



Illinois Workforce Innovation Board

Bruce Rauner, Governor

John Rico, Co-Chair
Sean McCarthy, Co-Chair

TDL Task Force Meeting
January 31st, 2017
12:30 – 2:30 p.m.

Present: Grailing Jones, Eric Gallien, Don Schaefer, Megan Younkin, Rick Dickens, Ron Payne, Todd Lowery, Kendall Marks, Lavon Nelson, Susan Bence, Dave Gallagher, Maria Viteri Hart, Steve Gold, Ike Carothers, Mary Ann Merano, Pedro Vignettes, Mike Baker, Hannah Temeyer

The TDL Task Force is refining model solutions and compiling promising practices that have been acknowledged over the past several months. Moving forward, the task force prepares for its presentation to the IWIB by gathering results from tested model solutions and determining promising practices to be recommended.

TESTED MODEL SOLUTIONS

Targeted Outreach to Jobseekers

In Illinois, the Department of Employment Security Wagner-Peyser staff has the capacity to distribute e-mails and phone calls to specifically targeted audiences of UI recipients. Our group leveraged this ability to notify UI recipients of upcoming hiring events using tailored messages. Different results occurred when using two different email blast approaches for advertising hiring events:

- ❖ One approach directed email recipients to register for the hiring event through the One-Stop hosting the event. The One-Stop then corresponded with registered individuals and provided a limited amount of industry information to them. One-Stops connect job seekers to a wide array of industry jobs, making it difficult to be very knowledgeable in any one area. However, the One-Stop's additional support at the hiring event was beneficial.
- ❖ The second email approach sent email recipients a URL, leading them to the website of the employer who would be at the hiring event. The employer was able to reach out to interested candidates within two days, creating a more "real" perception of the hiring event.

Twelve people attended the first event, two of which already had a CDL. At the second event, having utilized the employer URL in the email blasts, 31 individuals attended and 26 signed up for one of two CDL schools. Interested candidates were able to discuss training with CDL schools and consult with

WIOA and Wagner-Peyser career services staff and training program representatives. Computers were also on-site to allow candidates to apply for training and WIOA on the spot.

This model will be shared with other One-Stops in April, and they will be encouraged to reach out to nearby employers to replicate this model.

POTENTIAL PROMISING PRACTICES

Hiring Events

- Hiring events should take place during evening hours or other times that can accommodate audiences such as the unemployed, underemployed, and unhappily employed
- CDL schools should send representatives to hiring events
- One-Stops should share findings from TDL hiring events with other One-Stops at IWP monthly meetings
- Dual vetting: Email blasts should connect interested candidates to employers initially, allowing employers to connect the candidate with the One-Stop afterward
- Communication, such as emails and/or flyers, for hiring events should include a list of all participating companies and schools
- Hiring events should be repeated on a consistent basis, perhaps quarterly, to allow additional audiences to be reached
- Career exploration systems such as Career Information System, Career Cruising or others should be used in order to vet potential candidates prior to enrollment. This type of program allows both parties to express interest in the other. Wisconsin currently does this with its transportation system
- Small carriers should create relationships with CDL schools in order to advertise potential job opportunities for students after students have at least three years of experience

Distribution of Industry-Related Information

- A list of mega-fleets or companies who provide drivers with experience but are not trucking companies should be created to aid new student looking for work
- The Midwest Truck Show and other industry events should be listed and publicized to generate more awareness for One-Stops, trucking companies, trucking schools, etc.
- Contact information and a schedule of the Great Lakes Job Fair should be provided to One-Stops in Illinois. More employers may then be able to take a truck to the event to display new technology and generate more awareness.

NEW INDUSTRY PROGRAMS

Awareness at the Youth Level

The Illinois Trucking Association began a non-profit program providing a hands-on, educational experience for youth. This program exposes students to the trucking industry, educates them on

how to drive safely around trucks, and allows them to climb into a truck to expose them to blind spots truck drivers face when on the road. Sixteen year olds are the target audience for these programs, as they are beginning their own driving experiences. Industry perceptions of both students and parents can be shaped through these visits. Last year, 500 students were reached in Southern Illinois, and the program hopes to expand in the future.

Under 21 Pilot Program

A proposed national pilot program will allow drivers between the ages of 18 and 21 who have experience driving military heavy vehicles to operate interstate commercial motor vehicles. At least 200 participants are needed for the program to occur. High school students may be targeted and encouraged to sign up for the National Guard or reserves, with the intention of enrolling in the program. The pilot starts September 1st.

The following chart distinguishes the control and study groups for this pilot:

Criteria to Participate in Under 21 Pilot Program		
	Study Group	Control Group
Age	18, 19, 20	21–26
Volunteer	√	√
Certification	Military	CDL
Agree to data release	√	√
Agree use of Electronic Log Data	√	√
No disqualifications, suspensions, license revocations or be under any out-of-service order	Past three (3) years	Past three (3) years

NEXT STEPS TIMELINE

February

2/15 – Full Task Force Conference Call: Final review of solutions. Call Time: 10:00 – 11:30 a.m.

March

– Update to IWIB: Prepare recap and preliminary findings & recommendations

March - May

– Draft and finalize report for submission to IWIB. Submit to IWIB by Memorial Day

June

– Presentation at the IWIB 2017 Meeting: Each group will deliver model solutions and share recommendations. All Task Force members will be invited to attend.