

# BUSINESS SERVICE & OUTREACH PLAN



2020



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**Ozark Region**

## ENGAGING EMPLOYERS IN THE OZARK REGION

### STATEMENT OF PURPOSE

*The purpose of this document is to provide guidance to the Ozark Region on engaging employers to meet the needs of the Region. By being proactive and responsive to our business community, we can ensure that the Region has a well-trained and skilled workforce and that each employer has the tools and manpower they need to be successful.*

#### **Engage, Listen, Supply**

*We shall accomplish this through the following and by adhering to the guidance set forth by the Workforce Innovation and Opportunity Act (WIOA), the Mission, Vision, and the goals of the Workforce Development Board.*

### BOARD'S MISSION AND VISION

**Vision-** A thriving regional economy supported by diverse employment opportunities and a highly trained and sustainable workforce.

**Mission-** The Workforce Development Board facilitates, advocates, and allocates resources for workforce solutions resulting in employer engagement and improved quality of life in the region.

### BOARD'S STRATEGIC GOALS:

- Address skills gap, placing emphasis on local Labor Market
- Accelerate the engagement of employers as the chief customer
- Enhance and strengthen existing partnerships
- Diversify funding strategy to secure additional financial resources
- Increase Board engagement and accountability
- Escalate outreach and engagement strategies
- Build internal capacity to address strategic priorities

## SUPPORTING THE STRATEGIC GOALS

### Training/Capacity Building

To support the Board’s goal, “Build internal capacity to address strategic priorities”, staff will receive continual training through a variety of avenues. All staff will receive technical training on state issuances, systems, and policies. In addition, staff will be provided opportunities for professional development and will have opportunities to be members of local, state, and national organizations. Staff will also receive training relevant to the areas in which they specialize. Specifically, the Business Service Team will continue to be provided training relevant to serving the needs of businesses **and changing economic conditions.**

### Outreach

In support of the Board’s strategic goal, “Recognize and actively engage employers as the **CHIEF CUSTOMER**”, the Business Service Team (BST) will actively engage new employers through resources available (i.e. attendance at Chamber events, new business license, and other media sources.)

The BST will continue to strengthen relationships with current employers by follow-up contact, follow-up visit, reviewing the state’s database system for activity, and by networking. Follow-up with the employer will allow the BST to determine employers’ current needs and future projections, as well as satisfaction with services.

Face to face meetings with the employers begin by listening. Through these meetings, BST members can gauge the employer’s needs as it relates to hiring and training. This will assist the Region in supporting the goal of “Escalate outreach and engagement strategies.”

The strategic goal “Enhance and strengthen existing partnerships” will be supported through the BST by their involvement in the Chamber meetings, community events, and associations such as SAHRA (Springfield Area Human Resources Association and SMCOG (Southwest Missouri council of Governments)

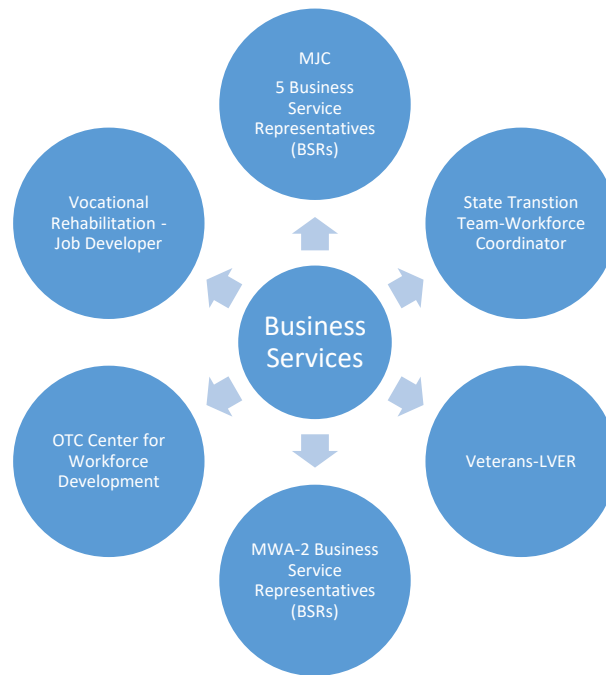
Outreach materials shall be reviewed for consistent messaging and updated accordingly.

### Coordination

To avoid duplication of effort, the BST will continue to ensure that the communication channels are open with partner agencies such as Vocational Rehabilitation, **ResCare**, Family Support Division, Ozarks Technical Community College, and Job Corps. In addition, one of the goals will be to increase the communication within the Job Center. Sharing of resources and contacts with partner agencies will assist in ensuring connecting job seekers with employers. **Partner staff members regularly attend Business Service meetings on the 4<sup>th</sup> Friday of every month.**

## Business Service Team

The Ozark Region is fortunate to have a diverse business service team made up of partner and program staff. Each member has specific responsibilities; however, collectively, they act as a team for the Region.



## ROLES

### Supervisors

Develop and lead staff in business relationships by providing workforce solutions for employers in the seven counties served in the Ozark Region and the MWA Regions.

### BSR-Rapid Response Activities/Transition Team

Conduct activities to assist employers experiencing layoffs/closures per established guidelines. Assist the Workforce Coordinator for Southwest Missouri in providing immediate response to individuals and employers. ***ETT (Employee Transition Team) work closely together to address potential or actual layoffs.***

### BSR-MWA (TANF)

Serve as liaison between case managers and employers by establishing work experience opportunities for individuals enrolled in the Missouri Work Assistance program (MWA).

***MWA (TANF) work with RecCare, FSD (Family Services Division) and MWA from SW Region in Joplin in conjunction with our Mt Vernon office- and OACAC (Ozark Area Community Action Corporation)***

## BSR-General OJT/ SMH/Special Projects/Incumbent Worker

Provide outreach to employers to engage in On-the-Job opportunities for the Show Me Hero program, Special Projects, Incumbent Worker, and general opportunities for training.

## Veteran Representatives

The LVER (Local Veterans Employment Representative) assists Veterans by providing outreach to employers in order to link Veterans with appropriate employment and training opportunities.

## Vocational Rehabilitation-Job Developer

Vocational Rehabilitation candidates are people with disabilities with a variety of skill sets who are motivated to work. A dual customer approach supports both business and candidates to ensure successful outcomes utilizing expertise in business consultation, disability-related training issues, diversity, and inclusion.

## OTC Center for Workforce Development

Provide performance solutions for new employees and incumbent workers to better prepare businesses in a competitive global market place.

## GOALS

Goal	Activity	Responsible Party	Completion Date	Expected Outcome
<b>Hiring Events</b>	Conduct multi-industry event	BST Communication Staff Career Services	<b>2 in Spfld in 2020</b>  <b>2 in Branson in 2020</b>	<ul style="list-style-type: none"> <li>• <b>40 Employers attending</b></li> <li>• <b>Up to 300 job seekers attending</b></li> <li>• <b>50% of employers will respond to survey</b></li> </ul> <b>Above for Spfld</b> <b>Below for Branson</b> <b>25 to 30 employers</b> <b>100 to 150 job seekers</b> <b>50% of employers respond to survey</b>
	Conduct industry specific events	BST Communication Staff Career Services	<b>1 per sector 2020</b>  <b>Wednesday Works events</b> <b>Twice a month</b> <b>For 2 hours</b> <b>9-11</b>	<ul style="list-style-type: none"> <li>• 10-15 Employers (depending upon industry)</li> <li>• 50-100 job seekers</li> <li>• 50% of employers will respond to survey</li> </ul> <b>Wednesday Works</b>

	<b>VIRTUAL HIRING EVENT</b>		<b>Explore &amp; develop the possibility</b>	<b>5 to 6 employers per event 25 to 50 job seekers 50% of employers will respond to survey</b>
<b>Town Hall Meetings</b>	Partner with employers in <b>6</b> outlying counties	BST Local Chamber Local Employers Communication Staff	December 2020	Completed annual report
<b>Workforce Survey (Momentum)</b>	Assist with the distribution of materials and educate about survey	BST Communication Staff Director	Begin in October 2020	Increase the number of employers taking the survey to 600
<b>Roundtables</b>	Host <b>2 multi-industry</b> industry roundtables in Spfld  Health Care RT in Spfld  <b>1 multi-industry roundtable in Branson</b>	BST Communication Staff	December 2020  With MHA (Missouri Hospital Association) January 2020	Annual report of trends identified and possible solutions to be incorporated into workplan  <b>Spfld RT</b>  <b>Follow-up from 2019 multi-industry RT on drug usage in the workplace &amp; retention</b>
	Host youth roundtables  Provide additional opportunities for employers to interact with young adults	Aspire Program	Annually	Continue to identify trends and document findings
<b>Mobile Job Center</b>	Educate employers about the availability of Mobile Job Center	BST	Ongoing	<b>2 to 3 per month based on staff availability &amp; employer history</b>
<b>Community Outreach</b>	Represent the Department at various business and community events	BST Communication Staff	On-going	Participate in a minimum of six community events per year

<b>Rural Outreach</b>	<p>Develop a strategic rural outreach plan</p> <p><b>Continue to be involved in GRO (Growth in the Rural Ozarks) initiative</b></p> <p><b>Primarily in Marshfield/Webster County &amp; Buffalo/Dallas County</b></p> <p><b>Pop-Up hiring events in 6 outlying counties</b></p> <p><b>Employer education/open houses</b></p>	BST Director Communication Staff	December 2020	<p>Schedule Town Halls to be completed by December 2020; report to WDB</p> <p><b>4 to 5 in 2020 at library or other partners in the region</b></p>
	Attend Chamber meetings in all seven counties	BST	Monthly	A minimum of 4 (four) meetings per month
<b>Board Interaction</b>	Schedule visits with Board members	BST Director	December 2020	Meet with the <b>majority</b> of Board members & <b>CLEO</b>
<b>OJT's Show-Me-Heroes</b>	Develop On-the-Job Training Contracts	BST Staff	Ongoing	<b>Utilize ALL funding available concentrate efforts in 6 outlying counties</b>
<b>Skills Gap</b>	<p>Become familiar with program benefits to promote training options:</p> <ul style="list-style-type: none"> <li>• Incumbent Worker</li> <li>• Customized Training</li> <li>• Apprenticeships</li> </ul> <p>Change Up</p> <p><b>Change 1000 to outlying counties (As funding allows)</b></p>	BST Skills Team Center Leadership Youth Committee- Apprenticeships	<p>2020</p> <p>2020</p>	<p>Submit a minimum of one additional training proposal</p> <p><b>Training for employers as a retention tool</b></p> <p><b>Buffalo/Dallas county school</b></p>

				<b>teachers with Bryan University</b>
<b>Contact Visit</b>	Contact new employers	BST	2020	<b>250 to 300</b> new employers will be engaged and active in MoJobs
	Maintain relationship with current employers	BST Director	2020	<b>150-175</b> employers will take advantage of additional services.
<b>Communication</b>				
Internal	Increase communication within the Job Center	BST Communication Staff Assistant Director	Ongoing	Communication plan will be updated and followed
External	Increase presentations at Chambers, rotaries, employment associations, community organizations, and state and national conferences	BST Communication Staff	Ongoing	Professional presentations will be consistent to ensure consistent message
	Communicate with external partners to share contacts	BST	Ongoing	<b>Partners attend monthly BST meetings on 4<sup>th</sup> Friday of the month</b>
<b>Referrals</b>				
Internal	Receive referrals from within Job Center for OJT as funding allows	Skills Career Services MWA Youth	Ongoing	Five referrals per month shall be made
External	Refer employers for NCRC partnership  <b>All counties in Ozark Region are certified work ready-concentrate on maintaining those credentials for all 7 counties per ACT guidelines</b>	BST	Ongoing	Number of referrals will be increased to five per month
	Receive Job postings from employers	BST	Ongoing	Increase the number of job postings in system to 200 per month



<b>Performance Measures</b>	<b>Negotiated Performance Measures</b>	<b>Employer Penetration</b>  <b>BST will enter all new contacts in the system</b>	<b>2021</b>	<b>Negotiated Performance Measures will be exceeded</b>
		<b>Repeat Business Customer</b>  <b>BST will enter all business service activities into the system</b>	<b>2021</b>	<b>Negotiated Performance Measures will be exceeded</b>

## DEFINITIONS

**Apprenticeships**-A program or set of strategies designed to enter and succeed in a registered apprenticeship program.

**Employment Transition Team**-upon receiving notice of a plant closing or mass layoff, provides immediate assistance to the affected workers and business through the Rapid Response Program

**Federal Bonding**-a job incentive for employers to hire and job seekers and retain at-risk employees.

**Incumbent worker**-a program designed to meet the special requirements of an employer to retain a skilled workforce or avert the need to lay off employees by assisting the workers in obtaining the skill necessary to retain employment.

**Internship**-an internship is a planned, structure, time-limited learning experiences that takes place in a workplace and typically tied to a related educational component. An internship may be paid or unpaid as appropriate.

**National Career Readiness Certificate (NCRC)** - The National Career Readiness Certificate (NCRC), issued by ACT. This work-related skills credential provides objective documentation of an employee's skills in three areas critical to on-the-job success: Applied Mathematics, Reading for Information, and Locating Information.

**On-the-Job Training (OJT)**- An OJT's primary purpose is to provide participants with knowledge and skills on the job for full performance of a job. OJT reimburses employers a portion of the wages for the extraordinary costs of providing training and additional supervision.

**OPAC**- Tests that measure the most critical skills and abilities required in today's administrative and clerical positions.

**ProveIT**-Assessments in a variety of occupations that provide information on current skill level and information on areas needing improvement.

**Show-Me Heroes On-the-Job Training (OJT)** can help businesses save costs while preparing transitioning service members for your jobs.

**Talify**- Assessments for personality and behaviors along with key competencies.

**Work Experience-** A planned, structured learning experience that takes place in a workplace for a limited period of time. Work experience may be paid or unpaid, as appropriate.

**Work Opportunity Tax Credit (WOTC)-** A Federal tax credit available to employers for hiring individuals from specific target groups who face barriers to employment.