



Employer Engagement Desk Aid

This desk aid has been developed to outline the process used to enter businesses into Launchpad. In addition to serving as a guide to inputting Quality Job information, employer services, and when to use them.

This desk aid describes how to:

- Enter a business account
- Enter employer information and track services provided
- Post a job
- Track quality job initiatives

The Quality Jobs initiative is a commitment to designing and developing a regional approach with workers, employers, job seekers, community-based organizations, economic developers, and local municipalities to define, support and promote quality jobs. As a system, we track this work in Launchpad.

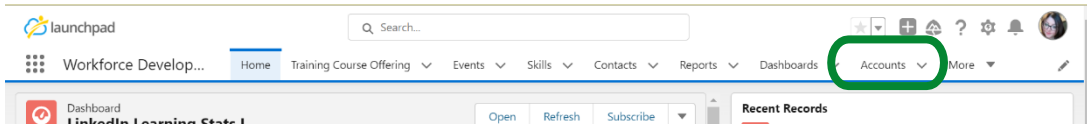


Table of Contents

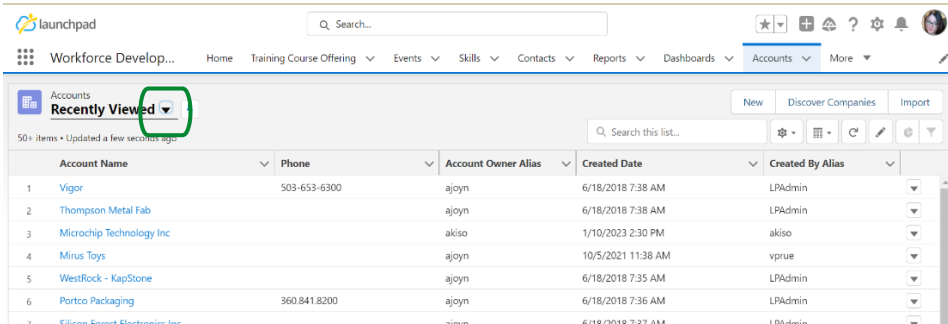
1. [How to add an Employer Account](#)
2. [Tour of Employer Account Record](#)
3. [How to Post a New Job](#)
4. [Quality Jobs](#)
5. [Employer Services Definitions](#)



How to add an Employer Account:



On Home page, select **Accounts**.



On the far left, click on the down arrow to select the account list you are seeking.

Search name of new account prior to adding your selection to ensure it is not currently listed in the database.

If not listed, click **New**.

New Account box, select Employer.

New Account required information:

- Name of Employer
- NAICS Sector
- NAICS Sub-sector
- County
- WDA (Workforce Development Area)

Required Single Point of Employer Contact

The **account owner** of each employer account is utilized to coordinate business outreach and decrease duplicative asks of employers from the workforce system of partners.



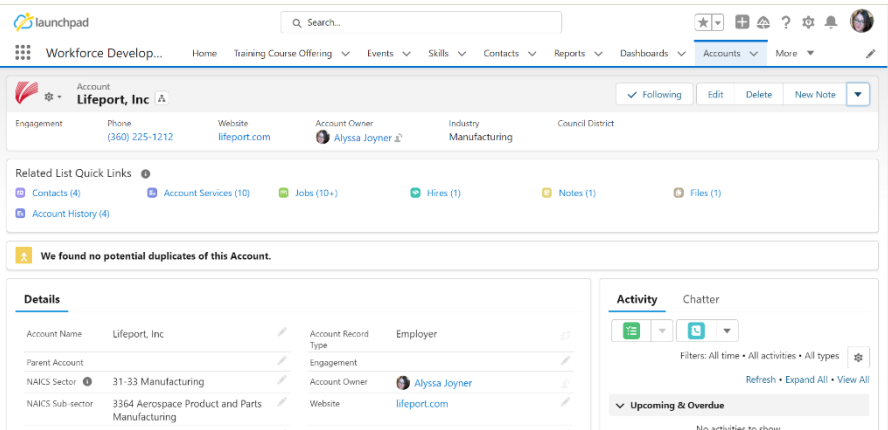
If you would like to contact an employer, **you will reach out to the account owner** with details on what you would like to talk with the employer about. The account owner will work with you to make the best type of connection/introduction.

Great to have information:

- **Billing Address**
- **Website**
- **Phone Number**
- **Contact Person**



Tour of Employer Account Record & Employer Services:

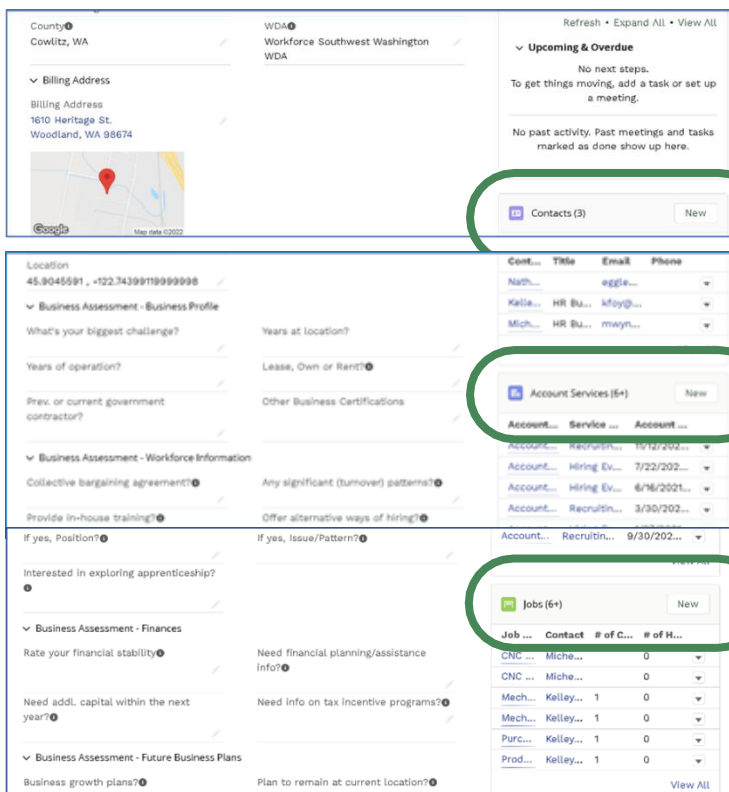


Follow: you will be notified on your dashboard if anything is recorded on the record.

Chatter: allows you to talk with someone internally regarding the account.

Home account page: will list account owner of an account at the top of the page. Before ever reaching out to any employer, contact the Account Owner or WSW Business team.

Activities: You can create a task regarding this account and log a call/email to create a timetable or document conversations.



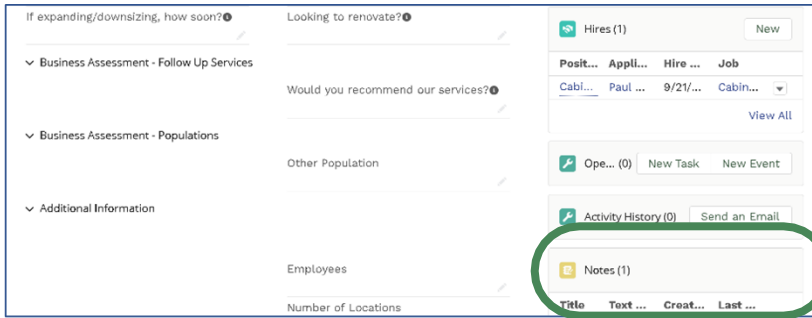
Contacts: Look up or add new direct contacts for the account.

Account Services: directly track direct employer services (see list and definitions below).

Jobs: see list of jobs or enter a new job.

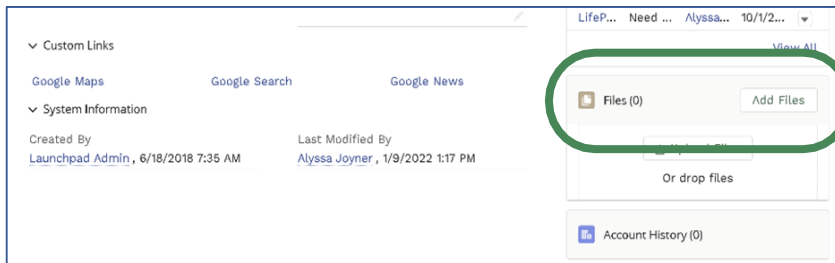
Hires: see list of previous hires or add new hire for a job seeker/employer.



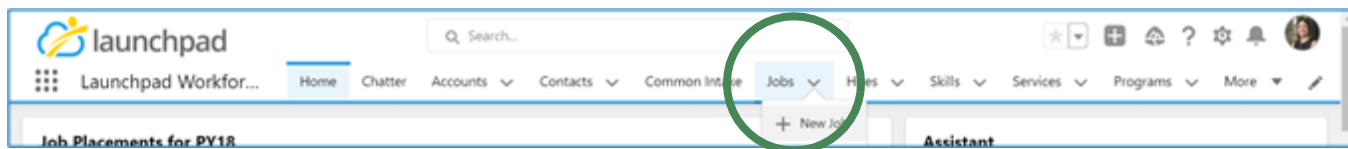


Notes: read previous notes or enter in new notes directly related to the account.

Files: upload documents or anything **NOT** confidential to the account.



How to Post a New Job:

A screenshot of the 'New Job' form in the Launchpad Workforce interface. The form is divided into several sections: 'Information' with fields for Job Order Name, Account, Contact, # of Current Openings, Number of Hires, Employment Type, and Benefits Timeframe; 'Stage' with a dropdown menu; 'Closing Date' with a date picker; 'Source' with a dropdown menu; 'Job Category' with a dropdown menu; 'SOC Code' with a search field; and 'How to Apply' with a dropdown menu. There is also a 'Benefits Offered' section with two columns: 'Available' and 'Chosen', each containing a list of checkboxes. A 'View all dependencies' link is located at the bottom of the form.

INFORMATION:

Job Order Name: should be consistent with Employer job titles.

Account: this is the employer's name; if not found in search, add the employer record first and then post the job

Contact: if the recruiter or hiring manager is known, search for them here.

Current Openings: if known, enter here; if unknown, enter 1.

Number of Hires: update if position is filled with a candidate from the talent pool.

Employment Type (choose one): FT Permanent, PT Permanent, FT Temporary, PT Temporary, Temp-to-Hire.

Benefits Timeframe: if known when new hires will be eligible for benefits, choose from drop down menu.

Benefits Offered: if known, choose all benefits offered by the company.

Stage (choose one): Identified, Job Order Taken, Interviewing, Offer Extended, Placement, Closed/Lost.

Closing Date: if known, add date.

Source (choose one): Direct Employer Contact, Economic Development, Inbound Marketing, JobsEQ, Partner Referral, Staffing Agency, Other WF Development.

Job Category: choose Standard Job.

SOC Code: Search for the occupation title using one word that best fits; if no results, try the wild card *; for example, instead of searching for "Medical Assistant" search for "Med*"

How to Apply (choose one): Email, Online Application, In Person.



CANDIDATE REQUIREMENTS:

Years' Experience: 0 means no experience required (truly entry level), 1–2, 3-5, etc.

Education Required: choose from drop down list.

HourlyWage Minimum: if unknown, enter 1.

HourlyWage Maximum: if unknown enter 49 *NOTE: hourly wage min/max are part of the job matching requirements; both the job seeker and job posting must include wages.*

Required Certifications: text box where certifications can be added if required.

Job Description: copy/paste job description or link to job description here.

Background Requirements: if known, choose from drop down menu.

Languages: choose from list if languages other than English are required.

Drug Test: check if required by the employer.

Wage notes: free text, add whatever might be relevant, if any.

JOB DESCRIPTION:

Copy and paste or hyperlink the job description here.

SAVE Record

Once you have saved the record, you will need to add skills. Skills are required for the job matching feature to function. Do this by clicking on the dropdown arrow and choosing “add skills.”



Business Assessment – Quality Jobs:

Blank QJ format:

Business Assessment - Quality Jobs	
Self-Sufficiency Wages ⁱ <input type="checkbox"/>	Self-Sufficiency Wages Date ⁱ
Wages- Comment ⁱ	
Safe Working Conditions/Engagement ⁱ <input type="checkbox"/>	Safe Working Conditions/Engagement Date ⁱ
Safe Working Conditions Comment ⁱ	
Predictable Hours ⁱ <input type="checkbox"/>	Predictable Hours Date ⁱ
Predictable Hours Comment ⁱ	
Comprehensive Benefits ⁱ <input type="checkbox"/>	Comprehensive Benefits Date ⁱ
Comprehensive Benefits Comments ⁱ	
Accessible Hiring & Onboarding Practices ⁱ <input type="checkbox"/>	Accessible Hiring & Onboarding Date ⁱ
Accessible Hiring & Onboarding Comments ⁱ	
Training & Advancement Opportunities ⁱ <input type="checkbox"/>	Training & Advancement Oppt. Date ⁱ
Training & Advancement Comments ⁱ	

- **Select** the checkbox next to each **standard** the business is working on to improve within and/or adopt.
- **Date** start of implementation.
- **Provide insight** into the steps the business is taking to implement this standard and make note of any resources that are required and/or have been provided.

QJ Examples:

Business Assessment - Quality Jobs	
Self-Sufficiency Wages ⁱ <input checked="" type="checkbox"/>	Self-Sufficiency Wages Date ⁱ 11/8/2022
Wages- Comment ⁱ Under new management and increased their entry level wages to increase labor buy in.	
Safe Working Conditions/Engagement ⁱ <input checked="" type="checkbox"/>	Safe Working Conditions/Engagement Date ⁱ 2/17/2023
Safe Working Conditions Comment ⁱ Started internal affinity groups.	
Predictable Hours ⁱ <input type="checkbox"/>	Predictable Hours Date ⁱ
Predictable Hours Comment ⁱ	
Comprehensive Benefits ⁱ <input checked="" type="checkbox"/>	Comprehensive Benefits Date ⁱ 1/16/2023
Comprehensive Benefits Comments ⁱ Increased benefit package to include cost sharing childcare support.	
Accessible Hiring & Onboarding Practices ⁱ <input type="checkbox"/>	Accessible Hiring & Onboarding Date ⁱ
Accessible Hiring & Onboarding Comments ⁱ	
Training & Advancement Opportunities ⁱ <input checked="" type="checkbox"/>	Training & Advancement Oppt. Date ⁱ 4/10/2023
Training & Advancement Comments ⁱ Enrolling employees in EnGen English Learning Platform to promote from within to manager level positions.	



Employer Services Definitions:

Service	Definition/Examples
Access to Labor Market Information	Customized labor market information for specific employers, sectors, industries, or clusters
Access to veterans and other special populations/ programming	Business request and referral to connect with community-based organization and specialized programs inside of WorkSource and Next
Assistance writing job descriptions	Assistance writing/revising job descriptions to increase applicant pool by making job descriptions more inclusive and skills based
Attended Special Event	Resource fairs, business trainings, information session, and other special events hosted by WSW or WSW-funded programs (WorkSource, Next, etc.)
Customized Training	Training designed to meet specific requirements of an employer (including a group of employers), that is conducted with a commitment by the employer to employ an individual upon successful completion of the training, and for which the employer pays a significant portion of the cost of training
Sector Strategies	All other customized services for employers – development and implementing industry sector strategies, including those that involve industry partnerships, regional skill alliances, industry skill panels, and sectoral skill partnerships
Diversity, Equity and Inclusion	This service should be used to document consultation services that result in actions taken by employers to enhance their internal DEI strategies



Employer outreach visit/promotional call	Cold call, check in, site visits, invitation to hiring events, general marketing of business services to area employers
Facilities usage	Room usage for information sessions, interviews, training, etc.
Hiring Event	Attended a hiring event hosted by WSW, WorkSource, Next or other WSW programs
Hiring in Response to COVID-19	Hiring staff to fill needs directly related to vacancies or new demand due to COVID-19
Incumbent Worker Training	Training funded partially or in total by WSW that is designed to meet the special requirements of an employer (or group of employers) to retain a skilled workforce or avert the need to lay off employees
Information on Business Start-up, retention and expansion	Business request for information to connect with local resources
Internships or Paid Work-Experience	Tracking business participation in WSW funded internships/paid work experience
Job Seeker Referral	Customized screening and referral of job candidates to employers
Layoff Aversion Services (incl. Shared Work Program)	Assistance to area employers in managing reductions in force in coordination with Rapid Response activities with strategies for aversion of layoffs, which may include strategies such as early identification of firms at risk of layoffs, use of feasibility studies to assess the needs of and options for at-risk firms, and the delivery of employment and training activities to address risk factors



Layoff/plant closure assistance	Assistance to area employers in managing reductions in force in coordination with Rapid Response activities with strategies for aversion of layoffs, which may include strategies such as early identification of firms at risk of layoffs, use of feasibility studies to assess the needs of and options for at-risk firms, and the delivery of employment and training activities to address risk factors
On-the-Job Training	Tracking business participation in WSW funded On-the-Job Training programs
Pre-employment assessment testing & screening	Ask from a labor union or employer to conduct pre-employment applicant screening or assessment testing
Program Eligibility for New Hires	WSW funded case manager conducts new hire eligibility for OJTs or Internships/Work Experience
Rapid Response/ Dislocated Workers Assistance	Providing rapid response services to employers and employees
Recruiting and Placement Assistance	Recruiting applicants through the public workforce system on behalf of an employer
Referral to business consortium network (chamber, ec/dev, workforce board, etc.)	Tracking business participation in WSW funded internships/paid work experience
Referred by Economic Development Partner	Used to track businesses referred to the workforce system by CREDC and CEDC

