

# FAQs

## Employ Florida Marketplace (EFM)



**Audience:** These general *Frequently Asked Questions* (FAQs) are to help orient workforce system professionals to the new Employ Florida Marketplace (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. Questions Related to the March 1<sup>st</sup> Roll-Out of the Employ Florida Marketplace.**

#### **1) How does the Employ Florida Marketplace (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 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 EFM will be required to accurately record services and results into the system of record.

#### **2) What pieces and/or functionality have been provided with the March 1<sup>st</sup> rollout of the Employ Florida Marketplace (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. Jobseekers 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 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.

**3) Can existing resumes be uploaded or must the jobseeker 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.

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

Visitors may view job listings and other information but not 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.

**5) Will EFM replace the current 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.

**6) 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.

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

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

## **B. Questions Related to the EFM Linkages to OSMIS And Performance Reports**

### **1) 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. That is projected to be completed on or before implementation of Phase 2 on July 1, 2005.

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

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

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

Nothing other than OSMIS jobs that are spidered in.

### **4) Other than future spidering, what interfaces/linkages will 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 EFM.

**5) 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 EFM?**

No – only after complete integration of the EFM and OSMIS.

### **C. Questions Regarding the Next Phase of the EFM Rollout and Ongoing Issues**

#### **1) What is next, when?**

As noted above, GeoSol and AWI staff are working on the inter-system interface to minimize need for duplicate data entry, and “purify” the data gathered by EFM before posting to the “authoritative” OSMIS data base. That is scheduled to be completed before July 1, 2005. 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 on July 1, 2005 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)

#### **2) 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)

#### **3) What is plan for input, RWB involvement in next step design?**

GeoSol (the vendor), provides an “Online Project Communication” (OPC) system which allows for client input and communication. AWI and WFI both 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 been asked to designate one Regional Security Officer and one Regional Training Instructor to participate in Security Administration training which will

be provided prior to the training in the use of the general application. Coinciding with this training, we are planning additional general user training and are also working to address specific concerns with regard to systems interface and reporting issues.

**4) 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.

**5) Any new local hardware/software requirements for local?**

No.

**6) 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 for which 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.

**7) 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.

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

GeoSol will continue to improve reduction of job listing duplication.

**D. Questions Regarding Internal Communications/Training**

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

Frequently Asked Questions (FAQs) will continue to be expanded and updated. The AWI Call Center employees have received training. Regional training will begin soon throughout the state using a train the trainer approach.

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

Not yet but they will be.

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

Initially Jim Cadwallader, AWI [Jim.Cadwallader@awi.state.fl.us](mailto:Jim.Cadwallader@awi.state.fl.us) will be the state level contact. Soon there will be a contact trained in each region. For questions beyond technical/programmatic issues – customers can contact the AWI call center using the Employ Florida toll-free number 866-FLA-2345.

**4) 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. Also see section E below where some positive options/suggestions are discussed.

**5) 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.

**E. Questions Regarding External Communications/Marketing**

**1) What can/should be told to state-level partners about Phase 1 of 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 several weeks after the initial launch. A long range communication plan is being developed by state staff and will be shared with the Employ Florida Communication Consortium (EFCC) at their May meeting for their input.

**2) 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 for a late April press release from the Governor, Susan Pareigis, AWI, and Curtis Austin, WFI.

Some other specific tactics will be tied into the existing Employ Florida marketing plan which includes:

- A full page ad will run in the annual Small Business magazine sponsored by Enterprise Florida and published in May.
- A full page ad in HR Florida Review published in August.
- Articles in FEDC's "On-Track" as well as a session and booth at FEDC's annual meeting and workshop in June.
- A double-spread ad in NEXT magazine for youth published in September.
- 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 developed for a launch after the final full integration with OSMIS most likely late 2005/early 2006.

**3) 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>

**4) Should there be a basic set of info 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 Employ Florida Marketplace.

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

Yes. In the early stages simply invite groups/orgs to visit the website. Point out that the Employ Florida Marketplace is one of the many resources and services available through the Employ Florida network of affiliates and partners.

**6) Does the Employ Florida Marketplace take the place of Employ Florida?**

No. The Employ Florida Marketplace (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 Employ Florida Marketplace.

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

Contact information for regional one-stops, websites etc. is still accessible via the Employ Florida tab on the EFM website. 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.

## **E. Questions Regarding How the EFM will Impact Regional Performance**

### **1) 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 an WP “prerequisite” service (federally defined)
- **“Entered Employment”** within 12 months of the provision of a WP “reportable service”

#### **Potential Employ Florida Marketplace 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 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 their

“Individuals Registered” (MIS 035) counts which is the denominator for this measure. The EFM site provides a wide array of services which correlate to both WP “prerequisite services” and “reportable services”. WFI and AWI are exploring the possibility of correlating these various 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 these 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 Employ Florida Marketplace 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 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 which 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 Employ Florida Marketplace Impact:**

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 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 Employ Florida Marketplace 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 EFM (and OSMIS) there are a variety of employer services (in addition to the job order) which 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.

**###**

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