



Unemployment Insurance Navigator Outreach and Engagement Strategies: Findings from Maine, New Mexico, Oklahoma, Pennsylvania, and Wisconsin

SUMMARY

This spotlight brief describes outreach and engagement strategies that UI Navigators reported using in Maine, New Mexico, Oklahoma, Pennsylvania, and Wisconsin to share information about the UI program and UI Navigation services with underrepresented groups and to address several barriers to UI program access. This brief is part of a study funded by the U.S. Department of Labor (DOL), Chief Evaluation Office, that explores the implementation of [Unemployment Insurance \(UI\) Navigator Grants](#), which seven states received in 2022. The DOL's Employment and Training Administration funded these three-year competitive grants, which aim to support efforts to promote equitable access to UI benefits. Visit the [Navigator Evidence-Building Portfolio](#) website for additional information about the study's design and related publications. A full study report will be available in early 2025.

KEY TAKEAWAYS

- Several states have reported using Unemployment Insurance (UI) Navigator grants to fund active and intentional outreach and engagement strategies to share information about the UI program and UI Navigation services to help mitigate barriers to UI program access their focal populations faced.
- UI Navigator staff reported these barriers to access include: (1) lack of awareness of UI benefits or one's eligibility for them, (2) language barriers, (3) educational barriers, and (4) distrust of government.
- UI Navigators in Maine, New Mexico, Oklahoma, Pennsylvania, and Wisconsin worked to address these barriers by serving as trusted messengers and by using various outreach strategies to best reach their populations of interest. These strategies included: (1) engaging potential claimants at community events, (2) using Facebook groups and Messenger, (3) sending mass text messages, and (4) conducting outreach to employers and at employment sites.

[SEE FULL STUDY](#)

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SPONSOR: Chief Evaluation Office

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approval of data collection methods and instruments per the Paperwork Reduction Act (PRA), Institutional Review Board (IRB) review to ensure studies adhere to the highest ethical standards, review by academic peers (e.g., Technical Working Groups), and inputs from relevant DOL agency and program officials and CEO technical staff. Final reports undergo an additional independent expert technical review and a review for Section 508 compliance prior to publication. The resulting reports represent findings from this independent research and do not represent DOL positions or policies.