
COORDINATED BUSINESS SERVICES POLICY #: 4002

Original Policy Date: 4/16/2012

Effective Date: 4/16/2012

Purpose:

Southwest Washington Workforce Development Council (SWWDC) is issuing this policy to set standards for delivering a minimum menu of consistent and coordinated services to businesses through WorkSource and, as applicable, affiliate sites. The policy does not preclude WorkSource partners from providing additional services to businesses.

Background:

One of the premises of U.S. Department of Labor (DOL) programs is that they serve two distinct customers; job seekers and businesses. The WorkSource Initiative Framework Policy establishes statewide expectations for an effective, efficient, and consistent approach to delivering services to job seekers and businesses in WorkSource centers and affiliate sites. Ideally, WorkSource partners will achieve their performance objectives when customers' needs are met.

In "*Washington Works*," the Workforce Training and Education Coordinating Board recommended improved coordination between WorkSource partners in job development and the refinement of job referrals for employers. Coordinated business service strategies are necessary and need to be developed locally. In some communities, these strategies may be quite structured. In others, a more flexible approach may be appropriate permitting multiple programs and partners to provide direct employer services. While setting minimum standards, this policy provides each local area with the necessary flexibility to plan its approach and expected outcomes for their community.

Policy:

In order to establish coordinated employer and business services, WorkSource Operators are responsible for convening partners to develop a coordinated local business services plan that is approved by the SWWDC Board and agreed to by all the partners.

The Business Services Plan, at a minimum, must:

- a) Clearly and specifically define roles, responsibilities and primary deliverables of each WorkSource partner providing services to businesses such as outreach, job development, and Basic Business Services listed in Appendix A;
- b) Establish targets so that a reasonable percentage of jobs listed in SKIES match the skills of job seekers;
- c) Analyze the local labor market, and reflect industry sectors important to the region;
- d) Establish targets for serving employers with occupations in demand;
- e) Describe the process for regularly reporting on performance in meeting targets listed in b) and d); and

- f) Be incorporated into the Local Operation Plans and referenced in the SWWDC Memorandum of Understanding (MOU).

One-Stop Operators and WorkSource must coordinate to implement the following:

1. Ensure a coordinated business services plan is created that contains:
 - a. The roles, responsibilities and key deliverables of partners are clearly and specifically articulated;
 - b. The types of jobs in SKIES reflect the skill base of WorkSource job seekers and occupations in demand and meet the established numeric targets;
 - c. Procedures established to target employers in key industries, both in terms of demand occupations and local economic development goals; and
 - d. There is a regular performance reporting process for the board to monitor and update progress towards targets.
2. A coordinated and responsive system of outreach to employers;
3. Ensure the minimum menu of Basic Business Services are available;
4. Utilize the statewide SKIES system to:
 - o Create and manage job orders
 - o Record employer contacts; and
 - o Document the services provided to employers;
5. Ensure all WorkSource staff providing services to businesses are knowledgeable of all the Basic Business Services (training documented and/or knowledge demonstrated) or able to make appropriate referrals where the service can be accessed;
6. Convene partners at least annually to review and update the business plan to reflect the pool of local job seekers, economic changes and priorities; and
7. Use the SWWDC Dispute Resolution Policy #4007 to address any potential issue when partners are unable to agree upon the business services plan.

Definitions:

Coordination – 1) the act or action of coordinating; 2) the collaborative functioning of partners to improve the effectiveness of the local WorkSource system.

Outreach – to contact or connect with, for the purposes of developing a relationship with, an employer in an effort to assist them in meeting their talent needs and the needs of WorkSource job seekers.

References/Resources:

- WorkSource Service Delivery System #1006 Rev 1 Job Order Policy (March 11, 2009)
- WorkSource Memorandum of Understanding (MOU) #1013 (July 1, 2010)
 - SWWDC Memorandum of Understanding
- WorkSource Initiative Framework (December 2008)
- Partnering for Performance: Washington’s Workforce Compact; Workforce Training and Education Coordinating Board (September 2007)

- SWWDC Dispute Resolution Policy #4007 (2012)

Attachments:

- Appendix A: Basic Business Services

Appendix A

Basic Business Services

1. Labor Market information:

WorkSource provides access to local and state labor market information.

- Occupational descriptions
- Job and industry growth patterns
- Economic trends and forecasts
- Wage and benefit information
- Skill standards
- Labor force information
- Population and demographic information

2. Job listings:

Employers can list job openings according to their business needs.

3. Applicant Referral:

WorkSource refers qualified job seekers to employers based on businesses requirements.

4. Business Assessment:

WorkSource staff listens to your business needs and offer services, options and solutions.

5. Access to Employee Training & Re-Training:

WorkSource offers information about a variety of employee training, including:

- Skills enhancement
- Skill assessment
- Basic skills
- English as a second language
- On-the-job training
- Apprenticeships
- Customized or other employer based training
- Employer training incentives
- Community and technical colleges

6. Business Assistance Information and Referral:

WorkSource can direct to or assist with:

- Business registration (master business application)
- Business retention, creation or expansion
- Employment laws and regulations
- Fair labor practices
- Interpretive services for recruitment and hiring
- Employee retention
- Unemployment Insurance information

- Tax information
- Tax incentives and tax credit information (e.g. Work Opportunity Tax Credit)
- Referral to local business resources

7. Comprehensive web site - www.Go2WorkSource.com

8. Business Restructuring or Closures Information and Referral:

WorkSource provides assistance with:

- Services to avoid layoffs (shared work options)
- Services to avoid closures
- Major layoffs and plant closures
- Worker Adjustment Re-Training Notification Act (WARN) requirements
- Re-employment services

9. Access to Facilities:

- Professional recruitment and interviewing environment (based on local availability)
- Computers, internet connections and staff assistance