

West Central Region

Guide for Business Services Staff



July 1, 2019

Purpose of Business Services Staff

According to WIOA Section 108(b)(4)(B) business services are intended to promote, market, connect, and provide access to initiatives such as:

- Work Opportunity Tax Credit
- Worker Adjustment Retraining Notice (WARN)
- Rapid Response (see Issuance 07-2015)
- Federal Bonding
- Incumbent worker training programs
- On-the-job training programs
- Customized training programs
- Industry and sector strategies
- Career pathways initiatives
- National Career Readiness Certificate and Testing
- Utilization of effective business intermediaries
- Apprenticeship promotion
- Assistance for apprenticeships
- Recruiting Events at Job Center or other location selected by employer
- Connecting job seekers and employers by facilitating relationships
- Job Center Connection Sites

(This is not an exhaustive list of all the programs and services business reps may present to an employer).

Workforce programs are designed to meet the needs of employers in relation to the economic needs of the region. It is the responsibility of business service staff to perform ongoing outreach activities such as:

- Conducting on-site meetings with employers
- Maintaining a presence at job fairs
- Encouraging employer access to resources provided through job center programs
- Consulting employers on how to reduce high employee turnover rates
- Providing information concerning employee training programs as they relate to labor market trends

Credibility is established through broad knowledge of all job center programs. When speaking with employers, business service staff must be able to clearly explain how each workforce program can meet specific needs of an employer.

Programs and Services Offered by the Business Service Staff

A) On-the-Job Training (See Local Policy)

B) Transitional Job Training (See Local Policy)

C) Incumbent Worker Training Grant (See Local Policy) (See OWD Issuance) (more information provided at <https://jobs.mo.gov/dwdmain> see Programs for forms)

D) Apprenticeship Program (See Local Policy)

E) Adult Work Experience

Additional knowledge of Job Center programs:

A) Post a Job on MoJobs

B) Work Opportunity Tax Credit

Work Opportunity Tax Credit (WOTC) is a federal program, administered by each state, intended to incentivize businesses to hire specific target groups that typically face significant barriers to employment. These target groups include, but are not limited to: Supplemental Nutrition Assistance Program (SNAP) benefit recipients, Temporary Assistance for Needy Families (TANF) recipients, veterans, ex-felons, and the long-term unemployed. Within 28 days of the hire date of an individual in one of the categories, an employer can submit an application for the tax credit. If the employee is eligible under the program then the company can receive a tax credit ranging from \$1,200 to \$9,600, depending on the target group. After the employer has completed the forms they may be submitted online at jobs.mo.gov/wotc. Also, forms may be mailed to the Office of Workforce Development.

C) Federal Bonding

The Missouri Federal Bonding Program is a no-cost job-incentive program intended to increase hiring of job seekers and promotion of employees as “at risk”. The term “at risk” may be applied to job seekers and employees who have declared bankruptcy, have bad credit, have little or no work history, receive public assistance or are ex-offenders. This no-cost, no-deductible insurance coverage begins the day the bonded person starts work and ends six months later. For a fee, an employer can obtain an extended period of coverage. The insurance company provides an easy method for an employer to recoup losses incurred due to illegal acts of fraud, embezzlement, larceny and theft committed against the employer by an “at risk” person who is bonded. The minimum amount of coverage offered is \$5,000. Additional amounts of coverage can be provided if the need has been justified by the employer. Insurance coverage can be for full-time and part-time employment. For more information the Business Services Rep may contact the Missouri Federal Bonding Agent at Office of Workforce Development.

D) Veteran's Services

Hiring veterans can have many advantages for a company. Technological advances in military equipment, and the requisite training provided to maintain this gear, makes veterans highly competitive in a broad spectrum of job positions. Furthermore, veterans are trained to be mission driven, practice team building, and work efficiently within diverse environments. Business service staff can offer to put the employer in touch with a regional Veterans representative. The incentives provided to hire veterans, along with the highly qualified talent pool which they embody, are a great benefit to any employer.

Knowledge of Services

In order to establish a professional presence when approaching businesses it is imperative to have an in-depth understanding of the programs offered by the Job Center. Business service staff should confidently explain the requirements and benefits of each program; staff must also provide suggestions on how services can work in concert to maximize positive results for the companies served. Five programs offer the most benefit to employers: WOTC, Federal Bonding, Apprenticeship Assistance Training Program, Incumbent Worker Training, and the On-the-Job Training Program. Federal Bonding and WOTC can be combined and added to any of the training grants listed.

For example, if an employer is apprehensive to hire an ex-offender then a business service staff could provide information to demonstrate that this demographic qualifies for a tax credit (WOTC), insurance against fraud or theft (Federal Bonding), and their wages while training could be subsidized (OJT Grant). By using a proactive approach, with programs to demonstrate the intrinsic benefit of an applicant, the best candidate for the position can be transformed into a valuable asset to an employer.

Another example of combining programs for maximum benefit would be in the case of hiring veterans. If an employer is pressed to increase their staff by 5 employees then hiring veterans would be a wise choice: tax credits are available for new hires of this targeted group and this credit can be combined with Apprenticeship Training or On-the-Job Training to subsidize wages during training. As a result a company would receive benefits to gain skilled employees. If explained in this context a business would certainly express interest in programs offered by the Job Center. Business service staff are encouraged to use labor market information, located in MOJobs, to consult with both employers and job seekers. This information is useful because it explains which career paths are growing in Missouri; this data can help job seekers make an informed decision when selecting a career or help employers to choose trends in education and training, which can best develop their workforce.

Recording Business Services in Case Management System

As stated in Issuance 22-2017 WIOA requires recordkeeping for six primary performance indicators. The Issuance explains how to properly identify and record in the statewide electronic case management system employer services that are delivered which count toward the sixth of these measures – Effectiveness in Serving Employers.

The purpose of this performance indicator is to gauge how well the workforce development system meets three workforce needs of the business community:

1. Providing employers with skilled workers.

2. Building ongoing, productive relationships with employers and industry sectors extending over time.
3. Providing quality engagement and services to all employers and sectors within State and local economies.

The Missouri workforce system opted to report data on 1) Repeat Business Customers and 2) Employer Penetration Rate.

Repeat Business Customers is the number of employer establishments that have used core program employer services during the current reporting period (current program year) that also have used core program employer services one or more times during the previous three program years. This can indicate whether employers who receive services from the core programs are satisfied with those services and become repeat customers. It also indicates the ability to develop and maintain strong relationships with employers over time. Therefore, it is critical to develop a long-term strategy to engage employers, to develop a relationship with them, to earn their trust, and to ensure they are aware of and understand the range of business solutions the workforce system offers.

For **Repeat Business Customers**, Missouri Job Centers will uniquely identify each separate employer establishment served during the program year. (Chain, outlet, or franchise establishments must be clearly distinguished from each other.) As this data accumulates, repeat business customers serving during the previous three program years will be cross-matched. The Office of Workforce Development will collect the number of Repeat Business Customers from the State electronic case management system.

Employer Penetration Rate is a percentage of employers using services out of all employers in the State. This tracks the percentage of employers who are using the core program services out of all the employers in the State. The number of employer establishments served within a program year will be compared to the aggregate total of State employers. That total will be based on the Bureau of Labor Statistics Quarterly Census of Employment and Wages.

The Quarterly Census of Employment and Wages defines an “establishment” as a single economic unit, such as a farm, a mine, a factory, or a store, that produces goods or services. Establishments are typically at one physical location and are engaged mainly in one type of economic activity identifiable by a single industry code. For counting purposes, in the case of a large chain store or franchise employer, the business establishment is the local physical location, not the entirety of the company’s locations within the State.

For **Employer Penetration Rate**, Missouri Job Centers will keep track of the number of establishments served within a program year, and the Office of Workforce Development will collect that data from the State electronic case management system and compare it to the aggregate number of employers in the State.

The **Employer Penetration and Repeat Business Customers** approaches are not based on individual participant data and are not to be derived from the Participant Individual Record Layout. Therefore, the State established processes and policies for collecting and validating data related to these approaches before reporting the outcomes to DOL. Because this is a performance measure, it eventually will affect funding to the State and the Local Workforce Development Areas. **Therefore, it is vital that**

conscientious attention be paid to recording—thoroughly and accurately—all services rendered to employer customers.

All staff providing employer services must accurately record services in the statewide electronic case management system. “Record” means to select the appropriate code for the service(s) given to each business. Record all applicable services for each employer at the time the service is provided.

Attached below is a list of activities and their definitions that identify those activities as a staff-assisted service to an employer. Use the reference to determine which term is the best fit for the services provided.

EFFECTIVENESS IN SERVING EMPLOYERS

Service Types	Staff-assisted Services that Count for Effectiveness (Repeat Business and Market Share Measures)	Entry Codes for Statewide Electronic Case Management System: Employer Service/Activity & Title (see OWD Issuance 08-2017)
Employer Information and Support Services	<p>Services designed to educate employers about, and engage them in, the local job market/economy and the range of services available through the local One-Stop delivery system. Services can include orientation sessions, workshops, or other business consultations, and may include providing information about:</p> <ul style="list-style-type: none"> • State and federal tax credits or workforce investment incentives (e.g., Work Opportunity Tax Credits [WOTC]); • Customized labor market information (LMI). This includes: <ul style="list-style-type: none"> o Information on state, regional and local labor market conditions, industries, occupations, and the characteristics of the workforce, skills that businesses need; o local employment dynamics information,* such as workforce availability, supply, and demand; o business turnover rates, job creation, and job identification of high-growth and high-demand industries; and • Proactive linkage and referral of establishments to community resources that support their workforce needs. <p>* Local employment dynamics is a specific program of the U.S. Census, reporting such information, located at: https://lehd.ces.census.gov/</p>	<p>E02 Participate in Job/Career Fair E03 Assistance with Job Order E04 Assist with Recruitment E05 Provide Labor Market Information E09 Agricultural Services Marketing E10 Customer Service Follow Up E11 DVOP Service Organization Outreach E12 Work Based Learning Contract E13 Job Development Contact E14 LVER Outreach E15 Make Business Presentation E16 NCRC Contact E17 Summer Youth E18 Work Based Learning Marketing E19 Participated in Workshop/Seminar/Conference E20 Provide Business Services Information E21 Provide Business Retention Assistance E22 ETT Contact E23 Show Me Heroes Contact E24 VEVRAA Federal Compliance E25 WREAP Contact E92 Notification to employer of potential applicant **E93 Notification to employer or résumés via Virtual Recruiter **E94 Employers view internal résumés **E95 Employers view external résumés</p> <p>**Automatically recorded by the system; no manual entry involved.</p>

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Engaged in Strategic Planning/Economic Development	<p>Either workforce investment strategic planning or business growth and economic development strategic planning. These activities may include participating in community-based information for the purpose of corporate economic development planning, and partnering in</p>	<p>E05 Provide Labor Market Information E16 NCRC Contact E20 Provide Business Services Information</p>
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	collaborative efforts to identify workforce challenges and developing strategies to address those challenges.	
Accessing Untapped Labor Pools	Establishments that create talent pipeline activities in partnership with the public workforce system. These activities include: outreach to youth, veterans, individuals with disabilities, older workers, ex-offenders, and other targeted demographic groups; industry awareness campaigns; joint partnerships with high schools, community colleges, or other education programs to improve skill levels; and programs to address limited English proficiency and vocational training.	E04 Assist with Recruitment E09 Agricultural Services Marketing E12 Work Based Learning Contract E13 Job Development Contact E17 Summer Youth E18 Work Based Learning Marketing E23 Show-Me Heroes OJT Contact E24 VEVRAA Federal Compliance E25 WREAP Contact
Training Services	Providing publicly funded training assistance, including customized training, OJT, and incumbent worker training. Note: incumbent worker distinctly listed below.	E12 Work Based Learning Contract E21 Provide Business Retention Assistance
Incumbent worker training services	Providing publicly funded incumbent worker training assistance.	E21 Provide Business Retention Assistance E26 Incumbent Worker Training
Rapid Response/Business Downsizing Assistance	Providing initial, on-site visit or contact to either (a) discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closure(s), or natural disasters, or (b) as required by WIOA Section 3(51)(A), plan a layoff response following notification of a current or projected permanent closure or mass layoff, including national or other disasters.	E05 Provide Labor Market Information E21 Provide Business Retention Assistance E22 ETT Contact
Planning Layoff Response	Providing initial, on-site visit or contact to, as required by WIOA Section 3(51)(A), plan a layoff response following notification of a current or projected permanent closure or mass layoff, including national or other disasters	E05 Labor Market Information E22 ETT Contact