



**MEMORANDUM TO:** EO Service Providers

**FROM:** Director

**DATE:** August 22, 2011

**SUBJECT:** **New Employment Ontario (EO) Search Tool/Need help getting started?**

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**OBJECTIVE:**

The purpose of this bulletin is to provide your organization with information about the introduction of the new EO Search Tool a.k.a. Need help getting started?

The “Employment Ontario Search Tool/Start Here” is a new online feature to help people visiting the Employment Ontario public website easily find the programs and services that best fit their needs. The tool was launched on August 10, 2011.

**BACKGROUND:**

The Employment Ontario Search Tool improves the search functionality currently available on the Employment Ontario public website by providing visitors with a more guided experience. Visitors answer a series of questions based on general eligibility criteria to determine which programs and services are best suited to their needs. They are also provided with web links to further information about programs and services, as well contact information for following up, accessing services or enrolling in a program or service. The new search tool improves online service quality and supports the principles of the Employment Ontario transformation strategy.

**QUESTIONS & ANSWERS:**

**Why was this tool developed?**

The tool was developed to improve online information and referral. It allows visitors to the EO website to more easily identify programs and services that may be suited to their needs.

**Where can clients access the tool?**

Clients are able to access the tool from the main page of the [Employment Ontario website](#) as of August 10, 2011.

**Who can use the tool?**

The tool is available to any visitor to the EO site, but is specifically intended for employers and individuals looking for EO programs and services.

**What programs and services are covered by the tool?**

All EO programs and services are covered by the tool.

**Will this tool determine client eligibility for EO programs and services?**

No. This tool is designed to assist clients in determining which programs may be appropriate to their needs by using general program eligibility criteria to help them make a more informed decision. Users of the tool will still need to meet with a service provider to determine their actual eligibility and suitability for any EO program or service.

**What is the EO Hotline's role in relation to the tool?**

The EO Hotline's role will not change as a result of the introduction of the EO Search tool. The tool has been designed to provide visitors to our site with an additional resource to assist them as they seek out our programs and services. When they complete the tool, users receive a targeted list of resources to suggested programs and services that they may print out as a reference document when seeking further information from Hotline staff.

**What impact will the tool have on service providers?**

The role of service providers will not change as a result of the introduction of the EO Search tool. The tool has been designed to provide visitors to our site with an additional resource to assist them as they seek out our programs and services. When they complete the tool, users receive a targeted list of resources to suggested programs and services that they may print out as a reference document when following up with service providers. However, service providers will still need to conduct an eligibility and/or suitability assessment per the program guidelines or agreement with the ministry before a client can enrol or participate in any EO program or service.

**How will users find a service provider to get information or follow up on their targeted list of resources?**

Once users have received a targeted list of resources, the EO Search Tool will link them to the Find Help tool powered by 211. This will allow them to use the targeted list of resources to locate appropriate service providers in their area.

**NEXT STEPS:**

No action is required.

If your organization has any questions regarding the new Employment Ontario (EO) Search Tool, please contact your Employment and Training Consultant (ETC).