

Executive Summary

Trade Adjustment Assistance (TAA) Outreach Letters – Overview, Trial Status, and Next Steps

03/18/2021

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Speaker: Nick Adamopoulos

In collaboration with several states, the Chief Evaluation Office (CEO) and the Office of Trade Adjustment Assistance (OTAA) is in the midst of a trial that looks at the impact of using revamped company and worker outreach (notification) letters that promise greater responsiveness. View this webinar to learn more about these letter designs, as well as the opportunity to add your name to the trial for getting customized letters for your state.

This webinar includes an overview of TAA outreach, including a breakout of key aspects of stakeholder engagement and current estimates of the percentage of participation out of those determined group eligible (aka TAA uptake rate).

The main presentation features a description of Behavioral Science principles as they apply to engagement in workforce and a look at a successful study with impressive results in Michigan using Behavioral Insights (BI) . This leads to a review of the TAA study involving worker list and worker notification letters with a breakdown of the features that promise to encourage response based on BI principles. Important process steps of the study for measurement are also covered.

States who would like to join this important and useful study may contact Nick Adamopoulos at adamopoulos.nick@dol.gov.

Run of Show

Introduction – Overview of TAA Outreach	00:24
Data – Current state of TAA “uptake”	04:50
Behavioral Intervention Introduction – Overview of Stakeholders and History of Trial Background	06:00
What is Behavioral Science?	08:02
Uptake Rate BI Trial – Reemployment and Eligibility Assessment Program in Michigan	10:45
Overview of TAA Worker List Request Trial	13:00
Key Findings of (Existing) State TAA Outreach Letters	16:05
BI Design Principles for Outreach	17:10
Prototype of TAA BI Trial Letter	18:10
TAA Behavioral Insight Trial Process	21:50
Next Steps	26:20
Questions	30:00
Resources, Contacts, Upcoming Events	49:00