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## **EU-Profiling-Seminar January 12-14, 2005 in Nuremberg (VP/2004/007)**

### **„Development of profiling instruments as tools within the preventative approach to LTU“**

The EU Commission (DG Empl) supports the organisation of a profiling seminar for European Public Employment Services by the Federal Employment Service Germany, Bundesanstalt für Arbeit (BA), and its Institute for Employment Research. The agenda is based on the following outline.

“Profiling” has become a keyword in assessing the strength and weaknesses of jobseekers in order to dress up individual action plans to evaluate their employability or job readiness. PES in Europe make use of and develop different tools to improve profiling standards. As an individual approach profiling contains a “promise” of a partnership relation between jobseekers and PES staff for a tailored support in job search activities according to jobseekers’ needs and competences. Profiling should help to define the scope of job places in reach for the individual and available instruments of LMP that correspond to the identified needs.

On the other hand, profiling is an instrument that could help to gear support not only to the jobseekers in need but also to those who are likely to benefit most from the available resources. In this sense profiling may contribute to more efficient use of PES’ resources, both of time spent for counselling and of finance available for programs.

PES have to balance their activities between the needs defined by profiling and the available resources. This implies a strategy how to make use of profiles to take the relevant decisions of the kind of support, its timing and its costs. European countries have developed strategies to solve this conflict according to their legal framework, institutional culture and tradition, budgets and labour market priorities.

Therefore “profiling” takes on a different and specific meaning within each national context. Even within countries profiling may be carried out differently for different groups of people or in varying institutional setups.

The call for proposals puts profiling in the context of the European Employment Strategy which calls for individual action plans for the integration of jobseekers and meaningful activation as instruments to prevent the inflow LTU. To cover the great variety of national strategies and experiences we propose to use “profiling” in a broad sense. It shall include all systematic strategies to define support and activation needs starting from individual assessment of jobseekers’ strengths and weaknesses related to their job search capacities and labour market chances. Systematic strategy means that there are some standards of

how to assess strengths and weaknesses and identify jobseekers at risk of LTU or some rules how to attribute resources according to jobseekers profiles.

A wide definition of profiling allows for including screening approaches that define risk of LTU according to a few simple characteristics as well as more sophisticated approaches by structured interviews, psychological tests or differentiated statistical risk scores. The inclusion of such a variety of approaches should allow to review what is nationally considered to be a risk for becoming LTU and how it can be identified.

A wide definition also allows to consider a wide range of experiences how individual profiles are related to types of individual action plans by selecting jobseekers to different groups (segmentation), to different intensity of counselling or to effective instruments.

The draft agenda of a profiling seminar in this proposal incorporates the above considerations. A presentation of the Australian experience, though not within the European Union and under the European Employment Strategy, seems to be a chance to present the experiences of a country that has the longest record in profiling with adjustments and evaluation studies, which still lack in most European countries. The expected audience of national experts from European member states should appreciate the rare chance for exchange with a representative of the Australian Department of Workplace Relations (DEWR) about the Jobseeker Screening Instrument (JSCI) and Job Seeker Assessment Instrument (JSAI). Of special interest may be DEWR studies on net programme impacts that deal with cost effectiveness of programme participation and dead weight loss of referrals of persons possibly not in need of assistance.

The Dutch Kansmeter (since 1999) aims at measuring the distance from the labour market by a structured in depth interview in to stages after registration of jobseekers to define need for support and responsibilities of support. It was a main element for the structural reforms and reorganisation of PES in The Netherlands.

By contrast, the UK opted for a strategy of structured job search and against formal profiling after studies on the predictive power of jobseekers' characteristics on LTU risk. Because prediction power to identify jobseekers in need exactly was too poor and (very) early intervention was considered to be too costly with the risk of dead weight loss of spending money on persons who could find work without support, the UK choose a strategy of constantly monitor job search efforts and concentrate program support at a later stage of unemployment. It seems as if this strategy could be revised for selected target groups. Additionally the PES developed the Customors Progress Kid as a psychological tool to monitor progress in job search efforts.

France introduced a new instrument to establish individual action plans for jobseekers in July 2001, le Projet d'Action Personnalisé (PAP). In a first step after registration jobseekers and PES staff establish the skills and the individual job expectations to state readiness for autonomous search or need for assistance. Results are written down in an individual action plan and guide the obligations of both sides in the integration efforts. A provisional segmentation into three categories of job seekers is carried out: jobseekers with a clear view of a their search target and autonomous search capacities; jobseekers in need of some assistance to define the job search target and search capacities and job seekers in need of more continuous assistance. The assistance categories can be revised according to success and failure in the integration process, typically after six and 12 months of unemployment.

The Virtual Labour Market System (VAM) in Germany is an internet based computer system with a free accessible self service part and a PES internal part. The open part allows jobseekers to place their job search profiles and employers to post job offers. This part of VAM is operational since December 2003. The internal part is scheduled for implementation from summer 2004 and shall replace the PES computer systems to administer jobseekers

and job offers. Both parts contain new features to code personal and job characteristics and new search engine and matching technique allowing for a weighted evaluation of profiles.

Denmark has scheduled the implementation of a new Placement System for the end of 2004. It shall contain new quantitative (statistical) and qualitative (dialogue method) tools to systematically evaluate jobseekers' distance to the labour market. The IT support of the system shall guarantee the continuity and uniform evaluation of job search activities between PES staff as well as with other actors of municipalities involved in the integration process. The Danish PES seems to have spend a lot of effort in elaborating a statistical model for measuring the distance to the labour market. It has weighted its strength in unifying classification standards as well as its shortcomings in the application to individuals

In Switzerland , the national PES SECO has introduced reforms under a number of performance indicators for local agencies to improve labour market outcomes. They currently discuss the implementation of a model of statistically assisted programme selection (SAPS) which is to support cost efficiency in the choice of LMP instruments. The model is evaluates longitudinal data of jobseekers performance under various LMP instruments from the past and compares types of instrument to yield a cost and efficiency prediction for a new jobseeker with same characteristics.

Austria makes use of profiling to classify jobseekers into three groups of customers to define the type of service needed, i.e. information, counselling or assistance.

These national examples seem to be the profiling approaches which have been implemented or are at the rim of being implemented in a broad national context. Some other local or regional experiences have been or are carried out, but seem not yet to have reached the status of national profiling strategies. We therefore propose to have a presentation of national profiling strategies in the plenary sessions of the seminar.

The workshops on the draft agenda shall allow for a closer look at organisational, methodological and evaluation details of each approach. Additionally, the workshop shall give a floor to present experiences or plans from other countries in short to cover profiling in Europe.

The first workshop "Profiling and professional orientation for young people" shall focus on those issues which have to be considered when profiling has to evaluate school performance and individual interests as a base of defining professional prospects, qualification needs and assistance needed.

The second workshop "Individual assessment of strengths and weaknesses of jobseekers" shall focus on the scope of individual characteristics and job requirements that have to be addressed for meaningful profiling and the instruments used for their assessment.

The third workshop "Organisational implications of profiling and PES resources" looks into the requirements in staff qualification and number, responsibilities and follow up of jobseekers. Contributions are expected how profiling outcomes and segmentation of jobseekers can be related to LMP instruments and how available resources are balanced with the needs of jobseekers.

The fourth workshop "Statistics based profiling and evaluation studies" aims at exchanging experience from preliminary studies to develop profiling approaches and from evaluation studies of the new instruments or organisational performance. It should include statistical

evidence on the importance of profiling characteristics and impacts of profiling and segmentation on prevention of unemployment.

It is planned to organise poster sessions and IT presentation of placement systems to demonstrate profiling instruments and encourage bilateral exchanges between national experts and the seminar participants. This idea is conditioned on the Commission's approval of our proposal and enquiries during the following in depth contacts with national PES on their contributions.

Facilities to support the presentation of speakers (overhead projector, PC-beamer) shall be available.

Speakers are requested to send in draft papers of their contribution by Dec 15<sup>th</sup>, 2004 to facilitate the job of chair persons and reporters. Final papers of contributions are expected by Jan 31<sup>st</sup>, 2005 for internet documentation of the seminar and a printed documentation later, if finance is available.



**EU-Profiling-Seminar January 12-14, 2005 in Nuremberg**

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**Draft Agenda**

<b>Time</b>	<b>Agenda</b>	<b>Speaker (prov.)</b>
<b>12/01/2005 12:00h</b>	Informal Welcome Coffee / Registration	
<b>13:30 h</b>	<b>Plenary Session I</b>	Chair: Heinrich Alt, member of board BA
15 Min	Opening by President of BA	Frank-J. Weise, BA (Germany)
20 Min	Policy Introduction by DG Employment, EU	N.N.
20 Min	Scientific Outline Including organisational announcements	Prof. J. Allmendinger, IAB Director (Germany)
60 Min plus discussion	<b>Keynote:</b> Australian JSCI / JSAI (DEWR)	N.N.
<b>30 Min</b>	<b>Coffee break</b>	
45 Min 10 Min	<b>Plenary Session I (cont.)</b> VAM – Virtual Labour Market System discussion	<b>Chair:</b> Heinrich Alt
	<b>Evening programme</b>	
<b>13/01/2005 09:00 h</b>	<b>Plenary Session II: National strategies for integration and LTU prevention</b>	<b>Chair: EU</b>
45 Min 10 Min	Kansmeter CWI (Netherlands) discussion	Theo Mensen CWI
30 Min	Coffee Break	
45 Min 10 Min	Jobcenter Plus (United Kingdom) discussion	N.N.
45 Min 10 Min	Le Projet d'Action Personnalisé, PAP (ANPE FR) discussion	Julie Micheau (Francis Zemskéris)
<b>12:30h</b>	<b>Lunch Break</b>	
<b>13/01/2005 14:00 h</b>	<b>Plenary Session III: National strategies for integration and LTU prevention</b>	<b>Chair: N.N.</b>
45 Min 10 Min	The new Danish Placement System (AMS DK) discussion	Troels Mikkelsen (Bo Hammer)

<b>Time</b>	<b>Agenda</b>	<b>Speaker (prov.)</b>
<b>15:30</b> 2 h 00	<b>4 parallel workshops</b> Introduction to the workshops by an additional country experience; Occasion for outlines of additional country experiences	<b>Workshops</b>
Workshop I:	<b>Profiling and professional orientation for young people</b> <b>Chair: Felix Borg (Malta)</b> <b>Reporter: K.Schober</b> 1. The New Modular Assessment and Training Programme in Germany - Evaluation Results from the Pilot Project in 25 Employment Offices 2. Profiling school leavers in Szeged	Dr.Wolfgang Schlegel, INBAS (D)  András Vladiszavlyev, OMMK (Hungaria)
Workshop II:	<b>Individual assessment of strengths and weaknesses of job seekers</b> <b>Chair: Theo Keulen (NL)</b> <b>Reporter: Denis Rowan (IR)</b> 1. Documentation System for job related Diagnostics (??) 2. Jobseeker screening in Austria AMS (Austria)	N.N. (D)  Georg Waller (A)
Workshop III:	<b>Organisational implications of profiling and PES resources</b> <b>Chair: NN</b> <b>Reporter: NN</b> Theme 1 Theme 2	N.N. N.N.
Workshop IV:	<b>Statistics based profiling and evaluation studies</b> <b>Chair: Chris Hasluck (GB)</b> <b>Reporter: Konle-Seidl (IAB)</b> 1. SAPS for choosing effective measures Seco (CH) 2. The impact of early Case Management on LTU	Thomas Ragni  Helmut Rudolph, IAB
	<b>Evening programme</b>	
<b>14/01/2005</b> <b>09:00 h</b> 20 Min 20 Min 20 Min 20 Min	<b>Reports from the workshops</b> <b>Chair: NN</b> Report workshop I + discussion Report workshop II + discussion Report workshop III + discussion Report workshop IV + discussion	<b>Plenary</b>
30 Min	Coffee Break	
<b>11:00 h</b> 2 h	<b>Podium and Plenary Discussion:</b> "Lessons from Profiling and LTU Prevention Experiences for the European Strategy" <b>Podium:</b> Chair: Prof. Jutta Allmendinger With discussants from EU-DG EMPL, Australia DEWR, France ANPE, Netherlands CWI, United Kingdom JCPlus	<b>Plenary</b>
<b>13:00h</b> 10 Min	<b>Closing of the seminar</b>	
13:15h	Lunch	