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| TRAINING AND EMPLOYMENT NOTICE | NO . 09-24 |
| | DATE September 16, 2024 |

TO: STATE WORKFORCE AGENCIES

FROM: JOSÉ JAVIER RODRÍGUEZ /s/
Assistant Secretary

SUBJECT: 2024 State Information Data Exchange System (SIDES) “Helping Employers Connect and Engage with Your SIDES Program” Virtual Workshop

1. **Purpose.** To announce the 2024 SIDES “Helping Employers Connect and Engage with Your SIDES Program” virtual workshop which will be hosted by the National Association of State Workforce Agencies (NASWA) on October 23, 2024, at 3:00 p.m. EST.
2. **Action Requested.** State Workforce Agency (SWA) Administrators are requested to share this information with appropriate staff and encourage participation in the informational workshop which will demonstrate the recently developed SIDES Employer Outreach Toolkit.
3. **Summary and Background.**
 - a. Summary – This Training and Employment Notice (TEN) announces the 2024 SIDES virtual workshop, “Helping Employers Connect and Engage with Your SIDES Program.” This workshop will inform SWA employees how they can use the SIDES Employer Outreach Toolkit to build or supplement a SIDES outreach campaign. This workshop will provide insight to how SWAs have conceptualized, created, released, and evaluated the efficacy of a SIDES employer outreach campaign using the new SIDES Employer Toolkit.
 - b. Background – SIDES is a web-based system that allows the electronic transmission of UI claims information between state UI agencies and employers. NASWA, a national organization of state administrators of the publicly funded state workforce system, operates SIDES on behalf of the states.

As noted most recently in Unemployment Insurance Program Letter (UIPL) No. 16-24, SWAs should view SIDES as a critical part of their UI integrity efforts and should connect to and build SIDES into their Integrity Action Plan; this workshop event will strengthen this effort.

4. **Workshop Details.** The Employment and Training Administration (ETA) encourages state participation in the “Helping Employers Connect and Engage with Your SIDES Program” Virtual Workshop. SIDES and SWA communications staff will guide states through building a SIDES employer outreach campaign utilizing the new Employer Outreach Toolkit. The toolkit is available now on the NASWA SIDES members’ website at members.itsc.org/sites/UI_SIDES/ under the “Outreach” tab. SWA employees may obtain login credentials by contacting uisides@naswa.org. The event will also feature testimonials and promising practices from SWA employees that have already used these new materials.

The event is open to all relevant SWA employees, such as, but not limited to: adjudication managers, business analysts, state communications teams, project managers, SIDES developers, SIDES liaisons, state Benefit Payment Control reporting managers, state fraud reporting managers, and state SIDES Help Desk teams.

This event will be hosted on October 23, 2024, from 3:00 p.m. – 4:00 p.m. EST, including a question-and-answer session at the end. SWA employees are encouraged to attend.

NASWA will host the workshop on the Zoom meeting platform. Registration is available at https://naswa.zoom.us/webinar/register/WN_6gwMC3Z3Qzq2VT-y4I6PnQ.

5. **Inquiries.** Direct any inquiries regarding the content of the “Helping Employers Connect and Engage with Your SIDES Program” Virtual Workshop to the NASWA SIDES team at uisides@naswa.org. Direct any inquiries regarding registration information to naswa-meetings@naswa.org.

6. **References.**

- UIPL No. 16-24, *Additional Planning Guidance for the Fiscal Year (FY) 2025 Unemployment Insurance (UI) State Quality Service Plan (SQSP)*, issued July 22, 2024, <https://www.dol.gov/agencies/eta/advisories/uipl-no-16-24>.

7. **Attachment(s).** Not Applicable.