

Mass Workforce Issuance

Workforce Issuance No. 06-48

Policy Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Associate Directors
DCS Field Managers

cc: WIA State Partners

From: Susan V. Lawler, Director
Division of Career Services

Date: August 2, 2006

Subject: Introducing the Career Center Seminar Video

Purpose: To inform local Workforce Investment Boards, One-Stop Career Center Directors and other local workforce investment partners about the new Career Center Seminar video. Increasingly, the diversity of our customers requires us to be creative in the way we deliver our services. By leveraging video technology and the availability of PC resources at the Commonwealth's One-Stop Career Centers, this video alternative will allow more claimants to receive an informative overview of Career Center services to help them find a job quickly.

Background: It is mandatory for new UI claimants to attend a Career Center Seminar to learn more about their rights and responsibilities, and about the resources available to help them find a job. Sometimes, claimants are not able to attend a live Career Center Seminar for a legitimate reason such as a physical or language barrier. Today, much effort is expended to accommodate the needs of claimants with special language or disability needs. In parts of the state with concentrated populations of Spanish- or Portuguese-speaking customers, the Career Center Seminar is provided not only in English, but also Spanish or Portuguese.

To meet the needs of customers with specific language barriers and hearing disabilities, a video alternative has been developed. By capturing the live presentation in video and utilizing PowerPoint slide animation, the video provides

claimants with an effective alternative to a live presentation. Claimants can watch the video at a convenient Career Center location at a date and time arranged by a counselor, and get the benefit of a simulated “live presentation”. An added benefit is the claimant’s ability to control the speed of the presentation by replaying portions of or the entire video.

The videos are being produced in the following versions:

1. English only
2. English with Closed Captioning
3. English with American Sign Language
4. Spanish
5. Portuguese.

Distribution: Initially, each One-Stop Career Center will receive 3 CD-Roms with the English version videos (English only, English with Closed Captioning, and English with American Sign language). Career Center Directors will receive the 3 CD-Roms in the mail later this week. The Spanish and Portuguese versions are in the process of being completed and it is anticipated they will be distributed during the 2nd quarter of FY2007

Please note: The CD-Rom will play the Career Center Seminar through installed media player software on the computer. For optimal viewing, the video Seminar should be copied from the CD-Rom onto a PC’s desktop and played from the desktop. Also, the PC’s screen should be “maximized” in order to display the entire closed captioning.

Action

Required: It is recommended that all staff view the videos for familiarity with the different versions. The videos may then be more effectively used to enhance services for the customer groups indicated above.

NOTE: Please remember that the videos were developed to augment live presentations and not to replace live presentations. The English only version should be used to replace a live presentation for regular English-speaking customers only if a facilitator is not available.

Important: In order for the Career Center Seminar video to be used effectively, a staff person must be available to guide the claimant through the Career Center Seminar video, including filling out the Job Search questionnaire. Additionally, the staff person must provide the claimant with a Career Center Seminar package and answer any questions arising from the seminar.

Effective: Immediately

Inquiries: If you have any questions or need additional CD, please contact Marisa de la Paz at mdelapaz@detma.org .