



# Northeast Missouri Workforce Development Board

# REGIONAL BUSINESS SERVICES TEAM PLAN

07/01/2020



*with disabilities. Missouri TTY users may dial 7-1-1.*

## Regional Business Services Team – Mission & Purpose

### Mission:

The mission of the Business Services Team is to connect businesses to a skilled workforce; offering and providing comprehensive, integrated, system-wide, human resource services, including consultation, recruitment, retention, and training for business and economic development.

### Vision:

Our goal is to make the Northeast Missouri Business Services Team one-stop system the primary point of contact for business services in Northeast Missouri. We want the business community to think of us first when discovering a need. We offer a full menu of products and services and market those programs & incentives and services to the business community.

With the passage of the Workforce Innovation and Opportunity Act, partnerships are brought to the forefront. The Regional Business Services Team should turn their focus on how to ensure a framework exists to access partner knowledge regarding employer needs, to share that knowledge across the partner network, and to utilize that knowledge to develop and bring forth proactive solutions to employer and sector needs. The Business Services Team (BST) will work to form strong industry partnerships between businesses and public agencies (education, workforce development, Veterans, economic development and other partner agencies).

### Customer Service

- Listen to what the business needs, then be flexible and creative in the response
- Utilize support from all partners that can provide resources to solve the issue
- Ensure Business satisfaction with services by conducting follow up services with business and partners
- Inform and maintain contact with businesses to advise them of updates to services provided by DED, OWD, partners, industry education and training and other business related services.
- Review Customer and Business Surveys received from OWD and Job Centers at regular meetings and act on both positive and negative comments.

### Partnership

- Work with core and required partner staff to support their effort to engage businesses
- Assist with leading and directing business outreach systems for the purpose of coordinating and streamlining business contacts, and at the same time, avoid duplication of services and contacts among partner agencies
- Encourage a two way communication about business successes and concerns

## Business Outreach

Business Outreach activities should offer solution-based services, which will require, above all else, a strategic, coordinated outreach process.

- Develop a standardized process for contacting Employers in each Targeted Industry Sector and have the capability of providing direct access to appropriate services or referral to others who can provide the service.
- Ensure all BST members are knowledgeable of all available services
- Appropriate Team Members are identified to serve as resources for Employer Service Delivery
- BST participates in community-based, business-focused events on a regular basis
- BST partners with employers to identify their needs and provide timely solutions
- BST partners develop customized business services proposals for employer customers that detail a range of potential solutions to meet employers' needs and challenges
- Conduct presentations to assist businesses accessing programs and services
- Actively participate in business organizations to promote programs and services
- Work with partner staff to support their effort to engage businesses
- Assist with the dissemination of outreach/marketing materials for all partners

## Employer Engagement

Talking points that have been identified by employers as issues they are interested in discussing:

- 1) Quality of referred candidates relative to job requirements
- 2) Reduce the time to hire
- 3) Enhanced productivity
- 4) Increased retention/reduced turnover
- 5) Other financial impacts

## Tracking and Measuring Effectiveness

In order to measure effectiveness, the BST will develop a way to capture and analyze important data. The rules of engagement must address confidentiality and privacy requirements. MoJobs should be able to provide most of the data needed. Other data gathered could be entered into a Google Doc that would allow team members that are invited to view or edit. The BST will appoint one member to be the main point of contact to oversee this database and information.

See **Negotiated Performance** Section to further explain why we need to track and review this data on a regular basis.

The data that needs to be gathered includes, but is not limited to the following:

- (1) Business lead information, contact information, and activity/follow-up information. If the activity is entered in a timely manner, we can prevent contact from several entities.
- (2) Business leads that are not currently receiving any services from any members of the Business Services Team.

## Negotiated Performance

The purpose of this performance indicator is to gauge how well the workforce development system meets three workforce needs of the business community:

1. Providing employers with skilled workers;
2. Building ongoing, productive relationships with employers and industry sectors extending over time; and
3. Providing quality engagement and services to all employers and sectors within State and local economies.

Missouri selected “Repeat Business Customers” and “Employer Penetration Rate,” which combined, produce the Effectiveness in Serving Employers performance indicator.

- **Repeat Business Customers** is the number of employer establishments that have used core program employer services during the current reporting period (current program year) that also have used core program employer services one or more times during the previous three program years. This can indicate whether employers who receive services from the core programs are satisfied with those services and become repeat customers. It also indicates the ability to develop and maintain strong relationships with employers over time. Therefore, it is critical to develop a long-term strategy to engage employers, to develop a relationship with them, to earn their trust, and to ensure they are aware of and understand the range of business solutions the workforce system offers.
- **Employer Penetration Rate** is a percentage of employers using services out of all employers in the State. This tracks the percentage of employers who are using the core program services out of all the employers in the State. The number of employer establishments served within a program year will be compared to the aggregate total of State employers. That total will be based on the Bureau of Labor Statistics Quarterly Census of Employment and Wages.

## Recruitment and Hiring Solutions

A functional alignment is needed to develop the most appropriate collaborative mix of available services as a solution to business needs. This list is dynamic and should be added to as the BST learns of services businesses are needing. The list will need to be reviewed at each meeting to ensure it remains flexible to the needs of the region and the economy.

- Pipeline recruitment
- Business and/or industry specific recruiting events
- Assistance in writing job descriptions
- Posting Job Orders for Employers
- Providing online access to resumes
- Screening, selection, and referral
- Use of facility for recruitment and interviewing
- Assessment and prospective employee testing

## Training and Education Solutions

- Analysis of employee education and training needs
- Training Program Development
- Adult Education and English as a Second Language
- Community College
- Career and Technical Educational Training
- Work Readiness Training
- Work Based Learning and Training
  - Pre-Apprenticeship and Registered Apprenticeship
  - Youth Apprenticeships
  - Customized Training
  - On-The-Job Training
  - Incumbent Worker Training
  - Transitional Jobs Training (Work Experience)
- Supportive Services Information

## Transition Solutions

- Layoff aversion
- Labor/Management Teams
- Employee Support Workshops
- Employee Retention and Re-training Services

## Information Solutions

- Workforce and other labor market information
- MERIC
- Tax Credit Information
- ADA and EEO Compliance Information
- Unemployment Insurance Information

## Agencies Represented on Team

- NEMO Workforce Development Board Executive Director
- WDB Program Operators/One-Stop Operators
- Office of Workforce Development (Regional Workforce Coordinator, DVOP, LVER, OWD Regional Manager, OWD Employment/Business Services Job Center staff)
- Vocational Rehabilitation Business Outreach Specialist
- Division of Family Support (Employment and Training)
- Community Action (Employment and Training)
- AFL-CIO Dislocated Worker Representative
- Economic Development Representatives
- Community College Representatives
- Career and Technical Representatives
- Department of Corrections Business Representative

## The Regional Business Services Team

### **Business Outreach Coordination**

The Northeast Missouri Workforce Development Board Area covers sixteen counties in Northeast Missouri. There are three full-service Missouri Job Centers throughout the Region (located in Hannibal, Warrenton, and Kirksville). Therefore, the Regional Business Services Team (comprised of representatives from each of the full-service Missouri Job Centers, WIOA Core Partners, and additional partners serving business) will be responsible for addressing the daily needs of local businesses. It is important that Regional Business Service Team Members work hard to coordinate business contacts, marketing and outreach efforts to avoid any duplication.

All Team Members should utilize the OWD State Case Management System to reduce duplication with our customers by always following these four easy steps:



1. Check the Case Management System for previous contacts or activity and plan accordingly.
2. Document business contacts made in the Case Management System as soon as possible... never later than the next business day.
3. Coordinate planned business contacts and other outreach with the Regional Business Services Team when possible.
4. Inform all staff of business activities by e-mail, personal or phone when needed.