

Centralized Engagement

Expand Customer Contact Beyond the Workforce Office

This customer-focused solution supplements and expands the traditional “brick and mortar” workforce program office — helping transform it into a multi-channel engagement program. Through the use of online, call center, mobile, and other communication technologies, the MAXIMUS solution creates a dynamic, on-demand environment that more effectively supports job seekers and employers. Advantages offered by the MAXIMUS approach include:

- Targeted engagement of job seekers and employers — how and when it’s most effective
- Proven assessment and sector process to align and connect people to jobs based on the employer’s needs and the job seeker’s capabilities
- Ongoing contact and activity tracking with job seekers to ensure accountability and compliance with program requirements
- Greater access to jobs by breaking down workforce development silos and accessing the MAXIMUS network of employers — representing one million jobs annually
- Outcomes-based payment contract designed to increase outcomes for workforce program activities

Concept of Operations

The limitation of many workforce programs is “brick-and-mortar” reliance on face-to-face engagement. This creates physical and scheduling barriers for both job seekers and employers — barriers that hinder their engagement in activities that actually move job seekers into jobs in the most expedited manner. MAXIMUS addresses this in three ways:

- Supplementing existing workforce program locations with a centralized contact center that facilitates job seeker and employer engagement across all “virtual” communication channels
- Evaluating and assigning job seekers to the treatment stream best suited to their individual needs
- Aligning available jobs with the pool of workers instead of the other way around

MAXIMUS performs the following functions:

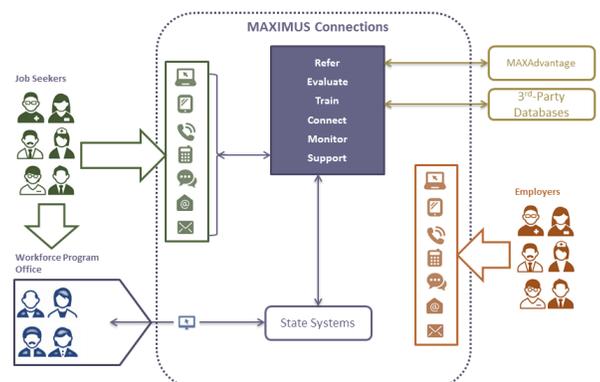
Referral. To leverage and support existing systems and processes, engagement with the MAXIMUS solution is initiated by a referral from the existing workforce program.

Proactive Engagement. Ongoing communications with the job seeker are orchestrated through MAXIMUS to ensure the job seeker receives contact frequently enough and at key points in the workforce process so they move to employment in an expedited manner. Our contact-center model leverages an array of virtual touch points — a live voice at the end of a line, Interactive Voice Response (IVR), e-mail and chat, and mobile applications — to connect with the job seeker in the ways that they do in their everyday life. For those

who want, we maintain a connection to the “brick and mortar” One-Stop, too. This multi-point proactive engagement model extends the power of the One-Stop 24/7, 365 days a year.

Evaluation and Assignment to a Treatment Stream. Before engaging the job seeker, MAXIMUS performs an assessment based upon the information received from the system as well as third-party data sources to assemble a profile and prospective set of engagement streams.

Job Matching and MAXAdvantage. Some target groups of job seekers are made more marketable by identifying tax credits that are available to employers for hiring them. MAXAdvantage is proprietary solution used by employers nationwide to manage I-9 processing and identify and track tax credits on their behalf. MAXIMUS provides an expedited means of job placement for some job seekers by linking them to more than one million available jobs through MAXAdvantage and other similar tools.



Operational Model

MAXIMUS enables your State to obtain advanced customer contact solutions — encompassing people, processes and technologies — all without making a significant new expenditure in a customer support infrastructure. MAXIMUS is a shared services model, leveraging and expanding upon the scale and scope of existing MAXIMUS health and human services operations nationwide. In this way, MAXIMUS will provide your State with exactly the right mix of engagement capabilities to help your workforce program achieve the outcomes you want. To ensure alignment and collaboration with local workforce program offices as necessary, MAXIMUS can have local resources readily accessible to state workforce programs as an option.

MAXIMUS will propose appropriate levels of services personnel based upon the size and needs of the job seekers being targeted. Understanding the size of the reference group enables MAXIMUS to use its proprietary workforce capacity and business process management expertise to define the most cost-effective infrastructure necessary to do the job.

MAXIMUS offers a performance-based model, with pay-points aligned with the measureable outcomes most important to the state — job placement, job retention and wage rate. Operational efficiency and effectiveness measures, such as speed to answer, wait/hold times and the like are measured and reported, but don't represent pay-points. For the MAXIMUS contact-center operating model, we suggest a start-up fee, with all other pay-points related to the outcomes we deliver through the solution.

MAXIMUS can be procured using funding specifically set aside for the governor under WIOA. The design and implementation planning for the contact center begins as a demonstration program across select populations or geographies, then expands from a successful demonstration to a standard operating practice across a state's workforce system. The mechanism for expansion would be the annual amendment of the State Plan.

Outcomes

The MAXIMUS solution is designed to:

- Achieve more job placements faster, with higher retention rates and wages at or above current measures
- Supplement and enhance the existing "brick and mortar" workforce program by targeting specific "at risk" or "in focus" populations

- Accelerate the economic environment of your State by connecting employers to skilled employees — thereby reducing unemployment
- Align workforce programs with WIOA's focus on economic development and engagement
- Allow governors and other state leaders to achieve better outcomes and a better return on their limited investment dollars with a solution that pays for outcomes instead of outputs

Next Steps

MAXIMUS isn't a ready-made solution. Rather, it is a solution that we configure to meet the specific needs of your State. With more than three decades' experience helping government serve the people, we know that we can only help you achieve your goals by aligning our solutions to meet your expectations and requirements. MAXIMUS is prepared to host a discovery session with your team to:

- Understand your specific policy, program and operational requirements — "as is" and "to be"
- Work through the relevant business processes, throughput and output variables to frame our solution within the entire operation of your workforce program
- Outline the scale of the solution and the procurement requirements for realizing the solution

WIOA provides states with a unique opportunity to reimagine their workforce system into a faster, more efficient economic development and employer-focused engine for growth. MAXIMUS is pleased and ready to offer our support in helping you realize this outcome.

One Focus, One Source

MAXIMUS has maintained a single focus on government services since 1975. It is our sole purpose, and we are passionate about being the trusted, go-to partner to government programs. As a worldwide leader in pay-for-performance workforce contracting, we are available to help states like yours consider the best outcomes-based model to help you achieve your policy goals.

Contact:

Doug Howard, Sr. Vice President
517.881.0310 or DougHoward@maximus.com

Visit:

www.maximus.com/workforce



1891 Metro Center Drive
Reston, Virginia 20190
1.800.MAXIMUS
www.maximus.com