

	West Central Region Local Policy	
	Subject: Business Services Plan	Release Date: 6/25/25
	Reference:	Revision: 5

The Workforce Development Board of Western Missouri, Inc. (WDB), is currently a 22-member board with 51% private sector participation. The WDB plays a pivotal advisory role in all business-related initiatives, particularly when access to industry leaders is required. Board members serve as ambassadors, promoting participation in focus groups and engaging HR professionals and CEOs to secure strong private-sector support.

According to MERIC's *2024 Economic Report West Central Region*, healthcare/social assistance remain the leading employment sector with over 16,500 jobs. Manufacturing follows with 13,200 jobs and retail trade employs approximately 11,000. Looking ahead, industry growth is expected in General Merchandise Retailers, Ambulatory Health Care Services, Nondurable Goods Wholesalers; and Professional, Scientific, and Technical Services.

- Creating a Single Point of Contact System – Each of the region's two defined service areas will have a designated Missouri Job Center serving as the coordination hub. Job Center staff will lead business outreach efforts in collaboration with partner agencies. A strong emphasis will be placed on customer service, measured through surveys and feedback, to ensure alignment with regional business needs.
- Identify Training Opportunities – Seek out traditional and non-traditional deliveries of training often lacking in today's workforce such as soft skills, basic education, on-the-job training, and technical assistance training for partners. A broad spectrum of training opportunities and solutions for business training needs will be provided in order to match workers with the proper training needed meet today's changing workforce demands. Efforts include:
 - Funding individual training accounts that are aligned with in-demand industries in region.
 - Addressing needs for nationally-recognized, industry-based skill standards and occupational certifications.
 - Partnering with training providers able to deliver services in ways that respond to today's workforce development challenges (weekend classroom, on-line, open entry/exit, short term credentials, quick course development turnaround, affordable, multi-lingual, etc.)
- Incorporating Strategies Identified in the Workforce Development Board's Local Strategic Plan – All activities will support the strategic goals of the WDB, including services for targeted populations such as migrant seasonal farmworkers and underserved communities. This alignment ensures an integrated and coordinated service delivery model across partners.
- Tiered Menu of Services – Identifying key industry clusters allows for tailored training, job matching, and other workforce solutions. Outreach will include HR roundtables, chambers of commerce, planning commissions, and other business groups. The WDB will also provide job seekers with labor market insights to guide career choices.

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- Additional Strategies include:
 - Strengthening partnerships between workforce, education, and economic development.
 - Promoting jobs.mo.gov to both employers and jobseekers.
 - Ensuring equitable access to services for all populations.
 - Promoting the National Career Readiness Certificate (NCRC).
 - Promoting apprenticeships and incumbent worker training.
 - Hosting customized hiring events
 - Offering facilities for employer-led training, interviews, and hiring events.

The Missouri Job Center staff and WDB lead groups in the region to coordinate outreach, recruitment, and placement activities that support single point of contact for a myriad of agencies. Some of the agencies include:

- Adult and Dislocated Worker Programs
- Vocational Rehabilitation
- Rehabilitation Services for the Blind
- Community Action Agencies
- Youth Programs
- Job Point
- Temp Agencies
- Center For Human Services
- Adult Education and Literacy (AEL)
- Wagner Peyser Program
- WILS

All members contribute to the promotion of subsidized placement through face-to-face employer meetings, preparing mass marketing campaigns, conducting business surveys, making cold calls, and monitoring MO Jobs for potential matches for specific job orders. The thirteen-county region is divided into two internal service areas for the purposes of rapid response, outreach, job development, business services, etc.

The region's division into two service areas allows Job Centers to build strong local relationships with businesses and communities. The goal is for Missouri Job Centers to be seen as a go-to resource for workforce needs. This grassroots network—including local officials, HR managers, community members, and business owners—provides early insights into workforce needs, enabling rapid, responsive action.

Job Center staff engaged in business services will record detailed case notes in MO Jobs after each employer interaction to minimize redundancy and improve coordination among partners.

The following information will be recorded:

1. Employer Information and Support Services

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Establishment information services may be provided in a variety of service interventions including orientation sessions, workshops or other business consultations (e.g., initial site visits).

Information and support services delivered to establishments through mass mailings or communications, cold calling or other follow-up contacts, and regular establishment newsletters, brochures or publications are not reportable services under this category.

These services include, but are not limited to, providing information on the following:

- State and Federal tax credits or workforce investment incentives (State and Federal Tax credits or workforce investment incentives);
- Customized workforce information on State, regional and local labor market conditions, industries, occupations, and the characteristics of the workforce, skills businesses need, local employment dynamics information such as workforce availability, worker supply and demand, 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.

2. Workforce Recruitment Assistance

Activities to meet their human capital and skilled workforce needs include, but are not limited to, the following:

- Supporting employer's search for qualified candidates;
- Securing information on job requirements and providing employers with One-Stop staff support for candidate screening and pre-employment interviews at the One-Stop Career Center (or affiliate site) or on site at the place of business;
- Taking job order information and promoting the employment opportunities (e.g., advertising the opening to the workforce);
- Conducting special recruitment efforts including out-of-the-area or out-of-state recruitment for candidates with special skills;
- Organizing, conducting and/or participating in job fairs;
- Providing employers with meeting/work space at the One-Stop Career Center (or an affiliate site) for screening or interviewing;
- Conducting pre-employment testing, background checks and assistance in completion of the I-9 paperwork.

3.. Training Services

Enter the total number of establishments that, during the reporting period, received publicly funded training assistance, including customized training, OJT and incumbent worker training.

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Goals

Goal	Activity	Responsible Party	Completion Date	Expected Outcome
Hiring Events	Specific Major Hiring Event	One Stop Operators Career Coaches	One per program year per job center	A minimum of ten employers/community resources will participate.
	Employer Hiring Events	One Stop Operators Career Coaches	Ongoing	Nevada Job Center – 3 events per year Sedalia Job Center – 6 events per year
Community Outreach	Represent business services at various business and community events	One Stop Operators Career Coaches	Ongoing	Nevada Job Center – 3 events per year Sedalia Job Center- 6 events per year
Chamber Meetings	Attend Chamber meetings to promote Job Center Employer Services	One Stop Operators Career Coaches	Ongoing	Nevada Job Center – attend 2 different chamber’s meetings throughout year Sedalia Job Center – attend 3 different chamber’s meetings throughout year
New Employers	Contact new employers	One Stop Operators Career Coaches	Ongoing	Nevada Job Center- 12 new employers annually Sedalia Job Center – 12 new employers annually
Current Employers	Maintain relationship with current employers by providing additional services	One Stop Operators Career Coaches	Ongoing	Nevada Job Center – 50 employers will receive additional services. Sedalia Job Center – 100 employers will receive additional services.
Worksite Agreements	Increase number of worksite agreements with employers	One Stop Operators Career Coaches	Ongoing	Worksite agreements will increase by 10%.
On the Job Training Agreements	Increase number of OJT agreements with employers	One Stop Operators Career Coaches	Ongoing	OJT agreements will increase by 10%.