

InterOffice Memo

Department of Workforce Development

Date: June 8, 2006

File Ref:

To: Job Service Staff, Supervisors, and Directors

Cc: Workforce Development Board Directors; DVR WDA Managers; Job Center Managers

From: Bea Jay Panke
Employment and Training Section Chief, Job Service Bureau

Subject: **JobNet Business and County Snapshot Publications**

This memo is a reminder to staff using JobNet Business to accurately enter ALL information in the system. Specifically, we need to be accurate in entering O*NET codes, the number of job openings, and in selecting worksite counties. Incorrect entries can be misleading to the public and can affect other public services that use JobNet Business data.

BACKGROUND:

The DWD/DWS Bureau of Workforce Information, commonly referred to as Labor Market Information (LMI), has a publication called **County Snapshot**. It is produced monthly for every county and is available at www.worknet.wisconsin.gov. One of the pieces of information on the Snapshot is the "Current Active JobNet Orders" (top of page 2 of each Snapshot). This provides the number of job openings by occupation and by company. It is a "snapshot" of information for one day in JobNet.

This information has caused questions in the past. Large trucking companies, for example, were being displayed in all counties as the largest employer. Since these companies did not have a facility in **all** of the counties, this was confusing to the public. The companies were being picked up by LMI for the County Snapshot because these companies' job orders *had all counties selected* in JobNet Business and they had a high number of job openings (which probably reflects the company's statewide need and not openings in one county).

After much discussion with LMI and DWS staff, several steps are being taken to improve this situation. LMI will change the way they use JobNet Business as a data source. They will only retrieve job orders with five (5) or fewer counties selected as worksites. Companies listing more than five counties as worksites will not be used for the Snapshot publications. DWS will increase efforts to consistently apply Job Order Policy and Procedures regarding county selection so that counties are not listed where no "work site" exists.

O*NET codes are important for determining occupations for the Snapshot publications. They are also important for correct placement in America's Job Bank and for ASSET matching.

Policy Discussion:

There are usually three issues regarding selection of counties in JobNet Business:

- Where is the work site (i.e., "Where will the work be performed.")?
- Is the company "recruiting" in violation of policy?
- What exceptions to the policy are appropriate for good customer service?

The job order policy (A20. Work Site vs. Recruitment Area) states, "Jobs should only be listed in the county where the work is to be performed". In most cases this is a single, physical work site. With some employers the "work site" may not be clear or may be in multiple locations. Over-the-road truck drivers, traveling salespersons, and regional managers are examples. Please remember, the primary purpose of selecting a county is to allow job seekers to sort jobs in JobNet by location. Job seekers interested in looking at jobs for a region, or statewide, may select those options. The following should clarify the definition of a "work site" that can have multiple counties selected:

- The company has more than one facility, in multiple counties, and is hiring at all locations.
- The worker works from home, travels to other locations to work, has a territory, etc., and the company allows the worker to live and work from any of the listed counties.
- The worker does not have a normal reporting location (to start the day, pick up the truck, pick up a load, etc.).
- The work site is close to a border and it makes sense to list the job in another county due to normal commuting patterns.

"Recruiting" is a violation of policy because it places the job into counties that do not have a work site. Recruiting lists a job in multiple counties for the purpose of increasing exposure in JobNet and/or attracting more applicants. We definitely want to help companies attract applicants. That is the purpose of JobNet. However, there is an issue with listing job orders in multiple counties to accomplish this purpose. This irritates job seekers, generates complaints, clutters up JobNet, and is often counterproductive for the employer.

For trucking companies we have been applying the policy in the following manner:

- If there is a terminal, company/customer location, or base of operations where the worker reports (picks up the truck, starts the day/week, picks up the load, etc.) on a regular basis, then this is the work site. Only the county of this worksite should be used in the job order.
- If the worker gets assignments from a dispatcher, has no fixed start point, and/or is allowed to keep the truck at the worker's home, then any number of

counties can be listed. Essentially this is the same as a traveling salesperson with a territory.

- If there is a stated distance the worker must be from a terminal then the counties in that area could be listed.
- The other exceptions listed above for listing in multiple counties may apply to trucking companies.

Staff should use their knowledge of the company, the job order policy, and good judgment to create the best fit for any situation. This should be based on the facts of the situation (which should be explained in the job order). Just because a company does over-the-road trucking is not a reason to permit selection of multiple counties. An employer request to post to multiple counties is not sufficient when it violates policy.

In the past, no policy has been set regarding the number of job openings listed on a job order. Staff recorded the number of openings provided by the employer, if this information was provided. In the absence of information, "one" was probably a common default figure. To improve accuracy, staff should begin specifically asking for this information. If the job is posted to multiple counties, the number of openings should be recorded as openings per county in the Additional Work Site Information text field.

JobNet and the job listing are our products. We are responsible for the content, accuracy, and effectiveness of the job order. Staff should ask questions of employers as needed to ensure that effective content is obtained and policy is followed.

ACTION REQUIRED:

Staff involved in servicing job orders should:

- Be aware that entries in JobNet Business are used for various purposes
- Not enter multiple counties just to increase job order exposure
- Enter accurate information in accordance with the Job Order Policies and Procedures

If you have any questions regarding this memo, please contact Jesus Guerrero at 608-266-0487 or Phil Anderson at 608-261-6974.