

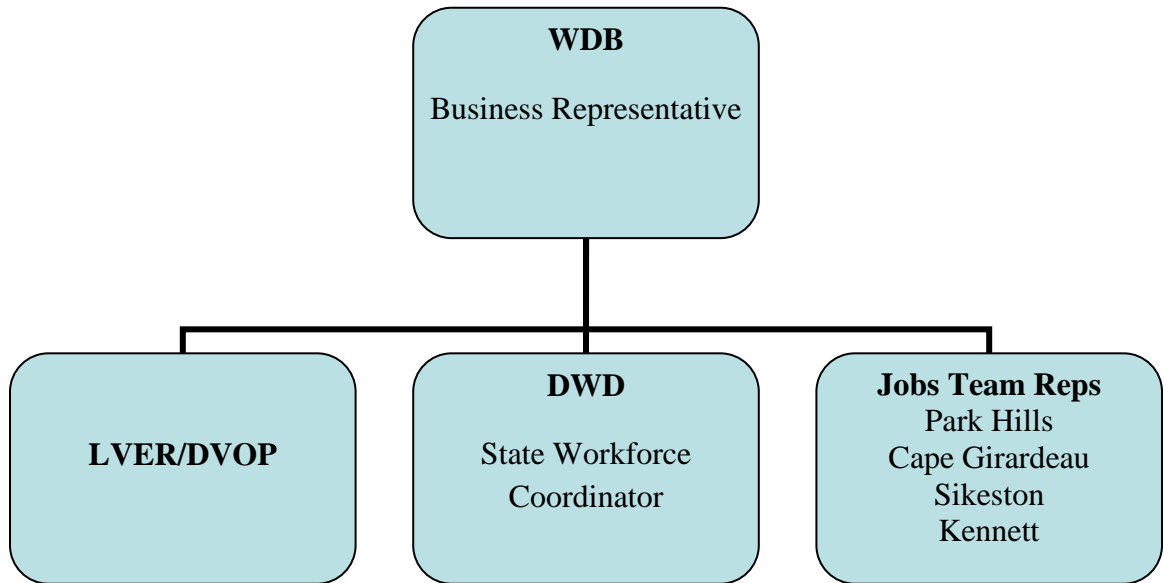
Attachment 10

Chapter 30 - Introduction and Overview

Business Team Mission

The mission of the Southeast Missouri Regional Business Employment Services Team (BES) 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.

Business Team Organization Chart



The Regional Business Outreach Team will be staffed with the WDB Business Representative and Management Staff, State DWD Workforce Coordinator, Job Team Representatives and the LVERs/DVOPs. The team will provide outreach to employers and promote career center services (i.e. OJT, WOTC, job orders, etc) to continually promote the product box.

Business Team Functional Responsibility

Business Services

- Gather business intelligence and compile data
- Provide information about workforce related topics and services to companies and make appropriate referrals

- Promote participation in Missouri Job Center business and employer services and provide assistance in accessing those services
- Serve as an intermediary to other economic development activities and entities
- Provide feedback to Missouri Job Center about regional skills gaps, product development, and evaluation of companies for services
- Work with local and regional economic development professionals in business retention, and expansion activities as needed.
- Support other Teams as needed

Employer Services

- Advance the Missouri Job Center's primary goal of transition to a business driven system by providing research, development, coordination and implementation of business and employer services
- Promote employer services, employer products and monitor the implementation of those products for specific employers.
- Manage job orders from participating employers in job matching computer system, subject to changes in job matching system.
- Work collaboratively with Skills Development Team with implementation and management of On-the-Job Training
- Assist employers on job matching system
- Assures adequate job opportunities and products to meet the needs of the Missouri Job Center job applicant pool
- Makes arrangements for employer services related products such as customized recruitment events
- Support other Teams as needed (e.g. rapid response)

Economic & Workforce Development

Overview: Work with other economic development partners to support the attraction, growth, and retention of businesses that bring wealth and provide jobs to the region

- Utilize business intelligence to identify the current economic life cycle of regional businesses.
- Provide information to and work with Local Economic Development Organizations (LEDO) and others working on attraction and retention projects concerning skills of the workforce in the region and potential recruitment and training services available.
- Make presentations to business, civic and trade organizations regarding the workforce related topics and services.
- Lend support to employers in developing regional networks.
- Develop relationships with other economic development organizations such as Chambers of Commerce, Human Resources Organizations, etc.
- Encourage entrepreneurship by working with Small Business Development Center (SBDC), Innovation Centers, and similar organizations

- Attend programs or meetings and maintain relationships with related state agencies.

Outreach Elements

Overview: Promotes Missouri Job Source employer services products to meet needs of targeted companies and provide job opportunities for applicants screened through Missouri Job Center.

- Make available resources outlining the products and services available to employers.
- Ensure that all staff are knowledgeable of all services available to employers. Electronically communicate any updates in a timely manner.
- Every employer receiving any level of service from the Missouri Job Center will receive information about ALL services available to them.

Communication Elements

Overview: Communication from Business Employment Services Team to Missouri Job Center.

- Job Orders will also serve as communication regarding jobs posted through Toolbox and other systems. Job Orders will contain specific instructions to aid Employment and Skills Team Members in referring qualified applicants for that position. It will give details about any additional requirements (e.g. WorkKeys®).
- Information about employers hiring processes will be communicated to the appropriate Job Center staff for possible referrals. Referrals to employers for these programs must meet all employer-mandated criteria and will be subject to further screening by Business Employment Services Team members.
- Toolbox will be the communication tool for entered employment. When Business Employment Services Team are advised of any hires by the employer they will indicate that information in Toolbox.
- All scheduling will occur on the Toolbox scheduling system.

Business Team Outreach Strategy

Overview

The Southeast Regional Business Team Plan provides the overall frame work to build a single point of contact system that defines each partner's role and responsibilities as well as the menu of services to be delivered.

The Southeast Region has a long history of integrating business services. We have been highly successful in bringing together economic development, education, workforce development and employers.

A. 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 forms the Southeast Region Workforce Development 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.
2. Coordinated single point of contact system for the delivery of products and services, to eliminate 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)

B. 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 pre-screening to include collecting applications, posting job orders, matching services, etc.
 - On the Job Training
 - Retention strategies
 - Educate business on the use of tools
 - Access to meeting facility
 - b. The needs were validated by using the following sources:
 - WDB 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 Job 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 Development Board will be responsible for the oversight of the Regional Business Teams effort. The Workforce Development Board will coordinate the meetings and training.

C. Description of how the services will be delivered. The Southeast Region's point of contact system incorporates these key principles:

- Contacting local businesses is a shared, system-wide activity
- All partners will promote the full range of the system's services
- All representatives will use standardized procedures when contacting businesses.
- All representatives will use standard materials, with regional literature.
- All representatives will share information about business contacts by recording contact information in Toolbox.
- All representatives will review Toolbox for prior contact before they schedule an appointment with a business.
- Representatives will continually educate the business outreach teams through quarterly meetings.
- Targeted outreach to business customers will be coordinated geographically. The Workforce Development Board will respond to requests for services and will assign the requests to the proper Representative in a geographical area.

D. Description of standardized practices.

1. Marketing Material could include:
 - On-the-Job handouts
 - Business Services information
 - WOTC handout
 - Business Card
 - Missouri Job Center Job Order form
 - VET program information
 - Federal Bonding program information
 - Customized Training information refer to Community Colleges
2. Workforce Development Board and DWD will cost share material. Distribution of materials will be based on employer needs.

3. Information sharing in Toolbox system.

E. Description of the services the local area will provide to meet specific needs of businesses.

1. 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 other electronic means
2. Representatives may be active in Chamber of Commerce and Personnel Associations in their local areas.
3. Job Centers will offer an area for Business Services.

Chapter 31 – Job Order and Hiring Plan Process

Overview

Companies will be assisted in learning how to use the Missouri Job Source, the job matching system. Further assistance in job matching, recruitment, screening, and interviewing will be offered to premier companies.

A. Assists Employer with Job Orders and Hiring

Employers will be given assistance in learning how to use the job matching system and will be given further assistance in actually placing the order and in recruitment for the position, including services as selected by the employer within BES guidelines such as who to contact

- interview assistance
- screening and referral
- WorkKeys® assessment
- employment verification
- additional assessments
- customized recruitment events
- information events
- economic development information
- information about the applicant pool
- labor market information

B. Job Orders Communicated through Toolbox

Any job orders facilitated by Business Employment Service Team will be entered within 24-48 hours of the initial contact by the company.