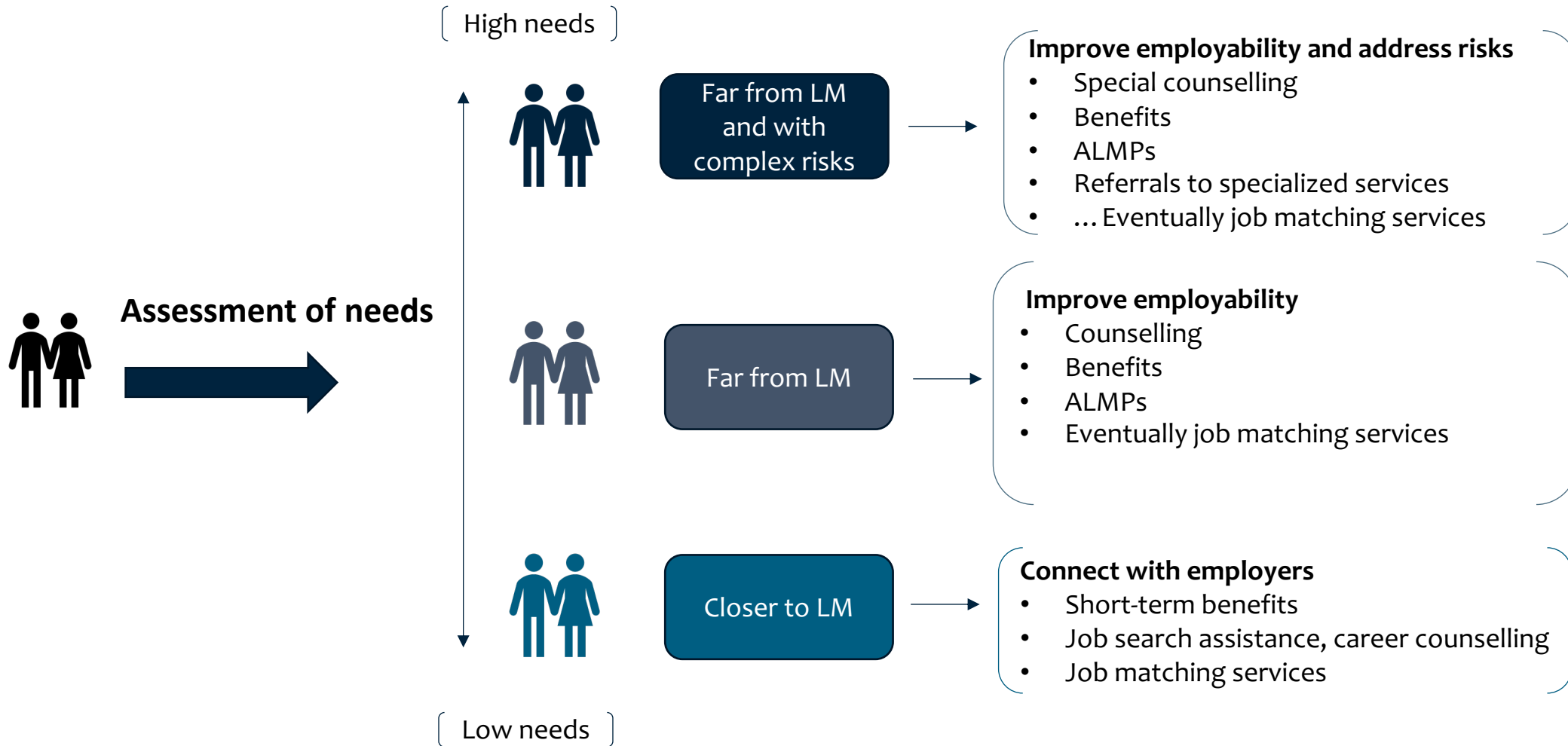
Part II

Assessment and Enrollment

Different types of profiling and connections to the service streams

- ✓ Different types of profiling across countries
 - Rule-based (UK)
 - Statistical (Australia)
 - Caseworker-based (Germany)
 - Caseworker Assessment + Data-Assisted Profiling (Ireland)
- ☒ There can be resistance to the introduction of statistical profiling. For example, Korea initially introduced this system but removed it due to resistance and lack of certain data

According to the needs of the person, they are classified into different groups. Each group is then assigned a service stream connected to their needs



In most countries, jobseekers are assigned to different categories with a defined service stream



A: job ready → support in looking for jobs, building CV, and self-service tools.

B: need more support → case manager

C: complex issues → special support through case manager



▸ Follow-up: for work-ready → mostly online services, incl. job-matching.

▸ Guided: for those who need regular assistance → short job-search programmes, regular contact with caseworker.

▸ Intensive: for those furthest from the labour market → long-term job search support and assisted job-matching.

▸ Global: caseworker works with social services to support jobseekers with complex, multi-dimensional problems.



A: need more support → counselling, vocational training, and interviews.

B: need some support → group counselling.

C & D: mostly job ready → job training.

But it can variate



Jobseekers are segmented from easiest-to-place to hardest-to-place.

The caseworker assesses needs for certain services, but the benefit type and the correspondent conditionalities make people eligible for certain services and counseling levels.



After an individual diagnosis has been conducted and a job profile has been created, the caseworker guides the user about the existing possibilities in training and labor intermediation. Jobseekers are then assigned a set of services.



Employers are also categorized in certain countries



AMS

- A clients: top 5% companies based on the number of listed vacancies in the region
- B clients: following 15% of enterprises based on the number of listed vacancies
- C clients: the next 20% of enterprises following the B clients



UWV

- Separated according to the size and sector. Promising business branches are identified, and 10 top companies are actively approached.



BA

- Target clients: have the potential for creating jobs, and are companies able to shape the opinion of other employers
- Standard clients
- Others

Practices

Good practices

The Multilingual Competency Questionnaires

For the systematic collection and evaluation of the competencies of refugees who register as unemployed in various offices. The questionnaire is bilingual and is available in 9 languages, including Arabic and Farsi.

Information about education, language skills, work experience, vocational training, and the profession the person would like to work in is gathered.

This allows the PES to gain a more complete profile of the skills and abilities of migrants, and in some cases, helps caseworkers decide about further integration measures (e.g., PES in Graz).

Work E-Folder (Werkmap)

Digital platform for each jobseeker and the main communication channel between the jobseeker and the work coach

It acts as a personal digital plan for each jobseeker with a focus on job-seeking activities. It includes a profiling tool but also components on CV registration, matching activities, and access to e-learning modules.

The work coach can monitor all data and activities via a dashboard.

Werkmap and profiling tool “ Work Profiler”

The screenshot shows the 'werk.nl' website interface. At the top, there is an orange header with the logo 'werk.nl' on the left and 'FAQ | CONTACT' on the right. Below the header is a navigation bar with several menu items: 'HOME', 'APPLY FOR BENEFITS', 'LOOK FOR VACANCIES', 'INFORMATION & ADVICE', 'ABOUT WERK.NL', and 'MY WORK FOLDER'. The main content area is titled 'Job seeker / My Workfolder / My tasks'. On the left, there is a sidebar menu under 'My Workfolder' with various options like 'My résumé', 'My vacancies', 'My tasks', 'My job search activities', etc. The 'My tasks' section is highlighted in orange. It features a sub-header 'My tasks' and three tabs: 'To do', 'Completed', and 'Expired'. Under the 'To do' tab, there is a section 'Still to do' with a question mark icon. Below this is a table with two columns: 'Task' and 'Time remaining'. The table lists two tasks: 'Report on job search activities' with '1 day remaining' and 'Work Profiler' with '7 days remaining'. The 'Work Profiler' task is checked with an 'X' in a box. Below the table, there is a detailed view of the 'Work Profiler' task, showing a checked box, the title 'Task', and the description 'Fill in Work Profiler'. At the bottom of this view is a button labeled 'Fill in now'.

werk.nl

FAQ | CONTACT

HOME APPLY FOR BENEFITS LOOK FOR VACANCIES INFORMATION & ADVICE ABOUT WERK.NL MY WORK FOLDER

Job seeker / My Workfolder / My tasks

My Workfolder

- > My résumé
- > My vacancies
- > **My tasks**
- > My job search activities
- > My messages
- > My calender
- > My documents
- > My network
- > My registration
- > My rights and obligations
- > Inform about changes
- > My online training courses

My tasks

To do Completed Expired

? **Still to do**

Task	Time remaining
<input type="checkbox"/> Report on job search activities	1 day remaining
<input checked="" type="checkbox"/> Work Profiler	7 days remaining

Task
Fill in Work Profiler

Fill in now

Figure 1. The online personal environment of the work folder, where jobseekers will find the questionnaire underpinning the Work Profiler

Good practices

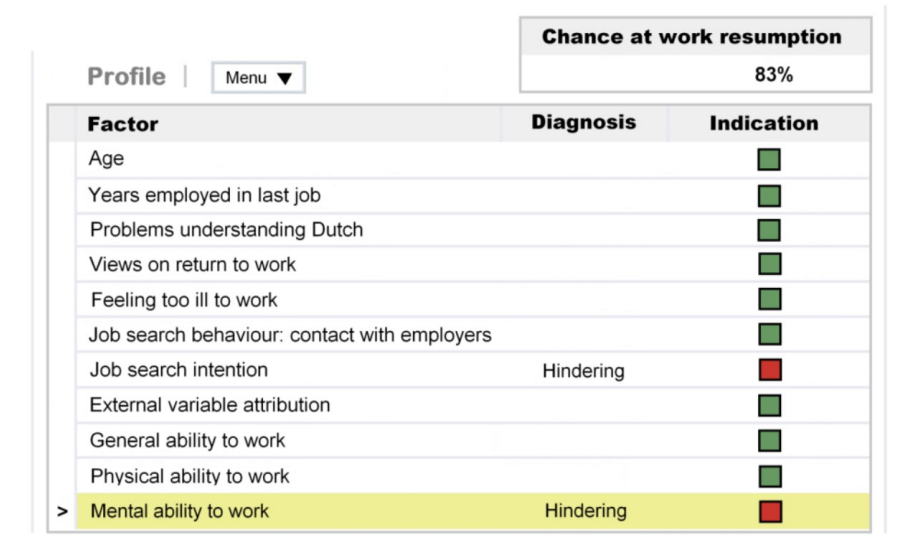
The Work Profiler

- Questionnaire with 20 questions relating to 11 hard and soft factors, which predict a return to work.
- Used as a selection and skills diagnosis tool to tailor services for jobseekers receiving unemployment benefits.

The questionnaire has been developed in close collaboration with a university, and it includes questions on health perception and views on work resumption.

It delivers two outcomes:

1. The client's chance of resuming work within one year. This is employed to determine whether the jobseeker will be offered digital or face-to-face services.
2. A quick diagnosis, indicating strengths and weaknesses from the user's profile. The UWV uses this to offer tailored services by focusing on activities that aim to tackle the identified weaknesses.



The screenshot shows a web interface for the Work Profiler. At the top right, a box displays 'Chance at work resumption' as 83%. Below this is a 'Profile' section with a 'Menu' dropdown. The main content is a table with three columns: 'Factor', 'Diagnosis', and 'Indication'. The table lists 11 factors, with 'Mental ability to work' highlighted in yellow and marked as 'Hinderend' with a red square.












Factor	Diagnosis	Indication
Age		
Years employed in last job		
Problems understanding Dutch		
Views on return to work		
Feeling too ill to work		
Job search behaviour: contact with employers		
Job search intention	Hinderend	
External variable attribution		
General ability to work		
Physical ability to work		
> Mental ability to work	Hinderend	

Figure 2. The two outcomes of the Work Profiler as seen by the work professional (translated and simplified screenshot).

Good practices



Four-Phase Model (4PM)

- Profiling is an integral part of individualized service provision to all jobseekers and its a mandatory starting point.
- This tool is based on a software program that helps the placement officer assign each jobseeker to one of six different profiles by analyzing their expected duration of unemployment and service need.
- According to the profiling, customers are segmented into six different profiles linking each profile to a specific service strategy.
 - 1-3 are job-ready jobseekers and 4-6 are complex cases requiring some type of stabilization, employability enhancement support, or/and intensified counseling.

→ Employment counselors have a wide range of discretion regarding the choice of services and measures. However, for specific profiles, only selected service bundles should be chosen. This decision is supported by a so-called product directory which includes recommendations, lists the most suitable ALMP-measures for the different strategies, and describes promising implementation alternatives.

The 4PM process begins by defining the problems and creating a work profile (1). Once the integration goals have been determined (2), a strategy is planned and decided (3). This is then consistently implemented and regularly checked for (4).

Innovative practices

Jobseekers' service streams linked to conditionalities



Personal and household characteristics determine the type of benefit and the conditionality regime. Depending on the conditionality, groups are entitled to different service streams. There are four types of conditionalities for out-of-work people claiming different types of benefits

1. Full work-search: full conditionality on job-search efforts. Individuals must do anything they can to find a job.
2. Work preparation: Individuals must meet their coach regularly and prepare for work by training and preparing for the job search (e.g., writing a CV).
3. Work-focused interview: claimants must meet regularly with their coach.
4. No work-related requirements.



The matching system followed by the PES classifies the person in one of three match-groups as indicators for referring job seekers to services. Different obligations apply depending on the group.

- Match group 1: job-ready clients → register at the matching platform and update CV, be available for work, personal contact at least every third month, weekly online confirmation of active job seeking, and participation in programs.
- Match group 2: clients ready for measures but not employment → personal contact at least every third month and participation in an employment-directed program.
- Match group 3: temporarily passive claimants who have severe problems → personal contact at least every third month.

Innovative practices



Statistical profiling with big data model

The use of the statistical profiling tool is voluntary and works as a support tool for the caseworker. If it is used, all results are shared with the jobseeker to achieve transparency.

The system uses data from an online questionnaire that collects behavioral information, and administrative data. It is based on a machine learning technique, specifically a decision tree classification. The tree identifies nine paths that predict the likelihood of becoming long-term unemployed.

The final categorization in one of the matching groups is conducted by the caseworker depending on whether the person is ready to take a job or participate in employment measures.



Service Zones

Depending on how job-ready the person is, they are assigned to one of the two zones

- **Service Zone:** supports individuals who are job-ready primarily through self-service tools. This zone is also responsible for managing benefits. After a maximum of three months in this stage, jobseekers are referred to the Counselling Zone
- **Counselling Zone:** offers support for individuals with more significant needs. In addition to the regular services, they provide detailed problem analysis and more extensive assistance measures, including support from experts.

Possible issues



Issues with diagnosis in Chile

- In many of the PES offices, the individual diagnostic process is not treated with the importance it is given in the manual for standardized services. The diagnosis is often not conducted or is not used to assign services.
- The process of data collection and creation of the profile is quite time-intensive for the staff's capacity. Each staff member has around 601 – 1000 cases.
- Lastly, the idea that the primary type of user can only opt for very generic vacancies given their low qualification is spread across PES offices. This results in the view that the completion of the job profile does not provide much-added value.



Introducing profiling tools

The introduction of new profiling and assessment tools can cause some resistance. This was the case with statistical profiling in Korea and is currently occurring in Austria.

Concluding thoughts

- PESs can profile jobseekers through several techniques; however, it is essential to highlight that for a profiling tool to work correctly, the necessary data and the cooperation of the caseworker must be at hand.
- Most countries aim at providing a tailored service stream, according to the profiles of the jobseekers and the defined target groups.
- The diagnosis of the customers is vital to guarantee that the services provided will match the needs of jobseekers and employers.

Q&A and Discussion



Thank you!