

**Jefferson/Franklin Consortium
Workforce Development Board**

**Business Services Outreach
And
Marketing Plan**

March 2016

Jefferson/Franklin Consortium Region

Executive Summary

One-Stop Program Partners under the Workforce Innovation and Opportunity Act (WIOA) in the Jefferson/Franklin Consortium have the benefit of a history of working together as a continuous improvement team in the local workforce development system. Partners and other stakeholders include educational institutions, economic development, social services providers, commerce and community leaders, manufacturers and state agencies.

The Business Services Team includes the Division of Workforce Development (DWD) Workforce Coordinator, Employment Transition Team Coordinator and local Veterans Employment Representatives DVOP and LVER, Adult Education and Literacy programs, Vocational Rehabilitation programs and partner staff representing On-the-Job Training programs and representatives from East Central College and Jefferson College. Local economic development entities contribute to the coordination of workforce system activities through collaboration with business team members.

The mission of the Next Generation Career Center (NGCC) model is its focus on connecting employers to a skilled workforce. The local workforce development system consists of interrelated teams, committees, boards and individuals focused on identifying methods to improve service delivery of all concerned. These strategic alliances are focused on the ability to respond to demand-driven needs of area employers and provide job-driven training opportunities to job seekers.

The key goals of the Business Services Team are to:

- Engage employers to determine local and regional hiring needs and design training programs that are responsive to those needs
- Align work-based opportunities with employers including on-the-job training, internships, and pre-apprenticeships and Registered Apprenticeships
- Utilize real time labor data to guide job seekers into training and pathways for employment
- Promote training opportunities that allow individuals credential attainment, good jobs, increased earnings and career advancement
- Collaborate among job centers, Education, labor and nonprofits to deliver the best services possible and to expand services to address the needs of both job seekers and employers
- Maintain links to local and state Economic Development initiatives and programs
- Ensure alignment of Next Generation Career Centers with business demand in the area
- Contribute to and continuously improve the product box offerings as business needs decide what products and services should be offered

Mission Statement

The mission of the Jefferson/Franklin Consortium is to establish and maintain strong partnerships between business, economic development, education and the local workforce development system to connect employers to a skilled workforce.

Vision Statement

It is the vision of the Jefferson/Franklin Consortium to advance the involvement with our One-Stop Program Partners in order to build long-term business relationship and trust.

Our Values

Our value statements are grounded in the ideals that describe how we want to carry out our plan and how we work with each other in the Next Generation Career Center.

- Collaboration among partners to accomplish our goals;
- Continuous improvement in our local service delivery;
- Expanding the services we provide to businesses;
- Value and recognize the ability to identify skill sets of job seekers and employer needs.

Delivery

The delivery of products and services will be coordinated through the Business Services Team. The Business Team will provide comprehensive and integrated workforce system services to businesses with an emphasis on matching businesses with job seekers that have the skills they require. The DWD Workforce Coordinator and Veterans Employment Representative LVER provide outreach to employers and determine business needs. The community colleges provide training and prepare qualified workers for fulfilling the needs of local employers.

The Business Team and NGCC team members collaboratively work to match hiring employers with qualified job seekers. They will work together and share information on a regular basis. The Business Team Representatives will know who is hiring in the area, what type of experience the employer is looking for, any special hiring criteria and the employer's hiring process. The Jobs Team will use this information to ensure the right job seekers are matched with the employer.

Core Products and Services

The Business Services Team will support the Next Generation Career Center (NGCC) and populate the product box through primary focus on:

- Soliciting and managing exclusive Job Orders responsive to NGCC customers;
- Promoting and Managing customized recruitment events for NGCC customers;
- Promoting Training and Hiring Incentives such as OJT and WorkReadyMO to employers and working with NGCCs to recruit talent;
- Seeking employers who will commit to using the National Career Readiness Certificate (NCRC) in their recruitment process; and
- Participate in coordinating Department of Economic Development (DED) Projects that include recruitment assistance. This includes attending site visits and other related meetings.

S.M.A.R.T Business Service Centers (Sales Marketing Assessment Recruitment Training)

The SMART Business Service Centers are designated multi-purpose resource areas for use by local businesses. These centers will enhance the Next Generation Career Center relationship with the business and provide the following:

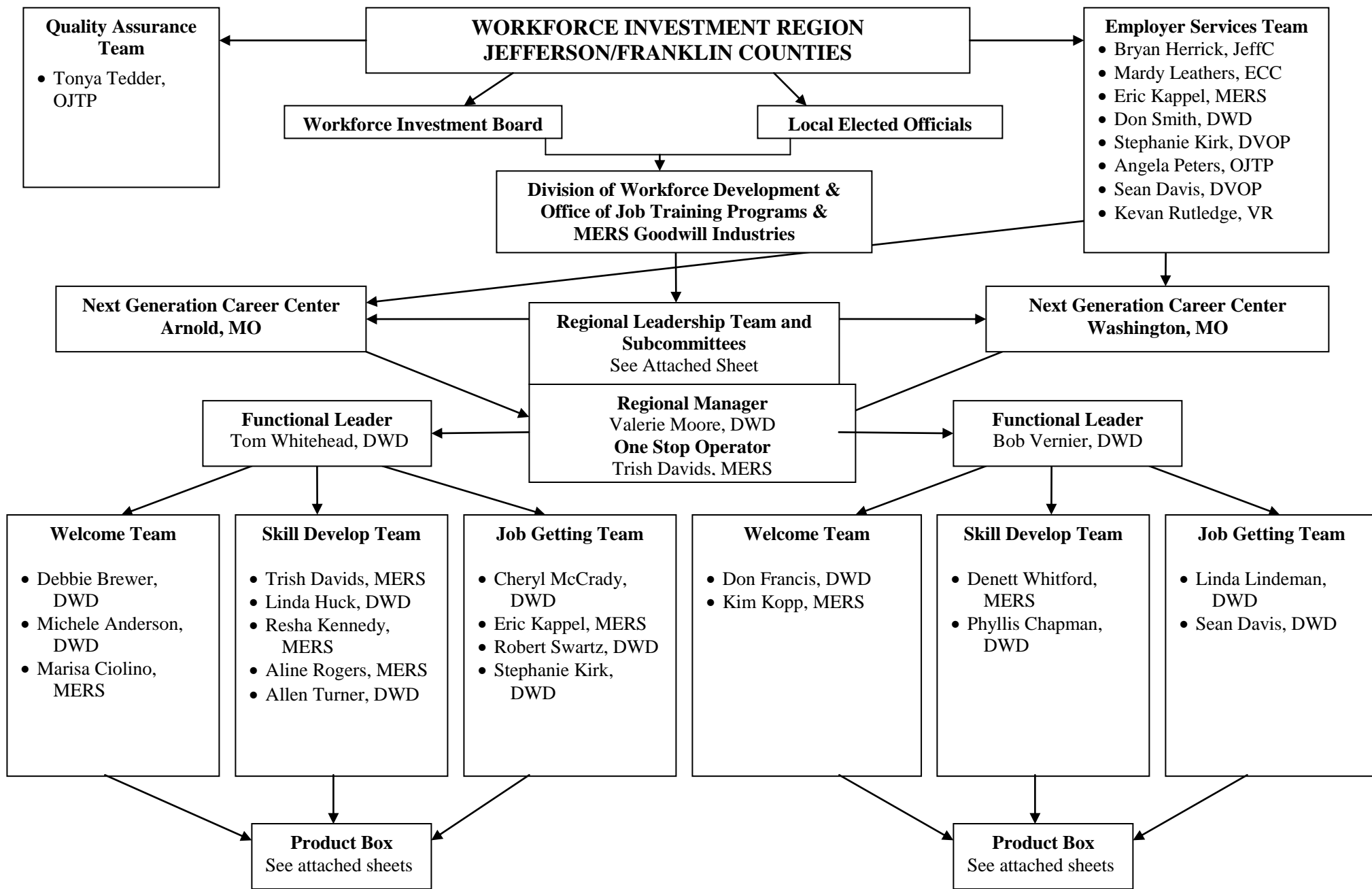
- Smart Boards – an interactive whiteboard that is connected to a computer and a data projector and can be used as a computer. The SMART Board enables users to write notes, insert diagrams, link to web sites and save work for future use.
- Designated space for interviewing, assessment, and training.
- Portable presentation system for use with business and Universal Workshop outreach.
- On-line training information and on-site classroom for on-line or traditional classroom training.
- *WorkKeys* assessments with immediate scoring capability.

WorkReady Communities /National Career Readiness Certificate (NCRC)

Both Jefferson and Franklin counties have been certified as WorkReady Communities. The Jefferson/Franklin WDB supports the designation of this initiative and strives to involve WDB members to participate in maintaining certification status in each county. The NGCC and community colleges have an established process for allowing all workforce system customers every opportunity to attain the NCRC and being certified as WorkReady Communities in turn provides a documented skilled workforce to existing, new and expanding businesses who support the NCRC and WorkReady communities.

The WorkReady Communities certification empowers Jefferson and Franklin counties with actionable data and specific workforce goals that drive economic growth.

The Business Team will emphasize and promote the National Career Readiness Certificate (NCRC) as a value-added product/service for job seeker and business customers in Missouri's Next Generation Career Centers (NGCC). The NCRC verifies to employers that an individual has essential core employability skills. The Next Generation Career Center Teams will provide information about the NCRC to individual job seekers and initiate the process for testing. The community colleges within the region provide the Work Keys assessment at a number of locations to allow individuals to obtain the NCRC. The Business Team members inform businesses of the benefits of hiring job seekers who have their skills certified with the NCRC. Job profiling will be a component of the marketing to allow employers the opportunity to hire qualified workers for the requirements of the specific position. The Business Team members and NGCC Team members will work together to match the talent pool of job seekers who have acquired the NCRC with employers who recognize the documented skill attainment of the job seeker.



DWD – Division of Workforce Development
 OJTP – Office of Job Training Programs
 MERS – MERS/Missouri Goodwill Inc.