

Attachment 30

Business Outreach Plan

For

Missouri Job Center

St. Louis Regional Area

Table of Contents

| | | |
|-------------------|--|----|
| Cover Page..... | | 1 |
| Table of Contents | | 2 |
| PART I | EXECUTIVE SUMMARY | 3 |
| | A. Goals of Plan | 3 |
| | B. Program Partners / WIOA Core Partners | 4 |
| | C. Plan Design | 4 |
| | D. Business Development Protocol | |
| PART II | MISSION, VISION, VALUES, GOALS | 5 |
| PART III | DESCRIPTION OF BUSINESS OUTREACH PLAN | 6 |
| | A. Purpose | 6 |
| | B. Missouri Job Center | 6 |
| | C. Account Manager's Options | 9 |
| | D. Branding and Marketing | 10 |

PART ONE
EXECUTIVE SUMMARY

A. Goals of Plan:

This Business Outreach Plan has been developed by the Business Service Group in response to a clearly defined need to improve services to our business customers.

This Business Outreach Plan addresses key initiatives that ensure more efficient system-wide point of contact delivery system that will promote long-term economic and workforce development growth for the St. Louis region.

This Business Outreach Plan will ensure that:

- Contact with local businesses will be coordinated to avoid duplication
- All partners will be able to provide the full range of the system's services through coordination
- All partners will use standardized procedures when contacting businesses
- All partners will share information about business contacts by recording contact information in Jobs.Mo.Gov

B. Program Partners / WIOA CORE PARTNERS

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| Family Workforce Centers of America |
| Urban League |
| (FWCA) Family Workforce Centers of America |

BSG TEAM MEMBERS ARE AS FOLLOWS:

Derek Collins - Business Service Manager
Brandon Bryant – Business Service Representative
Joel Reinert – (FWCA) Business Representative - certain assigned responsibilities.

BSG Team Members have the following responsibilities:

- Identify new job development opportunities and maintain long-term public/private partnerships
- Monitor assigned employer accounts
- Conduct outreach services to the local business community
- Assist employers with staff development needs
- Organize recruitment events, networking events, pre-screening, interviewing process, identify qualified job candidates, and post job orders on Jobs.mo.gov
- Monitor program performance to ensure compliance
- Provide mandatory documentation
- Ensure Saint Louis County Workforce Development is in compliance with Workforce Innovation and Opportunity Act (WIOA)
- Provide administrative support for On-the-Job Training Program
- Review Case Manager files pertaining to On-the-Job Training Program
- Attend Chamber of Commerce functions and support special events sponsored by Saint Louis County.

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| The above list of partners and business service representatives may change periodically due to contractually agreements. |
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C. Plan Design

The Business Outreach Team has created a flexible plan specifically designed to meet the unique needs of St. Louis Businesses and Missouri Job Center Partners.

The key components of the plan include:

- Researching the needs of our local businesses
- Description of service delivery strategies
- Description of the account management system
- Description of standardized practices

Our goal is to ensure that the Missouri Job Center and our partner satellite offices in the St. Louis Region provide consistent information, appropriate referrals, and a high-level of customer service to our business community.

D. Business Development Protocol

BUSINESS DEVELOPMENT PROTOCOL

1. St. Louis County BSG will initiate contact with new/existing businesses in the St. Louis Metropolitan region with a focus on St. Louis County industry clusters.
2. The BSG will create a solid relationship and rapport between St. Louis County and said industry.
 - ✓ Identifying business needs (employment, turn-over rate, training etc.)
 - ✓ Introduce the American Job Center (partners, services etc...)
3. Once a joint business plan is established /developed, the BSG will designate two Missouri Job Center Representatives who will serve as the primary contacts for that particular employer / industry.

4. The selection process for representatives will be based on several factors including but not limited to:
 - Industry needs
 - i. Staffing
 - ii. Availability
 - Representatives Expertise
5. Representatives are 100% responsible for ensuring the industry is satisfied with our services. Should the representative have questions or concerns, they should consult with the BSG Supervisor. Before a relationship is terminated or before any major changes are made in the relationship, the BSG Supervisor should be consulted.
6. Representatives should provide St. Louis County BSG Supervisor with a monthly report of pre-determined pertinent information regarding the industry cluster they are representing. This report will allow the BSG Supervisor to stay apprised of the relationship and also allow the BSG Supervisor to provide suggestions/feedback to the representatives.
7. Although, we will monitor collaborative efforts, our goal is not oversee or manage the representatives. Our goals are:
 - To ensure quality service to our local business as their one-stop employment/training provider
 - To eliminate the confusion industries feel when contacted by multiple reps within the same organization
 - To prepare the Missouri Job Center & its partners for Functional Management
 - To move the Missouri Job Center beyond the social service stigmatization into a professional & well organized service.

PART TWO

MISSION, VISION, VALUES, AND GOALS

Mission

To partner with business and community leaders to support the economic development for the St. Louis Metropolitan Region.

Vision

To effectively deliver recruitment assistance and other services to businesses by establishing an aligned regional point of contact.

Values

Our work is guided by the following core beliefs:

- We believe that local communities are in the best position to address local workforce needs.
- We believe that the workforce system must be business/employer-driven.
- We believe in collaboration and partnership.
- We believe in conducting business in accordance with the highest standards of ethics, accountability and efficiency.

Goals

Increase market penetration of the following programs

1. Apprenticeship Programs (Across Industry Clusters)
2. OJT Placements / Agreements
3. Recruitment Events (Measurable Outcomes)

Baseline data _____

Goal _____

2. Increase # of business relationships and improve upon existing relationships.

Baseline data _____
Goal _____

3. Increase # of job orders in Jobs.Mo.Gov.

Baseline data _____
Goal _____

PART THREE

DESCRIPTION OF THE BUSINESS OUTREACH PLAN

A. Purpose

1. The purpose of this document is to establish a standard operating procedure for those **contracting** with Missouri Department of Workforce Development and Missouri Job Center Partners / Contractors for Business Outreach and Development.
2. The primary goal is to coordinate on behalf of the Missouri Job Center St. Louis County and define business outreach guidelines and establish mutually beneficial relationships between partner agencies and area businesses.
3. To support and implement the Missouri Job Center as defined in the Business Outreach Plan. All efforts are to establish and maintain a long-term relationship with businesses.

B. Missouri Job Center

The Missouri Job Center is one of 30 full service centers that are in collaboration with partner organizations that offers a robust menu of services to Missouri Job Seekers and Employers. A network under which all organizations responsible for administering employment and training services collaborate to create a seamless system of service delivery. This system will enhance access to workforce development services and improve long-term employment outcomes for individuals and businesses receiving the services. The system in the St. Louis Area provides delivery of these services through the several centers and affiliation throughout the metropolitan area.

Employment and training services provided are:

1. Recruitment and Hiring Services include:

- Write job orders for posting on www.Job.Mo.Gov
- Referral of qualified job seekers
- Veteran services and referrals
- Job Fairs
- Interview space
- Pre-screening and coordination of interviews at Missouri Job Center
- Skills assessment of job seekers
- Tax Credits (Work Opportunities Tax Credit (WOTC) and
- Compliance and regulatory information
- Labor Market Information (LMI) and market surveys

2. Training Services include:

- Customized training through partner organizations (our customized training programs are operated through local educational agencies)
- New jobs training
- English as a Second Language (ESL) classes

Missouri Job Center consist of a network of partners providing unique services and programs that are linked physically and/or technologically at all locations. Participating partners' job titles are Business Services Representatives, Workforce Development Specialists, and Veterans Representatives.

1. When making business contacts, all partner staff are to identify themselves as a Missouri Job Center (Partner) to reduce confusion and to establish brand identity.
2. All staff must check the Jobs.Mo.Gov system prior to contacting businesses to ensure that previous contact has not been established by a partner agency within the past 60 days.

3. If anyone has made contact with that specific business in the past 60 days, staff must first contact the account manager to coordinate outreach efforts.
4. If contact has not been established by a partner agency or contact has not been maintained, initial contact can be made.
5. Once relationships with business are established, that person becomes the coordinate point of contact for that business and should be referred to prior to contacting that particular business.
6. All partner staff are to present and promote the Product Box Core Services available to the business to ensure that the business is fully aware of services offered by all partner agencies.
7. All employer contact information, job orders, and pertinent information will be maintained in Jobs.Mo.Gov in a timely & efficient manner. The goal is to enter contacts within 24 hours.
8. If a service is not offered by the staff's agency, staff will contact appropriate partner agency to match needs of businesses.
10. Uniform marketing packages will be provided to businesses that outline all services available.

D. Business Service Representative

The Business Service Representative's primary goal is to make sure that each account receives the best, customized services from the Missouri Job Center. He or she must also make sure that all the company's job openings are entered into Jobs.Mo.Gov Business preferences dictating each situation will require that the Business Service Representative to use his/her own judgment to determine the best method of service delivery.

The Business Service Representative will have 4 basic options to choose from in terms of deciding how an account will be handled. These options will provide maximum flexibility to serve the business, reduce duplication of contact and provide partners with better access to businesses that have jobs that match the needs of a particular client base. Here are the options and some examples of why you might pick a particular option:

Option 1 – Handle the account yourself.

- a. You have established a great rapport with the Human Resources person.
- b. You have access to the job getting team that will assist with referring individuals to the type of openings available.

Option 2 – Work the account as a team with other partner staff.

- a. The qualification requirements of the job openings at a company exceed the capabilities of individuals listed within the job getting team; therefore request assistance from other sources.
- b. The company is requesting things that are outside of your area of expertise.
- c. It is a large company with multiple openings in many departments all the time.
- d. The business wants to work with a team of people.

Option 3 – Pass the account to a partner.

- a. You have no client; therefore share openings with others to see if they can identify qualified openings at this business, which may mean that the business will be better served other agencies.
- b. The company is requesting services that only a partner can provide.
- c. You are unable to serve the business for whatever reason.

Option 4 – The account does not warrant constant monitoring.

- a. It is a very small business with one opening and little chance for future openings.
- b. It is a company with high turnover that is almost always looking to fill a particular position.

These are just a few suggestions on how to make the judgment call that will best serve a particular business.

E. Branding and Marketing

1. Uniform and consistent branding will be implemented utilizing the approved Missouri Job Center and Jobs.Mo.Gov Logo.

2. Standardized marketing materials will be developed for use by all MJC Business Outreach Partners in presentation to area businesses regarding products and services offered by the St. Louis Metro Area Missouri Job Centers and its affiliates. Marketing materials will include:
 - 4-color advertising brochures offering Product Box Services
 - Standardized and personalized job order form
 - Business cards (including approved MCC/ logo)