

BUSINESS SERVICE & OUTREACH PLAN



2021-2023



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.

OUTREACH

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.

BST will also continue to be involved in community events and associations such as SAHRA (Springfield Area Human Resources Association and SMOG (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, the local Missouri Work Assistance (MWA) provider, Family Support Division, Ozarks Technical Community College, OACAC, 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 fourth 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. The Team will be inclusive as other organizations or staff are identified to ensure that everyone has a voice.

ROLES

Supervisor

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.

Sector Specialists-BSRs

Serve as a specialist and point of contact for employers for the following industries: Healthcare, Manufacturing, IT, Transportation and Logistics, Construction, and Hospitality-Retail. In addition, BSRs are assigned to specific counties to attend events, work with community leaders, and be a point of contact for that county related to business services.

Business Service Representatives (BSRs)

Work with Missouri Job Center teams, job seekers, and employers to ensure every training completer is matched with an open position.

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).

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

Provide outreach to employers to engage in On-the-Job opportunities, including the Show Me Hero program and special projects. In addition, employers are engaged in Incumbent Worker and general opportunities for training.

BSR-Aspire

Serve as a liaison between case managers and employers by establishing work experience opportunities for youth.

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.

Communications Coordinator

Personnel assigned has the responsibility to prepare and/or coordinate all communications and marketing, including social media and news releases.

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 by the Job Developer 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 Business Representative

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
Increase Customer Satisfaction	Encourage the completion of the Business Services Survey	City of Springfield (COS) BST	Ongoing	• Number of Surveys will increase by 20% in the first year, and 10% each year thereafter for the next three years.
Hiring Events	Conduct drive through hiring events	COS BST Communication Staff	Annually, two in Springfield and two in Branson	A minimum of 10-12 employers will participate

	Conduct industry specific events	COS BST Communication Staff	One per industry per year	A minimum of 10 employers will participate
	Conduct major employer hiring events	COS BST Communication Staff	Ongoing	Engage three major employers and conduct specific hiring event.
Pop Ups	Conduct Pop Ups	COS BST Communication Staff Career Services	Ongoing	One Pop-Up will be conducted in each County annually
Lunch & Learn	Host employer lunch and learns	COS BST Communications Staff	Annually	Host two lunch and learns annually
Roundtables	Host at least two multi-industry industry roundtables in the Region	COS BST Communication Staff	Annually	A minimum of 15 employers will attend each RoundTable
	Host a Health Care Roundtable in the Region	COS BST Communications Staff, MHA	Annually	A minimum of 10 Health Care representatives will attend
	Host a Construction Roundtable in the Region	COS BST Communications Staff		A minimum of 20 Construction representatives will attend
	Host a Manufacturing Roundtable in the Region	COS BST Communications Staff		A minimum of 20 Manufacturing representatives will attend
	Host an IT Roundtable in the Region	COS BST Communications Staff		A minimum of 15 IT representatives will attend
Community Outreach	Represent the Department at various business and community events	COS BST Communication Staff	On-going	Participate in a minimum of six community events per year

Certified Work Ready	Re-engage surrounding counties in Certified Work Ready	COS BST Skills Team	On-going	Each County will be visited each year to discuss Certified Work Ready Each County will be reviewed for possible recertification each year.
Rural Outreach	Develop a strategic rural outreach plan	COS BST Communication Staff	July 2021	Outreach plan will be developed as a guide to the BST
	Attend Chamber meetings in all seven counties	COS BST	Monthly	A minimum of 4 (four) meetings per month
OJT's Show-Me-Heroes	Develop On-the-Job Training Contracts	COS BST	Ongoing	Engage at least ten employers in OJT annually As funding allows, a minimum of eight participants will be engaged.
Contact Visit	Contact new employers	COS BST	Annually	50-100 new employers will be engaged and active in MoJobs
	Maintain relationship with current employers	COS BST	Annually	100-150 employers will take advantage of additional services.
Communication				
Internal	Increase communication within the Job Center	COS BST Communication Staff	Ongoing	A member of the BST will be placed on the agenda at one of each of the Job Center Team meetings each year.
External	Increase presentations at Chambers, rotaries, employment associations, community organizations, and state and national conferences	COS BST Communication Staff	Ongoing	Professional presentations will be consistent to ensure consistent message
	Communicate with external partners to share contacts	COS BST	Ongoing	A representative of all Partners will attend the BST Meeting on

				the fourth Friday of the month
Referrals	Refer job seekers to employers	COS BST	Ongoing	Number of referrals made to businesses will increase by 50 over the next three years. A minimum of 20% the first year.
Job Orders	Receive Job postings from employers	COS BST	Ongoing	Increase the number of job postings in system to 200 per month
Meet Performance Measures	Employer Penetration	COS BST	Ongoing	The Employee Penetration Rate will increase by 10%
	Repeat Business Customer	COS BST	Ongoing	The Repeat Business Customer will increase by 30%
Services	Posting of Services	COS BST	Ongoing	The number of services placed in the system will increase by 35% over the next three years, beginning with 15% the first year.

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.