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TO: Ramsey County MFIP-Employment ES Providers

FROM: Kate Probert Fagundes - MFIP/DWP Employment Services Division Manager

SUBJECT: Performance Measure 10 Career Planning and Coaching Data Collection Procedures

PURPOSE: Folding career planning and coaching into the day-to-day pathways discussions with MFIP participants is a critically important step in the delivery of MFIP employment services. Pathways are clear and measurable goal tracks in which individuals can expand upon their employment and self-sufficiency goals. The 2014 ES report card will measure WFS and the contracted partner ES agencies on their success at providing participants with career coaching; the *Career Planning and Coaching Measures* are:

- Measure 10A: 50% of all participants will have career coaching hours
- Measure 10B: 50% of all participants have assessment activity hours (not limited to a specific assessment tool) reflecting participant progress per quarter; and
- Measure 10C: 50% of all participants have labor market intelligence related hours

BACKGROUND: Career coaching uses a strengths-based and client-driven approach such as Motivational Interviewing to engage participants in developing short and long-range employment and education goals and in making more informed choices.

Initial career strength assessments and interest assessments gauge each participant's strengths and interests as it relates to career planning and goal development, enabling participants to increase their "self-marketing" capacity. Measure 10-B focuses on the on-going assessment, or interactive monitoring, of the use of the assessment tool results.

Labor market intelligence is the strategic use of data-based and area-industry supported Labor Market Industry (LMI) statistics and trends which accurately depict actual employment needs (i.e. number of employees needed in a particular field, number of PT versus FT employees needed, locations of jobs, and specific credentials and other skills required for those available jobs, etc.).

The [Minnesota Department of Employment and Economic Development \(DEED\)](#) has many public-use resources related to the topics of career planning, assessments, and labor market intelligence. Additional labor market intelligence information, assessment and career coaching tools can be located on [iSeek](#).

As of January 1, 2014, WFS units, and the partner ES agencies, will be expected to incorporate career planning and coaching techniques and tactics into participant employment plans and pathway development strategies.

PROCEDURES:

Measure 10A:

Hours toward this activity may be completed in one-on-one setting between the ES counselor and the participant, or in group settings such as in workshops or job club. A **minimum of 3 hours per quarter** (an average of one hour per month) needs to be achieved and recorded in this activity in order for it to count positively in the measure.

1. Counselor provides on-going career coaching to the participant.
2. Counselor opens Career Planning and Coaching Measure 10A on WF1 under any appropriate activity the participant is engaged in and enters subtype "10ACC". Only one activity is needed for both job search and this measure as long as the subtype is entered.
3. Counselor enters the hours in the mass participation hours screen for this activity and subtype, then saves work.

Measure 10B:

Each ES program can decide which initial career strength assessment and interest assessment tool(s) they would like to use. Hours toward this activity may be completed in one-on-one setting between the ES counselor and the participant, or in group settings such as in workshops or job club. A **minimum of 3 hours per quarter** (an average of one hour per month) needs to be achieved and recorded in this activity in order for it to count positively in the measure.

1. Counselor completes initial assessment using select tools.
2. Counselor provides on-going, interactive monitoring, support and feedback to the participant in the implementation of their assessment-driven plan.
3. Counseling opens Career Planning and Coaching Measure 10B on WF1 under any appropriate activity the participant is engaged in and enters subtype "10BSI". Only one activity is needed for both job search and this measure as long as the subtype is entered.
4. Counselor enters the hours in the mass participation hours screen for this activity and subtype, then saves work.

Measure 10C:

Labor market hours can be acquired and completed in one-on-one setting between the ES counselor and the participant, or in group settings such as in workshops or job club. Each ES program can determine the labor market tools to use. A **minimum of 3 hours per quarter** (an average of one hour per month) needs to be achieved and recorded in this activity in order for it to count positively in the measure.

1. Counselor provides and discusses with participant the pertinent labor market information.
2. Counselor opens Career Planning and Coaching Measure 10C on WF1 under any appropriate activity the participant is engaged in and enters subtype "10CLM". Only one activity is needed for both job search and this measure as long as the subtype is entered.

5. Counselor enters the hours in the mass participation hours screen for this activity and subtype, then saves work.

EFFECTIVE: June 3, 2014

WFS CONTACT: Your Agency Lead Planner