

# Claimant and Employer Messages Toolkit

## *Frequently Asked Questions (FAQs)*

March 7, 2012

### *1. What is the Claimant and Employer Messages Toolkit?*

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The Claimant and Employer messages toolkit is a resource designed to provide a single source reference to the states on messaging issues when communicating with UI claimants and employers. The toolkit includes 'ready to use' messages, templates, example recorded videos and audio scripts for state recording. States may modify the messages as necessary for state specific issues.

### *2. Why was this toolkit developed?*

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As part of an overall focus on improving UI system integrity, USDOL requested ITSC to create a project to improve the informational messages provided to claimants and employers with the following goals:

**Claimants:** To reduce overpayments resulting from claimants failing to report an accurate return to work date.

**Claimants:** To increase the number of claimants registering with the State Employment Service and using services provided throughout their period of unemployment.

**Employers:** To ensure employers understand their reporting responsibilities, and see the benefits to themselves of compliance.

### *3. How do I access the toolkit?*

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The Claimant and Employer messages toolkit is available on ITSC's website <http://www.itsc.org/members/UILessaging.asp> in the members-only area. To get a username and password, please contact ITSC Webmaster Steve Hanle at [stephen.hanle@itsc.org](mailto:stephen.hanle@itsc.org).

### *4. Is there a cost to the states?*

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No. These products were developed using USDOL funding. They are available free of charge on ITSC's website <http://www.itsc.org/members/UILessaging.asp>. States are encouraged to take these message products customize them to incorporate state specific information or use them "as-is."

### *5. Can states customize these messages?*

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Yes, the toolkits are available in Word format (.doc) so states are able to edit the template. States can take the content as-is or make modifications, such as adding state logo, state-specific information, change the design, and so on. States are encouraged to customize the toolkit as they see fit.

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### ***6. Has any state implemented these message products?***

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Yes, there are several states using these products. Some states are using the posters and flyers “as-is.” Other states have customized these products incorporating the messages into the states’ current messaging campaigns.

### ***7. Will the claimant messages be translated to other languages?***

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No. However, the Word (.doc) files are available online. States may customize these products in-house and have them translated and use the same layout as the English and Spanish language versions.

### ***8. What is the best way to reach out to the employer community?***

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A lot of employers rely more on e-mail communications. Third party groups such as associations, chamber of commerce, etc. are helpful as well. However, we encourage using as many avenues as possible to reach out to employers. The toolkit provides several ways to communicate to employers via traditional mail, e-mail, social media, and so on.

### ***9. How do states use the employer toolkit with Third Party Administrators (TPAs)?***

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USDOL and ITSC reached out to ADP and TALX in the initial survey to get employer feedback. ADP and TALX are aware of these products. We suspect that other TPAs in the states will be open to receiving these messages and communicating them with their employers. USDOL will also be presenting the toolkit at the UWC conference in June and in other employer communities.

### ***10. Where can I go to ask questions or learn more about the toolkit?***

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All information is available on ITSC’s website [www.itsc.org](http://www.itsc.org). If you need additional assistance or have questions regarding the toolkit, please contact ITSC Product Manager John Quichocho at [jquichocho@naswa.org](mailto:jquichocho@naswa.org) or (202) 650-5165.