WIA Performance Measures for Self-Employment Services
Recommendations Developed by CAMEO

Small businesses create 64 percent of all new U.S. jobs*. According to current market
trends, self-employment can be a valuable option for job seekers and the unemployed1)
who wish to work, but have the capability to own their own business, or 2) have barriers to
employment which can be minimized through self-employment. Small businesses,
particularly Micro Enterprises, should be an integral part of national economic and
workforce strategies.

Common performance measures are different for self-employment than for wage
employment, which has been a barrier to support the self-employed and job creation.
Performance measures for self-employment training and business technical
assistance programs can be based on Supplemental Data Sources, Administrative
Records and Average Earnings, this last item as negotiated by the grantee with the
individual WIB. CAMEO suggests that WIBs work with their local partners to which
measures are most useful. Following are recommendations for each category of
performance measures:

Supplemental Data Sources (currently has to be documented and recorded outside the WIB database)
1. Proof of an ITIN number with the IRS corporate ID number
2. Proof of DBA registration or local business license
3. Business plan
4. Proof of established business checking account
5. Copy of IRS Schedule C tax return
6. Copy of current purchase orders
7. Copy of business office or store lease
8. Proof of receipt of business loan

Administrative Records
Due to the fact that self-employed persons do not show up on the state Unemployment
Wage records, staff can follow up with individual enrollees to verify the status of their
business development. For the purposes of WIA, ‘start-up’ is defined as 1-24 months,
although this can be negotiated to 1-12 months, based on hours of training and technical
assistance provided by the grantee, and status of the individual trainee, e.g., some trainees
already will have been operating their business at the time of enrollment.

The grantee’s staff would make a phone call or in-person visit and ascertain the enrollee’s
business status from descriptive information enrollee provides on:
  • location of business,
  • number of customers and
  • financing strategy for business growth.

Average Earnings: from Supplemental Data Sources
WIB staff can collect a revenue and expense statement from the client and/or an affidavit
from the owner of their ‘owner draw’ for 3-12 months after start-up. Divide this amount by
30 hours and compare to the minimum wage for that state.