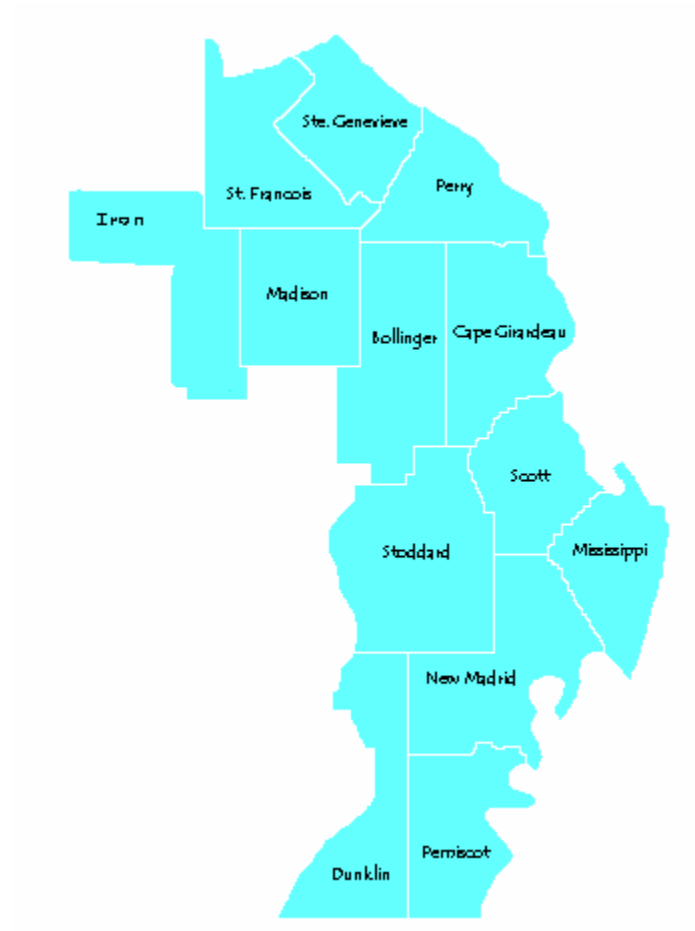


Workforce Investment Board Of Southeast Missouri



Southeast Regional Business Outreach and Marketing Plan



MISSOURI
Career Center
Where talent and opportunities meet

MissouriCareerSource.com

October 2007

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

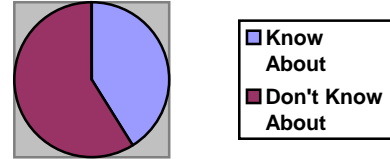
1. Phase I will be designed by the committee.
2. Phase II was incorporate input from WIA partners who do business outreach and business focus groups. The recommendations will be reviewed by the committee for possible implementation. The partners that were included in Phase II was:
 - Missouri Mentoring 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
 - AO 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.

Southeast Regional Business Outreach and Marketing Plan

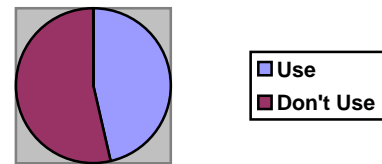
III. The design of the plan.

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

Action Item	Responsible Partners	Resources Needed	Date of Completion
Completed			
1. Updated goals	Business Service Team	None	Completed
2. Proof read and edit section II & III	Business Service Team		Completed
3. Submit section II & III	Scott		Completed
Need to complete			
1. Update service providers available services	Business Service Team		August 10, 2007
2. Update partners available services	Business Service Team		August 10, 2007
3. Revise Executive Summary	Scott		August 17, 2007
4. Revise report	Scott		August 17, 2007
5. Proof read and edit	Business Service Team		August 20, 2007
6. Submit plan to DWD	Scott		August 23, 2007
Future			
1. Train staff on new procedures	Business Service Team	PowerPoint	September - December 2007
2. Evaluate plan and revise	Business Service Team		July 1, 2008
3. Evaluate target industry	David Dupont	MERIC	July 1, 2008

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

1. Increase employer market penetration.

Quarter	Percent Increase
3 rd 2007	Use to establish baseline
4 th 2007	2 %
1 st 2008	4 %
2 nd 2008	6 %

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

Quarter	Percent Increase
3 rd 2007	Use to establish baseline
4 th 2007	2 %
1 st 2008	4 %
2 nd 2008	6 %

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

Quarter	Percent Increase
3 rd 2007	Use to establish baseline
4 th 2007	2 %
1 st 2008	4 %
2 nd 2008	6 %

Southeast Regional Business Outreach and Marketing Plan

4. Align business outreach plan to collate with business plan of Career Center under charting process.
5. Review target industries on an annual basis and realign out reach efforts.
6. Develop sales and resource desk guide.
7. Develop a local tracking system to measure goals and objectives.
8. Develop quarterly state of the business report for the Southeast Region.

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:
 - 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
 - Missouri Employer Committee
 - Regional Chamber of Commerce studies
 - Economic Developers
 - Labor Market Information
 - 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 Manager of Business and Industry will be responsible for the over site of the Business Outreach and Marketing effort. The manager 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 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 regional literature.
- 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 an appointment with a business.
- Business representatives will continually educate the business outreach teams through quarterly 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

	AO Lakes Country	WIB	DWD	EMAA	MERS														
							Caring Communities Partnership	Pemiscot County Initiative	Vocational Rehabilitation	Experience Works	Southeast Missouri State	Job Corps	Veterans	Three Rivers Community College	Mineral Area College	Vocational Technical Schools	New Madrid Family Resource	Parents Fair Share	Missouri Extension Office
Orientation to One-Stop System for Businesses	X		X	X	X														
Employment statistics information	X	X	X	X	X														
Performance information	X	X	X	X	X														
Regulatory information	X		X																
ADA compliance and accommodation information	X		X		X			X											
Unemployment Insurance information			X																
Information on human resource management			X	X															
Support services information	X		X	X	X														
Rapid response	X	X	X	X	X														
TAA/NAFTA			X																
Job bank/labor exchange			X	X	X														

Southwest Regional Business Outreach and Marketing Plan

	AO Lakes Country	WIB	DWD	EMAA	MERS		Caring Communities	Pemiscot County Initiative	Vocational Rehabilitation	Experience Works	Southeast Missouri State	Job Corps	Veterans	Three Rivers Community	Mineral Area College	Vocational Technical	New Madrid Family	Parents Fair Share	Missouri Extension
Talent bank			X	X	X														
Job fairs		X	X	X	X						X			X	X				
Interview space		X	X	X	X														
State and federal government jobs			X																
Support services for eligible employees	X		X	X	X														
Ongoing "job readiness" workshops	X		X	X	X			X			X								
Single point of contact for all System services	X	X	X	X	X														
Human resource consultation	X		X	X	X														
Screening	X		X	X	X														
Positive recruitment	X		X	X	X			X	X	X		X	X	X	X				
Job development	X		X	X	X						X								
Assistance in providing appropriate accommodations for employees with disabilities	X		X					X				X							
Information on skill standards and skill certification	X			X	X									X	X	X			

Southeast Regional Business Outreach and Marketing Plan

	AO Lakes Country	WIB	DWD	EMAA	MERS		Caring Communities	Pemiscot County	Vocational Rehabilitation	Experience Works	Southeast Missouri State	Job Corps	Veterans	Three Rivers Community	Mineral Area College	Vocational Technical	New Madrid Family	Parents Fair Share	Missouri Extension
Assessment of incumbent worker skills	X			X	X						X			X	X	X			
Information on incumbent worker training resources	X	X	X	X	X														
Downsizing/Lay-Off Services																			
Rapid response	X	X	X	X	X														
Outplacement services	X	X	X	X				X		X				X	X				
Economic Development Information and Services																			
Relocation or expansion information	X		X																
Small business incubators			X							X									
One-Stop System Training Services																			
One-Stop access to Partner and WIA Title I training	X	X	X	X	X														
Pre- and post-employment skills training	X		X	X	X					X				X	X				
Workplace training combined w/related instruction	X		X	X	X														
Workplace literacy, basic skills, and occupational English	X				X														

Southeast Regional Business Outreach and Marketing Plan

	AO Lakes Country	WIB	DWD	EMAA	MERS														
Entrepreneurial training				X															
New Hire Training Services																			
Pre- and post-hire job readiness training	X		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	X														
Supported work and job coaching	X				X											X			
Customized training		X	X										X	X					
Apprenticeship			X																
Incumbent Workers Training Services																			
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				
Post-Training Services																			
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.

Distribution of materials.

- Core clients will receive marketing materials folder.
- Enhanced clients will receive collateral material.

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 quarterly 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
 - Advanced Manufacturing
 - Bio Fuels
 - AG Business
 - Tourism
 - Logistics: Transportation

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 offer training services to business based on their needs.
- 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)

Southeast Regional Business Outreach and Marketing Plan

- ◆ 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:

- ◆ 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
- ◆ Quarterly 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.

Account Management System		
Clients	Usage	Solutions
Current	Within 12 Months	Newsletter Email
New Acquisition	New or over 12 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 quarterly business contact summary (see appendix C). These reports will be forwarded to the Business Marketing Team by the 5th of the month following the end of the quarter.

The Business Marketing Team will compile the data and provide quarterly progress reports to the Workforce Investment Board. We will use 3rd quarter 2007 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

Part Five
Action Plan

Action Item	Responsible Partners	Resources Needed	Date of Completion
Completed			
1. Updated goals	Business Service Team	None	Completed
2. Proof read and edit section II & III	Business Service Team		Completed
3. Submit section II & III	Scott		Completed
Need to complete			
1. Update service providers available services	Business Service Team		August 10, 2007
2. Update partners available services	Business Service Team		August 10, 2007
3. Revise Executive Summary	Scott		August 17, 2007
4. Revise report	Scott		August 17, 2007
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Future			
1. Train staff on new procedures	Business Service Team	PowerPoint	September - December 2007
2. Evaluate plan and revise	Business Service Team		July 1, 2008
3. Evaluate target industry	David Dupont	MERIC	July 1, 2008

Part Six
Signatures of Partners who created plan

Devra Long
Business Liaison Coordinator
East Missouri Action Agency

David Dupont
Business Representative
Division of Workforce Development

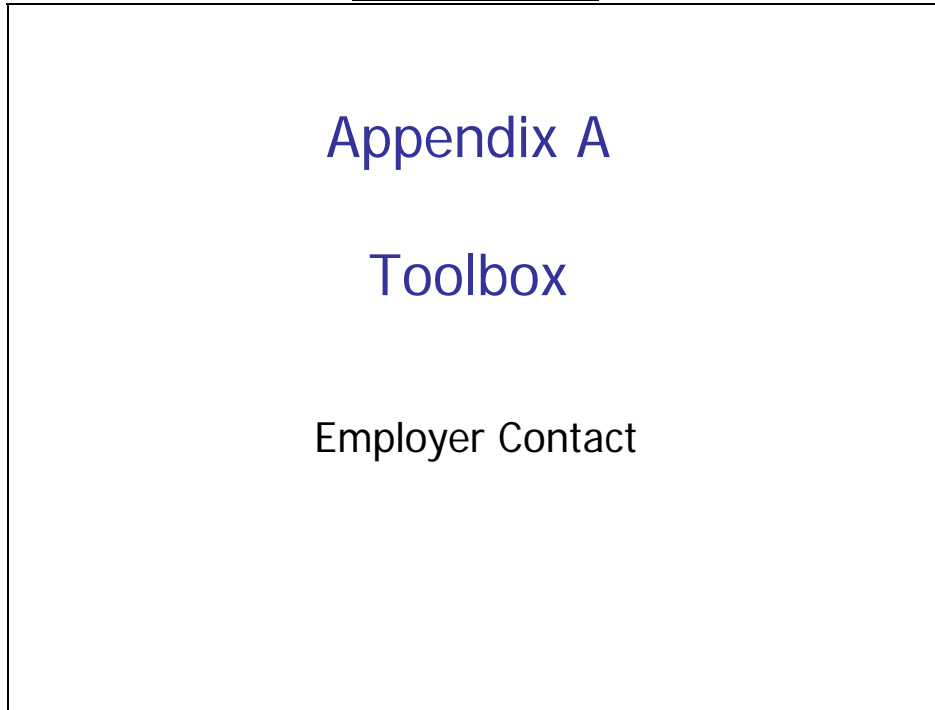
Dana Swan
Business Liaison Coordinator
MERS Goodwill, Inc.

Jeanice Griffon
Business Liaison Coordinator
AO Lakes Country

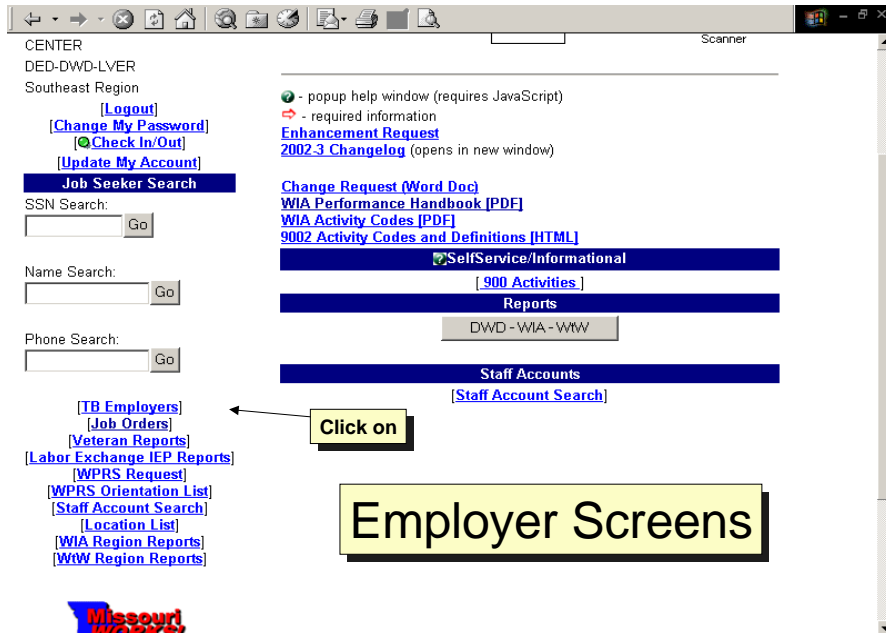
Scott Sattler
Manager, Business & Industry
Workforce Investment Board

Tim Pensel
Workforce Development
Cape Girardeau Career & Technology
Center

**Part Seven:
Appendix A**

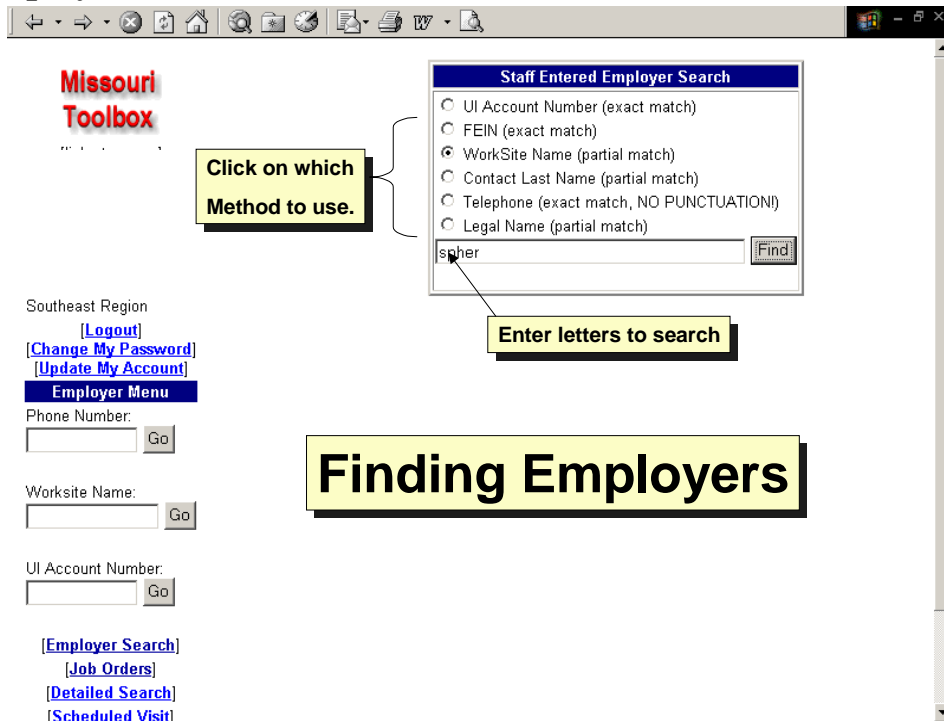


Employer Screen



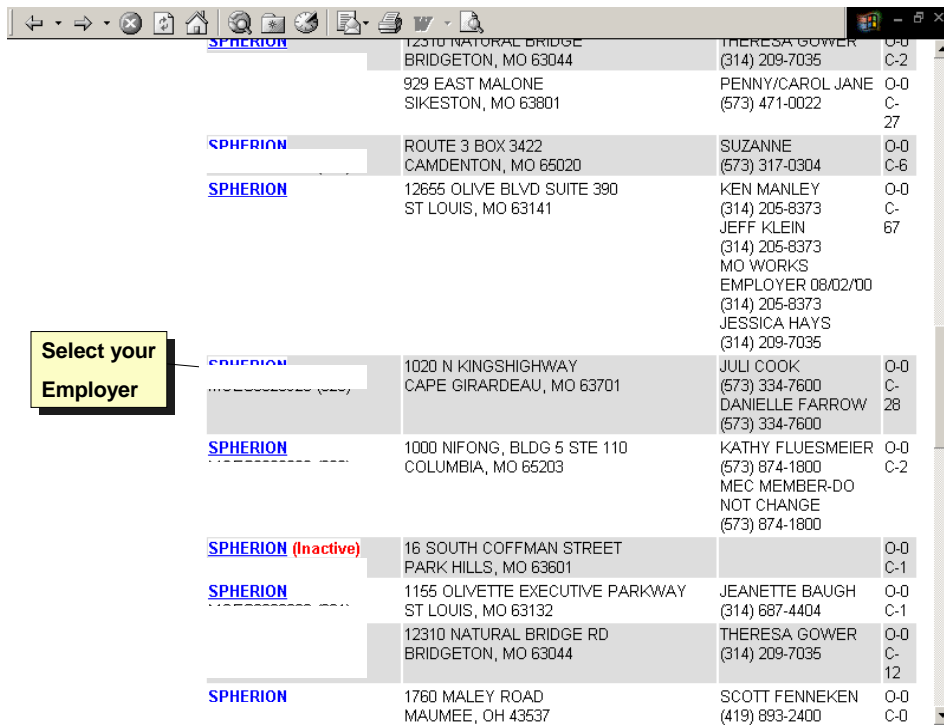
1. Log on to Toolbox
2. Select TB Employers

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
JULI COOK	WORKSITE	MANAGER	(573) 334-7600
DANIELLE FARROW	WORKSITE	HUMAN RESOURCES	(573) 334-7600

Worksite Name: Go

UI Account Number: Go

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

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

Worksite	Physical Address	Phone	JO
SPHERION ON PREMISE AT SWB WIRELESS	13075 MANCHESTER ROAD ST LOUIS, MO 63131	SUZANNE GUNDLACH (314) 984-3830 JEFF WEBB (314) 984-3830	O-0 C-4
COUCION	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: Go

Worksite Name: Go

UI Account Number: Go

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

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
	08/20/2002	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:
 Worksite Name:
 UI Account Number:
[\[Employer Search\]](#)
[\[Job Orders\]](#)
[\[Detailed Search\]](#)
[\[Scheduled Visit\]](#)

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

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:
 Worksite Name:
 UI Account Number:
[\[Employer Search\]](#)
[\[Job Orders\]](#)
[\[Detailed Search\]](#)
[\[Scheduled Visit\]](#)

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

⇨ Activity Date: / / (MM/DD/YYYY)

⇨ Activity Type:

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

⇨ Activity:

1. Enter Date

Add Activity Screen

Missouri Toolbox
links to menu

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)

Choices

Job development Contact* is chosen

Southeast Region

[\[Logout\]](#)
[\[Change My Password\]](#)
[\[Update My Account\]](#)

Employer Menu

Phone Number:

Worksite Name:

UI Account Number:

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

2. Select activity type, from pull down menu.

Add Activity Screen

Missouri Toolbox
links to menu

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:

Southeast region

[\[Logout\]](#)
[\[Change My Password\]](#)
[\[Update My Account\]](#)

Employer Menu

Phone Number:

Worksite Name:

UI Account Number:

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

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
JULI COOK	WORKSITE	MANAGER	(573) 334-7600
DANIELLE FARROW	WORKSITE	HUMAN RESOURCES	(573) 334-7600

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

Worksite	Physical Address	Phone	JO
SPHERION ON PREMISE AT SWB WIRELESS	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

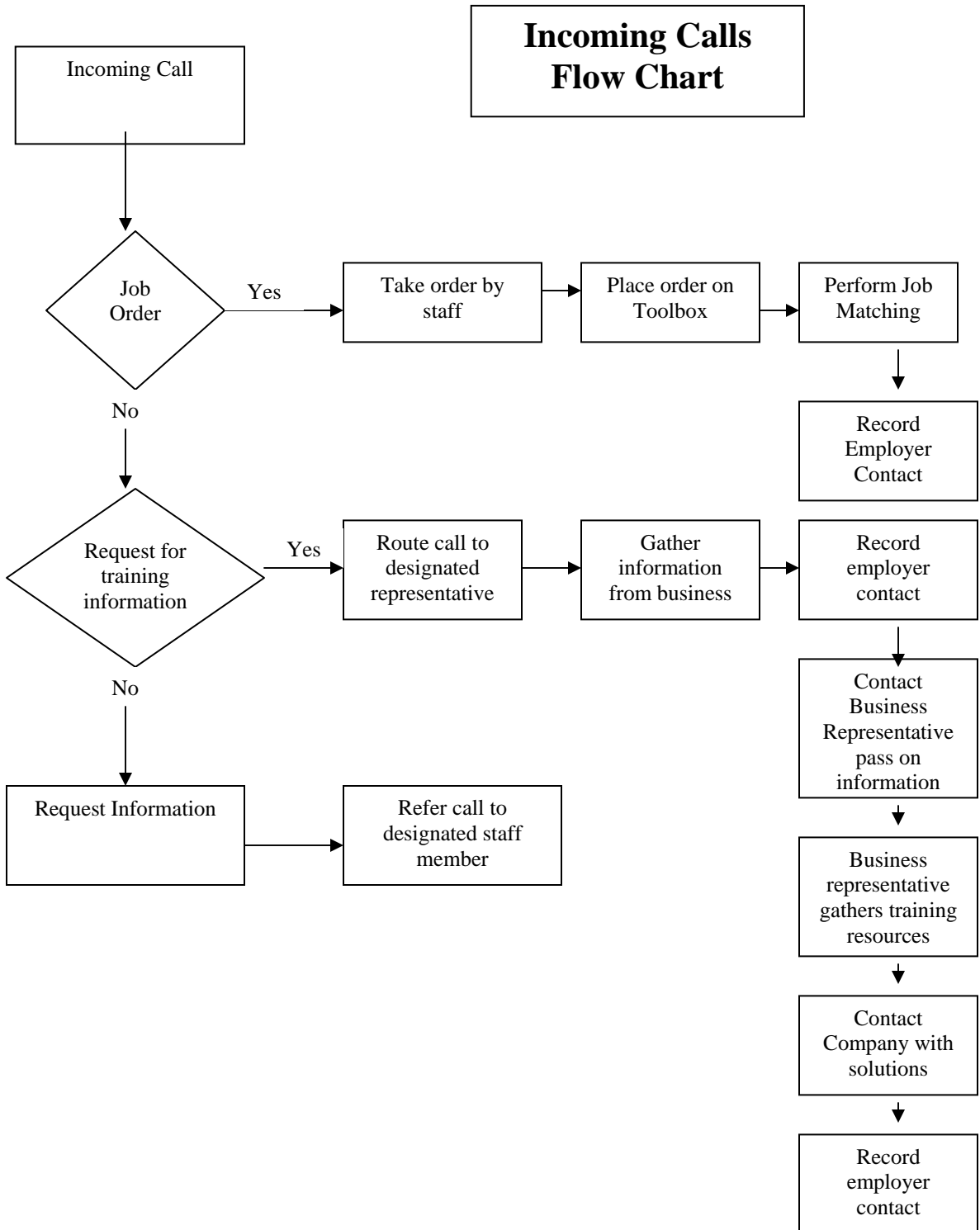
Worksite Name: Go

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

**Part Seven:
Appendix C**

SE Quarterly Business Report 2006-2007		Due date for report: 5th of each month (Oct, Jan, April, July)													
WORKFORCE INVESTMENT BOARD															
Description		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD	
1	# of active contacts													0	
2	# of new businesses enrolled													0	
3	# of Group Luncheons													0	
4	# of Individual Lunches													0	
5	# of Businesses to Use Great Hires													0	
6	# of Businesses to Use WOTC													0	
7	# of Customized Training Referrals													0	
8	# of Incumbent Worker Training Referrals													0	
9	# of Job Readiness Training													0	
10	# of new businesses													0	
11	# of Businesses with Layoff/closers													0	

Attach information:	
List of Businesses enrolled	
List of Businesses using Customized Training	
List Businesses using WOTC	
List Businesses with Layoffs/Closers	
List new business	