European Commission

THE STATISTICALLY ASSISTED PROFILING MEASURE IS A NEWLY DEVELOPED, PILOTED TOOL TO FACILITATE THE WORK OF EMPLOYMENT COUNSELLORS, TO ENSURE EQUAL TREATMENT OF ALL JOBSEEKERS AND TO ALLOCATE RESOURCES EFFICIENTLY.

PROMISING PES PRACTICE[1]

Piloting Statistically Assisted Profiling (StAP) to support counsellors in segmenting clients based on their unemployment risk

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CROATIA

The persistently high long-term unemployment and high caseloads that employment counsellors are faced with, pose challenges for the efficient provision of services for jobseekers. The StAP helps employment counsellors to deal with these challenges by enabling them to segment jobseekers into groups based on their unemployment risk and provide them with the most suitable support.

First outcomes:
- Counsellors' focus is directed to clients needing more support.
- Better distribution of counsellors' time.
- Better allocation of Active Labour Market Policies (ALMPs).

First lessons learnt:
- Place focus on the training of counsellors and changing their attitudes.
- Close monitoring and supervision is essential.
- Involvement of counsellors in designing IT-support application (they know what is most useful to them).
- Close and continuous cooperation of all partners in the project.

Scope of measure (a pilot project or a national reform)	Pilot project
Name of the PES	Croatian Employment Service (CES)
When was the practice implemented?	2016/17 Preparation activities began in 2016, for example, designing the statistical model, designing the activities, IT application design, impact evaluation design etc. Training for counsellors and piloting started in 2017.
What was the driver for introducing the practice? Was it internal or external?	Internal
Which organisation was involved in its implementation?	CES and external consultants
Which groups were targeted by the practice?	Employment counsellors, jobseekers
What were the practice's main objectives?	By identifying clients' risk to becoming long-term unemployed using an IT-tool, the practice aims to achieve the following: ▸ Facilitate the work of employment counsellors in managing the inflow of unemployed. ▸ Ensure equal treatment of all jobseekers. ▸ Efficiently allocate resources over a longer time period.

1. Practices referring to promising changes/reforms/approaches.

What activities were carried out?	A statistical prediction model of long-term unemployment with regard to newly registered unemployed persons was designed on the basis of 970 000 registration cases during the period 2012-14. A number of indicators are used to describe the characteristics of new registrants including indicators for human capital (education and experience), the history of employment and unemployment, affiliation to vulnerable groups, economic sector (interest and activity of previous employment, area of education) and region of residence. The model is based on estimating the probability of employment within 12 months following registration and has four risk group outcomes: ▸ High probability of employment within 12 months; ▸ No specific indication (medium risk); ▸ Reduced likelihood of employment within 12 months; and ▸ Very low probability of employment within 12 months. The model is currently being piloted in two regional offices for a period of 6 months of registration with PES and 6 months of follow-up activities. The causal impact will be evaluated using a "stepped wedge" approach with randomisation.
What resources and other relevant organisational aspects were involved?	External support for developing the statistical model, implementation of the IT-application and in-house training for counsellors and external support for design and evaluation of pilot project.
What were the source(s) of funding?	World Bank loan, CES budget
What were the outputs of the practice: people reached and products?	Currently, 64 counsellors in the two regional pilot offices use the StAP. At the end of the piloting phase, a total of 84 counsellors will use the StAP (the final group of counsellors will start on 7 August 2017).
What outcomes have been identified?	Outcomes that have been identified so far include the following: ▸ Counsellors' focus is directed to clients needing more support. ▸ Better distribution of counsellors' time. ▸ Better distribution of allocation of ALMPs.
What are the lessons learnt and success factors?	Factors contributing to success and lessons learnt include the following: ▸ Focusing on the training of counsellors and changing their attitudes. ▸ Close monitoring and supervision is essential. ▸ Involvement of PES counsellors in designing the IT-support application (they know what is most useful to them). ▸ Close and continuous cooperation of all partners in the project.

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