



David A. Paterson, Governor

Colleen C. Gardner, Commissioner

## NEW YORK STATE WORKFORCE DEVELOPMENT SYSTEM TECHNICAL ADVISORY

### Workforce Development System Technical Advisory #10-2

**TO:** Workforce Development Community

**DATE:** April 29, 2010

**SUBJECT:** SMART 2010

**Purpose:** To establish policy and provide guidance on the use of the Skills Matching and Referral Technology (SMART) 2010.

#### **Background:**

SMART 2010 uses artificial intelligence software to analyze customer skills, work experience and talents within context. The system carefully sorts through themes in jobseekers' résumés or other summaries and employers' job descriptions and recommends job leads to jobseekers based on the probability that they will follow a specific career path trajectory based on their work histories, education, and skills.

#### **Policy:**

- Local areas must promote and use SMART 2010 for all customers actively seeking employment.
  - All customers who have subscribed to SMART 2010 must be registered in OSOS and have received an initial assessment. Those who subscribe to SMART2010 at Job Fairs do not need to be registered in OSOS or receive an initial assessment.
  - Staff who work directly with customers, including partner staff, must be registered and trained to use SMART 2010 prior to subscribing customers to SMART 2010.
-

- Staff must assist customers to develop résumés or summaries of skills, work experience and talents that will optimize quality leads from the SMART 2010 system.

## Action:

1. **Staff Training.** All staff, including partner staff, must be aware of and understand the SMART 2010 system. All staff who will use SMART 2010 with customers must be trained. The following training resources are available for this purpose:

Archived webinars: <https://nysdol.webex.com>

- Résumé Tips for SMART 2010: 11/04/09 and 11/06/09
- Management Strategies for Using SMART 2010: 02/17/10
- There's No Such Thing as a Bad Job Lead: Scheduled for 05/18/10 and 05/19/10

These webinars are password protected -- staff should obtain the password from their managers.

Frequently Asked Questions: (FAQ)

<http://www.labor.ny.gov/workforcenypartners/PDFs/SMTFAQ.pdf>

Desk Guide:

<http://www.labor.ny.gov/workforcenypartners/PDFs/Deskguide.pdf#page=1>

2. **Staff Registration.** Once staff members have been trained, they **must** be registered by the One-Stop Center manager or the manager's designee with SMART 2010. To register, send the staff person's name and e-mail address to:

[dews.smart2010@labor.ny.gov](mailto:dews.smart2010@labor.ny.gov). The SMART 2010 system is programmed to verify that the submission is from a registered staff person before it will generate leads for the customer. SMART 2010 submissions by staff who are not registered will not be processed. Managers can deregister staff by sending a request to the same mailbox.

3. **Résumé preparation for use with SMART 2010:** Résumés and summaries of skills, work experience and talents submitted to SMART 2010 must be prepared with an emphasis on content, rather than format. This will generally not be the same document that the customer submits in response to an employer job opening. Individual SMART 2010 submissions need to be less than 48 KB of actual text; this is equivalent to about 30 pages double-spaced. SMART 2010 works best when customer information (e.g. education, training, work experience) is comprehensive. Contextual statements are to be used. Such statements include descriptive words to

explain such issues as:

- Tasks and duties for which the customer was responsible
- Tools (including software) used by the customer
- Skills developed and used to complete job duties

Other characteristics that should be identified are:

- Abilities achieved through experience
- Knowledge learned through accomplishment of tasks and general life experience

Résumés and summaries must be submitted in English to SMART 2010 and contain the customer's name and e-mail address. Because individual customers are identified by e-mail address, this becomes a critical component in the review of resulting job leads. Therefore, a customer's e-mail address should be kept current within the SMART 2010 system.

4. **Submission to SMART 2010:** Each One-Stop has a center -specific SMART 2010 e-mail address for SMART 2010 submissions; however, staff can use any center's SMART 2010 e-mail address when helping the customer to search other areas. Each résumé or summary of skills, work experience and talents is to be sent in an e-mail that contains ONLY the customer's e-mail address in its subject line. No other characters may be contained within the subject line. Notations such as "fw" or "re" must be removed.

Résumés or summaries of skills, work experience and talents may be pasted into the body of the e-mail OR they may be submitted as an e-mail attachment All submissions must be *editable*. Therefore, scanned résumés or summaries must be saved and submitted as text.

5. **SMART 2010 process:** Within a short time, each customer whose résumé has been properly submitted to SMART 2010 will receive either a welcome e-mail or one or more job leads. If the customer information has not been successfully submitted to SMART 2010, the staff person will receive an error code. There are four (4) error codes:

- 1) The staff person is not registered for SMART 2010 use.
- 2) Job center code is invalid (possible typographical error, omission of a hyphen, etc.).
- 3) Invalid subject line (possibly "fw" or "re" or "cc" was included).
- 4) File could not be opened (file may be a picture rather than a text file).

The welcome e-mail acknowledges receipt of the customer's résumé or summary, and confirms the customer is now registered with SMART 2010. It also indicates

---

that no high scoring job leads have been found at that time.

All job leads are ranked on a scale from 0-1000 points. The higher the numerical score, the more confident the system is in the generated job lead. Only leads with a score of 500 or better will be sent to the customer during the week. Every Friday, customers will either get an e-mail with job leads that scored below 500, or a notice that no job leads were identified that week.

Note: Job leads sent to customers have scores indicated by a five star rating system, rather than a numerical score. Five stars represent the leads with the highest numerical rating. These can be considered the strongest leads. One star represents the lowest rating. Half stars are also used in this rating system. Job leads on staff reports are rated on the numerical rating system. This is a 0-1000 point scale, with 1000 being the highest scoring job lead and 0 the lowest.

SMART 2010 submissions are analyzed against job orders in the NY Job Bank. Only jobs located in New York or near its border in contiguous states are analyzed. Job orders presented on the NY Job Bank that result from external spidering technologies (e.g., Indeed) will not be analyzed by the SMART 2010 system. *It is important to note that customers will need to be registered in the New York Job Bank, and to have submitted their résumé to the job bank, to be able to follow up on any leads that are generated by SMART 2010 that require applicants to electronically submit their résumés to the employer.* When customers are subscribed to SMART 2010, this does not automatically register them into the New York Job Bank – two separate registrations are required.

SMART 2010 is just one of many job search tools that are available; customers should be advised not to limit their job search exclusively to SMART 2010.

6. **SMART 2010 Marketing Materials:** NYSDOL prepared a series of marketing materials for the SMART 2010 system that have been distributed to One-Stop Centers throughout the workforce system. Palm cards target a variety of jobseekers including veterans, individuals with disabilities, recent graduates and dislocated workers. There is also a “Top Ten Tips for Using SMART 2010” poster.

7. **Review of Weekly Reports:** Each week, SMART 2010 generates e-mail reports to each system-registered staff person. These reports summarize the staff person’s SMART 2010 submissions for the week, and provide the top ten job leads for each of their customers; note that all leads appearing in the report have also been sent to the customer.

The report includes the name, e-mail address, job order number, job title and numerical score for resulting leads. Job leads are ranked against a maximum score of 1000 points. Results are sorted by rank from highest to lowest numerical score. Job leads that scored less than 500 are included in these reports. Currently, customers for whom no leads were found will not appear in this report; however, efforts are underway to have these customers included, in response to requests from One-Stop staff.

Lower scoring leads should not be automatically disregarded. Staff should review the customer's résumé or summary against each job lead to determine appropriateness and to identify potential issues. Factors that contribute to low scoring leads may include résumés or summaries which do not contain sufficient contextual content against which to compare existing job openings, or local labor market characteristics. Weekly report reviews present staff with additional opportunities to contact the job-seeking customer and provide additional appropriate services.

8. ***Unsubscribing:*** Because SMART 2010 is one component of an on-going individual employment process, unsubscribing to SMART 2010 should be carefully considered before being undertaken if a customer is still seeking employment. Receipt of low scoring leads does not constitute sufficient reason to unsubscribe. Instead, inaccurate results or a lack of job leads may be indicative of the need for other services, e.g., résumé writing assistance, skills development, or training. The FAQs and Desk Guide referenced on p. 2 provide additional information on unsubscribing.

***SMART 2010 results will be most accurate and effective when used properly, and as one component of a customer's comprehensive job search strategy.***

**Inquiries:** Questions regarding this Technical Advisory should be referred to:  
[dews.SMART2010@labor.ny.gov](mailto:dews.SMART2010@labor.ny.gov)