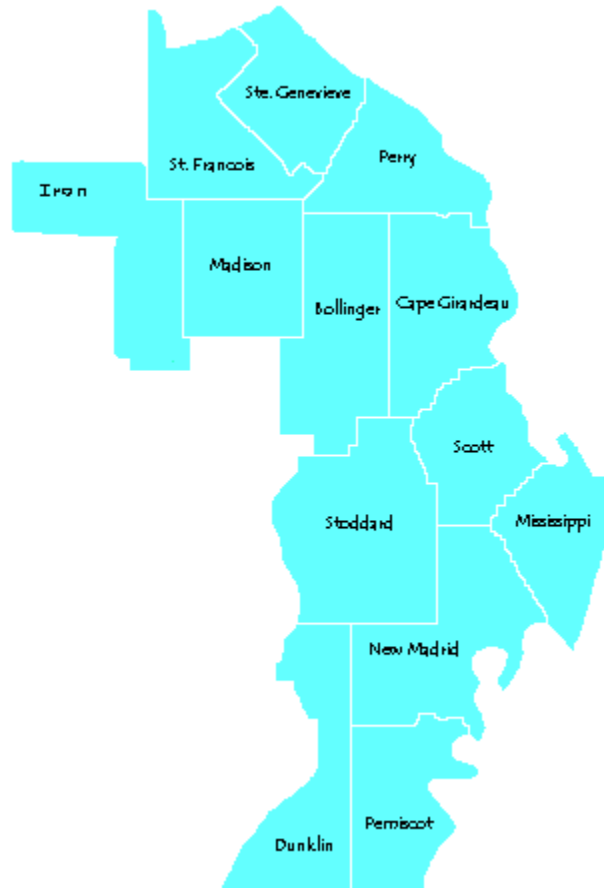


# Workforce Investment Board Of Southeast Missouri



## Southeast Regional Business Outreach and Marketing Plan



April 2004

## **Table of Contents**

<b>Part One: Executive Summary</b>	Page 3
I. The problems the business outreach plan will solve	
II. The Program partners involved in the delivery of coordinated services.	
III. The design of the plan.	
IV. The rollout schedule	
V. The location of the business services offered.	
<b>Part Two: Mission, Vision, Values and Goals</b>	Page 6
I. Mission	
II. Vision	
III. Values	
IV. Goals	
<b>Part Three: Description of the Marketing Plan</b>	Page 7
I. Description of the outreach /marketing strategy.	
1. Identification of the needs of local business.	
2. Identification of the responsibilities of the business outreach/marketing representatives.	
3. Description of how the services will be delivered.	
4. Description of standardized practices.	
5. Description of the services the local area will provide to meet specific needs of businesses.	
6. Description of the service delivery strategy.	
7. Description of the account management system.	
II. Description of how we will measure success.	
<b>Part Four: List of the Centers and Program Partners Participating</b>	Page 20
<b>Part Five: Action Plan</b>	Page 21
<b>Part Six: Signatures of Partners who created plan.</b>	Page 22
<b>Part Seven: Appendix</b>	
A. Toolbox Entries	Page 23
B. Incoming Calls flow chart	Page 29
C. Monthly Business Contact Summary Form	Page 30

**Part One:**  
**Executive Summary**

**I. The problems the business outreach plan will solve**

The Southeast Regional Business Outreach and Marketing Plan provides the overall frame work to build a single point of contact system, that defines each partners role and responsibilities as well as the menu of services to be delivered and the model for the delivery of the services.

**Business Outcomes**

The outreach and marketing plan is designed to increase the awareness of available services and increase the number of businesses that use One-Stop products and services. This plan was developed on the local level in the 13 counties, which form the Southeast Region Workforce Investment Area.

The services to local businesses will be improved in the following ways:

1. Access to a comprehensive enhanced menu of services from all partners' programs at every contact with the system
2. Coordinated single point of contact system for the delivery of products and services, to elimtate duplication of employer contacts.
3. Improved customer service from trained staff based on an analysis of what businesses want and need to be successful
4. Measurable enhanced customer satisfaction due to improvements in service delivery (e.g., streamlined services, multiple service delivery options)

**Outcomes for the Local System**

The outreach and marketing plan incorporates local input as a method of ensuring its viability over the long term as a living document. In addition, the plan is designed to complement and support the vision and goals of the Workforce Investment Board.

Southeast Regional workforce development systems will achieve the following:

1. Development of a business services outreach/marketing plan that will guide the local system's contacts with local businesses. All partners' services will be included and the business outreach will be a coordinated effort amongst partners.
2. The WIB and local business services staff will be able to track and measure success with the business outreach/marketing plan.

## **Southeast Regional Business Outreach and Marketing Plan**

3. Local one-stop partner staff will work together to continuously improve services to the business community.

### **II. The Program partners involved in the delivery of coordinated services.**

A committee was designed to draft the Business Outreach and Marketing Plan. The committee was comprised of service providers and representatives from the following agencies:

- Workforce Investment Board
- Division of Workforce Development
- East Missouri Action Agency
- MERS Goodwill, Inc.

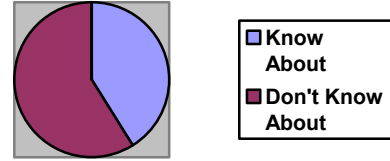
This plan will be presented to the Workforce Investment Board and Division of Workforce Development for Approval. The plan will be conducted in two phases.

1. Phase I will be designed by the committee.
2. Phase II will incorporate input from WIA partners who do business outreach and business focus groups. The recommendations will be reviewed by the committee for possible implementation. The partners to be included in Phase II will be:
  - Missouri Mentoring Partnership
  - Caring Communities Partnership
  - Resources of Missouri, Inc.
  - Pemiscot County Initiative (PIN)
  - Division of Vocational Rehabilitation
  - Experience Works
  - Southeast Missouri State University
  - Job Corps
  - Veterans
  - Three Rivers Community College
  - Mineral Area College
  - Area Vocational Technical Schools
  - Lakes Country Resources Center
  - New Madrid Family Resource Center
  - Parents Fair Share
  - Local Economic Development Community
3. This plan will be reviewed annually in order to keep up with local business trends.

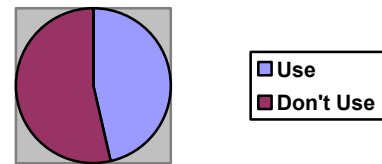
**III. The design of the plan.**

Recent Chamber of Commerce studies indicate that only 41% of business knows about One-Stop Career Centers and only 19% actually use our services. Our current service delivery system is fragmented. This plan will develop a seamless delivery system, and will be a coordinated effort between career center partners that deliver business services, creating a single point of contact system and increasing market penetration.

**Know about One-Stop Career Center**



**Of the 41% who know about One-Stop Career Centers**



**IV. The rollout schedule**

<b>Action Items</b>	<b>Date Due</b>
Get on agenda for WIB meeting	January 1, 2004
Finish document and create presentation documents	February 10, 2004
Deliver presentation	February 17, 2004
Revise plan based on WIB's input and submit to DWD	May 6, 2004
Review by DWD and results shared	June 30, 2004
Share plan with all staff	Talk about the process in staff meetings and plan to explain the process after WIB approval – by mid April
Develop and deliver training for staff – all one-stop staff and business services staff	May to June 30 <sup>th</sup>
Begin implementation	July 2004
Evaluate results, share findings with the WIB, and make revisions based on data	Each quarter in 2004

**V. The location of the business services offered.**

We will provide services in three convenient locations. Job orders, workshops, and hiring/interviewing services will be offered in the one-stop center. Training services will be offered at the local community college. Some services will be offered at the local businesses or other locations as necessary (i.e. job fairs)

**Part Two**  
**Mission, Vision, Values and Goals**

**I. Mission**

The mission of the Southeast Regional Team is to develop a seamless service delivery system for business. Partners will coordinate efforts to ensure a single point of contact to deliver training and employment services.

**II. Vision**

A dynamic and coordinated service system providing integrated, effective training and employment services.

**III. Values**

Southeast Regional team will **collaborate** with all partners to take an **honest, proactive** approach, be **business focused** and **innovative** in delivering business services.

**IV. Goals**

Southeast Regional will use the following measures to gage our success of this plan.

1. Increase employer market penetration.

<b>Quarter</b>	<b>Percent Increase</b>
3 <sup>rd</sup> 2004	Use to establish baseline
4 <sup>th</sup> 2004	2 %
1 <sup>st</sup> 2005	4 %
2 <sup>nd</sup> 2005	6 %

2. Increase number of business using more than one career center service.

<b>Quarter</b>	<b>Percent Increase</b>
3 <sup>rd</sup> 2004	Use to establish baseline
4 <sup>th</sup> 2004	2 %
1 <sup>st</sup> 2005	4 %
2 <sup>nd</sup> 2005	6 %

3. Increase number of new business that receives one stop orientation.

<b>Quarter</b>	<b>Percent Increase</b>
3 <sup>rd</sup> 2004	Use to establish baseline
4 <sup>th</sup> 2004	2 %
1 <sup>st</sup> 2005	4 %
2 <sup>nd</sup> 2005	6 %

**Part Three**  
**Description of the Marketing Plan**

**a. Description of the outreach /marketing strategy.**

1. Needs of local business
  - a. Southeast regions business needs that we identified are:
    - Faster cycle times
    - Skilled workforce to include soft skills
    - Expanded prescreening to include collecting applications, posting job orders, matching services, etc.
    - On the Job Training
    - Retention strategies
    - Educate business on the use of tools. (Great hires)
  - b. The needs were validated by using the following sources:
    - WIB focus groups
    - MEC
    - Regional Chamber of Commerce studies
    - Economic Developers
    - LMI
    - Consortium group inputs
    - Experience of Business Representatives
    - Regional Planning Commissions
    - Past Surveys
2. Responsibilities of the business outreach/marketing representatives.

All individuals participating in business outreach activities have certain responsibilities to the Career Center System. We have identified these responsibilities as:

- Acting as a single point of contact
- Building and maintaining long-term relationships
- Promoting all of the system's business services
- Gathering business customer's complaints and suggestions.

The Workforce Investment Boards Business and Industry Manager will be responsible for the over site of the Business Outreach and Marketing effort. They will coordinate the meetings, training and ensure the board receives quarterly reports.

## **Southeast Regional Business Outreach and Marketing Plan**

3. Description of how the services will be delivered.

a. The Southeast Region's single point of contact system incorporates these key principles:

- Contacting local businesses is a shared, system-wide activity
- All partners will sell the full range of the system's services
- All business representatives will use standardized procedures when contacting businesses.
- All business representatives will use a standard packet of material, with literature from all partners that are doing business outreach.
- All business representatives will share information about business contacts by recording contact information in Toolbox. (see Appendix A)
- All business representatives will review Toolbox for prior contact before they schedule appointment with a business.
- Business representatives will continually educate the business outreach teams through monthly meetings.
- Targeted outreach to business customers will be coordinated geographically. The DWD Business Representative will respond to requests for services and will assign the requests to the proper Business Representative in a geographical area.

b. The following charts show currently available services and service providers in the Southeast region.



## Southeast Regional Business Outreach and Marketing Plan

	<b>WIB</b>	<b>DWD</b>	<b>EMAA</b>	<b>MERS</b>		Missouri Mentoring	Caring Communities	Resources of Missouri,	Pemiscot County Initiative	Vocational Rehabilitation	Experience Works	Southeast Missouri State	Job Corps	Veterans	Three Rivers Community	Mineral Area College	Vocational Technical	Lakes Country Resources	New Madrid Family	Parents Fair Share					
Talent bank		X	X																						
Job fairs	X	X	X	X																					
Interview space	X	X	X	X																					
State and federal government jobs		X																							
<b>New Employee Follow-up Services</b>																									
Support services for eligible employees		X	X	X																					
Ongoing "job readiness" workshops		X	X	X																					
<b>Enhanced Services</b>																									
<b>One-Stop System Information and Services</b>																									
Single point of contact for all System services	X	X	X	X																					
Human resource consultation		X	X	X																					
<b>Employee Recruitment/Retention Services</b>																									
Screening		X	X	X																					
Positive recruitment		X	X	X																					
Job development		X	X	X																					
Assistance in providing appropriate accommodations for employees with disabilities		X																							
<b>Employee Skills Information and Services</b>																									
Information on skill standards and skill certification			X	X											X	X	X								



## Southeast Regional Business Outreach and Marketing Plan

	WIB	DWD	EMAA	MERS		Missouri Mentoring Partnership	Caring Communities Partnership	Resources of Missouri, Inc.	Pemiscot County Initiative	Vocational Rehabilitation	Experience Works	Southeast Missouri State	Job Corps	Veterans	Three Rivers Community College	Mineral Area College	Vocational Technical Schools	Lakes Country Resources Center	New Madrid Family Resource	Parents Fair Share					
Entrepreneurial training			X									X													
<b>New Hire Training Services</b>																									
Pre- and post-hire job readiness training		X	X	X																					
Pre-employment vocational training		X	X	X											X	X	X								
Try-out employment		X	X	X																					
Initial on-the-job training	X	X	X	X																					
Supported work and job coaching				X														X							
Customized training	X	X													X	X	X								
Apprenticeship		X																							
<b>Incumbent Workers Training Services</b>																									
Employee skill training				X							X				X	X	X					X			
Upgrade on-the-job training				X							X				X	X	X					X			
Industry training consortia membership				X											X	X									
Supervisory training for new workforce															X	X									
<b>Post-Training Services</b>																									
Customized, after generic skill training	X										X				X	X	X								

## **Southeast Regional Business Outreach and Marketing Plan**

### 4. Description of standardized practices.

#### a. Marketing Material Folder will include:

- Great Hires handout
- Tri-fold on Business Services
- WOTC handout
- Business Card
- Missouri Career Center Job Order fax sheet

#### b. Workforce Investment Board and DWD will fund collateral material.

Items that we will use are:

- Business card holder
- Pens
- Notepads

Distribution of materials.

- Core clients will receive marketing materials folder.
- Enhanced clients will receive business card holder.

Return on Investment will be determined by:

- Business market penetration rate through Toolbox
- Businesses that move from core to enhanced services.

#### c. Information Sharing in Toolbox system.

#### d. Incoming Calls will be standardized throughout the region. Appendix B is a desk guide for all staff to use for incoming calls.

#### e. We will develop a Missouri Career Center Sales and Resource Desk Guide. This guide will address:

- Telephone Scripts and flow charts for routing business customers
- FAQ's and the appropriate responses
- Form and process to be used in meetings with businesses
- Standardized pre-visit, visit, and follow-up procedures and protocols to be used by all partners
- 30 second commercials for all common outreach activities
- Standardized responses to customers' objections

## **Southeast Regional Business Outreach and Marketing Plan**

5. Description of the services the local area will provide to meet specific needs of businesses.
  - a. All partners that currently do business outreach, as a part of providing services to their customers, will continue to do so. They will provide their services in three ways.
    - In person
    - By telephone
    - By distributing marketing materials
  - b. We will provide a monthly newsletter by email to the business community. The newsletter will include.
    - Human resources tips
    - Retention strategies
    - Highlight a partner agency
    - Outstanding accomplishments
    - Highlight Business of the Month (North & South Counties)
  - c. We will offer workshops and seminars on current human resources issues.
  - d. All Business Representatives will be active in Chamber of Commerce, Personnel Associations in their local areas.
  - e. All one stop's will have a Business Service Center with materials specific for business clients.
6. Description of the service delivery strategy.
  - a. Specific industries have been identified as targeted industries. Using resources such as Chamber Economic Profiles, Economic Development Surveys and Labor Market Information. These industries were selected with the belief they offer the most potential for helping the Southeast Region's Workforce Investment Area in meeting it's goals and reaching the desired outcomes. These industries are where the Southeast Region shall focus its business outreach efforts. (In priority order)
    - Healthcare
    - Government
    - Manufacturing
    - Services
    - Construction
    - Retail

## Southeast Regional Business Outreach and Marketing Plan

- b. The plan will determine the businesses that we will target in each industry cluster by using the criteria listed below.
- The Business Market/Job Seeker Market Connection
  - The economic impact of the business
  - The need to meet performance standards
  - Demonstration of and capacity to support the one stop
  - The one stop's capacity to serve the targeted business
  - The one stop's desired market position
- c. Its impossible to provide the same level of service to all business customers, we have created a strategy that will allow the One-Stop system to provide a core level of service to all local business and an enhanced level of service to selected businesses. We will use a point system to determine the level of our business customers.

Value	Criteria
1 point	1. Business in one of the region's target industries.
1 point	2. Average wage target at \$8 hour.
1 point	3. 50+ full time positions (at one site or multiple sites, treated as one account)
1 point	4. Anticipated growth measured in number of jobs.
1 point	5. Multiple occupations on site, several of which match center's job seeker pool.
1 point	6. Hiring volume, not less than 12 annually.
1 point	7. Employer provides health care benefits that are subsidized by at least 50 percent.
1 point	8. Business supports employee training. (i.e. offers tuition reimbursement, structured skill advancement training, or outside training.)
1 point	9. Promotional opportunities exist within the company or there are identified/structured career paths with income and skill advancement.
1 point	10. If high turnover, identify cause. Business gets point if turnover leads to identifiable advancement opportunities.

**Enhanced Accounts:** Score between 6 - 10 points.

**Core Accounts:** Score between 1 – 5 points.

- d. The Southeast Region has defined core and enhanced level of service as listed below.

### **Core Services for Business Customers**

---

#### **One-Stop System Information:**

- ◆ Orientation to One-Stop System for Businesses
- ◆ Employment statistics information
- ◆ Performance information
- ◆ Regulatory information  
(written, workshops, Q and A hotline)
- ◆ ADA compliance and accommodation information
- ◆ Unemployment Insurance information
- ◆ Tax Credit information, application, and processing
- ◆ Information on human resource management  
(resource room and workshops)
- ◆ Support services information
- ◆ Rapid response
- ◆ TAA/NAFTA

#### **Employee Recruitment Services:**

- ◆ Job bank/labor exchange  
(Customer choice: listing and/or matching; suppressed or unsuppressed job listings; job orders by phone, fax, mail, or electronic)
- ◆ Talent bank
- ◆ Job fairs
- ◆ Interview space
- ◆ State and federal government jobs

#### **New Employee Follow-Up Services:**

- ◆ Support services for eligible employees
- ◆ Ongoing “job readiness” workshops

## **Enhanced Services for Business Customers**

---

### **One-Stop System Information and Services:**

- ◆ Single point of contact for all System services - account management by industry or geography
- ◆ Human resource consultation (Refer to appropriate agency)

### **Employee Recruitment/Retention Services:**

- ◆ Screening (no-fee; pre-hire testing; credential verification; referral of “best” candidates)
- ◆ Positive recruitment
- ◆ Job development
- ◆ Assistance in providing appropriate accommodations for employees with disabilities
- ◆ Monthly newsletter will include retention and recruitment tips.

### **Employee Skills Information and Services:**

- ◆ Information on skill standards and skill certification
- ◆ Assessment of incumbent worker skills
- ◆ Information on incumbent worker training resources

### **Downsizing/Lay-Off Services:**

- ◆ Rapid response
- ◆ Outplacement services

### **Economic Development Information and Services:**

- ◆ Relocation or expansion information
- ◆ Small business incubators

### **Training Services for Business Customers**

#### **One-Stop System Training Services:**

- ◆ One-Stop access to Partner and WIA Title I training
- ◆ Pre- and post-employment skills training
- ◆ Workplace training combined w/related instruction
- ◆ Workplace literacy, basic skills, and occupational English
- ◆ Entrepreneurial training

#### **New Hire Training Services:**

- ◆ Pre- and post-hire job readiness training
- ◆ Pre-employment vocational training
- ◆ Try-out employment
- ◆ Initial on-the-job training
- ◆ Supported work and job coaching
- ◆ Customized training
- ◆ Apprenticeship

#### **Incumbent Worker Training Services:**

- ◆ Employee classroom skill training (upgrading and retraining)
- ◆ Upgrade on-the-job training
- ◆ Industry training consortia membership
- ◆ Supervisory training for new workforce

#### **Post-Training Services:**

- ◆ Customized, after generic skill training
- ◆ Work with business to create employer-sponsored programs to encourage life-long learning and attainment of advanced degrees.

## **Southeast Regional Business Outreach and Marketing Plan**

---

### 7. Description of the account management system.

<b>Account Management System</b>		
<b>Clients</b>	<b>Usage</b>	<b>Solutions</b>
Current	Within 12 Months	Newsletter Email
Dormant	12 – 24 Months	In person visit Telephone
New Acquisition	New or over 24 months	In person visit Customer Survey Marketing Materials

#### **B. Description of how we will measure success.**

In order to measure these goals, each business representative will complete a monthly business contact summary (see appendix C). These reports will be forwarded to the Business Marketing Team by the 5<sup>th</sup> of the month following the end of the month.

The Business Marketing Team will compile the data and provide quarterly progress reports to the Workforce Investment Board. We will use 3<sup>rd</sup> quarter 2004 data to establish our baseline and evaluate every quarter after that.

We will survey business customers to monitor the changes in the business community. The Business Marketing Team will maintain open dialog with the Workforce Investment Board, Economic Development staff, and monitor rapid response activities. Our services will be updated based on the changing environment within our targeted industries.

## **Part Four**

### **List of the Centers and Program Partners Participating**

#### **I. Missouri Career Centers**

Missouri Career Center Cape Girardeau  
Missouri Career Center Caruthersville  
Missouri Career Center Kennett  
Missouri Career Center Park Hills  
Missouri Career Center Sikeston

#### **II. Partners**

Workforce Investment Board  
Division of Workforce Development  
East Missouri Action Agency  
MERS Goodwill  
Missouri Mentoring Partnership  
Caring Communities Partnership  
Resources of Missouri, Inc.  
Pemiscot County Initiative (PIN)  
Division of Vocational Rehabilitation  
Experience Works  
Southeast Missouri State University  
Job Corps  
Veterans  
Three Rivers Community College  
Mineral Area College  
Area Vocational Technical Schools  
Lakes Country Resources Center  
New Madrid Family Resource Center  
Parents Fair Share  
Local Economic Development Community

## Southeast Regional Business Outreach and Marketing Plan

### **Part Five** **Action Plan**

<b>Action Item</b>	<b>Partners Involved</b>	<b>Resources Needed</b>	<b>Date of Completion</b>
Focus Groups	WIB Board		March 2004
Share draft with key stakeholders	As developing the second draft		January 9, 2004
Get on agenda for WIB meeting in February	Business Marketing Team		January 1, 2004
Submit next draft for review	Business Marketing Team	Fax Machine	January 9 <sup>th</sup> 2004
Attend next training session	Business Marketing Team		January 13 <sup>th</sup> – 15 <sup>th</sup>
Finish document and create presentation documents	Business Marketing Team	PowerPoint, Projector	February 10, 2004
Deliver presentation	Business Marketing Team	PowerPoint, Projector	February 17, 2004
Revise plan based on WIB's input and submit to DWD	Business Marketing Team		May 6, 2004
Review by DWD and results shared	Mark Bauer, Rick Beasley		June 30, 2004
Share plan with all staff	Talk about the process in staff meetings and plan to explain the process after WIB approval –		Mid April
Develop and deliver training for staff – all one-stop staff and business services staff	Business Marketing Team		May to June 30 <sup>th</sup>
Develop Missouri Career Center Sales & Resource Desk Guide	Business Marketing Team		June 2004
Begin implementation	WIB,DWD,MERS,EMAA		July 2004
Evaluate results, share findings with the WIB, and make revisions based on data	Business Marketing Team		Each quarter
Meet with Phase II Partners	Business Marketing Team	Meeting Room	May 2004
Explore Fee For Services	All one stop partners	Survey	July 2004
Implement Phase II	All one stop partners that provide business services		September 2004
Explore using TV Marketing	WIB, Business Marketing Team	Grant Funding	September 2004

**Part Six**  
**Signatures of Partners who created plan**

Rob Baker  
Employment Representative  
East Missouri Action Agency

Sarah Burke  
Business Representative  
Division of Workforce Development

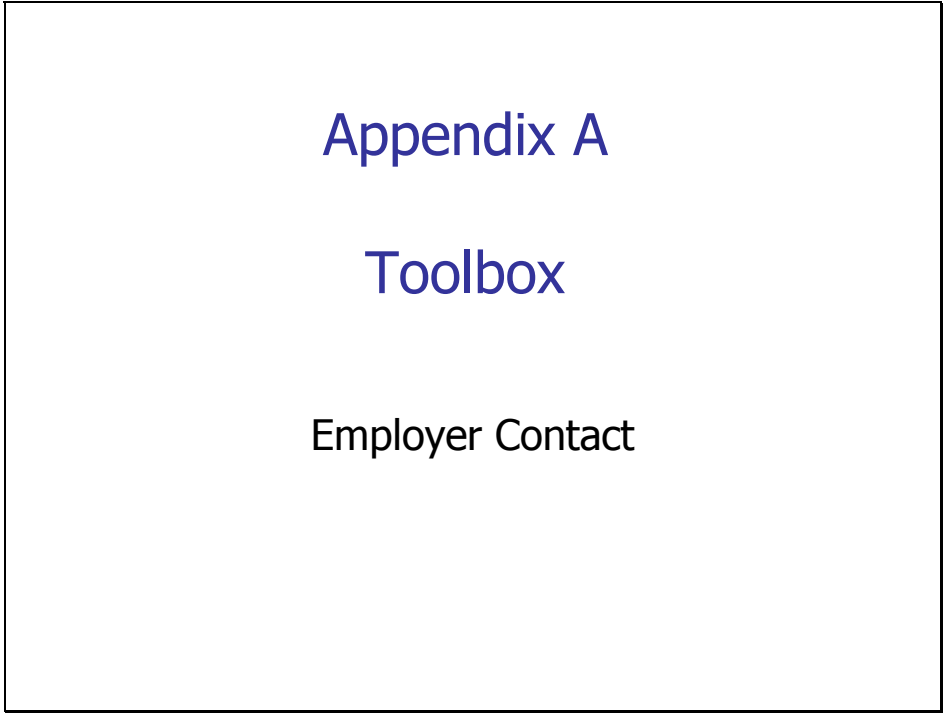
John Hodges  
Coordinator  
MERS Goodwill, Inc.

June O'Dell  
Manager, Special Projects/Asst. to President  
Workforce Investment Board

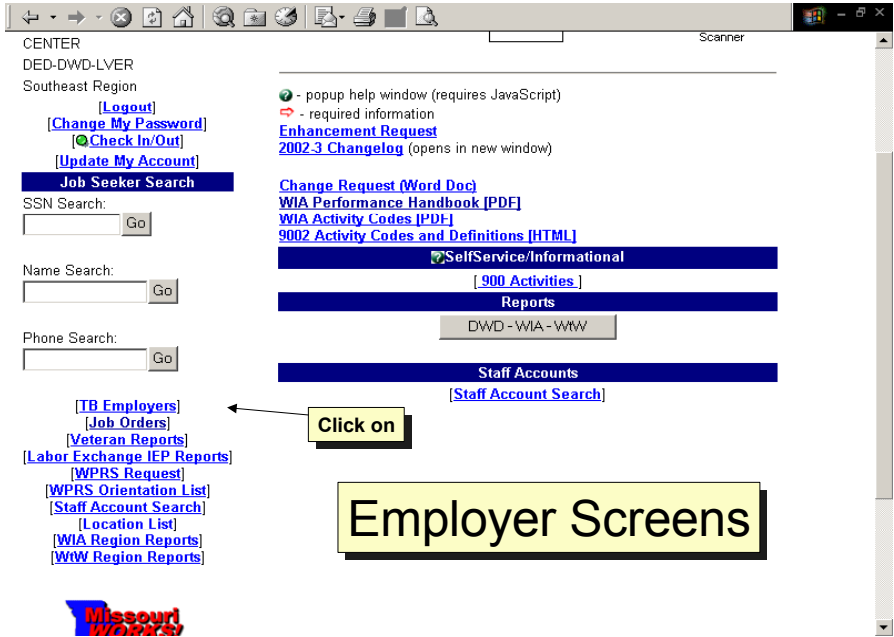
Scott Sattler  
Workforce Development Supervisor  
Division of Workforce Development

Cleat Stanfill  
Manager, Business & Industry Services  
Workforce Investment Board

**Part Seven:  
Appendix A**

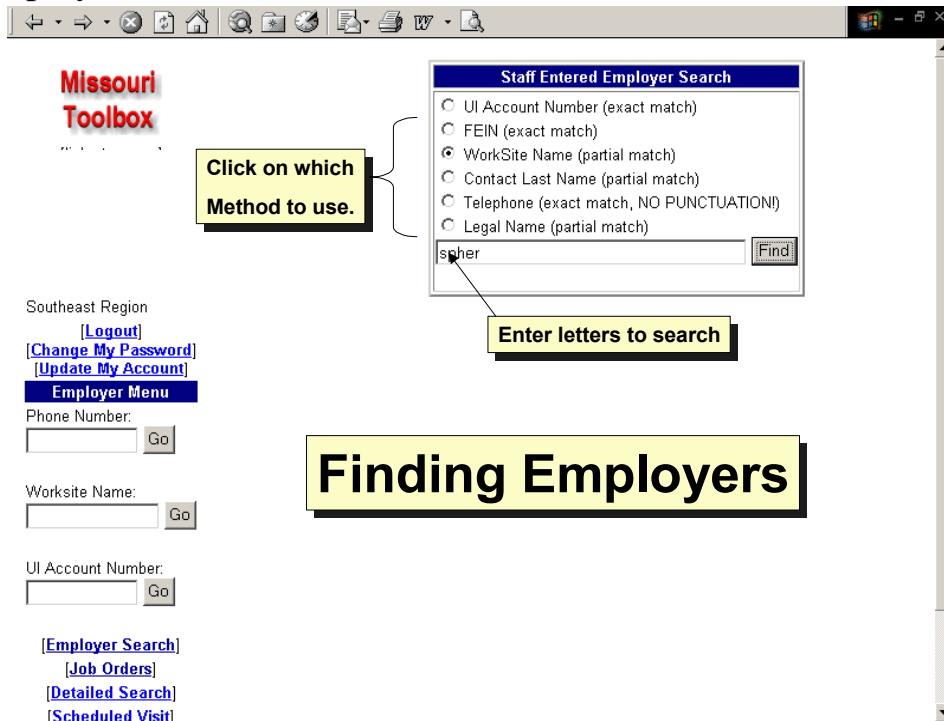


**Employer Screen**



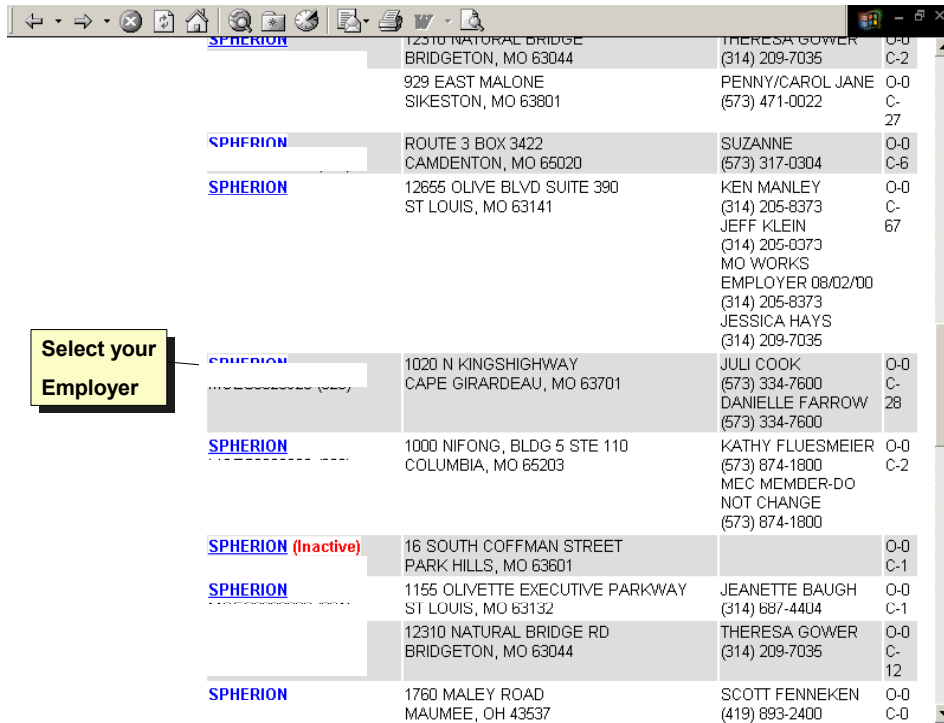
1. Log on to Toolbox
2. Select TB Employers

**TB Employer Screen**



1. Search for Employers

**Employer Lists**



1. Select your employer.

## Worksite Registration

**Missouri Toolbox**  
[links to menu]

**Worksite Registration-SPHERION(025)**  
[\[Edit Record\]](#) [\[Add Next Visit\]](#) [\[Add Special Instructions\]](#) [\[Add Mailing Address\]](#) [\[Job Orders\]](#)

Account	Worksite	Physical Address	Area
SPHERION Worksite ID: 025	1020 N KINGSHIGHWAY SUITE C CAPE GIRARDEAU, MO 63701	Cape Girardeau County Southeast Region	

Legal Name: SPHERION  
 SIC: Help Supply Services (7363) NAICS: None (999999)  
 WIB Member: No MEC Member: No Valid MW Employer: Yes  
 FCJL Employer: No Mandatory Employer: No Number of Employees: 20-49 Employees  
 Web Address:  
 Registered: N/A Last Changed: 09/07/2000 12:09:00

**Contacts**  
[\[Add Contact\]](#) [\[Activity Summary\]](#)

Name	Type	Position	Contact/Phone
<a href="#">JULI COOK</a>	WORKSITE	MANAGER	(573) 334-7600
<a href="#">DANIELLE FARROW</a>	WORKSITE	HUMAN RESOURCES	(573) 334-7600

Worksite Name:

UI Account Number:

[\[Employer Search\]](#)  
[\[Job Orders\]](#)  
[\[Detailed Search\]](#)  
[\[Scheduled Visit\]](#)

**Worksites**  
[\[Add Worksite\]](#)

Worksite	Physical Address	Phone	JO
<a href="#">SPHERION ON PREMISE AT SWB WIRELESS</a>	13075 MANCHESTER ROAD ST LOUIS, MO 63131	SUZANNE GUNDLACH (314) 984-3830 JEFF WEBB (314) 984-3830	O-0 C-4
<a href="#">COUCION</a>	4531 MAINE SUITE B QUINCY, IL 62301	JOHN HJELM (217) 224-5900	O-0 C-5
	2103 ZUMBEHL ROAD SAINT CHARLES, MO 63303	SHARON CARTER (636) 949-6666	O-0 C-5

1. Select the contact you talked to.

## Detailed Contact Information

**Missouri Toolbox**  
[links to menu]

**Detailed Contact Information**  
[\[Return to Worksite Record\]](#)  
[\[Edit Contact\]](#) [\[Replicate Contact\]](#)

Name	Position	Type	Phone
Juli Cook	MANAGER	WORKSITE	(573) 334-7600

Fax: (573) 334-7609  
 Email:  
 Comments:

Activity:  
[\[Add Activity\]](#) [\[Summary\]](#)

**Employer Menu**

Phone Number:

Worksite Name:

UI Account Number:

[\[Employer Search\]](#)  
[\[Job Orders\]](#)  
[\[Detailed Search\]](#)  
[\[Scheduled Visit\]](#)

Posted by	Date	Type	Activity
	10/17/2002	Job Development Contact	jd
	08/30/2002	Job Development Contact	JC
	08/28/2002	Job Development Contact	Job development for
	08/28/2002	Provider Visit Employer	Visited stressed Veterans etranhite
	06/20/2002	Job Development Contact	Job development Maintenance.

1. Two Choices
  - a. Summary
  - b. Add Activity

## Summary Page

**Missouri Toolbox**  
[links to menu]

Southeast Region  
[Logout]  
[Change My Password]  
[Update My Account]  
**Employer Menu**  
Phone Number:  Go  
Worksite Name:  Go  
UI Account Number:  Go  
[Employer Search]  
[Job Orders]  
[Detailed Search]  
[Scheduled Visit]

[\[Return to Detailed Contact Information\]](#)

Name	Position	Type	Phone
Juli Cook	MANAGER	WORKSITE	(573) 334-7600

**Activity Summary**

Posted by	Date	Type	Activity
r	10/17/2002	Job Development Contact	Jd
r	08/30/2002	Job Development Contact	J
r	08/28/2002	Job Development Contact	Job Development For .
r	08/28/2002	Provider Visit Employer	Visited Stressed Veterans Strengths.
r	08/20/2002	Job Development Contact	Job Development Maintenance.
r	08/20/2002	Job Development Contact	Job Development For Maintenance.
r	08/20/2002	Provider Visit Employer	Visit And She Has 5 Opening For Ceramo. Possible Maintenance Position.
r	05/31/2002	Telephone Call	Called To Check On Bonding Fo Danielle Will Call Me Back.
r	05/17/2002	Job Development Contact	Called About Bonding Will Complete Paperwork And Forward To Fidelity Bonding. Possible Hire.
r	05/09/2002	Telephone Call	Called To Do Employer Survey. Completed Survey, Was Very Satisfied With Services.
	04/18/2002	Telephone Call	Invited Employer To Participate In A Mock Interview Day At Unitec Career Ctr On 4-25-02.
	03/20/2002	Provider Visit Employer	Capa Meeting

1. Displays all contacts for this individual.
2. Review prior to any employer contacts.

## Add Activity Screen

**Missouri Toolbox**  
[links to menu]

Southeast Region  
[Logout]  
[Change My Password]  
[Update My Account]  
**Employer Menu**  
Phone Number:  Go  
Worksite Name:  Go  
UI Account Number:  Go  
[Employer Search]  
[Job Orders]  
[Detailed Search]  
[Scheduled Visit]

**You are adding an activity!**  
[\[Return to Detailed Contact Information\]](#)  
⇒ = required information.

⇒ Activity Date:  /  /  (MM/DD/YYYY)

⇒ Activity Type:  Please select one

SSN#  -  -  (required when "Job development Contact" is chosen)

⇒ Activity:

Add activity

1. Enter Date

## Add Activity Screen

2. Select activity type, from pull down menu.

## Add Activity Screen

3. Enter Activity

## Worksite Registration

**Missouri Toolbox**  
[links to menu]

**Worksite Registration-SPHERION(025)**  
[\[Edit Record\]](#) [\[Add Next Visit\]](#) [\[Add Special Instructions\]](#) [\[Add Mailing Address\]](#) [\[Job Orders\]](#)

Account	Worksite	Physical Address	Area
SPHERION Worksite ID: 025		1020 N KINGSHIGHWAY SUITE C CAPE GIRARDEAU, MO 63701	Cape Girardeau County Southeast Region

Legal Name: SPHERION  
 SIC: Help Supply Services (7363) NAICS: None (999999)  
 WIB Member: No MEC Member: No Valid MW Employer: Yes  
 FCJL Employer: No Mandatory Employer: No Number of Employees: 20-49 Employees  
 Web Address:  
 Registered: N/A Last Changed: 09/07/2000 12:09:00

**Adding a New Contact**

Phone Number:  Go

Worksite Name:  Go

UI Account Number:  Go

[\[Employer Search\]](#)  
[\[Job Orders\]](#)  
[\[Detailed Search\]](#)  
[\[Scheduled Visit\]](#)

**Contacts**  
[\[Add Contact\]](#) [\[Activity Summary\]](#)

Name	Type	Position	Contact/Phone
<a href="#">JULI COOK</a>	WORKSITE	MANAGER	(573) 334-7600
<a href="#">DANIELLE FARROW</a>	WORKSITE	HUMAN RESOURCES	(573) 334-7600

**Worksites**  
[\[Add Worksite\]](#)

Worksite	Physical Address	Phone	JO
<a href="#">SPHERION ON PREMISE AT SWB WIRELESS</a>	13075 MANCHESTER ROAD ST LOUIS, MO 63131	SUZANNE GUNDLACH (314) 984-3830 JEFF WEBB (314) 984-3830	O-0 C-4
	4531 MAINE SUITE B QUINCY, IL 62301	JOHN HJELM (217) 224-5900	O-0 C-5
	2103 ZUMBEHL ROAD SAINT CHARLES, MO 63303	SHARON CARTER (636) 949-6666	O-0 C-5

1. Click on Add Contact, this allows you to add new company contacts.

### Add New Contact Screen

**Missouri Toolbox**  
[links to menu]

**You are inserting a new contact!**  
[\[Return to Worksite Record\]](#)  
 ⇨ = required information.

WORKSITE  MEC  WIB  OTHER

⇨ First Name:

⇨ Last Name:

⇨ Position: ACCOUNTANT

Other Position Title:  (Required when "Other" is chosen from above field)

⇨ Primary Phone Number: ( ) - Ext:

Fax Number: ( ) -

Email:

Active Status:  - Yes  - No

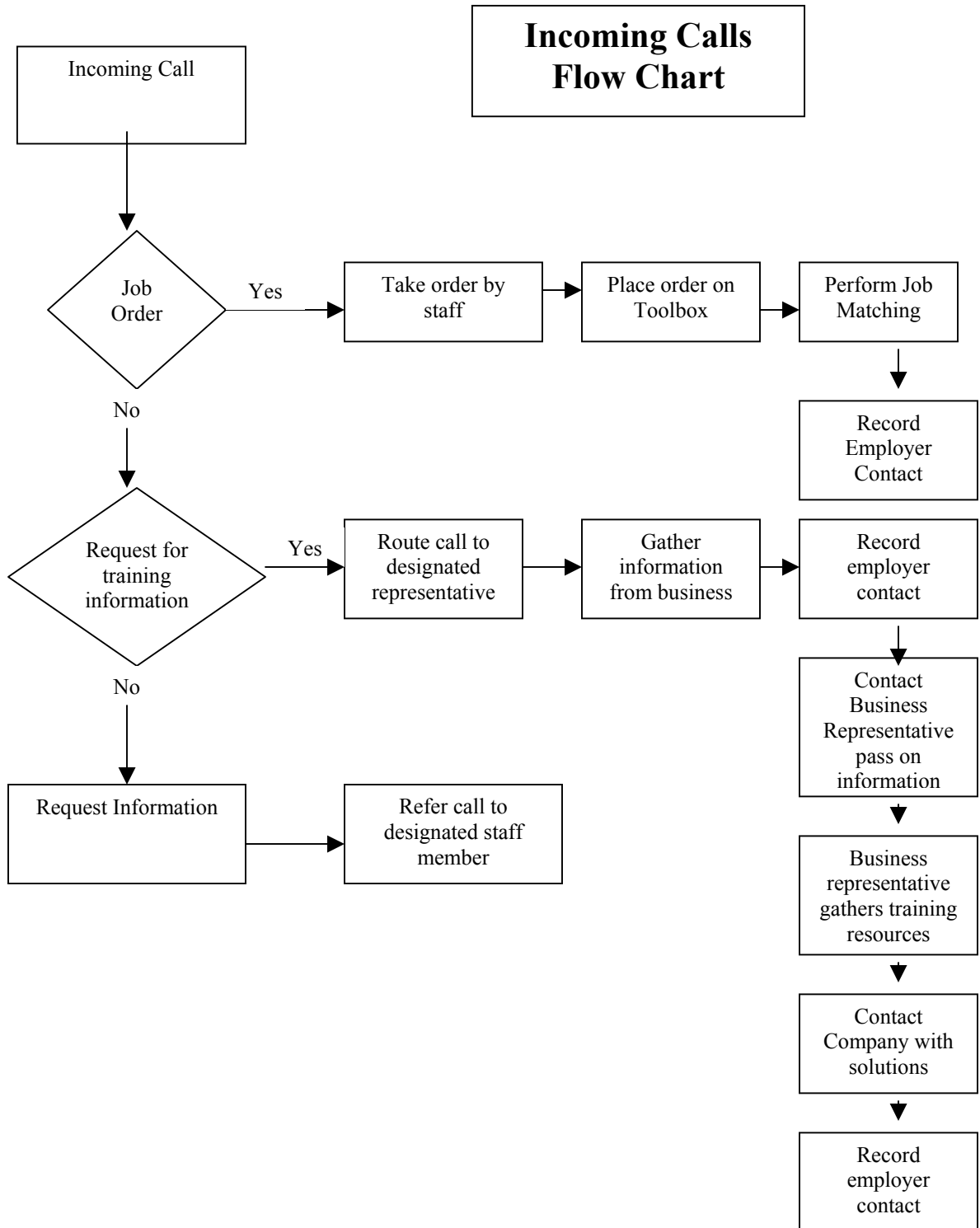
Comments:

Save this record

Southeast Region  
[\[Logout\]](#)  
[\[Change My Password\]](#)  
[\[Update My Account\]](#)  
**Employer Menu**  
 Phone Number:  Go  
 Worksite Name:  Go  
 UI Account Number:  Go  
[\[Employer Search\]](#)  
[\[Job Orders\]](#)  
[\[Detailed Search\]](#)  
[\[Scheduled Visit\]](#)

1. Enter information for contact.

**Part Seven:  
Appendix B**







## Southeast Regional Business Outreach and Marketing Plan

<b>Employee Skills Information and Services</b>																	
Information on skill standards and skill certification																	
Assessment of incumbent worker skills																	
Information on incumbent worker training resources																	
<b>Downsizing/Lay-Off Services</b>																	
Rapid response																	
Outplacement services																	
<b>Economic Development Information and Services</b>																	
Relocation or expansion information																	
Small business incubators																	
<b>One-Stop System Training Services</b>																	
One-Stop access to Partner and WIA Title I training																	
Pre- and post-employment skills training																	
Workplace training combined w/related instruction																	
Workplace literacy, basic skills, and occupational English																	
Entrepreneurial training																	

**Southeast Regional Business Outreach and Marketing Plan**

---

<b>New Hire Training Services</b>																			
Pre- and post-hire job readiness training																			
Pre-employment vocational training																			
Try-out employment																			
Initial on-the-job training																			
Supported work and job coaching																			
Customized training																			
Apprenticeship																			
<b>Incumbent Workers Training Services</b>																			
Employee skill training																			
Upgrade on-the-job training																			
Industry training consortia membership																			
Supervisory training for new workforce																			
<b>Post-Training Services</b>																			
Customized, after generic skill training																			