

Regional Business Services Plan for WDA III

I. PURPOSE OF PLAN

The Northwest Workforce Council is committed to building a skilled workforce that supports regional business competitiveness. There is an increased demand for skilled workers in the global knowledge economy and an ever-widening skill and academic achievement gap among today's youth. This Regional Business Services Plan sets the stage for innovation in service delivery and community engagement for the delivery of services that respond to these issues.

The Northwest Workforce Council's (NWC) Regional Business Services Plan for Workforce Development Area 3 (Whatcom, Skagit, Island and San Juan counties) provides an operating framework for those service delivery organizations providing services through the WorkSource Northwest system of one stop career centers to effectively work with regional employers. It is the foundation for quickly and effectively adapting operations in anticipation of economic and regulatory impact while providing a highly qualified workforce to meet the needs of our dynamic marketplace and fuel the economic growth of our region. This maximizes efficiencies and aids a comprehensive approach to business customers under the WorkSource brand. This plan is in alignment with the Northwest Workforce Council's Strategic Plan, the Local WIA/Wagner-Peyser Operations Plan and Employment Security Department's Coordinated Employer/Business Services Policy #1014.

The Regional Business Services Plan also establishes a coordinated and responsive system of outreach and services to employers, ensuring the Basic Business Services (outlined in Appendix A) are available; that staff are knowledgeable of services and able to make appropriate referrals if needed; and, the SKIES system is used by partners to create and manage job orders, record employer contacts and document services provided to employers. Further, it provides the plan be updated annually to reflect the pool of local job seekers, economic changes, priorities, and operational changes.

This regional business services plan focuses on a model based on leveraged resources and aligned services which deliver easy access and responds to business demand. The Regional Business Services Plan is not a new program but a way of doing business within existing programs within the one-stop (WorkSource) center environment.

The main objectives of this plan are:

- Align separately funded workforce development programs to provide comprehensive solutions to business customers
- Focus, align, and improve the effectiveness of the region's business services delivery
- Increase the value of services available and business customers' satisfaction with those services
- Build collaborative opportunities with partners to achieve goals
- Create an effective single point of contact process
- Enhance business' use of WorkSource services to address their workforce needs

All workforce development activities are, in some sense, services to businesses. Every time a job seeker is helped to find a job, an employer is helped to find an employee. The added value

for employers is the system's ability to understand and respond to the unique challenges and needs of their businesses' workforce.

II. THE COUNCIL AND ITS MANDATE

The Workforce Investment Act (WIA) provides flexibility in addressing local priorities and customer needs within the workforce development system. Through this plan the Council has chosen to focus where three key sectors to economic vitality intersect: economic and community development, education, and talent development. This definition drives us toward:

- New ways of doing business with employers
- Strategies that encourage partnerships across boundaries and link workforce and economic development
- A foundation for local training investments

The Workforce Council oversees the interface between the local employer community and the system of talent development, which when aligned, contributes to community and economic development. Workforce development has been acknowledged as the single most important component of economic development in a region's economy. Absent a skilled workforce, business cannot grow and prosper. The business services offered by the Northwest workforce system are evolving to become more responsive to a range of employer needs. Assisting a specific business in finding a particular worker with the right talents remains an essential service. However, the system also focuses on addressing skill gaps and training the workforce of the future. The Council and its economic development counterparts have increased the level of collaboration and identified shared goals in support of key industry sectors. The communication link between economic development agencies and the Council continues to be strengthened and provides vital information necessary to make adjustments to service strategies that yield results. These entities work in partnership to ensure the range of system tools is available to support recruitment, growth and retention strategies.

A regional, demand-driven approach aligns with the Northwest Workforce Council's Strategic Plan with a focus on strategic investments in high growth, high wage industries. In addition, the plan is aligned with Washington's Workforce Compact, the Governor's economic development plan, "*Next Washington*" the state's strategic plan for workforce development, "*High Skills, High Wages*", Northwest Workforce Council's Strategic Plan, the Northwest Workforce Council's WorkSource Certification criteria, the Local WIA/Wagner-Peyser Operations Plan and ESD's Coordinated Employer/Business Services Policy #1014

BACKGROUND

In its strategic plan, the Council established goals targeted to ensure the WorkSource Northwest system meets the needs of business in our communities and that it serves as an engine for economic development in the region.

NWC Strategic Goals

- 1. Lead the northwest region's One-Stop Career Center System which:**
 - a. Integrates and streamlines education, employment and training services for youth and adults
 - b. Reinforces retraining and retention of the current workforce
 - c. Provides valued services and dependable results for business and the workforce and
 - d. Embeds the principles of continuous quality improvement
- 2. Champion the importance of lifelong learning for workers, and a systemic approach which:**
 - a. Enables youth and new workers to identify opportunities and pathways for career success
 - b. Ensures workers opportunities to upgrade their skills in response to changing workforce needs and challenges and
 - c. Promotes competency-based education and training programs to ensure the workforce is appropriately skilled
- 3. Strengthen the responsiveness of the workforce development system which:**
 - a. Expands ways in which business needs are assessed and addressed
 - b. Leverages resources and aligns strategies of key partners and
 - c. Aligns services and products with the current requirements of business
- 4. Elevate support of workforce development issues, policies, and initiatives through inclusive community collaborations and broad partnerships.**
- 5. Strategically partner with regional economic development to align education, workforce and economic development issues.**

NWC Vision

To create a robust, sustainable, regional economy.

NWC Mission

The preparation of a skilled, successful workforce aligned to the needs of business and industry.

III. THE COUNCIL'S VISION FOR BUSINESS SERVICES:

- To provide services on a universal basis and in a customer-focused, market-driven approach
- To enhance the workforce development system's capacity for responsiveness to a rapidly changing marketplace
- To promote a healthy business climate to attract and retain businesses

Guiding Principles

- Recognition of the business as a primary customer, stakeholder and investor.
- Alignment of service delivery strategy to respond to business customer demand.

Regional Business Services Plan for WDA III

- Prioritizing the delivery of select services to business most able to fuel regional economic and community growth, targeting sectors with high wage, high skill occupations.
- Deployment of a highly competent business staff able to deliver quality products and services.
- Appropriate performance measures and their benchmarks.
- A robust labor exchange system which provides job seekers access to jobs and business access to an available, skilled workforce.

Single Point of Contact Approach

To facilitate the ease of access to services for our business customers, a “single point of contact” marketing approach to service delivery will be adopted. There are many “entryways” into the system from a range of official and unofficial referral agencies covering the full spectrum of governmental, community, religious, and civic organizations, as well as the internet. The concept of single point of contact permits the business to identify a preferred contact within the workforce system and for all other business service provider organizations to honor and respect that business’ choice(s). The point of contact will provide the service directly (if within their purview to do so) or will arrange for another provider who is best able to provide the service needed to contact that business. The business’ preferred point of contact shall facilitate the relationship with the new service provider to build the business’ confidence and trust with a wider range of service providers within the system. The point of contact staff member will provide follow-up services to ensure the customer’s satisfaction.

IV. DEMAND-DRIVEN BUSINESS SERVICES

Regardless of the condition of the economy, the job market is determined by business demand. Business services are established to serve the demand side of the workforce talent equation by strengthening the relationship and the quality of interactions with employers, generating access to more and better jobs. Services which develop businesses contribute to the development of the workforce; services to develop the workforce contribute to the development of business.

Key Industry Initiatives

The Council’s core business is to improve the ability of the workforce to meet the demands of business and industry. The local workforce development system provides an array of business services, with resource investment in targeted industry sectors. The Council aligns WIA training and service delivery with high demand occupations and skill clusters in growth industries. The criteria to determine the targeted sectors is based on analysis of labor market information, consisting of historical and anticipated job growth, average job openings, and median wages, as well as the importance of the business and industry to the region’s economy. Further analysis of employers in targeted segments may include categorization into accounts with specific plans designed for maintaining active accounts, reengaging accounts dormant for one to two years and initiating new relationships with accounts dormant for over two years or that have never used WorkSource.

Regional Business Services Plan for WDA III

Industry Panels

Industry panels are public-private partnerships of leadership from business, labor, workforce development, economic development and education working together to improve the skills of workers in industries vital to our region. Through industry panels and other initiatives, the Council convenes leadership across jurisdictional boundaries to address workforce issues including employment practices such as; recruitment, hiring, training and retention. The Council, through its one stop operator, enables one-stop centers to develop a coordinated approach in engaging key businesses and service delivery leaders to update service offerings and ensure they remain consistent with business needs, market cycles, and economic development priorities.

Closing Skill Gaps

As business and industry continue to evolve their workplaces, the skills of workers need also to continually evolve to ensure profit and productivity. Strategies to address skill gaps begin in the K-12 system with pipeline activities to attract young people to careers and industries with promising futures. The preparation of young people with the necessary academic and experiential backgrounds to succeed in these occupations also begins in K-12. Skill Gap continues with engagement of key industry leadership to identify existing, emerging, and anticipated worker skill gaps. Influences on skill gaps can include anything from changes in technology, contracts, work methods, or even an aging workforce.

Labor Exchange

Labor exchange is defined for this policy as: assisting employers in filling jobs; assisting job seekers in finding employment; and facilitating the match between the employer and job seeker. Each organization in the system performs this function, often within its own procedural or policy guidelines. Coordination begins with customer (business/employer/job seeker) introduction to an automated labor exchange system, including such items as a centralized job listing system, WorkSource brand products, and a shared client history system.

Engaging Established Employer Organizations and Business Coalitions

Alliances with local Chambers of Commerce, Economic Development Associations, Small Business Development Centers, and Port Authorities are an important market-based connection for workforce development. The Council works with the WWU Center for Economic and Business Research and its Center for Economic Vitality to more fully understand the nature of industry sectors and clusters in the region. Additionally, WorkSource partners regularly support economic development agencies in recruitment and retention activities through the provision of labor market information, incumbent worker training, and targeted industry pre-employment programs.

V. BUSINESS SERVICES WITHIN THE WORKSOURCE ONE-STOP CAREER CENTERS

The Council oversees the operation of one-stop career centers (WorkSource) which serve as convenient access points to the workforce development system. The Council is responsible for developing and implementing policies and procedures that align partners' activities and resources into a seamless delivery system for high quality, customer-driven services.

Regional Business Services Plan for WDA III

WorkSource Northwest Business Development Team

The Council's One Stop Operator is the designated entity responsible for alignment of business services at the WorkSource one-stop centers and management of the Regional Business Services Plan. The Council's One Stop Operator is also responsible for operational oversight of an aligned team of business liaisons, to be known as the Northwest partnership Business Development Team (BDT). This team plays an important role as a vital link between the business community and our system partners. Service delivery issues shall be coordinated through the Business Development Team. BDT's membership includes designated staff from partner organizations providing services to the business community. All members of the team will be conversant in local, regional, and national workforce trends, key industry sectors, labor availability, labor market knowledge, and economic development initiatives. Additionally, team members are responsible to be conversant with all policies and processes regarding their work and will be competent in the use of the SKIES common data base.

The Business Development Team will deploy an array of strategies and delivery methods for identifying business needs. These may include:

1. Maintaining frequent contact with key employers to meet emerging and changing needs
2. Building long-term relationship with employers in key sectors
3. Serving as internal champion and liaison for businesses
4. Promoting the entirety of the system's business services to local businesses when they fit that business customer's need
5. Gathering business customers' feedback for improving service and sharing the information with staff that can make appropriate changes and communicate the changes/improvements made to businesses.
6. Acting as a human resource consultant – especially for small to mid-sized companies that do not have their own HR capacity.

BDT operates with general knowledge of all partners' programs. The BDT does not commit the resources of partner programs and organizations. However it may represent all of the system's services and work closely with the appropriate partners to develop comprehensive solutions and service delivery to meet business needs.

BDT will develop methods and processes to streamline regulations and procedures, reporting and information systems in order to deliver better services in the most cost-effective and efficient manner. It will create and champion collaboration amongst partners. BDT will work with their colleagues and other partner staff to enhance the system's responsiveness in identifying business needs and linking job seekers to employment opportunities.

Services provided to business through the WorkSource Northwest system will adhere to the guidelines outlined in this plan.

Levels of Business Services to Meet Specific Needs of Businesses

With limited resources, it is important to prioritize the delivery of services to business most able to fuel economic and community growth. The focus of the Regional Business Services Plan is to nurture businesses in targeted sectors with career and advancement opportunities.

Regional Business Services Plan for WDA III

The system will adopt a three-tier service delivery model: Basic, Intensive and Enhanced Services. This empowers partners to offer the widest possible array of services that best meet the business customers' needs. By sharing a common information system (SKIES), partners are able to provide a variety of universally accessible, high quality, customer services.

Basic Services:

Basic services to businesses include providing labor market information, listing job openings, referring qualified applicants to employers, determining businesses' needs for services, providing information on a variety of training options and providing a wide range of other assistance. (See Appendix A)

Intensive Services:

These services are more staff intensive, and as such, not generally made available to every employer, but to selected employers or in specific circumstances.

1. Screening (requires active engagement in screening, beyond just referrals)
2. Mass recruitment
3. Job fairs/hiring event
4. Dedicated Business Liaison (customized solutions to meet specific business needs ranging from job description development, defining and responding to training needs, facilitating access to business resources such as Small Business Development Center technical assistance etc.)
5. Rapid Response (layoff aversion and assistance)

Enhanced Services:

These services, when available, are always staff intensive; which may require certain eligibility criteria, and/or direct fee payment to access.

1. Applicant pre-employment assessment
2. Customized labor market information
3. Worker retraining assistance
4. Facilitation of Industry Panels
5. Customized training for new hires
6. Incumbent worker skills upgrade training
7. Promotion of career opportunities within industry to targeted populations
8. On-the-Job Training
9. Seminars or workshops targeted to meet business needs
10. Connecting private employers to K-12 systems (example Career Camps, Youth Job Fairs)
11. Partnership with economic development agencies, joint outreach efforts to new and existing businesses
12. Fee for service options related to services not provided by public labor exchange such as pre-employment screening, drug testing, background check
13. Human Resource Consulting Services – fee service to provide assistance to employee and HR needs

Regional Business Services Plan for WDA III

Wagner-Peyser Services

Wagner-Peyser (W-P) resources support labor exchange activities including, but not limited to the following:

- Employers are assisted in filing jobs;
- Job seekers are assisted in finding employment;
- The match between employers and job seekers is facilitated;
- Participation in a system for clearing labor between the states occurs; and

Outreach strategies and priorities for W-P Labor Exchange services are developed annually in coordination with the Northwest Workforce Council in concert with local labor market data and intelligence.

Opportunities are available for businesses through www.go2worksource.biz and www.esd.wa.gov websites. These sites increase universal accessibility and expand service. There is a common web service delivery strategy statewide, which is managed by the Employment Security Department.

Industry-Focused On-the-Job and Customized Training

Delivering skill based, industry-valued training has become a focal point in workforce development. With knowledge and skill requirements changing at breakneck speed, employers, employees, educators and students alike struggle to stay abreast of escalating skill demands in the workplace. Through resource leveraging with public and private investments, the Council targets its WIA and grant training resources to increase the number of workers in high demand occupations within targeted sectors.

Identification of specific industry trends and skill requirements

Workplace trends and skill requirements are identified and training organized to address emergent needs.

Setting high standards for education and training providers

Only those training providers who produce results and meet high standards are approved by the Council as preferred providers.

Use of workforce and occupational skill standards

The integration of Workforce Skill Standards (soft skills) into curricula and training throughout the Northwest system provides a common understanding of the skills, attributes, and characteristics generally required by employers. Occupational skill standards, professional competencies, and industry recognized certifications provide the system an opportunity to benchmark worker training against industry standards.

The WorkSource system solicits requests from business in targeted industries for customized and on-the-job training activities that can be offered to up-skill current workers and address a lack of available skilled workers.

Talent Pipeline Strategies

Increasing the size and quality of the available labor pool is critical to meeting the current and future workforce needs of business. This is accomplished through a myriad of strategies which

Regional Business Services Plan for WDA III

include; career fairs, industry familiarization tours, K-12 speaker series, career camps, youth employment, coordination with school to work and tech-prep programs, and other such strategies as may be funded and contemporary.

Hiring Events

The BDT will develop and implement an annual schedule and plan for the region's job fairs. Job fairs provide excellent exposure to businesses with job openings and cast a wide net in attracting potential applicants. Hiring events and job fairs may include but are not limited to:

- Single employer on site
- General public events
- Target demographic events
- Target skill events
- Target industry sectors

Specialized job fairs may be scheduled on an as-needed basis to meet individual business needs (e.g. large recruitments, layoffs, etc.)

VI. ORGANIZATION ROLES AND RESPONSIBILITIES

ORGANIZATION	PRIMARY BUSINESS FUNCTION	PRIMARY SERVICES DELIVERED	
NORTHWEST WORKFORCE COUNCIL	BUSINESS RESTRUCTURING OR CLOSURE	RAPID RESPONSE COORDINATION	
	JOB SEEKER MATCH	PROGRAM PARTICIPANT PLACEMENTS	
	LEADERSHIP AND OVERSIGHT	CONVENE INDUSTRY PARTNERS	
		CONVENE REGIONAL BUSINESS DEVELOPMENT TEAM	
		KEY INDUSTRY SECTOR STRATEGIC INVESTMENTS	
		OVERSEE AND REPORT PERFORMANCE	
		OVERSIGHT OF REGIONAL BUSINESS SERVICES PLAN AND OPERATIONAL ACTIVITIES	
	MARKETING STANDARDS AND MEDIA	MANAGE BRAND STANDARDS AND CENTRAL MEDIA COORDINATION	
	ONE STOP OPERATOR	ACCESS TO FACILITIES	
	OUTREACH	ORGANIZATIONAL MEMBERSHIPS AND SPEAKING ENGAGEMENTS	
		STATE TEAM REPRESENTATION	
	RESOURCE PROCUREMENT	COMPETITIVE GRANTS & LEVERAGING	
	SELECT ENHANCED BUSINESS SERVICES	CAREER OPPORTUNITY PROMOTION (PIPELINE)	
		CUSTOMIZED TRAINING (FEE)	
INCUMBENT SKILL UPGRADE (FEE)			
PRE-EMPLOYMENT ASSESSMENT (FEE)			

Regional Business Services Plan for WDA III

ORGANIZATION	PRIMARY BUSINESS FUNCTION	PRIMARY SERVICES DELIVERED
	SKILL DEVELOPMENT	INCUMBENT WORKER TRAINING
		COMPUTER LITERACY (NW CLIC)
		INSTITUTIONAL SKILLS TRAINING
		ON-THE JOB TRAINING PROGRAM
		INTERNSHIP PROGRAMS
EMPLOYMENT SECURITY DEPARTMENT	BUSINESS ASSISTANCE	INFORMATION AND REFERRAL
	BUSINESS RESTRUCTURING	SHARED WORK PROGRAM
	COMPREHENSIVE WEBSITE	GO2WORKSOURCE.BIZ
	WAGNER-PEYSER LABOR EXCHANGE SERVICES	PRE-EMPLOYMENT ASSESSMENT
		APPLICANT SCREENING & REFERRALS
		HIRING EVENTS
		JOB LISTINGS
	OUTREACH	ORGANIZATIONAL MEMBERSHIPS, FIELD VISITATIONS, STATE CAMPAIGN RESPONSES, AND SPEAKING ENGAGEMENTS ¹
	SKILL DEVELOPMENT	KEY TRAIN, A WEB-BASED SELF-DIRECTED ASSESSMENT TOOL
		ON THE JOB TRAINING PROGRAM (VETERANS, TAA, WORKFIRST)
		COMPUTER LITERACY (WOW)
	SELECT INTENSIVE BUSINESS SERVICES	DEDICATED BUSINESS LIAISON
		JOB FAIRS
LAYOFF AVERSION		
MASS RECRUITMENT		
DIVISION OF VOCATIONAL REHABILITATION	SKILL DEVELOPMENT	PROGRAM PARTICIPANT INSTITUTIONAL SKILLS TRAINING/OCCUPATIONAL SKILLS TRAINING
		ON-THE-JOB TRAINING PROGRAM
	OUTREACH AND JOB SEEKER MATCH	ASSISTIVE TECHNOLOGY RECOMMENDATIONS AND ADA COACHING
		JOB DEVELOPMENT FOR PROGRAM PARTICIPANTS
		JOB SUPPORT AND COACHING
COMMUNITY AND TECHNICAL COLLEGES	SKILL DEVELOPMENT	POST-SECONDARY PROFESSIONAL AND TECHNICAL EDUCATION PROGRAMS CUSTOMIZED EMPLOYER DEMAND DRIVEN TRAINING CENTERS OF EXCELLENCE
	BUSINESS ASSISTANCE	INFORMATION AND REFERRAL CENTERS OF EXCELLENCE

¹ The NWC develops and/or approves all marketing pieces used in speaking engagements

Regional Business Services Plan for WDA III

ORGANIZATION	PRIMARY BUSINESS FUNCTION	PRIMARY SERVICES DELIVERED
	OUTREACH	ORGANIZATIONAL MEMBERSHIPS, FIELD VISITATIONS, STATE CAMPAIGN RESPONSES
		EMPLOYER/PROGRAM ADVISORY COMMITTEES
	LABOR EXCHANGE SERVICES	APPLICANT RECRUITMENT & REFERRAL
		HIRING EVENTS/CAREER FAIRS
		JOB LISTINGS

VII. QUALITY MANAGEMENT AND CONTINUOUS IMPROVEMENT

The Council's WorkSource Certification application, based upon the Malcolm Baldrige National Quality Award standards, communicates the Council's expectations for both quality and performance in the WorkSource Northwest system. The Council's core values for the WorkSource system provide the vision for a high performance system and the seven Baldrige standards define quality for the system. The Council will continue to develop and apply "systemic" performance criteria in keeping with its overall strategic plan and regularly seek feedback from its customers.

With the one-stop centers, the Council focuses on the entire workforce development system and how its various component parts work together rather than the intimate workings of each separate part. The principles of quality management, customer satisfaction and continuous improvement are based on the Council's understanding that education and employment training efforts function more effectively when they are operated and viewed as an aligned system, rather than as a collection of free standing entities.

One-stop centers will realize their potential with a unified vision, clear goals, and measurable benchmarks that relate to the *entire system* of training, employment and business activities that operate through each center. Continuing to develop and implement system goals and performance standards is an ongoing responsibility of the Council. Various quality improvements driven by feedback from customers, performance accountability and other factors will be adopted to drive improvements in individual programs. The Council's "continuous quality improvement management" approach to its strategic goals and plans, along with standards and evaluation criteria that apply to all component programs and funding streams, retains a focus on *overall* service quality and *overall* customer satisfaction.

The vehicle the Council deploys to regularly review the performance of the system is through its standing Quality Assurance Committee. The Quality Assurance Committee is responsible for the oversight of performance, which is accomplished via the quarterly WorkSource System Performance Report. The report includes federal common measures, WIA training investment, key industry sector activity and outcomes, one-stop customer flow, customer demographics, customer satisfaction, and key economic indicators, as well as progress in attaining locally

Regional Business Services Plan for WDA III

established targets. Performance outcomes for Business Services are reported via indicators specified in the quarterly Workforce System Performance Report. The Council's Quality Assurance Committee may provide recommendations or instruction to enhance performance.

SKIES system

The SKIES system is used to align and inform service delivery. All business services provided through the WorkSource Centers are required to be entered into SKIES in order to best track performance, document job orders and record services to business. On-going efforts will be made to obtain the participation of all partner service delivery staff in entering data elements and information into SKIES.

WorkSource Washington Brand Standards

The Council actively oversees the use of the WorkSource brand as a valued system asset throughout its four county service area. A "marketing designee" is specified for the region to assist all partners in;

- (1) Ordering and use of WorkSource branded products,
- (2) Responding to media inquiries, outreach and contact, and
- (3) Upholding both the state's and Council's policies.

1. LOCALLY ESTABLISHED OPERATIONAL TARGETS

Locally established operational targets, as required by ESD WSID Policy No. 1014, are created to ensure the region's Wagner-Peyser labor exchange outcomes achieve standards established by Employment Security Department. The Council reserves the right to establish additional or different standards and targets for other aspects of the Regional Business Services Plan.

Target values are established through a process which considers historical performance, benchmark data, current labor market and economic conditions, as well as operational opportunities and constraints. Target values are developed within the Regional Business Services Team, reviewed by organizational leadership at their interest and discretion, and adopted by the Council's one stop operator if mutually agreeable.

Business Services Plan Targets for the period July 1, 2011 – June 30, 2012

- A. An inventory of the WorkSource job seekers skills will be developed to assist the Business Services Team in targeting employers for WorkSource job order listings. Employment Security's Performance Management Analyst will gather, organize and analyze this data on an on-going basis. Each quarter, the job order control staff and the Performance Management Analyst will assess the degree to which the aggregate job orders align with the available job seeker inventory and report this information to the one stop operator.

At least 25% of jobs listed in SKIES match the skills of job seekers in SKIES in the same quarter where the top five job seeker demand occupations are established by 2 digit O*NET code. This means that WorkSource staff will seek job opportunities that are directly related to the knowledge, skills and abilities of the jobseeker pool at any given point in time.

Regional Business Services Plan for WDA III

- B. The State of Washington's compiles a semi-annual list of occupations that are in demand and in decline. This list reflects historical trends and as such, can serve as a guide. It cannot, however, provide specifics as to the job market of any particular community or region at a single point in time. By definition, an employer looking for a worker to do a specific job means that the position is "in demand" in that place at that point in time. The Regional Business Services team will use the demand/decline lists for guidance, but it will not ignore any opportunity to match prepared job seekers with legitimate employment opportunities.
- 25% of job openings listed in SKIES and job orders filled will be for employers with jobs in demand occupations.
- C. 100% of job orders, business contacts, and business services provided from WorkSource Northwest Centers by Employment Security Department and NWC Workforce Investment Act (Title 1-B and Title V) program staff are recorded in SKIES.

2. REFERENCES

Dispute Resolution

All disputes arising from this Regional Business Services Plan or associated Council Policy shall be resolved through a process as defined in the NWC Dispute Resolution Policy #1030.

Local Operations Plan

Additional information regarding the region's approach to business services may be found in the Workforce Investment Act/Wagner-Peyser Act Local Operations Plan at (www.nwboard.org).

Regional Targets

The Council's targets for business services and the most recent performance in achieving them may be found in the WorkSource System Quarterly Performance Report at (www.nwboard.org)

Regional Business Services Plan for WDA III

NORTHWEST WORKFORCE COUNCIL

By:



Council Chair

Date:

8-31-11

**NORTHWEST WORKFORCE COUNCIL
(as One-Stop Operator)**

By:



Executive Director

Date:

NORTHWEST CONSORTIUM COMMITTEE

By:



Chief Local Elected Official

Date:

08 / 31 / 11

APPENDIX A – BASIC BUSINESS SERVICES

1. Labor Market information:

WorkSource provides access to local and state labor market information.

- Occupational descriptions
- Job and industry growth patterns
- Economic trends and forecasts
- Wage and benefit information
- Skill standards
- Labor force information
- Population and demographic information

2. Job listings:

Employers can list job openings according to their business needs.

3. Applicant Referral:

WorkSource refers qualified job seekers to employers based on businesses requirements.

4. Business Assessment:

WorkSource staff listens to your business needs and offer services, options and solutions.

5. Access to Employee Training & Re-Training:

WorkSource offers information about a variety of employee training, including:

- Skills enhancement
- Skill assessment
- Basic skills
- English as a second language
- On-the-job training
- Apprenticeships
- Customized or other employer based training
- Employer training incentives
- Community and technical colleges

6. Business Assistance Information and Referral:

WorkSource can direct to or assist with:

- Business registration (master business application)
- Business retention, creation or expansion
- Employment laws and regulations
- Fair labor practices
- Interpretive services for recruitment and hiring
- Employee retention
- Unemployment Insurance information
- Tax information
- Tax incentives and tax credit information (e.g. Work Opportunity Tax Credit)
- Referral to local business resources

7. Comprehensive web site - www.Go2WorkSource.com

8. Business Restructuring or Closures Information and Referral:

WorkSource provides assistance with:

- Services to avoid layoffs (shared work options)
- Services to avoid closures
- Major layoffs and plant closures
- Worker Adjustment Re-Training Notification Act (WARN) requirements
- Re-employment services

9. Access to Facilities:

- Professional recruitment and interviewing environment (based on local availability)
- Computers, internet connections and staff assistance

Regional Business Services Plan for WDA III

APPENDIX B - STAFF TRAINING AND DEVELOPMENT GUIDELINES

As required by the Employment Security Department WorkSource Standards and Integration Division and reflected in policy #1014, all staff performing a function associated within the scope of this policy's parameters must receive training and/or demonstrate professional competence in the following:

WSID STANDARD	COMPETENCY MEASURE
1. WorkSource basic business services are provided within the one stop center.	1.1 Staff know and understand the nine basic business services
	1.2 Staff know when and to whom to refer a business customer to provide one of the basic business services
	1.3 Staff understand each service provided in the one stop is a business service, whether provided to a worker or directly to a business customer.
2. All job orders, employer contacts, and services provided a business are documented in SKIES.	2.1 Staff are provided training specific to the recording of business customer data in SKIES
	2.2 Staff know how to appropriately locate an employer record
	2.3 Staff know how to record each type of business service in SKIES
3. Roles and responsibilities of each partner organization are clearly articulated.	3.1 Staff know the role of the Council for system oversight and of each system partner as it relates to providing service to business
	3.2 Staff articulate their organization's role and how it interfaces with the others' in a well aligned service delivery system.
	3.3 Staff can identify the primary leads for business services in the system and in their closest WorkSource center.
4. WorkSource Northwest business services are guided by the Council's strategic Business Services Plan.	4.1 Staff know what the Business Services Plan contains and the necessity for approaching business services strategically
	4.2 Staff can locate the Council's Business Services Plan online