



RAPID RESPONSE
Solutions for Economic Transition

The National Rapid Response Initiative

Region II Rapid Response Roundtable

April 13-14, 2010

Philadelphia, PA

The Promise of the Workforce Investment System



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2

*When you need us most, we will be
there.*



Setting the Context



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3

What is the **SITUATION** (challenge/problem)?

What is the **SOLUTION**?

What is the **RESOLUTION**?

Overview/ What We'll Talk About Today



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- **Setting the Context**
 - Situation
 - Solution
 - Layoff Aversion
 - Resolution
- **What is Rapid Response**
 - ❖ Definition
 - ❖ 10 Quality Principles
 - ❖ A Team Effort



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Our Goal

(Why We're Here)

To ETA, this Initiative is a comprehensive, collaborative effort to improve the Rapid Response system throughout the country by promoting consistent, high quality, timely and innovative responses to economic transition.

- Facilitate discussion and communication
- Gather information and learn from each other
- Identify and address common issues
- Promote and carry out the highest quality practices nationwide
- National Summit – August 2010

The Situation



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6

From Bureau of Labor and Statistics:

*In October 2009, the number of unemployed persons increased by 558,000 to 15.7 million. The unemployment rate rose by 0.4 percentage point to **10.2 percent, the highest rate since April 1983.***

***“Every noble work is
at first impossible.”***

-- Thomas Carlyle



The Situation...

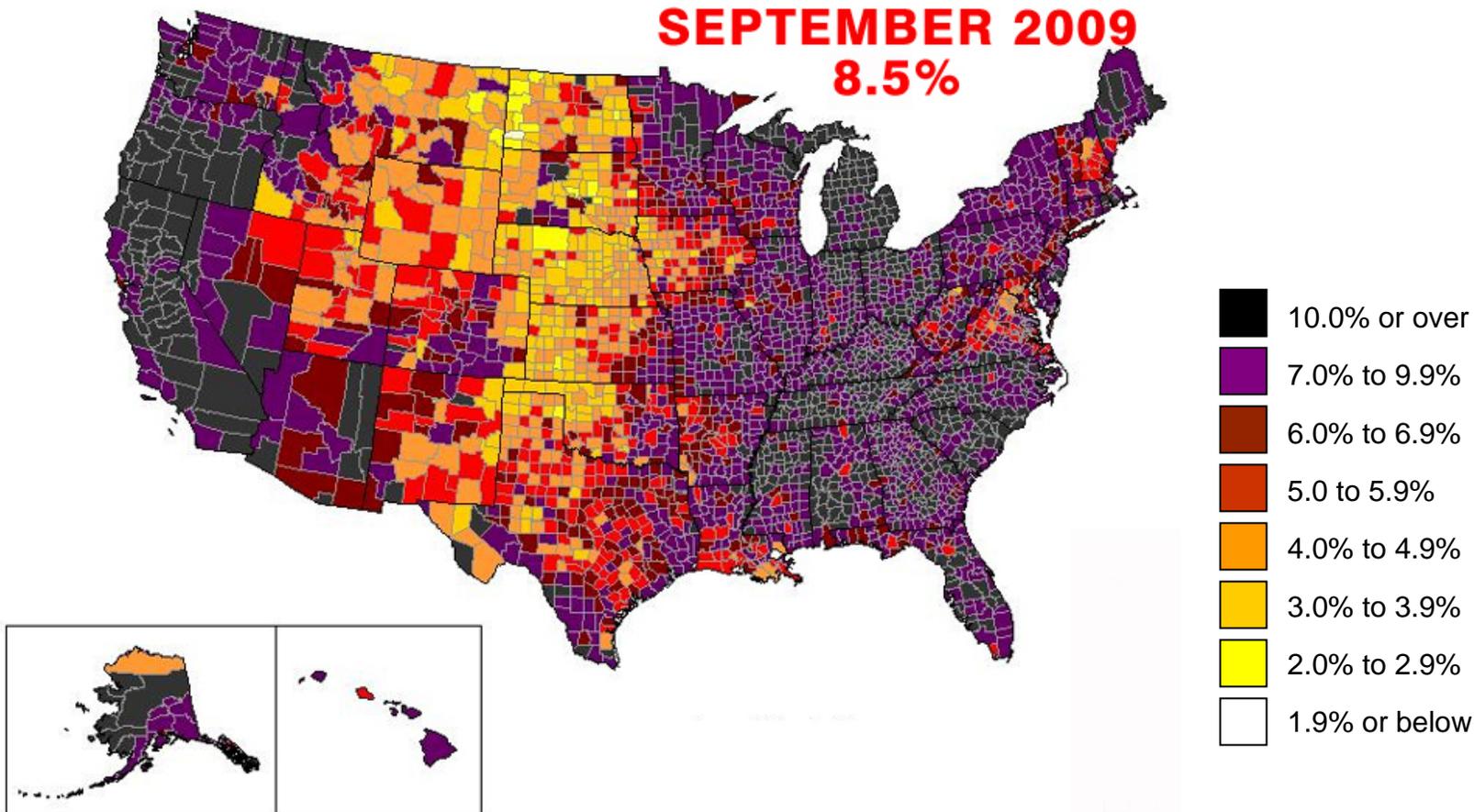


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Unemployment Rate by County

7

SEPTEMBER 2009
8.5%



The Situation



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8

Things are particularly challenging now, but even in the best of times local economies and businesses can be in transition:

Businesses are routinely:

- Expanding
- Down-sizing
- Merging
- Relocating
- Reorganizing
- Closing



The Situation



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9

HIGH DEMAND for:

- **Effectively addressing ongoing economic transitions**
- **Innovative solutions to address unemployment/
dislocations**
- **Building partnerships for transition management
services**



The Situation

The amount of work facing Rapid Respond teams is increasing... and the resources to perform that work are not!

So, what do we do?

We are all in this together

*"You cannot change the world by yourself.
You need to have two or three other people."
— Spenser Havlick*

The Solution



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11

Rapid Response

*If not now,
when?*

The Solution

What is Rapid Response



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12

Timely, consistent and high-quality services to workers and businesses

- **Timely and Consistent**
 - Providing the *right information and services, when, where and how needed* to best serve workers and businesses.
 - It does not mean cookie-cutter or one-size fits all solutions.
- **High-Quality**
 - Proactive, comprehensive solutions that meets the needs of workers and businesses.

What is *Great* Rapid Response?



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Great Rapid Response begins with a question...

What is going on with your company?

It continues with another question:

What can we do to help your company?

The Solution

What is Rapid Response

(cont.)



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14

It is a Solution-Based Approach for Managing Transitions in an Evolving Economy.

- Addresses the needs of employers, workers, and the community through the development of ongoing strategies to ensure long-term economic stability and growth
- Employs strategies gained from the expertise, perspectives, and efforts of an extensive network of partners and stakeholders



The Solution

What is Rapid Response

(cont.)



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15

It is NOT event-driven; it is a pro-active approach to planning for and managing economic transitions.

Rapid Response requires:

- Ongoing efforts to build relationships with employers and other community stakeholders
- Knowledge of labor market trends and economic forecasts
- Strategic planning, data gathering and analysis designed to anticipate, prepare for, and manage economic transition
- Understanding workforce assets and needs
- Convening, facilitating, and brokering connections, networks, and partners
- Planning for and responding to layoffs, minimizing their impacts wherever possible

The two sides to layoff Aversion



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Saving the company

- Lessening the number of employees that the company needs to layoff
- Work-share
- Furloughs
- ESOPs -Employee buyouts
- Finding a buyer for the closing business
- Linking with Economic Development
- Incumbent worker programs- based on affected company

Broader Aversion Idea

lessening the impact of layoffs on an Economic Basis

- Less People filing for UI benefits
- Linking with other companies that are hiring (Company Match)
- OJT programs-linking with growing companies
- Incumbent worker programs broader since

The Solution

What is Rapid Response

(cont.)



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17

Legislative Authorization

Sec 665.300WIA Final Rule

(a) Rapid response ... “activities necessary to plan and deliver services to enable dislocated workers to transition to new employment **as quickly as possible**”



The Solution

What is Rapid Response

(cont.)



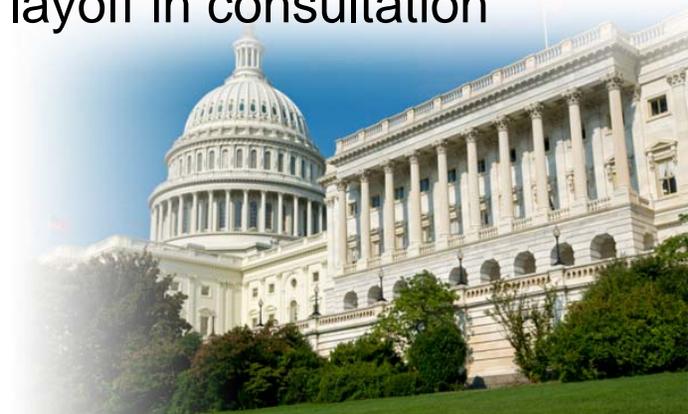
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18

Legislative Authorization

Sec 665.310: Rapid Response activities must include:

Immediate and on-site contact with the employer, representatives of the affected workers and the local community, which may include an assessment of the potential for averting the layoff in consultation with state and local economic development agencies, including private sector economic development entities



The Solution

10 Quality Principles

+ 1



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19

Criteria to consider/apply in deploying Rapid Response efforts

- Provides a lens to look at how you are performing Rapid Response activities
- Ensures consistency of services across the nation
- Supplies qualitative measurement criteria

The Solution

10 Quality Principles

+ 1



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20

1	Timeliness	The quicker information and services are provided, the quicker workers can start the reemployment process
2	Internal and External Partnerships	<ul style="list-style-type: none">• Help communities pull together• Provide access to a wide range of resources• Build collaborative opportunities
3	Leveraging Resources	Creates strong community support network that goes beyond Rapid Response and One-Stop activities
4	Seamless Service Delivery	Ensures efficiency and productivity in providing services and getting people reemployed

The Solution

10 Quality Principles

+ 1



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21

5	Active Promotion	Marketing services through materials, media, websites, social networking, meetings, events, etc.
6	Layoff Aversion	Strategies that help retain or save jobs: <ul style="list-style-type: none">• Instant labor exchanges• Self-Employment Assistance (SEA)• Reemployment• Prefeasibility studies• Incumbent worker training• Work-share• Linkages to loan programs and other business assistance programs• Management or employee buyouts using ESOPs or conventional financing

The Solution

10 Quality Principles

+ 1



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7	Consistent and Accurate Information	Information specific to the worksite and community and includes non-job-specific referrals to services and agencies
8	Convenience	Meeting the schedules and location(s) that meets worker and business needs; connecting to One-Stops
9	Customer Choice	Customizing services to meet local or event-specific requirements enhances the success of helping people transition back to employment

The Solution

10 Quality Principles

+ 1



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23

10	Measure of Success	Measurable goals provide valuable feedback <ul style="list-style-type: none">• Collect measurable data (ex.: How many individuals were processed?)• Determine if activities are successful• Identify potential problems• Make changes to ensure continuous improvement
+1	INNOVATE	Re-evaluate, Re-vise, Evolve!

The Solution

Why Rapid Response?



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24

Because it:

- **CAN MAKE ALL THE DIFFERENCE**
- Offers the first step in connecting workers to the workforce investment system
- Provides an established national network of services, resources and partnerships
- Creates an avenue for layoff aversion, keeping workers in their present or new jobs, possibly avoiding a dislocation event and/or an unemployment claim
- Offers a powerful network that let's workers know they do not have to face the challenges alone

The Solution

Why Rapid Response?



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25

Because it:

- Provides well-regarded business solutions and ongoing collaborations through economic ups and downs
- Connects workers to benefits
- Provides a critical next step in an individual's career and life
- **Reduces the impact on the UI Trust Fund:**
 - **In Massachusetts, for PY2008, Rapid Response services saved the Mass UI Trust Fund more than \$6.6 million in claims.**

The Solution

Why Rapid Response?



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26

Critical component of economic development

- Share information on company closings, layoffs, and the affected workforce
- Share information on activities surrounding each event
- Share information about company expansions
- Work to enhance business growth
- Identify reasons companies leave and stay
- Link available workforce with growing industries



The Resolution

National Identity – Rapid Response

- This Roundtable and other meetings to continue discussing process, policies, and tools needed for Rapid Response
- Development of new processes (with your input)
- Continuing Technical Assistance
- Remain relevant regardless of what the economy is doing
- Rapid Response Summit

What's in It for YOU?



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28

- Time to reconnect
- Focus on critical components
- Engage with peers and expand vision
- Provide your input to help influence the types of tools, policies, and technical assistance created nationwide
- Create an arsenal of tools and processes to help you quickly and effectively do your job (make your job easier!)
- Help to put the pieces in place so you can prioritize and focus on providing timely, consistent and high-quality solutions
- Insight to help you **WORK SMARTER NOT HARDER**



**WE ARE ALL
IN THIS
TOGETHER**



The “End Game”

The Tools

This Roundtable (and future ones) will help to:

- Begin to identify and solve certain issues “on the spot” (sharing information)
- Make Connections
- Create an awareness of gaps and missing elements
- Determine the technical assistance and resources needed to effectively perform your job to the fullest
- Identify next steps to help fill gaps and obtain resources



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The “End Game”

The Outcome

- Creation of one National Rapid Response System
- We do our jobs better, faster, and reliably
- Our Governors and leaders can state with confidence that when workers are laid off, Rapid Response will be there, delivering the same quality service no matter where they are



Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek.

- President Barack Obama -
