



# FAQs

## Employ Florida Marketplace (EFM)

*Revised on: 6/24/05-New questions and responses are italicized*

**Audience:** These general *Frequently Asked Questions* (FAQs) are to help orient workforce system professionals to the new EFM. They are not intended to be used with "external" audiences. These FAQs will be continually amended to provide responses to future questions. Other FAQs will be developed for other audiences such as workforce partners, economic development professionals, and our primary customers – employers and jobseekers.

### A. Policy

#### 1) Does the EFM take the place of Employ Florida?

No. The EFM is a powerful online labor market exchange tool specifically designed for employers, job seekers, students, training providers, workforce customer service representatives and professionals, and others seeking benefits and services. It is considered another component of the Employ Florida network of workforce services and resources. In addition to using the nearly 100 one-stop centers with physical locations throughout Florida, now our customers can find and access many of our services virtually anywhere using the EFM.

#### 2) Will the EFM replace the current One Stop Management Information System (OSMIS) web-based job-matching systems?

Yes, but it will be done gradually in the course of fully integrating the EFM and OSMIS. Full integration should be complete by October 1, 2005. This will include a more active, "intelligent" interface where key EFM data will automatically populate the OSMIS data base for case management and reporting functions.

#### 3) Will the current OSMIS job-matching system be accessible in any way or held in reserve?

Yes, but it will be phased out as the EFM and OSMIS are interfaced.

**4) Will the RWBs be immediately directed to abandon any other job-matching systems and use only the EFM? Later, contingent on what?**

No, not until all essential functionality between the EFM and OSMIS is successfully integrated.

**5) What is next, when?**

As noted above, GeoSol and AWI staffs are working on the inter-system interface to minimize need for duplicate data entry, and “purify” the data gathered by the EFM before posting to the “authoritative” OSMIS data base. Simultaneously, AWI, WFI and RWB staff are working on the data protocol modifications, definitions, specifications and guidance/training elements needed for this unprecedented linked system to work effectively in addressing state-local business needs and federal reporting/program requirements. Phase 2 deliverables will comply with the WFI-GeoSol contract. Refer to the *GeoSol Contract Scope of Work* excerpt located on the WFI website at:

[http://www.workforceflorida.com/wages/wfi/EFCC/ef\\_marketplace.htm](http://www.workforceflorida.com/wages/wfi/EFCC/ef_marketplace.htm)

**6) How mandatory is the mandate to use the EFM?**

*The system's use is mandated by Florida Statute and Workforce Florida, Inc.*

**B. Technical**

**1) Can existing resumes be uploaded or must the job seeker use the system's resume software/programming?**

Both, although existing resumes must be cut and pasted in rather than uploaded. The system offers a quick and efficient resume wizard function for creating up to 10 different resumes as well as cover letters.

**2) How does the EFM relate to OSMIS?**

The EFM is the ‘public face’ of OSMIS for job-matching. It does not replace the case management (OSST), reporting (MIS), financial management or other OSMIS functions. In the initial phase, data entered in the EFM by employers and job seekers will not enter or modify the OSMIS data base. Until the interface and transfer functions

are in place, dual entry into both OSMIS and the EFM will be required to accurately record services and results into the system of record.

**3) What pieces and/or functionality have been provided with the March 1<sup>st</sup> rollout of the EFM?**

The EFM is a fully functional online labor exchange tool. Employers, once registered, can post jobs and use all of the other resources on the EFM. Job seekers can conduct job searches and, once registered, create and/or post their resume and use the various other tools offered by the EFM.

In the initial phase, as discussed in the response to Question 1. above, data entered in the EFM by staff or by employers and job seekers via self-service does not all automatically directly add to or modify the OSMIS data base, thereby requiring some dual data entry.

**4) Are the necessary interfaces, cross-walks, batch files and other interactions set up?**

Partially for Phase 1, therefore, some dual data entry is still needed. That need will be minimized as more interactive interfaces and data transfer screens are added.

**5) Will job orders filed by employers, job applications by Job seekers, hires and other "reportable services" be recorded by the EFM and transferred/maintained into OSMIS?**

Not until the EFM and OSMIS are fully integrated. Separate entries into each system will be required. AWI will reconcile the differences.

**6) Other than future spidering, what interfaces/linkages will the EFM have with AJB, PeopleFirst, or other job matching systems/data bases? Or will such links be through OSMIS?**

We will invite and encourage other organizations, partners, industry groups, college career centers, and other groups who serve our customers to include on their websites, "portals" (hyperlinked access points) that will take their customers directly to the EFM.

Phase 2 mainly consists of expanded spidering of targets sites/sources, to include state employment, etc. There may be direct links from OSMIS to AJB as needed, to post verified Florida job openings, but the entire AJB data base is now being "spidered" by the EFM.

**7) What added functionalities, features per contract?**

Refer to the *GeoSol Contract Scope of Work* excerpt located on the WFI website at:

[http://www.workforceflorida.com/wages/wfi/EFCC/ef\\_marketplace.htm](http://www.workforceflorida.com/wages/wfi/EFCC/ef_marketplace.htm)

**8) Any new local hardware/software requirements for locals?**

No.

**9) Any plan to reduce duplication of job listings spidered from multiple sources?**

GeoSol will continue to improve reduction of job listing duplication.

**10) Have the definitions/data protocol definitions and operational instructions been examined for consistency (e.g. use of FEID or phone # as employer identifier, basis/documentation for claiming an "entered employment/placement" through the EFM?**

This is a work in progress.

**11) What data, job listings, etc. now in OSMIS will be uploaded to the EFM for start-up, and on an ongoing basis?**

Nothing other than OSMIS jobs that are spidered in will be uploaded to the EFM.

***12) How do we document services provided to the EFM employers who do not have job orders in OSMIS? Initial contact with employer, training grants?***

*One-Stop Center staff can provide services to employers by entering them into OSMIS and then going to the "Employer Services" function and then to "Add Services".*

***13) Until the EFM is fully integrated in October 2005, triple entries may be necessary.***

*Until all of the interfaces are completed between OSMIS and the EFM, the "dual-entry" of employer registrations, job orders, and job seeker registrations is needed to obtain credit in OSMIS for these activities. It may also be necessary to input data into locally developed websites.*

**14) What if an employer wants a job listing taken off the EFM?**

*An employer can go into his "My Company Profile" on the EFM and remove a job listing via the "Recruitment Plan Profile" (pick "Display only job orders with a status of" and then pick "position no longer available").*

**15) Working with employers' listings on different job banks, do we still follow region areas to ensure participants meet minimum qualifications to include screening?**

*If the job order is in the EFM and the employer has chosen to suppress their contact information, the RWB would still follow their current policy/procedure for screening job seekers prior to referral.*

**16) Lots of information for employers, but not much explanation of the information. For example "Empowerment Zone Employment Credit" -you can get one if you are in the zone, but where can you find information on the zone?**

*We will explore the possibility of creating hyperlinks in the EFM to provide more details on program descriptions. The informational content in the EFM will be continually updated once the EFM is fully launched.*

**17) How do you know what job orders are still active when they have been brought in the EFM by the web crawler?**

*Every time the spider is run, only active jobs are brought into the EFM. If a job is no longer active it will not be spidered into the EFM on the next spider cycle. It is possible for a job to have become active and/or inactive between spider runs.*

**18) How do you handle the irate employer who does not want to be on our website?**

*We would remove an employer website from the spider if they request this.*

**19) What are the parameters on which web-sites are spidered into the EFM or not spidered into the EFM?**

*Any website that is a primary source of Florida jobs qualifies for*

*spidering in the EFM. Any employer that objects to the job postings being spidered can request the source site be removed from the EFM spidering.*

**20) If a department manager is already registered under the company and FEID number and then another department manager is hiring and gets registered under the same company and FEID number, will it take a second registration since they both are hiring from the same employer and different department?**

*No. It is planned that job orders listed for the employer under one FEIN but for different departments and/or stores will be detailed in the job order and or store location address. This has not been finalized at this point in time, but it should not require a separate employer registration.*

**21) If a candidate can post 20 resumes in the EFM and an employer is looking for candidates will all 20 resumes show in the search results?**

*The only resumes that will show to the employer are those that are active and meet the employer's search criteria. Job seekers determine what resumes they make available (or not) to employers. Job seekers are limited to 10 resumes, not 20.*

**22) If a job seeker clicks on another website, why can't they get back to their place on the EFM?**

*A separate window is launched to the external site allowing the original browser to remain in the EFM.*

**23) How often is the EFM updated?**

*The EFM data is currently updated nightly. Hourly updates will occur in the latter phases of the project's implementation.*

**24) What about job listings 'spidered in' that are missing information, have inappropriate information, etc?**

*The system spiders from other websites the information that is available on external jobs. We do not spider obviously inappropriate web sites. Geographic Solutions is currently developing a mechanism to search and identify jobs that contain inappropriate wording.*

**25) The method being proposed now to merge the EFM and OSMIS job orders is not seamless. This may cause a time delay in call center as well as in one of the systems if it is not all real-time.**

*The one-way interface is currently scheduled to be nightly. The full interface is currently scheduled to be hourly, and will be seamless.*

**26) Will we be able to sort by salary? For example, if we wanted to find all job orders \$10 and above.**

*Yes. You may choose salary/wage as criteria in an "advance job search". All columns are sortable. If you want to find jobs that are over \$10.00 per hour, sort the salary column and view all salaries until you get to less than \$10.00 per hour.*

**27) Employer registration was easy, but employer cannot access candidates until they are approved. A notice states that you will be approved within 24 hours. You find out that you won't be able to access candidates only when you try to do a search.**

*When staff verifies an employer, the staff member sends a welcome email or calls the employer to welcome him/her to the site and Florida services. At this point, the employer is made aware of their access to the site.*

**28) Job orders are very easy to put into the system. I really like the fact that once the employer is registered all the information is automatically populated into the job order. Putting a job order in as a company, I did not see where you could attach a complete job description although the system indicated that you could.**

*In the job order there is a link "Insert Occupational Description" that inserts the standard O\*Net Job Description for that Occupation. The employer may edit the standard Job description in the same text box.*

### **C. Programmatic**

**1) Does everyone have to register to use the site? What about security issues?**

Visitors may view job listings and other information but cannot self refer without registering. To use some of the more advanced features of the site (e.g. creating and posting resumes, skills assessment tools, posting jobs, reviewing resumes, etc.) registration is required. The site

uses secure socket layer and encryption technology to ensure security. For more information see the "Privacy Statement" at the bottom of the EFM home page.

**2) What training/explanation is ready to go to RWBs, One-Stops for use of the EFM Phase 1, Phase 2?**

AWI has conducted web-based EFM Security Administration Training. The training provided RWB Security Officers with instructions in the use of the EFM Security Administration functions to create, modify, and change staff member accounts and privileges. Also AWI has conducted sessions to train general users and the AWI Call Center employees on the EFM.

We will continue to expand and update Frequently Asked Questions (FAQs). Updates will be posted to AWI and WFI websites.

**3) Are AWI manuals/guides/training materials being modified to cover the EFM?**

Not yet, but they will be.

**4) Who will be making/issuing the revised instructions for using the EFM and OSMIS together, and reporting performance based on use of both systems?**

This will come from the AWI Guidance system with input from the IT staff.

**5) *Why would an employer want to manage interview appointments on the EFM?***

*An employer may want to manage appointments in the same system where recruitment is done.*

**6) *What site code will we put "Preferred" job orders in? According to our training no site code selection will be done. It will all be based on the job order location zip code.***

*We need a clarification with regard to exactly what is meant by "Preferred" job orders. However, we can advise that employers are listed and/or registered in a One-Stop Center based on the zip code indicated on the Employer Registration.*

**7) The proportion of job orders entered via One-Stop Centers and those spidered pose a threat. It appears our job seekers will more likely apply for positions we don't post. If spidering is going to happen, should we concentrate our efforts on those job orders as opposed to ours?**

*In assisting an individual in finding gainful employment, staff efforts should be concentrated on jobs which best suit the employer and job seeker, regardless of the source of the job. The spidering feature allows for targeted business development opportunities. This is a local decision.*

**8) If the State says "no employer identifying information on summary" and "no subjectivity because of EEOC guidelines" then how do they justify the EFM spidered jobs that list all that info upfront? Are the state's websites required to follow these guidelines, right?**

*There is no way to control the information contained in job listings that are accessed via the spidering technology. Also, spidered job orders do not become part of the Wagner-Peyser database until an employer registration is approved in OSMIS by appropriate RWB staff. Until that time, they are simply web-based job opportunities that the job seeker may, or may not choose to follow-up on.*

**9) Since we are spidering online, will we have people in each region taking jobs out of the newspapers classified section and putting them into the system?**

*Yes. If the employer is contacted and then requests for the job to be listed and maintained in the EFM, then this represents an excellent marketing and job development opportunity. This will require the employer to provide all mandatory data elements to be registered in the EFM and OSMIS.*

**10) What is the training time for an employer to be able to feel comfortable with the EFM?**

*We feel that an employer who is fairly "computer savvy" should be able to post a registration and a job order in less than an hour.*

**11) If you suppress a job order and the EFM web crawler spiders in the same job for the company and it is not suppressed, how do you manage that job?**

*The difference between a "spidered" (or "web-crawler") job order and one that has been listed in the EFM after the employer registration has been approved is important here. You would "manage" job orders in the EFM much the same way that you do now in OSMIS/WP; by maintaining the status, verifying referrals, communicating with the employer, job developing, and providing employer services. Spidered jobs can be seen as informational, but also a good source for further interaction with more employers. Obviously, in a web-based world, no one can exercise complete control and maintain every aspect of that which is available via the Internet.*

**12) How do you find hires when a job seeker can go directly to a website and apply without being registered in the EFM?**

*A job seeker who is not registered in the EFM and chooses to apply for a "spidered job" will not count toward performance outcomes. If the job seeker is registered and becomes employed (no matter how he/she obtained the job) the job seeker's social security number will serve as the matching mechanism against the new hire report, upon completion of the interface between the EFM and OSMIS.*

**13) What is the One-Stop Center Resource Room protocol for job seekers to access the EFM?**

*The EFM application should be made available on the computers in One-Stop Centers' resource rooms. This is a local decision.*

**14) What impact has the EFM had on the One-Stop Center Resource Rooms and/or core services staffing?**

*We have not yet surveyed One-Stop Centers to obtain feedback on the impact of the EFM on resource rooms and staffing.*

**15) How does staff manage the same job opening posted multiple times from various websites?**

*It is possible that the same job will appear more than once if it was posted to multiple sources and the posting was different. The site clearly shows the source so that this is obvious to the user. A local decision by the RWB may be to only "manage" job opening postings for employers who are fully registered in the EFM.*

**16) Can job seekers be required to register before they are allowed further entry on the EFM?**

*Yes. Job seekers are prompted to register if they want to view more details, (i.e., job description, employer contact information if not suppressed) apply for a job, or create a resume or cover letter through the EFM.*

**17) How are old/closed jobs that were spidered into the EFM removed from the system?**

*With each spider cycle only open active jobs are posted into the EFM.*

**18) How does the 'rank candidates' work in the EFM?**

*Ranking is based on the search parameters entered by the employer or staff. A matching formula is then used to rank candidates.*

**19) Will there be a disclaimer to inform our jobseekers when they leave the state site or even entering the site that not all jobs listed are state entered jobs? We need to inform them that the data may not be current nor has it been reviewed by our staff for validity or EEOC.**

*Yes. There is a privacy statement on the home web page that will be modified to include this disclaimer. It will be placed directly on the home page.*

**20) Is the state going to contact non-registered employers who have jobs on the EFM as a result of spidering? Will they be included in the AWI customer satisfaction survey?**

*No. Employers who have spidered jobs in the EFM will not be contacted by any AWI customer satisfaction survey activity. Survey contact will only occur if the employer has registered in the EFM or OSMIS and has placed job orders directly into the EFM or OSMIS application.*

**D. Performance/Reporting**

**1) Are all arrangements made for recurring and ad hoc performance reporting to be possible through OSMIS and OSST, to include any performance data/events that occur by use of the EFM?**

No. This is only possible after complete integration of the EFM and OSMIS.

## 2) How will the EFM impact the following performance measures?

### Measure:

**The WAGNER PEYSER (WP) ENTERED EMPLOYMENT RATE** is derived by dividing the total number of TOTAL ENTERED EMPLOYMENTS (MIS 750, unduplicated) by the total number of INDIVIDUALS REGISTERED (MIS 035, unduplicated). The Total Entered Employments (Numerator) is comprised of three different components:

- **Placement** against a job order;
- **“Obtained Employment”** within 90 days of the provision of a WP “prerequisite” service (federally defined)
- **“Entered Employment”** within 12 months of the provision of a WP “reportable service”

### Potential EFM Impact:

The potential exists to garner credit for (exponentially) more job placements against job orders, as WFI has approved the concept that a “spidered” job order from the EFM would constitute a WP Job Development Hire, if the job seeker received the requisite “job development referral” and this service was appropriately recorded on the OSMIS services screen prior to the date of hire as indicated by the employer.

With regard to WP “Obtained Employments”, once the EFM to OSMIS interface is completed, AWI will experience significant increases in its “Individuals Registered” (MIS 035) counts which are the denominator for this measure. The EFM site provides a wide array of services that correlate to both WP “prerequisite services” and “reportable services”. WFI and AWI are exploring the possibility of correlating these various the EFM services to the WP services so that the appropriate service can be automatically attributed to the job seeker services record in OSMIS. By doing so, RWB’s would realize credit for when these individuals are hired by employers and reported via the monthly match against the Department of Revenue New Hire Report.

### Measure:

**The WAGNER PEYSER ENTERED EMPLOYMENT WAGE RATE** is derived by dividing the average Wagner Peyser hourly wage rate at exit (MIS 173) as expressed on the job order (for each placement

made) by the regionally adjusted Lower Living Standard Income Level (LLSIL) for a family of three (LLSIL provided by AWI/LABOR MARKET STATISTICS).

**Potential EFM Impact:**

The Wagner Peyser performance measures are all essentially related. The EFM not only provides a significant source for garnering many more job orders through the aforementioned job development process, but also provides an opportunity for RWB staff to market employers who use the EFM and who have not used OSMIS. Developing a relationship with a “new” universe of employers has the potential for building a foundation for developing job orders that have higher wages and thereby provide greater opportunities for the job seeking public (at no cost to the job seeker) and significant performance improvement.

**Measure:**

**The WAGNER PEYSER NEW HIRE INVOLVEMENT RATE** is calculated by adding (and unduplicating) the number of individuals who are Placed, Obtained, or Entered Employment (MIS 750) divided by the total number of Department of Revenue New Hires reported (MIS 180). New Hires for each RWB are determined by the zip code of the applicant. A crosswalk correlates the zip code of the applicant to the job seeker’s county of residence and the counties then correlate to the RWB. It was agreed in developing this methodology that only Florida applicants with Florida addresses and zip codes would be used for this process.

**Potential EFM Impact:**

The EFM will provide an excellent opportunity to significantly increase the level of performance for this measure. For the aforementioned reasons, we would have the opportunity to significantly increase our WP Total Entered Employment numerator (which is also the numerator for this measure). The denominator would not change as a result of the EFM since this data comes from an independent source- The Florida Department of Revenue New Hire Reporting System.

**Measure:**

**The WAGNER PEYSER EMPLOYERS SERVED INVOLVEMENT RATE** is calculated using the Employers Served count (MIS 117) as the numerator, and the DOR Number of Employers Reporting as the denominator (MIS 016). The Employers Served count (MIS 117) is an *unduplicated count* of employers based on the telephone number of the employer and the first two alpha characters of the employer name

on the job order. The definition of an Employer Served for Wagner Peyser is any employer who submits a job order to a local One-Stop operator via OSMIS.

Employers reporting New Hires to the Department of Revenue are correlated to the RWB by the zip code of the applicant hired, since many employers have multiple addresses and subsidiary locations. If there is more than one employer with the same name hiring in a RWB for the report period, then the employer count on the DOR side of the equation is “unduplicated” based on the employer’s FEID. The WP Employers Served Involvement Rate is calculated by dividing the total number of Employers Served (those employers submitting job orders) by the total number of employers reporting new hires via the DOR New Hire Report.

**Potential EFM Impact:**

There has been considerable discussion regarding the methodology for this measure, but the general agreement seems to be *that some employer market “penetration” index* is needed to measure overall employer community involvement and labor market effectiveness. As mentioned in the previous descriptions, building the EFM relationship will provide an opportunity to more effectively serve employers, and therefore job seekers. Historically, the employer Involvement Rate has only been between 10-15%, which is a relatively low market share. The numerator of this measure can only increase by providing more and better services to employers.

In the EFM (and OSMIS) there are a variety of employer services (in addition to the job order) that can be provided to employers, but were never or only minimally reported via the legacy system. With the additional employer services now recognized as viable and important, there is now an opportunity to fine-tune this performance measure so that the entire universe of employer services are countable and attributable to the RWB operations.

Improvement in all of these categories, it might be assumed, would contribute to overall improvement in both local and federally mandated customer and employer satisfaction surveys and ratings.

**3) How are we getting credit for job seekers registered in the EFM but not in OSMIS?**

*At this point in time, if the job seeker is only registered in the EFM, no credit is given to the RWB. The job seeker must be registered in*

*OSMIS; however, once the full interface is completed the RWB will receive credit for a registration in the EFM. Tracking is done based on the job seeker's social security number.*

**4) If someone comes in and goes through jobs – they don't have to register. If they find information on a job at various websites they can leave and apply directly and we get no credit.**

*True.*

**5) Will we receive credit for job seeker services and/or job referrals obtained through the EFM in OSMIS?**

*Yes. If a full job seeker registration is completed in the EFM, the record will be transmitted to OSMIS. This is based on the job seeker's social security number. All services and referrals need to be posted through OSMIS until full interface is implemented.*

**6) What impact has/will the EFM have on Red & Green Performance?**

*The job orders for all fully registered job seekers and employers will automatically go into OSMIS after all of the interfaces are built. Therefore, this information will be counted just as though they were in OSMIS. The impact on performance reporting will of course depend on how RWBs provide the various services to this "new" pool of job seekers and employers.*

**7) How/will One-Stop Center staff receive placement credit for job orders added to the EFM by the "spidering" feature?**

*The "spidering" feature will not add job orders to the EFM and OSMIS unless the employer is fully registered. When One-Stop staff is working with a job seeker who has found a spidered job, they must ensure that the employer is contacted, an employer registration is taken (and approved) and the job development hire is input into the system in order to receive placement credit.*

**8) How do regions receive placement credit?**

*As indicated above, One-Stop Center staff must put this information in the system to receive credit for a job placement in the OSMIS data base. The credit will count in for each One-Stop and is therefore attributable to the total RWB performance.*

**9) How/will we receive credit for job seeker services obtained through the EFM in OSMIS?**

*Job seekers who come into OSMIS must be provided WP services to receive "entered employment" credit through the monthly match against the Department of Revenue New Hire Report. This is accomplished by going to the job seeker's registration in OSMIS and then to "Select Job Seeker" and then "Add Services". It will be the same as it currently is under OSMIS.*

**E. Communication/Marketing**

**1) What is the plan for input, RWB involvement in next step design?**

GeoSol (the vendor), provides an "Online Project Communication" (OPC) system that allows for client input and communication. Both AWI and WFI have several staff members assigned to monitor input in the OPC and determine how it should be handled (technical/functional issues, policy issues, issues beyond the scope of the contract, etc.). Regional Workforce Board Executive Directors have designated one Regional Security Officer and one Regional Training Instructor to participate in Security Administration training. Also, we have conducted general user training and are working to address specific concerns with regard to systems interface and reporting issues.

**2) What can/should be told to state-level partners about Phase 1 of the EFM, (e.g. agencies like DCF, DOE, OMB, Homelessness Council, USDOL, etc.)? ....about plans for Phase 2?**

The WFI Weekly Updates announced the roll-out of the EFM on 3/2/05. Stakeholders and other state level partners will be invited to use the EFM through individual emails from staff as well. Regional Board staff can do the same. We are not planning on more formal outreach until after successful integration of the EFM and OSMIS later this year. A long range communication plan has been developed by state staff with input from the Employ Florida Communication Consortium (EFCC).

**3) Any press releases/events planned for Phase 1, either immediately or after a brief "live fire" testing period?**

State communication staff will work in conjunction with the Governor's Office later this year for a press release following full integration of the

EFM and OSMIS from the Governor, Susan Pareigis, AWI, Curtis Austin, WFI, and Tramm Hudson, WFI Board Chair.

Some other specific tactics tied to the existing Employ Florida marketing plan include:

- A full page ad in the annual Small Business magazine sponsored by Enterprise Florida and the FEDC (published May 2005).
- A full page ad in HR Florida Review (published August 2005).
- Articles in FEDC's "On-Track" as well as distribution of the EFM bookmarks and information at FEDC's annual meeting and workshop in June.
- A double-spread ad in "NEXT" magazine for youth (to be published September 2005).
- Exhibit space with computer access to the EFM at the HR Florida annual conference to be held in Orlando in September.

It is anticipated that a comprehensive marketing campaign for the EFM will be launched after the final full integration with OSMIS most likely late 2005/early 2006.

#### **4) Who should be telling the story—State-level Communications staff, local RWB communications staff, the Employ Florida Communications Consortium (EFCC), a mix?**

All of the above. As state level materials and information are developed (like these FAQs) they will be uploaded to the Employ Florida Communication Consortium (EFCC) resource area on the WFI website located at:

<http://www.workforceflorida.com/wages/wfi/EFCC/index.htm>

#### **5) Should there be a basic set of information for state-wide dissemination, with locally customized elements/emphases and reminders of the local RWBs/One-Stops?**

These kinds of tactical decisions will be addressed in the course of the development of the overall communication/marketing plan for the EFM.

#### **6) Any special messages for particular local partners: chambers, EDOs, Universities, CC, School Districts, newspapers, libraries, etc.?**

Yes. In the early stages, simply invite groups/organizations to visit the website. Point out that the EFM is one of the many resources and

services available through the Employ Florida network of affiliates and partners.

**8) Will the EFM market the regional one-stop locations, websites and contact numbers?**

The home page of the EFM includes a prominently displayed hyperlink titled "Locate Your Local One-Stop" that takes visitors directly to a map of Florida that can be clicked to obtain contact information for regional one-stops, websites, etc. In addition – certain actions of registered customers such as an employer posting a job order will trigger an automatic email to the region the job is located in requesting employer verification.

**9) *Should we encourage employers to register and post their job orders in the EFM?***

*Yes. The EFM will soon become Florida's "front-door" for all employers' and job seekers' self-service registrations. The state is planning to encourage employers' participation in the EFM through several phases of marketing and outreach activities. At this point, we are raising awareness of the EFM by our state level partners and stakeholders through our web sites, presentations at conferences, the Employ Florida exhibit booth, strategically placed articles and by "word of mouth". After successful full integration of the EFM and OSMIS, we will deploy a more expansive, full marketing and outreach campaign.*

**10) *Companies may use their website to limit the number of responses (along with other reasons). If their job is posted on this mass database they might be upset with the overwhelming number of responses. We may see it as, "the more choice they have the better," but they may not have the manpower to review the large number of applicants (especially unqualified). Also, what if they fill their job quickly through their own means? How are we going to get it out of our system? I can just hear employers calling and asking why our site is listing a job opening that has been closed for a month.***

*We will only be collecting in the OSMIS database those "spidered" jobs for which the employer has been contacted by One-Stop Center staff and subsequently registered in OSMIS. If an employer posts his job opportunity to a job board (i.e. "Monster"), he is more than likely to understand the ramifications of listing jobs in this manner. Also, it is incumbent upon the employer to maintain the status of job orders*

*posted by his firm. An advantage with listing a job order in the EFM is that the employer can pick the time and date him/her wishes for the job order to end and can also go into the EFM and close the order directly. A spidered job will only continue to be listed if it is still open on the site of origin when the date is updated nightly in the EFM and OSMIS.*

**11) Have you experienced any problem with complaints on subjective and/or discriminatory jobs spidered into the EFM? If so, how do you handle these complaints?**

*Not yet. However, complaints and requests for information and/or other assistance can be directed to the AWI Call Center staff via Employ Florida toll-free number 886-FLA-2345.*

**12) What are the legal ramifications of spidering jobs? If a company doesn't want their jobs broadcast through large job banks, how can they stop it?**

*We know of no legal ramifications. Sites like Google are reposting web content all the time. If an employer or web site owner objects we will not spider.*

**13) How will job seekers/employers know about this site?**

*We are planning a comprehensive marketing campaign.*

**F. Miscellaneous**

**1) Who is the technical/programmatic authority for RWBs/locals to call immediately to answer questions?**

AWI has designated Chris Jones as the AWI Information Technology-Lead and Ken McDonald as the Programmatic-Lead. Chris may be contacted at: [chris.jones@awi.state.fl.us](mailto:chris.jones@awi.state.fl.us) and Ken may be contacted at: [ken.mcdonald@awi.state.fl.us](mailto:ken.mcdonald@awi.state.fl.us). Each region has also designated a local contact person. For questions beyond technical/programmatic issues – customers can contact the AWI Call Center using the Employ Florida toll-free number 866-FLA-2345.

**2) Any cost to RWBs, One-Stops to roll-out, maintain?**

No. All costs for initial implementation and ongoing maintenance are covered by the WFI-GeoSol contract.

### **3) Duration and terms of contract going forward?**

The contract commenced on January 4, 2005 and expires on January 14, 2010. Since Workforce Florida receives its funding through an annual appropriation from the Florida Legislature, any contract where the base term exceeds the end of a state fiscal year, or June 30, is subject to the availability of funds. Workforce Florida retains sole authority to determine the availability of funds. Subject to need, availability of funds and satisfactory performance, this contract may be renewed for one five-year period.

### **4) Critical deliverables/factors for evaluating success, failure, continuation of the EFM system?**

Once the system is fully deployed, GeoSol will do random customer satisfaction surveys in a manner prescribed by Workforce Florida and provide the results to Workforce Florida. 'Customer' as used here means job seekers who have used the system and employers who have listed jobs on the system. The scope of this survey will be defined by mutual agreement between the Contractor and Workforce Florida. Volumetrics and other website statistics ("webstats") will also be used to analyze traffic and use patterns on the site.

### **5) What has your experience been with employers using the EFM? Do they like it? What features of the EFM do they like or dislike?**

*We have not yet surveyed employers to obtain feedback on the EFM. However, most of the employers contacting our Customer Call Center expressed that they are pleased with the EFM. The issues of greatest concerns are the lack of available job applicants in the EFM and the functionality of the job matching feature.*

### **6) Why would employers even use us if all they have to do is list their opening on Monster, their website, etc...and we spider it in anyway? Why would they go through the 'trouble' of following our guidelines?**

*Employers of course have the option of obtaining job placement assistance through various sources. However, by being associated (and registered) with a One-Stop Center, employers have access to a wide array of employer services and specialized assistance. Spidering generally does not collect enough information in order to understand*

*what the job expectations are. Also, Monster and other sites require employers to pay.*

**7) I believe there is an option on the EFM that asks employers who are submitting their Job Orders through the EFM directly if they want applicants to be prescreened. How will we handle this? I can't see too many people turning this down free human resources services.**

*There are three options that employers can choose when submitting a job order: 1) Full job description and contact information will be displayed online; 2) No contact information is displayed online and the job seeker must apply through the One-Stop Center; and 3) The job is not to be displayed online and is only available to One-Stop Center staff. These are equivalent to the various "suppression" options in OSMIS/WP. Job seekers should be appropriately screened based on the qualifications and preferences as indicated by the employer on the job order. This option is also available in OSMIS.*

**8) Do other sites like Monster and Career Builder require O-NET Codes? Not sure if this will affect reports.**

*No. Spidered jobs do not affect performance outcomes and/or reports unless the employer is registered and has entered the job order into the EFM. O-NET Codes would be entered at that time. The EFM application stores "spidered" jobs in a location different than the jobs that employers input directly into the EFM after they have registered. Until a "spidered" job has been input into the EFM by a registered employer or One-Stop Center staff, it will not count in the WP MIS data base.*

**9) Since we are spidering job orders, are other job banks doing this to our job orders? If so, how do we handle satisfaction reports if we have listings out there that are outdated?**

*The best way to avoid a situation where a job order "spidered" from OSMIS is out of date is to ensure that it does not occur. This is accomplished by the continual monitoring of the job order's status in the OSMIS data base by One-Stop Center staff. The employer information remains suppressed even when spidered. Therefore, a job seeker must still contact the One-Stop Center staff for employer referral information.*

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.