

## **Business Service Plan for the Southwest Wisconsin Comprehensive Job Center WDA #11 - Southwest**

- 1. How will the One-Stop Operator (OSO) for this Comprehensive Job Center (CJC) coordinate across the WDA to ensure that this CJC has a distinct territory that does not overlap with other CJC territories?**

The Southwest WDA has only one Comprehensive Job Center (CJC), located in Janesville, therefore the Southwest Wisconsin Workforce Development Area (WDA) will have only one CJC territory. The Business Services Representatives (BSRs) of the area will respect the current boundaries of neighboring WDAs and will not impede on neighboring CJC territories. In addition, the BSR's will continue to maintain cooperative relationships with BSR's in neighboring WDA's. The Southwest Wisconsin Workforce Development Board (SWWDB), as the One-Stop Operator (OSO), will continually monitor compliance with this requirement.

- 2. How will the OSO ensure that each employer for whom enhanced business services are provided, has a single point of contact (Account Rep)?**

SWWDB will ensure that each employer in the region has a primary point of contact through the coordinated planning of the Business Services Team (BST). The BST will coordinate the assignment of a single BSR for each employer. In Rock county this will be done through an alphabetical assignment of employers to the various BSRs. The remainder of Southwest Wisconsin will be divided into territories that have assigned BSRs.

Should a partner agency desire to meet with an employer that agency will be asked to call BSR for that employer. Contact information is contained in the Job Net Business system, so that a joint visitation can be scheduled. If the employer places a job order, the name and contact information for the assigned BSR will be referenced to that employer via email, mail or fax as preferred by the company. This reply identifies the assigned BSR contact should the company have any questions or concerns.

As the BST continues to reach out to employers, this process will become more streamlined, as established relationships between the employer and the BSR begin to emerge. The BST will publish the employer assignments of each BSR in both hard copy and through email to all Job Center partners.

In addition, in an effort to provide more communication with Economic Development partners, the BSR contact list will also be communicated to places like County Economic Development offices and local Chambers of Commerce so economic development partners may direct employers to the appropriate assigned BSR. The BST will also maintain strong relationships with these partners by continuing Chamber and local professional organization memberships and through increased involvement with economic development groups.

- 3. How will the business services be coordinated on this Business Services Team?**

Business Services will be coordinated on the BST through regular team meetings which shall be held at least every two months. These meetings will be an opportunity for the SWWDB Director of Business Services and the direct agency supervisors of Business Services Staff to review the progress of each of the BSRs, and identify any opportunities that are emerging in the region as a

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whole. This will also be an opportunity to continually monitor the progress the BST is making in reaching the goals of the full plan to focus on high-wage, high-growth employers; sustainable wage plus employers; and implementation of a fee for service schedule. Team meetings will also offer an opportunity for the sharing of “best practices” among the Team members to encourage the success of all. The BST shall at all times promote the full array of services available through the Job Center partners.

Coordination efforts will further take place through the monitoring of progress through BSR entered data in the JobNet Business system. Employer contacts and comments will be recorded via this system. As the SWWDB Director of Business Services develops “fee for service” contracts, that information will also be entered into JobNet Business.

#### **4. How will the Business Service Team prioritize outreach efforts to targeted employers?**

The BST will prioritize outreach efforts to targeted employers in several ways. First, each member of the BST will be in contact with high-wage, high-growth employers in their portfolio at least once a month. The BST will make a concerted effort to develop a working relationship with these high-wage, high-growth employers. Due to the fact that the high-wage, high-growth list provided by the State, contains only thirty-four (34) employers for the Southwest Wisconsin Workforce Development Area (SWWDA), the team will work to identify other employers, such as sustainable wage plus employers, who are paying at or above the county median wage.

The BST, through the SWWDB Director of Business Services, will also be able to offer additional services to healthcare employers, defined as one of the SWWDA targeted industries, through a federal earmark grant project entitled Wisconsin Healthcare Opportunities Network (WHON). The grant will operate for two years and will utilize Job Fit software to build a database of qualified healthcare resumes. These resumes will be paired with an aptitude and abilities test that each registrant will take. This will allow a healthcare employer the opportunity to select from a pool of qualified applicants to make the best hire for the company based on employment need and internal culture. In addition, this grant will allow employers to test their incumbent workers to determine their in-house capacity for career laddering, at the same time creating more entry level healthcare positions.

#### **5. What Strategies will the Business Services Team use to share information about targeted employers with case management staff, counseling staff, and Resource Room staff?**

As described previously, targeted employers will be a priority for the BST. A key strategy will be to share employer hiring information with all Job Center partners. The method information is shared with partners will be very simple. Employer information regarding hiring or any on-site recruitments will be made known to Job Center partners through e-mail notification. These notices will go out WDA-wide so that all Job Center partners in the area may notify clients of hiring opportunities with these high-wage employers. Notices of all on-site Job Center recruitments will be listed in every Job Center Resource Room throughout the WDA to ensure that job seekers are aware of regional hiring opportunities; this notification effort will be coordinated through the SWWDB Director of Business Services. In addition to efforts to notify Job Center Case Management and Resource Room staff of hiring opportunities, BSRs will make the local counselors aware of the skills and abilities that target employers are looking for in candidates. This will further clarify the needs of the employer and assist Job Center staff in ensuring that the job seekers are able to meet those needs.

BSRs will make it a priority to truly understand the hiring needs of targeted employers, so that the Job Center can be a resource for each employer based on their specific needs. Establishing

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tours of employer sites is currently being done by BST staff, and this practice will continue, as it offers all partners an opportunity to view the actual working conditions for each employer.

### **6. How will the Business Services Team assist employers with writing job descriptions that accurately describe the position?**

A key factor in achieving employer satisfaction during the job placement process is a clear and concise job description. Employers are not fully aware of how the JobNet system posting works. Based on employer feedback in questionnaires distributed by SWWDB, many employers are under the false impression that all the candidates who apply for a position posted on JobNet are pre-screened. Of course this is not the case, so it will be important for BSRs members to explain that just as help wanted listings in the papers receive all interested applicants, so will their listing on JobNet. With this premise clarified, it will be easier for BSRs to explain the necessity of writing a detailed job description, so that applicants who are not qualified will be more apt to not apply for a position for which their skills or education do not meet the minimum guidelines.

BST members will assist employers in writing detailed job descriptions based on O' Net position descriptions. The BST believes that accurate job descriptions are the key to employers being satisfied with the Job Net hiring system, and because of this belief, it will be an emphasis of the BSRs to assist employers in entering job orders until they are comfortable doing so themselves.

### **7. How will the Business Services Team promote direct entry of job orders by employers?**

The BST will use multiple strategies, building off the current Job Center delivery structure, to promote job orders. The key activity will be for BSRs to speak with employers about the JobNet system, efforts to inform employers of their opportunity to enter Job Orders directly will be stressed. The BST believes that as important as employers entering their own Job Orders into the system is the accurate entry of Job Orders and the clear understanding by the employer of how the JobNet system functions. Efforts will be made with employers to assist them in establishing their own JobNet Business accounts, preferably while the BSR is with them, so that any questions about the system can be answered immediately. Again, the BST believes that a hands-on demonstration of how to use the system will provide the employers with a level of familiarity with the system which will improve the likelihood of their using Job Net independently in the future.

### **8. How will the Business Services Team assist employers in placing job orders to effectively announce job vacancies?**

Again, the BST will discuss with employers during on-site visits the importance of accurately describing the responsibilities and education or work history requirements for a position vacancy listed on JobNet. BSRs will inform employers of resources such as O' Net codes and the job descriptions that they can provide, so employers are able to accurately describe the duties of the position. A concise job description will help to ensure that the most qualified applicants apply for the job. The BST will also emphasize the importance of entering a wage range for the positions that they list on JobNet. Listing salary and benefits can be an incentive for someone to apply for a position, and not listing the salary can often be seen as a negative by a job seeker. Job seekers often mistakenly believe that the salary must be low since the employer is not willing to list it. The BST will strive for a 10% increase in the number of listings which include salary and benefits.

The BST will also market WORKnet as a valuable and powerful tool for employers. BSRs will explain WORKnet, data available through WORKnet, and how employers can use this data in

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planning. BSRs will assist employers, using WORKnet data, in developing a strategy for their human capital.

### **9. How will the Business Services Team assist employers in recruiting qualified job applicants?**

The BST will assist employers in obtaining qualified job applicants for position vacancies in several ways:

- The BST will advise employers of qualified applicants that are available through the various partner agencies in the Job Center.
- The BST will stress the importance of listing the vacancy on the JobNet system so that employers can reach a large number of potential applicants. The BST will also stress that state JobNet listings are also added to America's Job Bank.
- The BST will stress the importance of emphasizing the education and work experience requirements for the position within the job description to dissuade unqualified applicants from applying for the position.
- The BST will stress that employers may hold off-site recruitments at the local Job Center without a charge.
- The BST will provide information regarding the fee for service program available through the Job Center that can pre-screen applications for the employer and select the most qualified candidates for the position based on the position description and requirements.
- The BST will advise Job Center partners of Job Listings that are being posted on JobNet so partner agencies may refer qualified clients to the position listing.

### **10. How will the Business Services Team ensure that employers have access to labor market information and analysis?**

The BST will ensure that employers have access to local labor market information and analysis in several ways:

- Employer packets will include information on the DWD WORKnet web site, and the information that can be found on the web site.
- The local Job Center web site will have links to the WORKnet site, so that employers have easy access to the information.
- Employer packets will contain the county profile for the county in which the employer is located as well as the county snapshot. This information will be shown to the employer by the BSR, and if the employer would like to know more, additional information will be provided.
- The BST will look at holding quarterly Labor Market information sessions in locations throughout the WDA, to help educate employers how to navigate the WORKnet system, and how labor market information can be useful to their business. The frequency of these sessions will be based on employer interest.
- The BST has already invited DWD WORKnet representatives to speak at the Info Lunch series held in Southwest Wisconsin to encourage employers to effectively use the labor market information to benefit their business.

### **11. What employer events will the Business Services Team hold?**

The BST will hold several employer events:

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- The BST will continue with the Business Info Lunch series. The lunches are held monthly at the Comprehensive Job Center with the exception of the months of January and July. The Rock County lunches are held physically within the Job Center. The Info Lunches are held in Southwest on a quarterly basis in the communities of Monroe, Platteville and Richland Center these are the WIA staffed APS sites in Southwest.
- The BST will also continue to host several Job Fairs each year. A minimum of 5 Job Fairs or specialized recruitments will be held for employers each year, in various locations throughout the WDA.
- The BST will also hold employer workshops designed to assist employers in learning about opportunities such as JobNet Business and WORKnet. A minimum of four of these workshops will be held each year.
- The BST will also continue to partner with existing Human Resource organizations that exist within the WDA. Partnerships with the Blackhawk Human Resource Association, and the Tri-County Human Resource Association. BSRs will belong to one or more of these organizations and actively participate in their events as well.
- Finally, as the BSRs learn of educational opportunities being held by the technical colleges and universities within the area they will inform businesses of these opportunities for continuing education.

### **12. How will the Business Services Team assist employers with planning for workforce expansion or downsizing?**

The BST will assist employers with planning for workforce expansion and downsizing by being a continuous resource. In order to be a part of both good times and bad times, you must have relationships with employers. The BSRs will strive to develop solid working relationships with their employers, and through professionalism and service delivery will be known as the source for all an employers workforce needs.

Many of these relationships already exist due to the dedication and work of the staff of partner agencies in the WDA. BSRs will let their employers know that they can help with both expansion and workforce reduction issues, and will be professional through these times of need and others. The BST will refer an employer planning for downsizing to the WDB Rapid Response representative, who is also contacted by referral from State agency staff. Efforts will be made to coordinate activities with economic development agencies.

### **13. How will the Business Services Team provide information on retention and post-employment support services for employees?**

The BST will provide assistance to employers related to retention and post-employment support services in several ways:

- Resources on hiring the right employee for the job will be given to employers as well as formulas that assist an employer in determining the cost to employee turnover. This will be done to emphasize the importance of hiring the right employee, the first time.
- BSRs will inform employers about the incumbent worker training programs offered through the technical colleges as well as other programs that are delivered through the Job Center on a fee for service basis.
- An emphasis will also be placed on educating employers about career laddering and how the concept can be used to motivate incumbent workers and assist employers in maintaining a highly trained and motivated workforce.
- BSRs will also inform employers of the Basic Skills programs offered at the Job Center

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through the technical colleges, programs such as GED training and remedial math and reading courses are available to elevate the skill levels of employees.

- Training on front-line supervisory skills will be considered as a way to improve employer management and improve employee retention.

### 14. How will the Business Services Team provide information to employers on workplace and customized training?

Relating to post-employment support services is information on workplace and customized training. The BST will, as stated previously, work to make employers aware of the Business and Industry Training representatives of area technical colleges – Southwest Wisconsin Technical College and Blackhawk Technical College. If possible, brochures, training catalogs and other information provided by the technical colleges will be included in the employer packets. In addition, if the employer is not able to work with the technical college to resolve their training needs, the BSRs will also inform employers about the training provided by SWWDB as part of the “fee for service” plan. The BST focus will be to always refer an employer first to the technical colleges for customized training. If the employer is seeking something which can not be offered, or can not be offered in a timely and affordable fashion, then the employer be referred to the SWWDB “fee-for-service” option of service delivery. SWWDB will provide customized “fee-for-service” training programs with the assistance of professional and experienced training providers.

### 15. Identify at least one business service that the Business Services Team will offer that conforms to the WDA fee for Services Plan?

SWWDB will coordinate the SWWDA “fee-for-service” plan. The BST will charge for several services delivered as part of this plan. For example, one service which will be part of the “fee for service” plan is applicant screening. Employers have expressed this need time and time again through employer surveys. The way in which services will be delivered will depend on the needs of the employer.

“Core services” will be provided at no cost to employers, however, intensive and training services will be provided on a “fee-for-service” basis. Pricing for the services will be billed on a negotiated contract amount based on the time necessary to complete the task at hand. The goal will be to retrieve full cost recovery for staff time as well as other direct expenses related to the delivery of the service to an employer.

An administrative fee, equal to 30% of the contract amount for all direct costs, will be charged on all “fee-for-service” contracts to defray overhead and administrative expenses. One-third of the administrative cost (10% of the staffed contract amount) will go to SWWDB to offset any administrative costs associated with billing and financial management costs. Another one-third of the administrative fee will go toward BST operational expenses such as marketing and other BST expenses. The final one-third (10% of the total staff contract amount) will be reserved for allocation of the “commission” in the subsequent funding year to the partner agency who provided the business referral. If no referral is identified, the funds will be held as administrative fees for SWWDB.

A BSR’s organization will earn a “commission” for contracts developed through a business referral. The “commission” will be 10% of any contract negotiated and delivered by the BSU, based on a documented referral from a BSR. The BSR’s organization will receive an increase in their annual allocation, for the subsequent funding year, equal to the total amount of commissions earned.

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Services delivered for a fee will primarily be delivered by the SWWDB Director of Business Services or professional people engaged for that purpose. However, the BST may need, on occasion, to provide their time to deliver services to employers as the program grows specifically in the area of pre-screening. All contracts with employers will be negotiated by the SWWDB Director of Business Services so that employers receive consistent pricing information, and assurance that the BST will be able to deliver the required services. Services included in the “Fee-for-Service” Plan include, but are not limited to:

- Intensive pre-screening of applications based on the employer-created job description.
- Windows applications testing software
- Background checks
- Grant writing services
- Reference checks for interview candidates
- Marketing assistance
- Specialized ad placement and creation
- Policy and handbook creation and updates
- On-site specialized training programs
- Other services as needed by employers

It may often occur that an employer may desire to layer their services. For example, an employer may have the BST screen applications. Then they may contract with the BST to complete background and reference checks.