

## NEW MEXICO NEW HIRE OUTREACH PLAN 2009-2010

The New Mexico New Hire Reporting Center will conduct outreach to employers conducting business within the state informing them of the mandated New Hires and National Medical Support Notice reporting requirements. The PSI team will place additional focus on encouraging employers to report optional data elements, especially medical insurance availability. Ongoing outreach activities will include the following:

1. **Monthly Proactive Compliance Mailings:** PSI will review a six-month reporting history for employers and will provide notification to those who have demonstrated a sporadic reporting history.

<b>Deliverable</b>	Proactive letter to employers
<b>Start Date</b>	July 2009
<b>Frequency</b>	Monthly throughout term of contract
<b>Effectiveness Reporting</b>	Monthly

2. **Quarterly Wage Compliance Mailings:** Each quarter, PSI will receive quarterly wage information from the State and will use the data to identify employers who did not report all of their new hires within the previous quarter. Employers with new hires in the quarterly wage data, but not in the HIRE database are considered as potentially non-compliant. PSI will generate a compliance letter to these employers.

<b>Deliverable</b>	Quarterly wage mailing to employers
<b>Start Date</b>	August, November 2009; February, May 2010 (using most recent quarterly wage data)
<b>Frequency</b>	Quarterly beginning in August
<b>Effectiveness Reporting</b>	Quarterly

3. **Annual Mailings:** PSI will conduct mailings to selected New Mexico employers who have not reported in the prior six months reminding them of the statutory requirement and informing them of the reporting options.

<b>Deliverable</b>	Annual mailing to employers
<b>Start Date</b>	TBD based on receipt of All Employer listing
<b>Frequency</b>	Annually
<b>Effectiveness Reporting</b>	Annually

4. **Targeted Industry Mailings:** Each month, PSI will use the most recent QW data and NAICS codes to target primary industries within the state. Employers identified within a specified industry code(s) will receive a letter to encourage compliance with the New Hire reporting law, including the reporting of optional data elements. PSI will also include the NMSN program brochure in these mailings. We will assess which industries to target monthly based on seasonal hiring patterns and economic indicators for that industry. The following is an example of monthly targets.

July	Schools, Universities, Colleges & Day Care	Jan	Tax Preparers
Aug	Temporary Agencies & Restaurants	Feb	Cities and Counties
Sept	Class Size 8 & 9	Mar	HR Consultative Services
Oct	Retailers, Hospitals & Banks	April	Construction and Manufacturing
Nov	Auto Dealerships, Publications/Communication	May	Golf, Landscapers & Railroads
Dec	Grocers and Oil/Gas	June	Recreation

<b>Deliverable</b>	Targeted mailing to employers
<b>Start Date</b>	July 2009
<b>Frequency</b>	Monthly
<b>Effectiveness Reporting</b>	Monthly

5. **Multi-state Employer mailings:** PSI will use state-provided data to provide educational information or conduct phone calls to those employers reporting incorrectly. PSI will generate a listing of employers in the HIRE database to identify employers who are:
- reporting to New Mexico but are not registered as reporting to New Mexico
  - Employers whose FEIN doesn't match their MSE registration (i.e. partially registered employers)

A letter will be sent to these employers to remind them of the law, encourage compliance, and advise them to update their multi-state employer registration with the Federal Office of Health and Human Services, Office of Child Support Enforcement.

<b>Deliverable</b>	Multi-State Employer Registration Update
<b>Start Date</b>	July 2009
<b>Frequency</b>	Monthly
<b>Effectiveness Reporting</b>	Monthly

6. **Targeted Contact with Reporting Employers:** PSI will communicate via personal phone calls to employers reporting manually. Team members will explain each step of the web-site registration process, and will answer any technical questions posed. Our team will review data on manually reporting employers and contact select employers each month.

PSI will also send targeted e-mails to employers registered on the new hire reporting web site, informing them of the NMSN program and the social and economic value of reporting optional new hire data elements.

<b>Deliverable</b>	Personal Contacts to Employers
<b>Start Date</b>	July 2009
<b>Frequency</b>	Monthly
<b>Activity Reporting</b>	Monthly

7. **Contact with Workforce Offices:** The team will provide New Hire and NMSN brochures to Workforce offices, ensuring these offices have a sufficient supply to

provide to the employers with whom they maintain contact. Lisa Bybee, Employer Outreach Manager, has already contacted 33 workforce centers. She has had limited response from these centers, and then expanded her efforts to the State administrator and contracting agency. She conducted an on-site visit to the Workforce Solution Center in Albuquerque, where she did receive positive response. Lisa will reach out to centers monthly and will conduct at least 12 on-site visits in the year. She will attempt to maximize those trips by also incorporating visits to local chambers of commerce or other associations.

<b>Deliverable</b>	Phone and Site Visits to Workforce Offices
<b>Start Date</b>	July 2009
<b>Frequency</b>	Monthly, with at least 12 on-site visits in the fiscal year
<b>Activity Reporting</b>	Monthly

8. **Partnerships with Industry Associations, Professional Organizations:** PSI will initiate contact with industry associations and organizations to promote distribution of educational information, promote the reporting of optional data elements, publish articles in newsletters, obtain website links and conduct personal presentations among employers associated with these groups. Examples include Chambers of Commerce, Small Business Development Centers, payroll associations, human resource associations, etc. We have developed a database of associations and have sent written communication to 130 associations and e-mail communications to 100. These communications include offers to present, as well as electronic versions of outreach materials for dissemination to membership.

<b>Deliverable</b>	Outreach and Presentations to Associations
<b>Start Date</b>	July 2009
<b>Frequency</b>	Monthly, with presentations incorporated into the minimum of 12 site visits in the fiscal year
<b>Activity Reporting</b>	Monthly

9. **General Outreach:** PSI will also reach out to local newspapers and other general publications to include free advertisements or editorial letters promoting the new hire and NMSN programs. We will work with the State to obtain final approval on all materials submitted.

We will develop a media kit for use, with State approval, to disseminate editorial letters promoting the new hire reporting program during key months, such as National Child Support Month and National Payroll Association Week. In June of 2009 we worked with our state clients to successfully launch a similar effort on Father's Day to celebrate the role that fathers play in the lives of their children and to promote paternity and child support services.

<b>Deliverable</b>	Articles for association newsletters and letters to newspapers
<b>Start Date</b>	August 2009
<b>Frequency</b>	4 per year
<b>Activity Reporting</b>	Monthly