

# WorkLink Business Engagement Plan

## Overview of the Business Services Team

The WorkLink Business Services Team consists of members representing the following agencies: AARP, Anderson County Library, Department of Social Services, Economic Development, Goodwill, Henkels & McCoy, SC JUMMP (Rescare), SCDEW (state level, TAA/Trade, Veteran Services, Wagner-Peyser), Tri-County Technical College, Vocational Rehabilitation, and WorkLink. The team is managed as a unified entity by the WorkLink Business Services Lead.

The following chart outlines the roles, responsibilities, and primary deliverables of each partner in providing the Common Menu of basic business services as well as any fee-based services your area provides.

Business Services Provided																
Partners	Job Postings	Applicant Screening/Referrals	Customized Recruitment	Job Fairs	Federal Bonding	Tax Credits	Community Resources	ADA	Veterans Services	Unemployment Insurance	Incumbent Worker Training	On-the-job Training	Customized Training	Rapid Response	TAA Services	Veteran Employment Services
AARP	X	X	X	X		X					X	X				X
Anderson County Library																
DSS	X	X	X	X	X	X	X									
Economic Development			X		X											
Goodwill	X	X	X	X		X					X	X				
Henkels & McCoy											X	X				
Rescare SC JUMMP		X	X	X	X											
SCDEW									X					X		
SCDEW - TAA Services		X		X	X	X	X				X	X	X	X	X	X
SCDEW - Veteran Services		X		X	X	X	X	X								X
SCDEW - Wagner Peyser	X	X	X	X	X	X	X	X								X
Tri-County Tech			X	X						X	X	X	X	X	X	X
Vocational Rehabilitation	X	X	X	X	X	X	X	X	X	X	X	X				
WorkLink			X							X			X			

The components of the Common Menu of basic business services are defined as follows:

**Job Postings** – Arrangement in which an organization posts a list of open positions (with their descriptions and requirements) so that job seekers who wish to move to another job may apply. \*In the case SC DEW, a management information system open to all job seekers has been provided for this purpose.

**Applicant Screening and Referral** – A preliminary assessment of job candidates based on specified criteria which may result in information about an employer being shared with a jobseeker for the purpose of applying for the open job listing.

Customized Recruitment – A process specifically tailored to an individual company in order to match qualified candidates with an employer. Typical customized recruitment efforts include:

- Direct Placement – Assessment and referral of job seekers to employers; assistance to employers' on writing and posting job openings for job seekers
- Facilitation of Hiring – Coordination of screening, testing, interviewing on an employer's behalf
- Workforce Knowledge - In-depth, industry-specific knowledge and expertise

Job Fairs – A career fair (also known as a job fair) is a recruiting event where job seekers meet with multiple employers. Attending a career fair allows job seekers to meet with a variety of employers at one convenient location. The company representatives will provide information about general career opportunities as well as specific details on current openings.

Provision of Labor Market (the nominal market in which workers find paying work, employers find willing workers, and wage rates are determined) related to:

Federal Bonding - The Federal Bonding Program was established to provide Fidelity Bonds that guarantee honesty for "at-risk," hard-to-place job seekers. The bonds cover the first six months of employment. There is no cost to the job applicant or the employer. Bonds are made available through SC DEW.

Tax Credits - An amount of money that a taxpayer is able to subtract from the amount of tax that they owe to the government. The value of a tax credit depends on what the credit is being provided for, and certain types of tax credits are granted to individuals or businesses in specific locations, classifications or industries. For this purpose, tax credits are for employers that are hiring, retaining, or retraining employees.

Community Resources - Any agency, company, facility, or service in the community that provides assistance in supported independence to those at risk.

Americans with Disabilities Act (ADA) – The ADA prohibits discrimination and guarantees that people with disabilities have the same opportunities as everyone else to participate in the mainstream of American life -- to enjoy employment opportunities, to purchase goods and services, and to participate in State and local government programs and services. Modeled after the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, religion, sex, or national origin – and Section 504 of the Rehabilitation Act of 1973 -- the ADA is an "equal opportunity" law for people with disabilities. For this purpose, information may be provided to an employer upon request in order to meet ADA requirements.

Veteran Services – Veteran programs provide intensive, priority employment services to all veterans, including group and individual career coaching, job referrals, resume preparation help, career fairs and job search workshops, job training programs, and referrals to training services.

Unemployment Insurance - Unemployment Insurance (UI) is a nationwide program created to financially help eligible workers, who are unemployed through no fault of their own, while they actively search for new work. The program allows UI recipients to maintain purchasing power therefore easing the serious effects of unemployment on individual households, the community and the state. Employers finance the UI program through tax contributions and in South Carolina, the Department of Employment and Workforce (DEW) administers the UI program according to guidelines established by the South Carolina Code of Laws, Title 41, and South Carolina Code of Regulations, Chapter 47. In South Carolina, the maximum potential to receive state benefits is 20 weeks.

Incumbent Worker Training – We provide training funds for employees needing new skills due to new technology, restructuring, new product lines, and other factors. Funding that significantly upgrades employee skills/wages, helps avert layoffs, and improves retention opportunities receives priority.

On-the-Job-Training – Employee training at the place of work while he or she is doing the actual job. Usually a professional trainer (or sometimes an experienced employee) serves as the course instructor using hands-on training.

Customized Training – Training (A) that is designed to meet the special requirements of an employer (including a group of employers); (B) that is conducted with a commitment by the employer to employ an individual on successful completion of the training; and (C) for which the employer pays for not less than 50 percent of the cost of the training."

Rapid Response Services – Rapid Response, an information-sharing service for employees and employers, expedites access to SC's public workforce system and services. Its goal is to help workers get new jobs as quickly as possible. When plant closings and layoffs affect 50 or more workers, the Dislocated Worker Unit (DWU) goes into action for these reasons: Trade Impact; Company Downsizing/Restructuring; Natural Disaster; Plant Relocation; Bankruptcy; and other Factors.

Trade Adjustment Assistance Services – The federal Trade Adjustment Assistance Program (TAA), administered by the U.S. Department of Labor (DOL), provides comprehensive assistance for workers, like Neal, who have lost their job due to foreign trade. This assistance is at no cost to employers or employees. TAA provides trade-affected workers with opportunities to gain skills and resources needed to become reemployed in a suitable job as quickly as possible.

Veteran Employment Services – Veteran programs provide intensive, priority employment services to all veterans, including group and individual career coaching, job referrals, resume preparation help, career fairs and job search workshops, job training programs, and referrals to training services.

## **Overview of the Business Engagement Survey**

The WorkLink Workforce Investment Board has chosen to focus on the following industries in regards to providing training for the WIA participants in our workforce region. Should there be existing industries outside of these that request our services, those needs will be addressed as they arise.

## **Administrative and Support and Waste Management and Remediation Services**

The Administrative and Support and Waste Management and Remediation Services sector comprises establishments performing routine support activities for the day-to-day operations of other organizations. These essential activities are often undertaken in-house by establishments in many sectors of the economy. The establishments in this sector specialize in one or more of these support activities and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.

## **Health Care and Social Assistance**

The Health Care and Social Assistance sector comprises establishments providing health care and social assistance for individuals. The sector includes both health care and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. The industries in this sector are arranged on a continuum starting with those establishments providing medical care exclusively, continuing with those providing health care and social assistance, and finally finishing with those providing only social assistance. The services provided by establishments in this sector are delivered by trained professionals. All industries in the sector share this commonality of process, namely, labor inputs of health practitioners or social workers with the requisite expertise. Many of the industries in the sector are defined based on the educational degree held by the practitioners included in the industry.

## Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

Establishments in the Manufacturing sector are often described as plants, factories, or mills and characteristically use power-driven machines and materials-handling equipment. However, establishments that transform materials or substances into new products by hand or in the worker's home and those engaged in selling to the general public products made on the same premises from which they are sold, such as bakeries, candy stores, and custom tailors, may also be included in this sector. Manufacturing establishments may process materials or may contract with other establishments to process their materials for them. Both types of establishments are included in manufacturing.

## Professional, Scientific, and Technical Services

The Professional, Scientific, and Technical Services sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. The establishments in this sector specialize according to expertise and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services

## Retail Trade

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

1. **Store retailers** operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation.

2. **Nonstore retailers**, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods, such as the broadcasting of "infomercials," the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines.

The WorkLink Business Services team members that represent SCDEW will primarily target the manufacturing (including advanced manufacturing as well as entry level and various textile positions) and healthcare industries. SC JUMMP team members will primarily target retail establishments, as well as fast food restaurants and janitorial services. The Corporate and Community Education Division (CCE) at Tri-County Technical College offers focused training programs to promote and support individual success, as well as support community and economic development. They partner with businesses to develop their workforce by providing advanced, specialized, and often tailored training programs. Industries supported by Tri-County Technical College with education and training include: Manufacturing, Transportation, Healthcare, Business/Office/Computer IT, and Construction. The primary business engagement strategies for Vocational Rehabilitation include Manufacturing/Warehouse, Customer Service, Food/Restaurant, Janitorial/Custodial, and Retail.

In order to receive their input on critical success factors, businesses will be consulted during focus groups which are scheduled to begin during the fall of 2014, as well as through any state-initiated employer surveys. Over the last five years, the Business Service team members have been actively involved in the Workforce Development Alliance. The Workforce Development Alliance group seeks to engage employers in ongoing dialogue in order to understand their needs and respond to them. In addition to this, team members are actively involved in SHRM, plant manager, and other industry focused groups in the three-county region.

## **Overview of the Expected Performance Outcomes**

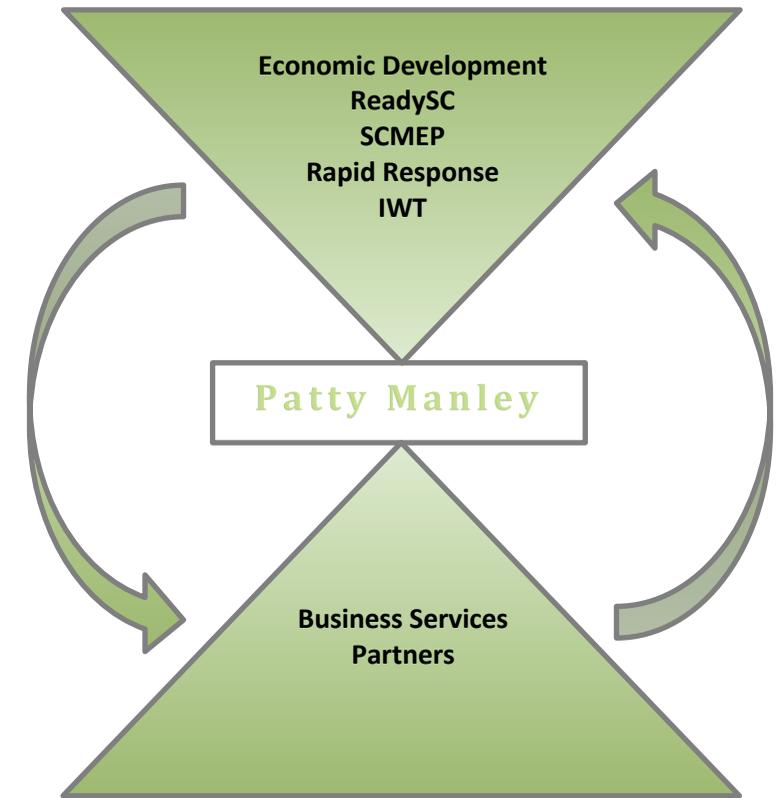
Without question, each member of the WorkLink Business Services Team has an overall goal of assisting the local employers with their recruitment and hiring needs, as well as trying to identify and overcome the skills gap issue that seems to be prevalent throughout each workforce region in the state. A few of the team members have personal and/or agency goals as well. Those include: SCDEW (The Recruiter and Virtual Recruiter each have a goal of 20 employer contacts per month, as well as 12 Job Development Attempts each month); Tri-County Technical College's Corporate and Community Education Division has a performance goal of 80% completion rates, as well as job placement goals upon graduation of students; the Business Development Specialist for Vocational Rehabilitation has a personal goal of attaining five placements per year through their apprenticeship program, hosting a minimum of three Business Partnership Network meetings per year, hosting at least one job fair per year at each office, and attending at least two external job fairs per year. The business services goals of the WorkLink Business Services Lead include: making at least ten employer contacts per week, as well as attending the monthly Society for Human Resource Management meetings (SHRM) in each of the three counties (Anderson, Oconee, and Pickens). The Business Services Lead is also required to support all three Economic Development teams as needed. The WorkLink Workforce Investment Board reviews employer services and business services activities on a bi-monthly basis and will evaluate and determine if there are any goals above and beyond the state Business Services Metrics goals. Each team members' activities, which will be shared monthly with the Business Services Team, will encourage more communication as well as better partnerships. With this increased communication and sharing of information, the partners will be able to better collaborate to assist each other with meeting their individual goals.

**Employer Service Strategy and Business Engagement Plan**  
*Serving Employers that are Hiring, Expanding, Laying Off*

**Business Services Metrics**

1. Employer Served Rate
2. New and Repeat User Contacts
3. Positions Filled Rate
4. Positions Filled with 30, 60, and 90 days
5. Employer Satisfaction Rate

**Single Point of Contact**



**Business Products & Services:**

- Advertising
- Screening
- Assessment
- Employer Based Training
- Rapid Response

**Purpose**

1. To provide a Labor Exchange model of continuous improvement
  - A. Meets/Exceeds the needs of employers and local economy
  - B. Optimizes labor and industry programs for Workforce Development
2. Substantiates and coordinates efforts of employment services, economic development and educational providers

- a. Minimizes duplication of services, provides a single point of contact
- b. Maximizes levels of expertise, provides in-demand industry experts.
- c. Increases efficiency in communication/information sharing among partners
- d. Increases customer retention and satisfaction

**Three Levels of Service**

1. **Self-Service**
  - Job Postings (minimal staff contact)
  - General Labor Market Information
  - General Information on Unemployment Insurance
  - Referrals to Professional Testing and WorkKeys Profiling
2. **Staff-Assisted Services**
  - Job Postings
  - Applicant Screening
  - Recruitment
  - Job Fairs and Hiring Events
  - Interview Space and Scheduling
  - Tax Credits, Community Resources, ADA Assistance
  - Partner Program Services
3. **Customized Services**
  - Rapid Response
  - Apprenticeships
  - On-the-Job Training
  - Incumbent Worker Training
  - Customized Training

**Communication**

- Patty Manley will serve as the primary point of contact for Economic Development, readySC, SCMEP, Rapid Response, and IWT. She will funnel all leads to the appropriate Business Service Team member.
- Business Service Team members will be knowledgeable of all labor and industry workforce development programs for employers, and will make appropriate referrals to partner staff to follow-up regarding specific program offerings.
- Communication will be documented through SCWOS and email, and will be immediately relayed via telephone to all appropriate parties. Each Business Service team member will give appropriate updates at team meetings.

- SCWOS Employer Case Notes
- Telephone
- Email
- Business Service Team Meetings

# Rules of Engagement

Our primary focus will be to build and maintain relationships with Employers in the WorkLink Region.

## Team

- WorkLink
- Henkels and McCoy - WIA
- Goodwill Industries
- ResCare – SC JUMMP
- SC DEW – Vets, TAA, WP
- SC DSS
- TCTC
- Economic Development
- AARP
- Library



## Account Management System

The Account Management System will be based on the Board’s high-growth, in-demand industry clusters.

The following partners will be the industry experts.

1. Administrative, Support, Waste Management and Remediation Services
2. Healthcare and Social Assistance
3. Manufacturing
4. Professional, Scientific, Technical Services
5. Retail Trade

## Outreach

### SHRMs

Anderson –  
Oconee –  
Pickens -

### Manufacturing Groups

Anderson –  
Oconee –  
Pickens -

### Chamber of Commerce Events

Anderson -  
Oconee -  
Pickens -

### Existing Employer Relationships

- Those partners with existing, positive relationships will continue to serve these employers’ per the employers’ wishes.

### New Employer Relationships

- Business Service Team members will only provide outreach services to those employers who reside in the WorkLink region.
- For those employers’ seeking employer services outside the WorkLink region, the Business Service Team will work with the appropriate regions’ Business Service Representative to provide services.
- If an employer from outside our region requests a job posting, the Business Service team will refer the employer to the appropriate region’s Business Representative.
- For Self-Assisted services, SCDEW will receive all requests in regards to job postings, LMI, and general UI information.
- For all Staff-Assisted services (except Partner Program Services) – SCDEW will receive all requests.
- For Staff-Assisted services (Partner Program Services) and all Customized Services - The appropriate Partner will be contacted by the team member that reached out to the employer, for the partner to follow-up on employer’s needs.