



COORDINATED BUSINESS SERVICES POLICY #: 4002 Revision 3

Original Policy Date: 4/16/2012

Revision Date: 6/12/2024

Purpose:

Workforce Southwest Washington (WSW) is issuing this policy to set standards for delivering a minimum menu of consistent and coordinated services to businesses through WorkSource, Next, WSW, and, as applicable, affiliate sites.

Background:

One of the premises of U.S. Department of Labor (DOL) programs is that they serve two distinct customers: job seekers and businesses. WSW places the business customer in the driver's seat of the local workforce development system. It is WSW's vision that WorkSource and Next serve as a talent development and delivery system, sourcing and preparing job seekers to meet specific business needs, particularly those in the region's high-growth, high-demand industries of healthcare and social assistance, behavioral health, construction and clean energy, advanced manufacturing and semiconductors, and technology jobs.

Policy:

WSW developed a local business services plan, which includes the following:

- WSW Business Service Staff are responsible for business outreach and engagement, communicating workforce needs (including the need to create or fill training opportunities) to WorkSource and Next through Launchpad and email communications, and entering job postings into Launchpad so that WorkSource and Next can source, prepare, and match talent.
- WorkSource and Next Staff are responsible for doing business outreach and engagement as the needs of WorkSource and Next customers, programs, and service delivery contracts dictate. All in-sector business outreach will go through WSW's business team and be documented in Launchpad, all other business outreach and service delivery will be performed by WorkSource and Next and should be documented in Launchpad. WorkSource and Next Business Services staff are responsible for communicating open jobs and business needs internally to all departments, referring qualified job seekers to open positions in Launchpad, WorkSourceWA, and other jobs identified by the WorkSource and Next Business Services teams, spearheading the recruitment of job seekers for training programs, and all tasks associated with On-the-Job Training, Internships/WEX, Cohort Training, and Customized Training. In addition, WorkSource and Next are responsible for ensuring that businesses who contact WorkSource or Next directly are appropriately triaged (IE – WSW sector businesses are connected to WSW and receive assistance to address any immediate needs, including access to WorkSourceWA, all other businesses receive the service(s) needed including access to WorkSourceWA). WorkSource

and Next staff are responsible for identifying job seekers based on open jobs, training opportunities, and for WSW industries of focus job seekers.

- Other Partner or affiliate site staff are responsible for understanding business needs communicated through WorkSource, Next, and WSW and sourcing and preparing talent accordingly.
- Economic Development Partner staff are responsible for creating business connections between WSW and companies in Southwest Washington, connecting WSW to business leaders to provide program and candidate feedback to support continuous improvement efforts, and for connecting WSW to companies at risk of leaving the region so that intervention and retention strategies may be deployed.
- WorkSource Business Services Manager is responsible for working in partnership with WorkSource and Next Leadership to develop criteria and processes for assessing and qualifying job seekers to create a system where businesses have access to the job seekers they need when they need them. In partnership with WSW Project Managers, WorkSource, and Next staff, develop strategies to target the number and type of occupations that need to be sourced and/or trained to meet the needs of industry. The Manager will then work with the WorkSource and Next Leadership Teams to provide guidance and expected outcomes to the WorkSource and Next Centers.

The Manager will ensure that all business services staff in WorkSource and Next are properly trained to document business engagement and service delivery in Launchpad, The Manager will work with the WorkSource and Next Leadership Teams to develop and document a process for business triage to ensure that businesses who contact WorkSource or Next for services, get what they need when they need it. The Manager will work with WorkSource and Next Leadership Teams to monitor and track progress towards meeting the goals of the WorkSource Business Engagement Plan and will be responsible for keeping this plan updated. The Manager will also ensure that employers have access to post jobs publicly on WorkSourceWA.

The Manager must implement the WorkSource functions of the Business Services Policy including, but not limited to:

1. Regular performance reporting for WSW to monitor and update progress towards targets from all contracts related to serving businesses.
2. Ensure the minimum menu of Business Services are available [CFR 678.430 & 678.435](#).
3. Ensure all WorkSource and Next staff 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.
4. Utilize the statewide ETO system and local system Launchpad to:
 - Create and manage job orders and
 - Document employer services in ETO and Launchpad and
 - Use Launchpad to document job seeker referrals and placements for Launchpad jobs.

Business Service Staff have the right to refuse staff assisted services to employers, including but not limited to investment, if employer is not following employee safety

protocols, has history of employee or applicant complaints either discrimination or otherwise, or is not current on required taxes and fees. Staff should document concerns in case notes and consult WSW before refusing service.

References/Resources:

- [Combined Final Rule](#)
- [WIOA Law](#)

Supersedes:

- WSW Policy #4002 Revision 1, Coordinated Business Services
WSW Policy #4002 Rev 2, Coordinated Business Services effective 3/9/2022

Website:

<http://workforcesw.org/providers#OperationsPolicies>