

Skills Matching and Referral Technology (SMART) 2010 Resume Matching Service

FAQs

General Questions

Question 1: How is SMART 2010 different from other job matching or key word search tools?

Answer: SMART 2010 uses artificial intelligence software specifically designed to analyze the whole person. The software, using a carefully constructed algorithm, analyzes a customer's resume for skills, work experience, and talents within context. The software, trained by looking at over a million people's career pathways, compares its data with the selected resume, carefully sorting through hundreds of words and similar themes. At the end, the system asks, "What skills does this person have" and "What career trajectory have others with these skills followed?" The system then recommends a number of job matches based on the probability that the individual will follow a similar career trajectory based on work history, experience and skills.

Question 2: Which staff should use SMART 2010 with their customers?

Answer: All One-Stop center staff should be using SMART 2010 with their customers.

Question 3: Who should participate in SMART 2010?

Answer: All customers should be using this service. The Department of Labor is requesting that all One-Stop staff promote and use the service for all customers – especially REA, UI and walk in customers receiving an initial assessment. *Customers who are determined to be Job Search Ready (JSR) in their initial assessment must have a resume sent to the SMART 2010 service.*

Question 4: For walk-in customers at a One-Stop (not receiving UI) will there be any type of release form a customer would need to sign to be able to submit this information?

Answer: Because the SMART 2010 system is offered to and not forced on walk-in customers and because the information is confidential no release is necessary.

Question 5: Are re-employment customers required to use this service?

Answer: All customers who are job search ready should submit resumes to SMART 2010.

Question 6: How will the SMART 2010 service provide Priority of Services for eligible individuals when work orders have limits for referrals?

Answer: Priority of Service simply refers to who receives services first in an office. If an office wants to adhere to a strict interpretation of Priority of Service, they can ensure that all Veterans' resumes are sent to the system first.

Question 7: Why is the Veteran's Priority of Service being presented as an "option" and not mandatory?

Answer: It is mandatory to follow the Priority of Service directive; however Priority of Service doesn't apply to the SMART 2010 resource itself. The only way to apply Priority of Service using SMART 2010 is to send Veterans' resume to the SMART 2010 system first.

Question 8: Where do the jobs in the SMART 2010 system originate from?

Answer: All of the jobs that the SMART 2010 system recommends to customers originate from the New York Job Exchange. These jobs include those entered by the NY Job Bank and those entered directly by employers. The Indeed jobs that are found on the New York Job Exchange are not included.

Question 9: Will there be a way to limit job referrals or responses to employers so that they won't be swamped?

Answer: The system does not match every user with every available job. Additionally, every matched or recommended job may not result in a customer applying for that job.

Resume Questions

Question 10: Is there a certain format a customer's resume must be in?

Answer: The customer's resume can either be pasted into the body of an email or attached as a word document, rtf (rich text format) or an editable pdf. The system can not read image files (jpeg, etc.). One-Stop center staff must place the customer's email address in the subject line of the email. The system determines who the customer is by the subject line email address and sends the generated matches to that email address.

Question 11: If a customer doesn't have a resume in proper format, should we type key/buzz words into OSOS and submit that version?

Answer: If a customer would like to participate in SMART 2010 immediately and does not have a resume you can assist your customer by generating a resume from OSOS, Job Zone or other resume writer. You can submit the draft resume to the system while assisting your customer in improving their resume. Be aware, the system goes beyond buzz words and key words and looks at the entire person. Make sure your customer is highlighting all of their work experience, strengths, skills, and talents in the resume submitted to SMART 2010.

Question 12: What if my customer isn't in OSOS?

Answer: If you are serving a customer they should be in OSOS. If they are not in OSOS, the customer should have an OSOS account established.

Question 13: Does the SMART 2010 system read all versions of MS Office , Microsoft Word and Word Perfect?

Answer: Yes, the SMART 2010 system can read resumes sent in any version of Microsoft Office, Microsoft word and Word Perfect.

Question 14: Will the resume be given to the employer or anyone else other than the SMART 2010 system?

Answer: No, the resume is not provided to anyone else and is not forwarded to an employer. This service is completely internal to NYSDOL.

Question 15: Can more than one resume for one customer who has a varied background be submitted to SMART 2010?

Answer: The only way for the SMART 2010 system to read more than one resume per customer is if each resume is submitted with a different subject line customer email address. The SMART 2010 system can process customer resumes that have extensive and varied backgrounds. In this instance, the system is able to review all of the skills, experience and work history presented and recommend potential career opportunities. The more information provided to the system, regardless of how much and how diverse, the more likely a customer will receive higher rated matches. This is the case even when a customer has experience in more than one industry or field.

Question 16: What about customers who don't speak English? Can the system read resumes in another language?

Answer: At this time the SMART 2010 system is programmed to compare a resume written in English to that of a job order written in English. Although a customer may not speak English, they can still receive a job match that relates to their skills. The customer palm cards that describe the system will be provided in languages other than English. One-Stop center staff may need to assist their customer with understanding the English language job match emails they receive.

Question 17: What happens if there is a spelling or grammatical error in a resume?

Answer: The system is able to understand to a certain level of accuracy what the intended word (skill, name, title, etc.) is on a resume by using context and comparison. For example, based on the work history and experience listed on the resume, the system will know that "secretary" is referring to the word "secretary." One-Stop center staff should work with their customers to assist them in correcting resume errors. The system is also able to differentiate between an "office secretary" and a position as the "Secretary of Defense."

Question 18: Does the resume need to be in a functional or chronological format and are there other formatting restrictions such as length?

Answer: The system will allow up to 35 pages worth of information to be submitted (exceeding well above the average resume length of 1-3 pages). The system can read any resume format whether it is functional, chronological or a combination resume. Other formatting issues are not of concern – the system can read bold font as well as underlined font and any font size submitted. It is recommended that a resume format be used that adequately details the customer's work history, skills, education attainment and other work relevant information.

Question 19: Would a chronological resume yield better matches than a functional resume?

Answer: The format of the resume does not yield better matches. The SMART 2010 tool reviews all of the information in a resume regardless of "style or format."

Question 20: Does the resume need to be formatted in a template?

Answer: The resume submitted to SMART 2010 does not need to be formatted in a particular template. The SMART 2010 system is able to read resumes in any template as long as the resume submitted is in a rich text format, Microsoft word format, word perfect or an editable pdf. The system can not read picture files i.e. jpeg and gif. The system does prefer that a resume be submitted in "resume format" so that it can review the resume within context and make appropriate job matches.

Question 21: Does the number of years or length of experience need to be spelled out on the resume?

Answer: The system is able to interpret length of time from dates listed on the resume. If the customer wants a job match for a specific type of job requiring experience, please assist your customer with placing dates of employment and experience on their resume.

Question 22: Should the resume include the address and phone number?

Answer: Most resumes (unless they are online posted resumes) include the customer's address and phone number. The SMART 2010 system does not need the address or phone number to generate job matches. However, the employer, should the customer apply for the job, may want to see the customer's phone number or address on their resume. If a customer has a telephone number and address it should be included on the resume.

Question 23: What if my customer doesn't have a resume?

Answer: All customers need a resume for the job search process. If your customer does not have a resume and you would like to begin using SMART 2010, you can use the resume generator button of OSOS to create a "basic" resume that can be copy and pasted in an email and sent to the system. The JobZone resume can also be used to quickly develop an electronic version of a resume. While the system is reviewing your customer's initial resume, you can then work with your customer to create a high-quality resume.

Question 24: What if the customer says they will email a resume but does not?

Answer: One-Stop center staff should encourage customers to provide a resume. If a customer wants to participate in SMART 2010 and is unable to supply a resume, staff can create a resume from OSOS information and/or assist the customer with crafting a new resume at the One-Stop Center.

Question 25: What if a customer feels they don't need a resume and searches for work using a different job search approach?

Answer: One-Stop center staff should encourage all customers to write a resume. The majority of positions in the New York labor market require some type of resume or application. Although some customers do obtain jobs without a resume, it might be beneficial to assist each customer with creating a resume that highlights their strengths, work history, skills, etc. for future career growth.

Question 26: Does the resume have to be sent in the same day that the initial assessment is done?

Answer: The resume should be sent in as soon as possible. Customer's and One-Stop staff should work together to efficiently submit a resume to the system. If a customer does not have a completed resume, staff can generate a resume from the OSOS system and/or assist a customer with completing a resume to submit to the system.

Question 27: Most resumes don't identify the writer as a violent felon or sex offender. What do we do about this population?

Answer: This is correct. The majority of people do not disclose a violent felony or sex offender status on their resume. They will however need to disclose this on an application if they are asked if they have been found guilty of a felony. One-Stop center staff should assist customers in preparing not only how to address a "yes" response to a felony question on a job application but also how to "sort" through any job matches for which they are ineligible due to their ex-offender status.

Question 28: How do we handle hard copy resumes?

Answer: Customers should have an electronic resume format available at all times so that they are able to update their resume every time they acquire a new skill and apply for jobs online. If a customer does not have an electronic version of their resume, One-Stop center staff can assist the customer with typing their hard copy resume into the computer to save as an electronic copy or scanning the resume to create a word document..

Question 29: Can we view resumes that other offices have sent in?

Answer: Resumes submitted to the system are shared only with the One-Stop center staff, the customer and the SMART 2010 system. If you are concerned that the SMART 2010 system is unable to review resumes written in different formats and wording you can submit resumes to the system to see the generated response. If your customers continue to receive poor responses and you are unable to determine why the resume is unsatisfactory, contact the NYSDOL SMART 2010 help email for additional support.

Question 30: If a customer is looking for work in two different fields and has two different resumes, can the same email be used for both?

Answer: The SMART 2010 system uses the customer's email address to identify the customer. If you submit an additional resume with the same email address the system believes you have updated the previous resume and replaces it with the new resume. A customer can submit one resume with all of their experience and the SMART 2010 system can still read the resume within context and may recommend career paths in several different fields. If the customer is convinced this isn't possible, they can submit two resumes under two separate email addresses.

Question 31: Claimants with a profile score of 1-30 are coded as JSRS from the REOS download and are not required to come in for an appointment. How do we submit their resumes?

Answer: Claimants with a profile score of 1-30 who are not required to come in for an appointment can have their resumes submitted to the SMART 2010 system if they chose to do so. One-Stop center staff should inform customers of the job search tool.

Matching Questions

Question 32: Does SMART 2010 match to civil service jobs?

Answer: If the civil service job is listed in the New York Job Exchange than the SMART 2010 system will be able to match customers with these positions.

Question 33: Will the SMART 2010 system match to Vet Central jobs for Veteran customers?

Answer: As long as the Vet Central jobs are listed in NYJE than a veteran can be matched with a listed job. If the job is not listed in NYJE, LVRS and DVOP may consider using more than one job search tool to assist their customers. Veteran employment staff are encouraged during the evaluation period to inform NYSDOL staff if Vet Central jobs are missing from the NYJE.

Question 34: If a job is entered into the AJE a month or so after a customer's resume has been submitted will they still be matched?

Answer: Yes, as long as a customer has not unsubscribed from the system the SMART 2010 system will continue to run "matches" on any new jobs listed in the system.

Question 35: What about mistakes within AJE, i.e. jobs not listed in our area?

Answer: During the evaluation period of SMART 2010, please provide feedback to NYSDOL building 12 staff if this is a continued issue. If the job order places the location within a particular geographic area, the SMART 2010 tool may list the job as a match to the customer. Please inform customers to review the job description to make sure it is appropriate.

Question 36: Could the customer's OSOS number be in the subject line of the email so that staff can track customers by number rather than name?

Answer: At this time the system uses the customer's name and email address as a verifier. One-Stop center staff will receive weekly reports detailing their customer's generated matches from the SMART 2010 system. The Department of Labor will explore the feasibility of the OSOS number being the identifier in future system updates.

Question 37: If the email address of a customer is used to send a resume to SMART 2010 and matches are sent to the customer, how can we identify the person so we can make OSOS entries?

Answer: The only times you would make an OSOS entry is first when you submit the customer's resume to SMART 2010 and second when you unsubscribe the customer from SMART 2010. You will receive a weekly status report from SMART 2010 that lists the customer's name and the top matches generated by SMART 2010.

Question 38: Does the SMART 2010 system consider education attainment in the matching process?

Answer: Yes, the SMART 2010 system does consider education as matching criteria when generating potential job matches for customers.

Question 39: Does the SMART 2010 system accept acronyms?

Answer: The SMART 2010 system does identify and can match acronyms – especially acronyms that are industry specific (i.e. LEED certification). For acronyms that are not industry specific, it is recommended that the acronym is spelled out entirely. When in doubt spell it out.

Question 40: When the SMART 2010 system performs the match, i.e. for an Administrative Assistant, will it automatically match senior secretaries who could also perform the duties and responsibilities?

Answer: The SMART 2010 system matches based on the information included in the resume. If the skills and experience are represented in the resume and are appropriate to an open position, a high scoring match will be generated and forwarded to the customer. The system looks at the whole person and does not match purely on job title alone.

Question 41: Will the system only find NYS based jobs?

Answer: At this time, the SMART 2010 system will only connect customers with New York State jobs. These matches are also filtered through a geographic radius that takes into account commuter distances and reasonable distances to work locations. There are jobs from other states in the NYJE; however matches will be limited by the geographical criteria set for each center. Matches could potentially be with jobs from some of the bordering states.

Question 42: Can the SMART 2010 system provide job matches in a specific zip code, city or county?

Answer: At this time the system does not support a match by specific zip code, city or county. The SMART 2010 system will search and match by geographic radius.

Question 43: Does the system let you search/match by salary?

Answer: At this time the system does not match by salary.

Question 44: Does the system designate physical restrictions, such as lifting capabilities?

Answer: If a customer has physical restrictions or a disability that would not permit the customer to fulfill the job requirements successfully, One-Stop center staff should assist the customer with reviewing job matches to discern whether or not a recommended job match is a good fit.

Question 45: Should a resume have a key word section?

Answer: It is not recommended to have a key word section for the SMART 2010 tool. The SMART 2010 job search tool is a contextual search tool reviewing the customer's resume in its entirety and looking at the customer from a holistic perspective. Job and skill specific words are important to include in the resume. However, these words should be included in context with the work experience a customer has.

Question 46: Will SMART 2010 match a customer with an undesirable job?

Answer: This depends on what you mean by "undesirable." The SMART 2010 system can only match customers with jobs based on the resume it receives. It can not replace human intuition and therefore is only one method in job matching. The system can't replace the intangible abilities of One-Stop center staff and still relies on the guidance provided by staff to assist a customer in their job search process. Other "undesirable jobs" i.e., an Incomplete job order listing by a questionable employer are usually not provided to customers because these job orders do not yield a match rate high enough to be recommended to the customer.

Question 47: How will the SMART 2010 matching be accomplished for the employer entered job orders with job descriptions that are more advertisement than descriptive need? How will extraneous job orders be filtered out?

Answer: This particular kind of job order will not create high scoring matches because they lack skill, duties, experience and other information needed to make a high scoring match.

Question 48: Should businesses be writing their job orders differently to elicit more appropriate results?

Answer: It is always recommended that businesses submit job orders that reflect the skills, experience, and work history required/requested for the position. The system compares job orders with that of job seekers and if both the job orders and job seekers provide specific information it will improve the likelihood of a high rated match.

Question 49: How does the system work with suppressed job orders? Employers who request their order to be suppressed rely on us to carefully prescreen individuals.

Answer: When a customer receives a match in their email from a suppressed job order it will instruct them to apply for the position through their local One-Stop Center. The SMART 2010 system has done a basic level of prescreening for One-Stop staff. Additional screening and job search assistance can still be provided by One-Stop staff, helping to refer only qualified candidates.

Question 50: Why would a customer receive a low score match email?

Answer: A customer would receive a low score match email if their resume has not generated a sufficient number of high ranking matches. The low score matches are not “poorly” rated jobs; they have yielded a lower match score based on the resume submitted. The low score match email may include jobs that are still well suited for a customer and should be reviewed. Should the customer continue to receive job matches that are low scoring, the customer and One-Stop center staff should work together to review the customer’s resume to see if work history, skills and experiences are reflected properly.

Question 51: Can SMART 2010 actually match a veteran’s military work experience with civilian jobs?

Answer: The SMART 2010 system can match a veteran’s military work experience and skills to civilian jobs. The SMART 2010 system has analyzed countless resumes with military work history, skills and experience and can help predict what the next step in a veteran’s career path may be. O*Net also uses the Military Occupational Classification (MOC) crosswalk that compares military titles and occupations with civilian titles and occupations. The occupational classification system is incorporated within SMART 2010.

Question 52: Can someone coded “CDS” have their resume submitted?

Answer: Yes, all job seekers are encouraged to use the SMART 2010 system.

Question 53: Can SMART 2010 match customer’s interested in part-time work?

Answer: At this time the SMART 2010 system does not match customer’s purely interested in part-time work. Job order descriptions are not always universally entered across all jobs in the job feed and may result in an increase in complexity for the customer resulting in a higher probability of customer error. If part-time job matching becomes a significant request from local areas, updates to the system may be possible. Please reflect this need, should it arise, in the program evaluation that will be disseminated.

Question 54: If the customer has worked in various jobs will SMART 2010 recognize the appropriate job to verify proper experience?

Answer: The SMART 2010 system makes matches based on a number of factors. One factor is to look at the person's entire work experience, work relevant skills and other job requirements. SMART 2010 will compare the customer with the job order. To make a high level match, both the customer and the job order should include information that is comparable.

Question 55: Does the SMART 2010 job matching duplicate our inter-office OSOS job matching?

Answer: In some instances the SMART 2010 job matching may duplicate existing tools provided in a One-Stop Center. The SMART 2010 system does perform job matching differently than existing tools and is one more available to One-Stop center staff.

Customer Email Address Questions

Question 56: What if my customer doesn't have an email address?

Answer: In order for a customer to participate in SMART 2010 they must have an email address. One-Stop center staff is encouraged to assist their customer's with opening an email account. There are a number of free and widely available services such as hotmail, gmail and yahoo that a customer can use. If your customer has a personal account and not a professional one, you may want to encourage them to open a new account for job search purposes.

Question 57: If a customer does not know how to use email will it be mandatory to have them attend a workshop on computer skills?

Answer: Computer skills are highly encouraged in our current information age. The Department of Labor is encouraging One-Stop staff to assist customers with understanding the value and importance of basic computer skills. Encouraging customers to obtain basic computer skills is highly encouraged.

Question 58: When sending an updated resume does the customer need to create a new email?

Answer: No, when sending an updated resume the system will see the customer's email address and replace the old resume with the new resume automatically.

Question 59: We have customers without any computer skills who could not open email or respond. Do we have an option to exclude such customers from this pilot?

Answer: Staff are expected to assist customers with obtaining the essential work skills, behaviors and attitudes required to participate in the labor force. If a customer does not have the computer skills needed to participate in SMART 2010, and computer skills are essential to long-term attachment to the labor market, staff should assist a customer with obtaining training or workshops in basic computer skills. A One-Stop Center may consider offering basic emailing workshops, refer customers to eligible training providers, and/or submit a customer's resume while establishing a free email account to walk the customer through their job matches when they are received. Each One-Stop Center has the flexibility to determine the most cost-effective, efficient and responsive way to address the needs of this specific customer base.

Question 60: What if my customer does not have and is not interested in establishing an email address because they do not own a computer?

Answer: In order for a customer to participate in SMART 2010 they must have an email address. One-Stop center staff are encouraged to assist their customer's with understanding the value of opening an email account. There are a number of free and widely available services such as hotmail, gmail and yahoo that a customer can use. These services are web based and can be accessed at One-Stop Centers, public libraries, web cafés, mobile devices and friends and family. Research is showing that although many households lack internet connectivity, youth and adults are accessing the internet.

Question 61: What if my customer updates their email address after they have already submitted their resume to the system?

Answer: The job matches recommended by SMART 2010 are sent directly to the customer's email address listed in the subject line of the resume email. If your customer would like their responses sent to a different email box, have them update their email address on their resume, and resubmit the resume to the system taking care to include the updated email in the subject line.

Question 62: If a customer changes their email address do we need to unsubscribe the old email address and submit the new email address?

Answer: If One-Stop center staff does not unsubscribe a customer's old email address from the system they will continue to receive job matches sent to their old email address. You should unsubscribe the old email address and send an updated email address and resume to the SMART 2010 system.

Question 63: Can you send in more than one email address (i.e. a customer's email and a staff email for follow-up purposes)?

Answer: The system recognizes a customer by their email address. If a customer submits an additional resume with the same email address, the system will replace the former resume with the new resume. If a customer uses two separate email addresses, the system will recognize the customer as two different people. A staff email is not needed at this time since the system will send the staff person a weekly status report detailing each customer and the matches sent to that customer.

Question 64: What about low-skilled customers who probably find a job without a resume and are considered Job Search Ready in their occupation?

Answer: The majority of positions in the New York labor market require some type of resume or application. Although some customers do obtain jobs without a resume, it might be beneficial to assist each customer with creating a resume that highlights their strengths, work history, skills, etc. for future career growth.

Question 65: Will the notification to the customer be "blind" referring them to the staff in order to facilitate our refining the referrals before the actual referral?

Answer: Customers will be directed to the actual job posting on the NYJE. If the information is included on how to apply directly, the customer will apply directly to the employer. If it is a suppressed job order, then the customer will see information that indicates they must apply through their One-Stop Center.

Question 66: How will we be able to see what Job Orders customers are receiving?

Answer: One-Stop center staff submitting resumes to the system will receive a weekly report detailing which matches have been recommended to each of their customers.

Question 67: Once a job order has been matched through SMART 2010 will there be an automated OSOS entry to the JO to indicate as such?

Answer: No.

Question 68: Are we favoring one email client over another (Google, hotmail, gmail)? A client may be confused if they never had email before.

Answer: The Department of Labor is not promoting the use of one email service over another. Customers have the right to choose which email service best meets their needs. One-Stop center staff can assist customers with setting up email account with their provider of choice.

Question 69: If a customer is not receiving good matches from SMART 2010 from a resume submitted from a different office, how can we view the resume for possible updates or changes?

Answer: If all centers assisted customers with having electronic versions of their resume available, all center staff could review the customer's resume. One-Stop center staff can always cc: the customer when submitting the resume to SMART 2010. In this way, the customer would have a copy of their resume in their email in-box to share with additional staff if necessary.

Unsubscribe Questions

Question 70: How does a customer unsubscribe from the service?

Answer: A customer would inform One-Stop center staff that they would like to unsubscribe from the service. Staff would send an email to their assigned email address with "unsubscribe: customer's email address" in the subject line of the email message.

Question 71: Why does the customer have to contact me to unsubscribe?

Answer: The Department of Labor wants all One-Stop center staff to be aware of their customer's success in the job search process. The unsubscribe process provides staff the opportunity to share in the success of their customer. If a customer is unsubscribing from the SMART 2010 service due to frustration caused by poor matches, the unsubscribe process affords the opportunity for the staff to work with the customer to modify their resume to generate better matches.

Question 72: If the customer is unresponsive to his/her emails is there a default way to take them off the system or unsubscribe?

Answer: The SMART 2010 system is being piloted for the next six months. Currently, there is no "default" way to unsubscribe a customer from the system. If it becomes an issue that customers are not ending their subscription with the service in a timely fashion, NYSDOL will take this into account and make adjustments during the pilot evaluation period.

Question 73: How do I document why the customer unsubscribed from the service?

Answer: Staff should enter another OSOS comment detailing the reason a customer is unsubscribing from the SMART 2010 service. For example, staff can enter: SMART 2010-customer unsubscribed from the service because they found a job or didn't like the service.

Additional Questions

Question 74: Does the SMART 2010 service replace all other kinds of job matching?

Answer: The SMART 2010 service is an excellent tool to assist customers and One-Stop center staff during the job search process. This tool is not considered a replacement for all other tools.

Question 75: If a job match is made, is the credit given to the staff person or to the SMART 2010 system?

Answer: The SMART 2010 system is a tool for One-Stop center staff to use. The SMART 2010 system only provides recommended jobs and is not responsible for the other aspects of career counseling, job search assistance, and career support.

Question 76: Does a customer have the option not to participate if they wish?

Answer: NYSDOL hopes that all customers are excited about this value added job search tool. However, we do respect a customer's right to conduct their job search process with dignity and self-determination. While we do not want to "force" customers into using SMART 2010, we encourage One-Stop center staff to "try another approach" in describing the system should your customer seem hesitant. The system is intended to benefit the customer and not intended as a forced activity. That being said, all customers who have been identified as JSR in the Initial Assessment should participate in the SMART 2010 service. Staff should handle UI customers the same way as they would with any other job search tool currently used.

Question 77: Once the staff person receives their weekly report are they expected to put in all their referrals in OSOS based on the matches made?

Answer: You do not need to input all of the recommended matches provided by SMART 2010 in the OSOS system. You are only expected to input (in the comments/case notes section) that the SMART 2010 service was used and when/why a customer unsubscribed from the service.

Question 78: Who will get the weekly reports? Is it one per center of a report to each counselor that sends a resume into the system?

Answer: Weekly SMART 2010 status reports will be sent directly to each staff person that submits resumes to the SMART 2010 system.

Question 79: What is the value of the weekly report if I don't know who the individual is? Suppose I want to follow-up with this job seeker I don't know who they are.

Answer: In order to submit a resume to the SMART 2010 system a customer must go through their assigned One-Stop center staff person. One-Stop center staff can follow-up with their customers by reviewing the weekly report which includes their customers' names, email address and top matches provided by the system. One-Stop center staff will only receive information on the customers whose resumes they submitted.

Question 80: Is there a service or activity that should be entered into OSOS for customers using SMART 2010?

Answer: SMART 2010 is not associated with a service or activity. You are only expected to list the use of SMART 2010 in the comments/case notes section of OSOS when a customer begins and the service and when they unsubscribe from the service. Be sure to document why the customer unsubscribed from the service (obtained employment, wasn't pleased with matches, relocated out of state, etc.)

Question 81: Should we change the form letters in REOS asking/requiring customers to bring in their resumes to their IA or CDS appointment?

Answer: Each center/partner organization should consider the most effective means to encourage customers to use the SMART 2010 tool. If a center determines that changing their form letters would generate a more efficient response, NYSDOL supports that decision.

Question 82: If a customer opts out of SMART 2010 should we put a note in OSOS to this regard, i.e. "SMART 2010: Customer opted out of SMART 2010."

Answer: Although SMART 2010 is a voluntary job search tool we are encouraging all customers to use the tool. One-Stop center staff should "try another approach" to encourage their customers to use the SMART 2010 job search tool. If the additional approach is unsuccessful, documenting that the customer "opted out" of SMART 2010 and their reasoning for doing so is helpful information in evaluating the pilot.

Question 83: What if a customer doesn't really want to be a part of this? Is there a time limit between when their resume is submitted and when they can request to unsubscribe?

Answer: There is no set time limit between submission of a resume and unsubscribing from SMART 2010. One-Stop center staff should work with their customers to explain the benefits of SMART 2010.

Question 84: How do we know we won't get viruses in the emailed resumes that the customer's send to our work email address?

Answer: All One-Stop center staff should check with their technology staff to make sure they have updated all of their virus protection software. If the virus protection software is updated and running on your computer, resumes should be scanned for viruses and the computer will inform you of the status of the attachment prior to opening the attachment.

Question 86: What specific goals and measurement will NYSDOL use to determine the effectiveness of the SMART 2010 pilot?

Answer: NYSDOL will evaluate the success of the SMART 2010 pilot from usage data. The department will also solicit feedback from One-Stop Center staff, partner staff, and customers.

Question 87: Is SMART 2010 the same as Job Scout?

Answer: No. Job Scout is used on America's Job Exchange and uses different software than SMART 2010 to generate matches.