



Unemployment Insurance  
*Minnesota*

Serving customers with  
limited English proficiency

Jim Hegman, Unemployment Insurance  
Deputy Division Director

# Re-engineering Minnesota UI

- ▶ Effective self-service
- ▶ More intuitive and relevant content
- ▶ Complexity exists but not as visible
- ▶ It is no longer “our program”
- ▶ User-centered, NOT staff-centered design
- ▶ Shifting our focus
  - Know the customer – develop personas
  - Plain language – we’re talking to friends and neighbors, not ourselves
  - Instructional design – learning needs to take place. Make it easy.
  - Accessibility – not just a technical standard
- ▶ We’re never done



# MN Unemployment Insurance DEED Program: Alternative Language Videos

TPT/ECHO

Lillian McDonald – Managing Director

# Objectives

- ▶ What is ECHO
  - ▶ ECHO's approach and process
  - ▶ Work with cultural communities
  - ▶ Samples of work
  - ▶ Promotion, Distribution, and Outreach Process (some DEED, some community work)
  - ▶ Questions?
- 

# ECHO's Mission

*“To collaborate with diverse communities to deliver programs and services that help people be healthy, contribute, and succeed.”*



Cinco de Mayo



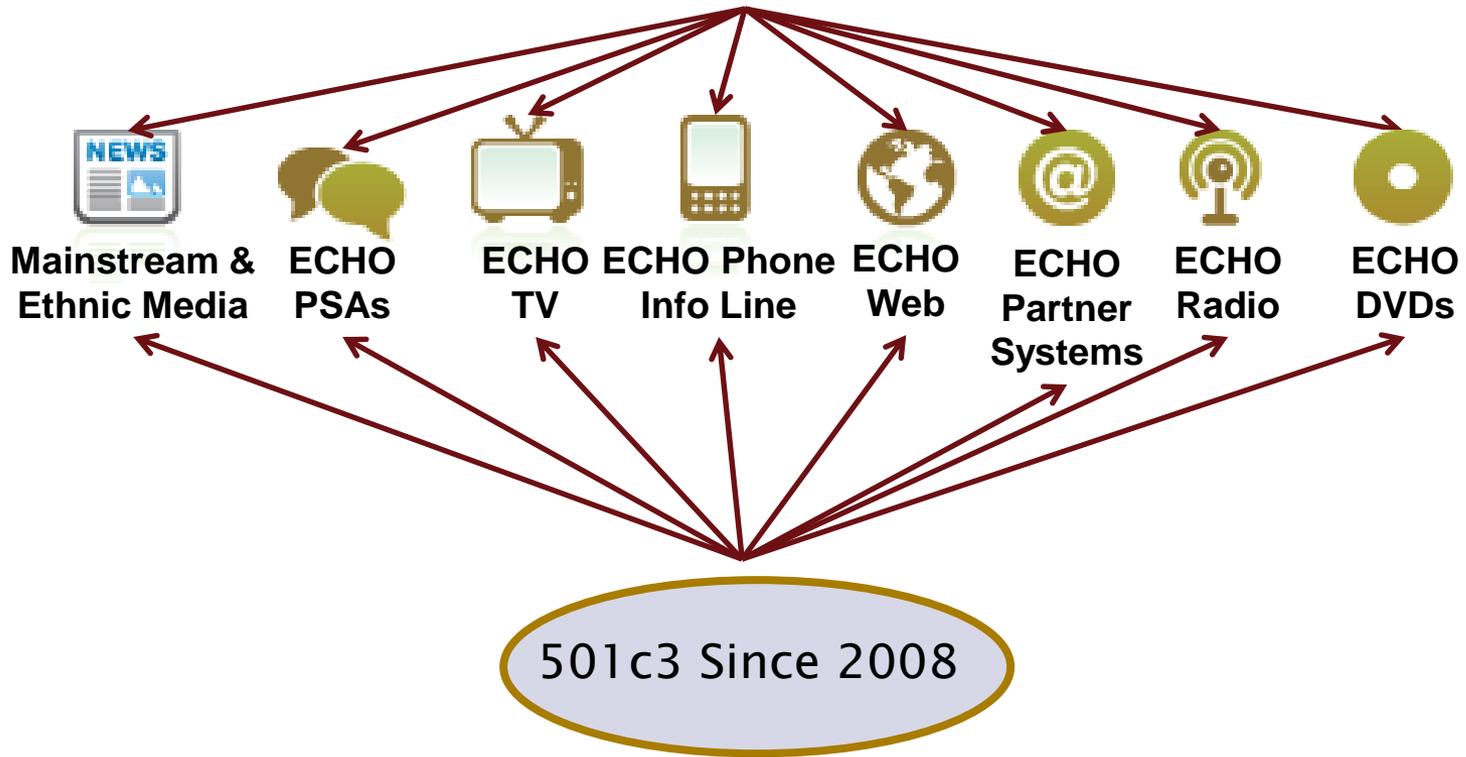
World Refugee Day



Somali Independence Day

# ECHO's Model

Education and Emergency Communication



# ECHO's Role in the Community



Bilingual  
Spokespeople



Expert and  
Community  
Leaders

Multilingual  
and  
multimedia  
education

New Americans  
who are  
healthy, safe,  
prepared, and  
engaged



# ECHO's 5 Programmatic Areas

- ▶ Health and Safety Education
- ▶ Civic Engagement and Self Sufficiency
- ▶ Community Engagement and Outreach
- ▶ Training and Research
- ▶ Emergency Response and Preparedness



# MN Unemployment Insurance

## Alternative Language Videos

### OUR PARTNER:

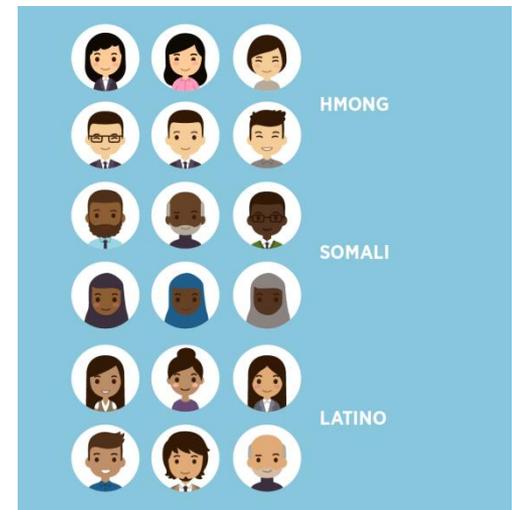


*Unemployment Insurance*  
**Minnesota**

- ▶ Project kick-off November, 2015
- ▶ Project finish June, 2016

# UI is “Unique”

- ▶ Community Reviews
  - Relevance to multi-lingual communities
- ▶ Translations
  - Language Editing (English, Spanish, Hmong, Somali)
- ▶ Story Board Creations
- ▶ Avatar and photography
- ▶ Collaboration to create videos in Spanish, Hmong, Somali



# Script Sample

Slide #	English Script	Hmong Translated Script
0a	<p>Welcome to the Minnesota Unemployment Insurance program!</p> <p>My name is _____, I am a Customer Service Representative.</p> <p>In this video, I will provide you information about Unemployment Insurance.</p> <p>I will talk about applying for benefits, how to get paid, and how to contact us.</p>	<p>Zoosiab txaistos koj tuaj rau hauv Xeev MN qhov chaw thov pob nyiaj poob haujlwm.</p> <p>Kuv lub npe hu ua Tou, kuv yog tus Sawvcev ntawm lub chaw thov pob nyiaj poob haujlwm.</p> <p>Nyob rau hauv daim yeebyajkiab no, kuv yuav qhia koj txog kev thov pob nyiaj poob haujlwm.</p> <p>Kuv yuav tham txog kev thov pob nyiaj poob haujlwm zoo licas, yuav them koj licas, thiab koj yuav txuas lus tau nrog peb licas.</p>

Slide #	English Script	Somali Translated Script
0a	<p>Welcome to the Minnesota Unemployment Insurance program!</p> <p>My name is _____, I am a Customer Service Representative.</p> <p>In this video, I will provide you information about Unemployment Insurance.</p> <p>I will talk about applying for benefits, how to get paid, and how to contact us.</p>	<p>Kusoo dhowoow Caymiska Shaqala'aanta ee gobolka Minnesota!</p> <p>Magacaygu waa_Fathia_, Waxan ahay shaqaalaha adeega macaamiisha.</p> <p>Fidiyoowgan, waxan kugula wadaagayaa macluumaad ku saabsan Caymiska Shaqala'aanta.</p> <p>Waxan ka hadlayaa sida loo dalbado ee loo bixiyo lacagtan caawimada ah iyo habka aad noola soo xidhiidhi kartid.</p>

# Storyboard

Scene	English VO	[Language] VO	English Screen Text	[Language] Screen Text	GFX/Notes
0a (formerly 2)	Welcome to the Minnesota Unemployment Insurance program! My name is _____, I am a Customer Service Representative. In this video, I will provide you information about Unemployment Insurance. I will talk about applying for benefits, how to get paid, and how to contact us.		Welcome! <ul style="list-style-type: none"><li>• How to apply</li><li>• How to get paid</li><li>• How to contact us</li></ul>		



# Survey

VIDEO ID	SOMALI	HMONG	SPANISH
INTRODUCTION	<ol style="list-style-type: none"> <li>1. Crop CSR's picture so the red shirt will not be visible.</li> </ol>	<ol style="list-style-type: none"> <li>1. CSR Image is dark. It need to bright up the light on the CR. Clean up the face to look smoother. Make sure image doesn't send a wrong signal: Face and Gesture. By Long Team - No comments</li> <li>2. Team - No comments</li> </ol>	<ol style="list-style-type: none"> <li>1. Would prefer to have a younger, more "Hispanic/Latino" looking male CSR.</li> <li>2. Carlos Morales, community reviewer agreed to serve as model for CR pictures.</li> <li>3. CR should only use first name when recording the voice over.</li> <li>4. Leo Espinoza will do the voice over.</li> <li>5. CR should wear business casual clothing with no tie.</li> </ol>
CULTURAL	<ol style="list-style-type: none"> <li>1. Use Somali face Driver license or I.D</li> <li>2. Bring avatar guy's face down from the Quran</li> </ol>	<ol style="list-style-type: none"> <li>1. Driver License need Hmong Face</li> <li>2. Phone - Need a Flip Phone               <ol style="list-style-type: none"> <li>a. No Blackberry - Miss presentation</li> </ol> </li> <li>3. Stack of Paper: Created some source of paper pile that represent = ID, Birth Certificate and/or unemployment relate materials</li> <li>4. Remove Coffee Cup - replace with cup that hold pens/pencils</li> <li>5. Bring Female Avatar down a little bit</li> </ol>	<ol style="list-style-type: none"> <li>1. Changes picture in driver license to a Hispanic/Latino looking person.</li> <li>2. Remove the picture of the sun from background (Represents only Mexican culture). Replace sun with a colorful woven tapestry.</li> <li>3. Have fewer papers stacked in corner.</li> <li>4. Write "Employment History" on top white paper.</li> <li>5. Bring the avatar a little lower.</li> <li>6. Use picture of a smart phone with dialer on.</li> <li>7. Remove coffee cup.</li> </ol>
AVATAR	<ol style="list-style-type: none"> <li>1. CSR Name: Female: Fathia</li> <li>2. Avatar Name: Male: Mohamed</li> </ol>	<ol style="list-style-type: none"> <li>1. Phone = Flip phone</li> <li>2. Avatar Name: Female: Mai</li> <li>3. CSR Name: Male: Tou</li> </ol> <p>Note: Last name must be blurring or eliminate for representation, due to cultural issue.</p>	<ol style="list-style-type: none"> <li>1. Avatar Name: Female: Diana</li> <li>2. CSR Name: Male: Carlos</li> </ol>

# Photography and Avatars

**Eligibility**

- “Covered” employment
- Last 18 months
- Laid off or lost your job through no fault of your own
- Weekly eligibility requirements

Original (English)

**Cov nyiaj poob haujlwm yog tsoomfwv ib txoj kev pab**

- Pab koj rau lub sijhawm koj tseem nrhiav haujlwm
- Pab them ibfeem ntawm koj cov nyiaj

Hmong

**Caymiska Shaqala'aantu waa barnaamij dawladeed**

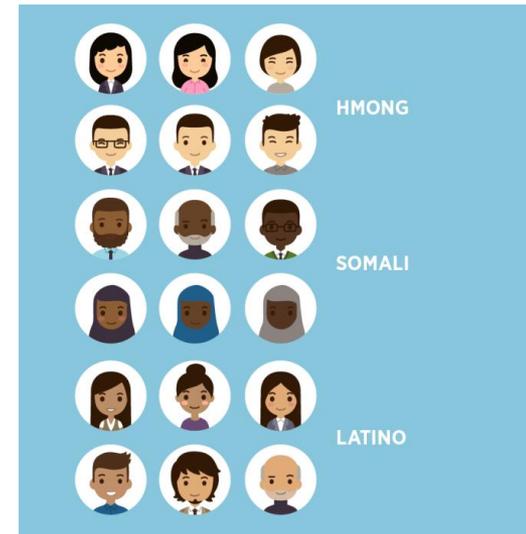
- Ku caawinaya inta aad shaqadoonka tahay
- Bedelaya qayb ka mid ah mushaharkaagii

Somali

**El Seguro de Desempleo es un programa gubernamental**

- Le ayuda mientras usted está buscando otro trabajo
- Compensa parte de los ingresos que usted ganaba

Spanish



# Training Video

- ▶ UI website: [www.uimn.org](http://www.uimn.org)

The screenshot shows the homepage of the Minnesota Unemployment Insurance (UI) Program website. At the top, there is a navigation bar with three tabs: "HOME", "APPLICANTS", and "EMPLOYERS & AGENTS". Below the navigation bar is a header image featuring the Minnesota Unemployment Insurance logo on the left and a search bar on the right. The main content area is titled "Welcome to the Minnesota Unemployment Insurance (UI) Program" and includes a brief description of the program. Below this, there is a section titled "SELECT WHO YOU ARE:" with two large buttons: "APPLICANTS >>" and "EMPLOYERS & AGENTS >>". Each button is accompanied by a collage of small images showing people in various work and office settings. At the bottom of the page, there are language options: "Español | Hmoob | Somali". The footer contains the Minnesota logo and copyright information: "Copyright 2011-2014 Minnesota Department of Employment and Economic Development | Privacy statement".

# Training Video Sample



# Questions?

Phone: 651-229-1304 (Lillian McDonald)

Website:

[www.tpt.org/ECHO](http://www.tpt.org/ECHO)

Facebook:

<https://www.facebook.com/echominnesota>

Twitter:

<https://twitter.com/echominnesota>

Youtube:

<https://www.youtube.com/user/ECHOminnesota>

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