

# Mass Workforce Issuance

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**Workforce Issuance No. 09-81**

Policy  Information

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

**cc:** WIA State Partners

**From:** Michael Taylor, Director  
Department of Workforce Development

**Date:** December 1, 2009

**Subject:** **America's Job Seekers Challenge**

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**Purpose:** To notify local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of the opportunity for them and their job seeker customers to participate in an initiative to identify and recommend new online job search and career advancement tools.

**Background:** The U.S. Department of Labor Employment and Training Administration (ETA) published Training and Employment Notice (TEN) No.16-09, [Tools for America's Job Seekers Challenge](#) (Attachment A) on November 30, 2009. The TEN invites workforce development professionals and job seekers, particularly career center staff and their customers, to test-drive newly developed web-based job search tools, to comment on them and recommend their preferences. ETA will then share the highly recommended tools with the nation's workforce development system and list them on government websites, including:

- [www.CareerOneStop.org](http://www.CareerOneStop.org);
- [www.Workforce3One.org](http://www.Workforce3One.org) ; and
- [www.DOLETA.gov](http://www.DOLETA.gov)

The goal of this 3-Phase challenge is to assist workforce system decision-makers to identify useful on-line tools in order to make them available through the national network of One-Stop Career Centers.

**Required:** During **Phase 1** (November 30-December 18, 2009) entities, including local workforce boards and/or career center operators who have developed job search tools, are welcome to submit a demo and specifications to ETA for consideration. Submissions should be made through: [www.DOLChallenge.IdeaScale.com](http://www.DOLChallenge.IdeaScale.com). Free tools are preferred, but fee-based tools are allowed if the developer submits a short-term demo that can be reviewed free of charge in Phase 2.

In **Phase 2** (January 4-15, 2009), One-Stop Career Center staff and job seekers will test-drive the tools and make their recommendations by going to the IdeaScale website: [www.DOLChallenge.IdeaScale.com](http://www.DOLChallenge.IdeaScale.com). Reviewers should base their recommendations of specific tools on:

- effectiveness in providing accurate results;
- efficiency in completing search and match functions; and
- user satisfaction with the experience.

Users may recommend as many tools as they wish and are encouraged to provide feedback.

In **Phase 3** (beginning on January 18, 2010), ETA will publish the top tools in each category. Announcements will be published on various websites (see Attachment A). ETA's [www.CareerOneStop.org](http://www.CareerOneStop.org) will be the principal access point for the top-rated tools.

Webinars will also be offered through [www.Workforce3One.org](http://www.Workforce3One.org).

ETA will host an Orientation Webinar explaining the Challenge on Wednesday, January 6, 2010 at 2 p.m. (eastern time). Instructions for participation in the webinar are found at [www.Workforce3One.org](http://www.Workforce3One.org).

Local workforce system practitioners are strongly encouraged to take advantage of this opportunity to contribute to the expansion and advancement of job seeker services through participation in this initiative.

**Inquiries:** All inquiries should be directed to the ETA Region1 Office.