

NORTHEAST REGION

Business Marketing/Outreach Plan

April 28, 2004
Revised May 2005
Revised August 2007



TABLE OF CONTENTS

	Page
I. EXECUTIVE SUMMARY	4
➤ INVOLVEMENT OF PARTNER STAFF	4
➤ PLAN OBJECTIVE	5
➤ ROLLOUT SCHEDULE	5
➤ LOCATION OF BUSINESS SERVICES	5
II. MISSION AND VISION OF THE NORTHEAST REGION	6
➤ MISSION	6
➤ VISION	6
➤ VALUES	6
➤ GOALS	7
III. STRUCTURE OF BUSINESS MARKETING/OUTREACH PLAN	8
➤ SYSTEM-WIDE SERVICES	9
➤ PARTNER RESPONSIBILITIES	9
➤ OUTREACH/MARKETING TECHNIQUES	12
➤ RECRUITMENT AND RETENTION SERVICES	13
➤ TRAINING SERVICES	14
➤ OUTSOURCING REFERRAL SERVICES	14
➤ FEE FOR SERVICE ACTIVITIES	15
➤ REDUCING DUPLICATION OF SERVICES	15
➤ TARGETING BUSINESS	15
➤ DETERMINING KEY BUSINESS IN KEY INDUSTRIES	16
➤ CASE MANAGEMENT OF BUSINESS CONTACTS	16

IV.	PARTICIPATING PROGRAM PARTNERS	16
V.	ACTION PLAN – PHASE III	17
	➤ SUMMARY	18
VI.	SIGNATURES OF PARTNERS	19
	WIB/CLEO APPROVAL OF OUTREACH/BUSINESS PLAN	19

PART I: EXECUTIVE SUMMARY

The Missouri Career Center system serves the business customers in the Northeast Missouri Region through comprehensive business services. Recruitment and retention of a highly skilled workforce is critical to the region's economic growth. By partnering with economic developers, chamber of commerce, educators, and social service providers, the career centers provide a front-line service system which will lead to increased awareness and ultimately usage of our services.

As the Northeast Missouri Region enters Phase III of the Business Marketing/Outreach Plan, an organized and systematic delivery of services is provided through a primary point of contact system. Each career center serves as a marketing link for the full range of services and provides referrals through a seamless delivery system. One phone call or visit can generate information about and access to multiple services. This is especially critical to small and medium-sized businesses which often do not have full-time human resource staff, yet they comprise a large economic base in this region. By carefully monitoring career center usage and business customer satisfaction, the career center system can anticipate needs and find creative ways to meet the customer demands. Thoroughly trained staff will assist the business customer beyond their hiring needs.

The Missouri Career Center system strives to become a catalyst for economic growth and development in the Northeast Region. If a business is starting up, expanding or experiencing a period of decline, the career center system will be there to provide support and assistance.

INVOLVEMENT OF PARTNER STAFF

Phase I of the Northeast Region Business Marketing/Outreach Plan was initiated and/or supported by the following partners: (Organizations outlined in attachment I)

- | | |
|--|------------------------------|
| a. Workforce Investment Act Title I | i. Career Assistance Program |
| b. Wagner-Peyser | j. Gamm Inc. (state funded) |
| c. Regional Planning Commissions | k. Learning Opportunities |
| d. Veterans | l. Vocational Rehabilitation |
| e. MO Food Stamp Employment/Training | m. Resources of Missouri |
| f. Local Economic Development | n. Parents Fair Share |
| g. Trade Adjustment Assistance (NAFTA) | |

Phase II includes those partners who have access to Toolbox and Economic Development. The Phase II partners are targeted for full participation by December 31, 2007. The following system partners are being

given the opportunity to provide input to the implementation and/or support of the plan. (Organizations outlined in attachment II)

- a. Adult Education and Literacy
- b. Vocational Education
- c. Family Support Division
- d. Faith Based Organizations
- e. Community Service Block Grant E/T
- f. Senior Community Service Employment Programs
- g. Employment Security
- h. Secondary Education
- i. Community Action Agencies
- j. Chamber of Commerce

PLAN OBJECTIVE

Our goal is to make the Missouri Career Center one stop system the primary point of contact for business services in Northeast Missouri. We want the business community to think of us first when discovering a need. We will offer a menu of services and market those services to the business community. We will accomplish this by implementing a “primary point of contact system” that will offer cost effective and value-added contact with the business community. Our partners will utilize our many resources to provide maximum impact to businesses to help them achieve their goals.

The key to our success is marketing and outreach to our business customer. As system partners, we will utilize resources in a unified manner to make business marketing less costly and more valuable to all partners.

ROLLOUT SCHEDULE

ACTION ITEM	COMPLETION DATE
Update system partners on progress	Semi-Annually
Evaluate customer satisfaction survey results, and make revisions based on data	Quarterly
Share results of business plan with WIB	Semi-Annually

LOCATION OF BUSINESS SERVICES

The business community will have access to all services from four (4) full service Missouri Career Centers in Northeast Missouri located in Hannibal, Kirksville, Moberly and Warrenton. In addition, services can be accessed at three (3) affiliate sites located at LaBelle, Macon, and Eolia. The Division of Workforce Development (DWD) Business Representative and the Local Business Representatives (see attachments III and

IV for their duties and responsibilities) will provide services from our centers and take the services to any business location should this be more feasible. All services, including training services, will be coordinated using appropriate partner agencies. We are prepared to offer services at the most convenient location that will best meet the needs of the business community.

PART II: MISSION AND VISION OF THE NORTHEAST REGION

The Missouri Department of Economic Development's vision is to make Missouri the best place to live, work, vacation and conduct business. The best way to achieve this is through stimulating and supporting economic security, opportunity, growth and a high quality of life in Missouri communities.

Mission

The mission of the Northeast Missouri Workforce Investment Board is to maintain a public and private partnership within Northeast Missouri that:

- Develops workforce investment policies
- Evaluates the workforce skills needed by local business and industry
- Oversees the local workforce investment efforts
- Ensures the coordinated and efficient use of workforce investment resources
- Provides leadership, direction and accountability for the resources

Vision

The vision of the Workforce Investment Board is to develop a skilled workforce that supports the current and future needs of business and industry, and enhances the economic prosperity of the citizens of the Northeast Region of Missouri.

Values

It is clear the Department of Economic Development and the Northeast Missouri Workforce Investment Board have charged integration and coordination of services to the system partners. By developing a systematic business outreach/marketing plan, all partners will know their roles and responsibilities to the business customer. With this planned integration of business services, improvements on delivery of those services will follow. By enhancing the system delivery approach, it is hoped the following values will improve:

1. Communication and collaboration are essential to our success in working with our business customers.
2. Empowerment – we will promote a climate that values diversity in the workforce and gives employees the ability to increase customer satisfaction.

3. Universal Access to Products/Services.
4. System Measurements – we will measure our performance, report findings and find ways of continuously improving our services.
5. True integration of services, which will increase resources for each partner.
6. Customer Satisfaction – we will proactively solicit business expectations so we can design products and/or services that meet current and anticipated needs of businesses to achieve total customer satisfaction.

Goals

Each partner agency must commit to do their part in order for true collaboration to occur. We must continue to implement best business practices to serve our business customers better. Collaboration and teamwork will be key to our success. Again, we must know and understand the need to work with a business through all facets of their needs not just when they are hiring. We live in a changing world where it is necessary to have corrective action and continuous improvement to meet current and future needs. This is an opportunity to show innovation, responsiveness and flexibility in our service delivery methods. The business community will be our primary outreach customer. By partnering with them we will achieve success for our entire region.

The following goals have been established for our continued improvement:

GOAL	MEASUREMENT
Provide two presentations per Career Center per quarter to businesses on Career Center services through local civic and community organizations.	Self reporting at quarterly RBST meetings
Reach and maintain a 100% customer satisfaction rate.	Quarterly customer satisfaction surveys
Increase business market penetration* by twelve per career center per quarter by providing one or more services to new or dormant businesses.	Self-reporting at quarterly RBST meetings
Increase the number of businesses by two per career center annually by allowing us to perform their pre-hiring services or increasing the number of services currently utilized which may include retention services.	Self-reporting on an annual basis at RBST meetings
Establish an annual meeting between economic development, workforce development and partners to evaluate our successes and progress and to plan for future development.	Self-reporting on an annual basis at RBST meetings
Increase awareness of Career Center business services to new and dormant businesses in targeted industries by providing twelve in person contacts per Career Center per quarter.	Self-reporting on an annual basis at RBST meetings

*Market penetration is defined as an analysis conducted of how many businesses have used the One-Stop Career Center in the last program year compared to the universe of businesses that could have used it.

PART III: STRUCTURE OF BUSINESS SERVICES PLAN

It is extremely important that we understand the needs of our local businesses and then tailor our system services to meet those needs. To accomplish this we will analyze the business needs and compare them to current services offered. Services will then be developed that meet those needs and attract new customers to the Career Center. To assess business needs we will utilize customer surveys that are being conducted on a quarterly basis by the Northeast Missouri Workforce Investment Board (WIB), see example in Attachment V. The surveys provide valid information that helps determine business demands. The top seven most identified services are:

1. Qualified Applicants - Referred job seekers are not always qualified for the position and businesses have requested a better process for selecting referrals.
2. Employees with good work habits - Businesses are requesting applicants who understand what it means to be on time and what is expected of them.
3. Easy Access to Placing Job Orders - Businesses want a system that is easy to use and not time consuming.
4. Pre-screening Services - Businesses would like the career centers to offer pre-screening so the most qualified applicants are referred.
5. Follow-up Services - Businesses request follow-up services to help completely meet all of their needs and provide input for improvement.
6. Tax Credit Information - Businesses want to maximize their dollars.
7. Labor Market Information - Businesses want to be informed of the current changes in the labor market so they remain competitive with their competition.

When the results of both the questionnaire and survey were compared, we found that businesses need trainable applicants with good soft skills and work ethics to fill their positions. It also became apparent due to non-response that our business customer is unaware of some services currently available. The goal of this business plan is to increase awareness of our services.

While this is valuable information, it is important that we continue to validate the needs of our business customer. We will continuously improve the services we provide and be prepared to add additional services as well. Therefore, we will continue to use data collected from the quarterly surveys. These surveys will be altered slightly to have a “weight” factor to measure continuous improvement efforts and goal attainment. Additional information will be sought when attending Missouri Employer Committee (MEC) meetings. We shall visit area Rotary Clubs and Chambers of Commerce and coordinate with our local and state economic development staff. The Northeast Missouri Regional Coordination meeting will be conducted semi annually to

serve as a means for communicating information on resources available to business. The focus of this meeting will be streamlining business contacts among agencies that are marketing employment and training programs and services to the business customer in Northeast Missouri. The Regional Business Services Team will hold quarterly meetings in conjunction with these regional meetings to ensure non-duplication of effort. These meetings will be held to report results and determine what continuous improvement efforts are being implemented. Outcomes will be reported to the Northeast Missouri Workforce Investment Board, Inc. on a semi-annual basis.

SYSTEM-WIDE SERVICES

The goal of our partnership is to provide businesses with the resources they need to be profitable in Northeast Missouri. The following chart identifies resources that are currently offered by partners through the career center system in Northeast Missouri. Services are listed that we feel should be offered to our business community. Other services may be offered in addition to those listed.

Resources Now Available	
• Applicant Referrals	• Recruitment Assistance
• Pre-Screening Services	• Assistance with placing job orders
• Labor Market Information	• Referrals to resources (including economic development, education, financial assistance etc.)
• Job Order Listing	• Job Fairs
• Workplace Readiness Classes	• Retraining needs of current workers
• Compliance Seminars/Tax Credit Programs	• Rapid Response Needs
• Customized Training	• Interpreter Services
• Soft/Basic Skills Training	• Computer Training
• Follow-up Services	• Assessment Services to Incumbent Workers
• Outsourcing (referral/coordination to various partners)	• Supervisor Training
• MEC Informational Meetings	• Retention Services
Resources to Deliver in the Future	
• Specialty seminars and workshops	• Writing Personnel Policies
• Specialized Incumbent Worker Training	• Help businesses improve competitiveness
• Writing Job Descriptions	• Develop Performance Based Evaluation Systems
• Help businesses improve their profitability	• Developing organizational charts

PARTNER RESPONSIBILITIES

With the current and future services identified, it is important to determine responsibilities of one-stop system partners. The partners will work together to provide a Primary Point of Contact for the business. Although each of the partners will most often be working with different customers, it will be important to standardize procedures when the customer requires services from more than one service provider. Partners have the primary responsibility to build relationships with either new or existing business in identified key industries. Business and industry resources are provided by an outreach team that would consist of education (i.e., vocational schools and community colleges), local chambers of commerce, local rapid response, DWD business representatives, DWD veteran’s representatives, local economic development staff and Regional Planning Commissions. These services are provided by a response team that would consist of local primary points of contact, DWD veteran’s representatives, local rapid response, education (i.e., vocational schools and community colleges), DWD business representatives and local career center staff.

Key Responsibilities	All Partners	Some Partners*
Providing a primary point of contact for local businesses		ED, LVR, BR, PPOC, LRRC
Assessing needs to develop customized packages of services	X	ED, CCO, BR, LRRC, WIB, LVR, LBR
Creating the package of services in a single business services proposal		
Coordinating service delivery by linking businesses to all appropriate services/resources	X	
Following-up with partners and businesses to make sure promised services/resources were satisfactorily delivered	X	
Defining ways the system can provide services to exceed businesses’ expectations	X	
Helping companies with similar problems get together to create joint solutions		ED, CC, BR, WIB
Building long-term relationships with key businesses in key industries	X	
Serving as internal champion and liaison for businesses	X	
Gathering business customers’ complaints and suggestions for service improvement and sharing the feedback with system staff that can make appropriate changes		WIB
Providing direct program services		ED, CC, CCO, BR
Maintaining frequent contact with key employers to meet emerging and changing needs- The goal is to ensure repeat usage by getting businesses to use multiple one-stop services frequently over a longer period of time.		BR, ED, LVR, LRRC, CC, LBR
Providing timely labor market information		BR, LVR, LRRC, WIB, LBR

Acting as a human resource consultant especially for small to mid-sized companies by: <ul style="list-style-type: none"> • Helping businesses improve their competitiveness and profitability • Showing businesses how to effectively hire, train, re-train, and retain workers • Offering expertise the business doesn't have (e.g., training) • Sharing and customizing labor market information • Presenting options and service linkages available to help solve specific workplace problems • Helping businesses assess information and resources 	N/A but would like to consider offering these as future services	
Promoting all of the system's business services to local businesses	X	
Knowing what local labor market information means for business		BR, LVR, CC, LBR, LRRC, WIB
Understanding each of the major industry clusters		ED, BR, LVR, LRRC, LBR, CC
Understanding the local business' problems and offer solutions		ED, BR, LVR, LRRC, LBR, CC
Knowing which businesses are hiring and which businesses are downsizing	X	

* ED=Economic Development, CCO=Community College, BR=Division of Workforce Development Business Representative, LRRC=Local Rapid Response Coordinator, WIB=Workforce Investment Board, LVR=Local Veterans Representative, LBR=Local Business Representative, CC=Career Center, PPOC=Primary Point of Contact

The Northeast Missouri Workforce Investment Board covers a sixteen county area. There are four full-service career centers within the region. Therefore, in addition to the DWD Business Representative, the primary point of contact in each career center will address the daily needs of businesses. The primary point of contact is identified as the individual who has been specifically working with businesses in a targeted industry. The Local Business Representatives will be responsible for addressing the daily needs of local businesses and coordinating business contacts with the DWD Business Representative to avoid duplication. A Business Customer Flowchart (Attachment VI) has been developed that outlines how business contacts will be handled by all career centers including protocols for handling specific job orders. A 12-hour turn-around time has been implemented to help build confidence in our system. All partners with access to Toolbox will document business contacts in Toolbox for collaboration and non-duplication purposes.

OUTREACH/MARKETING TECHNIQUES

The standard practice of all staff involves the implementation of new initiatives to meet businesses needs. Emphasis is placed on all staff to promote the complete system services. All career center staff and partners may work with our business customer at some point whether through on-site visits, telephone calls, e-mail contact or other types of referral. Staff will receive on going training on the proper procedure for dealing with our business customer. In order to ensure consistency, these protocols will be followed:

1. Each staff member will greet the business customer whether in person or by phone by stating they are from the “Missouri Career Center”.
2. The telephone at all centers will be answered in a uniform manner, i.e., “Missouri Career Center, how may I help you?”
3. Calls coming into the center will be answered within three rings.

Each career center has appointed a local individual to view all job openings listed in the local newspaper. The assigned staff member will send out a letter (Attachment VII) informing them of Missouri Career Center business services.

The Regional Business Services Team felt it was crucial to develop long-term relationships with business customers. The business customer must be comfortable with system services and the staff delivering the services. The Regional Business Service Team has identified eight (8) targeted industries in the Northeast Region. Companies within those industries will be identified per career center area and provided to the Local Business Service Teams and Local Business Representatives. This will allow the Primary Point of Contact to be assigned to a specific business when conducting business activities. In addition, the Regional Business Service Team has developed a script for staff in the Missouri Career Centers to use and talking points for our economic development and education partners to use (Attachment VIII) when providing information on the menu of business services available in the Northeast Region. Marketing materials and a grid of services have also been developed for use by staff and our partner agencies. The Local Business Service Teams will create a spreadsheet of all businesses served in the past 12 months and identify who has worked with that business. The list will be reviewed at the monthly career center meetings. The master list spreadsheet should identify three primary customers for each career center area: 1) current customers – businesses that have listed jobs within the last 12 months; 2) past customers – businesses that have listed jobs in the past but not in the most recent 12 months; and 3) new customers – businesses who have never listed, or have not listed in the past 25 months or more and are in the targeted industry group. See attachment IX for more information on the duties and responsibilities of the Local Business Services Team.

An outreach and marketing campaign will focus on the services of the Missouri Career Centers and one-stop system by using PowerPoint presentations, letters, etc. to increase usage of the career centers and bring awareness to our business customers.

To ensure staff is prepared to sell career center services in an organized manner they will follow the guidelines outlined in Protocols for Service Delivery (Attachment X) when preparing to meet with a business customer. The following marketing techniques and strategies will be used when marketing to our business customers.

1. Job Development staff shall carry marketing material with them to all business contacts.
2. For consistency all Missouri Career Center staff will receive and wear nametags displaying the Missouri Career Center logo, and all business cards shall display the Missouri Career Center logo, e-mail address, and the GreatHires website information.
3. When selling system services by telephone, staff may follow the suggestions offered in “Telephone Techniques”, (Attachment XI) for guidance. In addition, a 30-second commercial (Attachment XII) may be used to introduce the Missouri Career Center system services.
4. Advertising will be conducted through local media resources such as radio, television, or newspaper to market career center services of all partners. Free advertising will be used as often as possible.
5. A “Business Resource Center” has been established in each career center. It shall house valuable materials that local businesses need but may not have available to them. Surveys will be conducted with our business customer to ensure we are placing materials in the career center they want and need to efficiently operate their business.

The Northeast Region understands the need to streamline services to meet business needs by offering innovation, responsiveness and flexibility in our service delivery. This should enable the business customer to attract, hire, and keep talented individuals.

RECRUITMENT AND RETENTION SERVICES

As part of our commitment to business retention and growth, our area intends to “get ahead of the curve.” By implementing business retention strategies our region will be better prepared to avert layoffs and closures by mobilizing our northeast area resources. These key strategies were developed to serve as our foundation:

- Anticipating layoffs by analyzing economic and labor market trends
- Early identification of a troubled firm and affected workers

- Broad partnership that mobilize education, workforce, regional planning and economic development resources
- Development a framework involving state and area partners to create an early working network

We will begin the process by hosting an economic development business retention meeting for our region. The meeting's order of business will be to identify and coordinate area resources with the end result being a business retention / early warning network.

TRAINING SERVICES

It is important that the Missouri Career Center system offer training services that will meet the needs of our business customer. Specialized and customized training is available through the one-stop system and their partners listed below. Business seminars (i.e., Missouri Employer Committee workshops) are offered on a regular basis.

- Community College
- Vocational and Technical Schools
- Missouri Career Centers
- Higher Education
- Missouri Training Institute
- University of Missouri-Extension Services

OUTSOURCING REFERRAL SERVICES

The Career Center shall also provide the following information on outsourcing services available to the local business community.

1. Small Business Loans
2. Chamber of Commerce Information
3. University of Missouri Extension
4. Resources of Missouri
5. Regional Planning Commissions
6. Regional/Local Economic Development
7. Missouri Department of Labor and Industrial Relations
8. Missouri Commission on Human Rights
9. Missouri Small Business Development Center

FEE FOR SERVICE ACTIVITIES

This section is still under development at this time as the team has not had an opportunity to completely explore what is an appropriate fee for service.

REDUCING DUPLICATION OF SERVICE

All partner agencies with access to the Toolbox Case Management System will reduce duplication with our business customers by following four (4) easy steps:

1. Always check Toolbox for previous contacts and plan accordingly.
2. Document business contacts made in Toolbox within a 12-hour period.
3. Coordinate planned business contacts through the Local Business Representative.
4. Keep all staff abreast of business activities through e-mail, personal or phone contact when needed, in addition to Toolbox.

DEFINING KEY INDUSTRIES

Key industries in Northeast Missouri have been determined by analyzing data from Missouri Economic Research and Information Center (MERIC) research. As a result, the Regional Business Service Team identified the following key industry clusters as high growth industries in the Northeast Region.

KEY INDUSTRIES IN NORTHEAST MISSOURI
1. Health Care
2. Transportation/Warehousing
3. Government
4. Light Manufacturing
5. Advanced Manufacturing
6. Education
7. Construction
8. Financial Services

DETERMINING KEY BUSINESS IN KEY INDUSTRIES

Currently our area does not subscribe to a value system to determine our business service offerings. However, the Regional Business Service Team will assist the local Business Service Teams in identifying targeted business in key industries to provide outreach and marketing to increase the usage of the one-stop system. We will continue to provide business services to those industries with entry level positions in high demand occupations.

CASE MANAGEMENT OF BUSINESS CONTACTS

Integrated services will be utilized to reach the business customer. Maintaining accurate information in our internet based information management system will ensure good customer service. Toolbox and GreatHires provides regional information on business customers. The local career center staff will update and maintain pertinent business information in these systems. It is important to conduct outreach/marketing services with valid information. Information will be kept current in accordance with guidelines issued by the Division of Workforce Development on case note management.

By keeping GreatHires as current as possible businesses will receive more efficient services that will be tailored to meet their needs.

PART IV: PARTICIPATING PROGRAM PARTNERS

The following partner staff were directly involved in developing the original business services outreach/marketing plan during Phase I and II of the plan.

PHASE I/II PARTNERS	
STAFF MEMBER	PARTNER REPRESENTATION
Sheree Prebe	Workforce Investment Act TANF
Darla Dwiggin	Wagner-Peyser Trade Adjustment Assistance/NAFTA
Sherry Ward	Workforce Investment Act TANF
Jana Sydenstricker	Workforce Investment Act TANF
Cindy Hultz	NEMO Workforce Investment Board Rapid Response

Chuck Eichmeyer	Regional Planning Commission
Harold Stanton	Wagner/Peyser Veterans Food Stamp Employment Training

A new Business Service Team was designated during Phase III to revise and expand the outreach/marketing plan that also included additional partners to further improve our coordinated outreach activities. Phase III Business Services Team members are listed below:

PHASE III PARTNERS	
STAFF MEMBER	PARTNER REPRESENTATION
Cindy Hultz	NEMO Workforce Investment Board Rapid Response
Darla Dwiggin	Wagner-Peyser Trade Adjustment Assistance/NAFTA
Shari Schenewerk	Wagner/Peyser Food Stamp Employment Training
Ron Hockman	Wagner/Peyser Veterans Food Stamp Employment Training
Frank Withrow	Economic Development
Terry Hughes	Post-Secondary Education

PART V: ACTION PLAN

PHASE III

ACTION ITEM	PARTNERS RESPONSIBLE	RESOURCES NEEDED	DATE OF COMPLETION
Develop spreadsheet for Local Business Service Teams to use that will track businesses served	Local Business Representative	Resources	12/31/ 2007
Begin holding Regional Coordination meetings on a semi-annually basis	Business Representative	Room to hold meeting	12/31/2007
Identify services that will be offered on a fee-for-service basis	All partner staff	Room to hold meeting	Ongoing
Share Outreach/Marketing Plan with Local Advisory Teams in each Career Center	Business Representative and Rapid Response Coordinator	Room to hold meeting	12/31/07
Report results and updates of Outreach/Marketing Plan to WIB	Regional Business Service Team	Room to hold meeting	6/30/07

Review packet that is being used to market Career Center services	Regional Business Service Team	Room to hold meeting and resources	12/31/07
Identify High Growth High Demand Occupations and Employers in each Career Centers local area	Local Business Services Team	Local MERIC Information	12/31/07
Regional Business Services Team works with Career Centers to establish primary point of contact for businesses	Regional Business Service Team	Room to hold meeting	12/31/07
Share Outreach/Marketing Plan with Local Business Services Teams in each Career Center	Business Representative and Rapid Response Coordinator	Room to hold meeting	12/31/07
Update Business Customer Flowchart to include PPOC	Regional Business Service Team	Resources	12/31/07
Annual meeting with Economic Development and partners	Regional Business Service Team and Local Management Team	Room to hold meeting	6/30/08

SUMMARY

Through the development of Phase III the partners have gained insight into the needs of our customers and their role in the revitalization of our area. The Missouri Career Center one stop system will find ways to help our business customers stay in business and retain the employees they currently have. This can be accomplished by providing services that are demand driven by the business and not by what we feel they need. By including all partnering agencies in this regional effort the business customer will prosper. The Missouri Career Center system will improve and expand on the services currently being offered and continue to make the commitment to the business community and partners that they will be provided the highest level of service offered.

PART VI: SIGNATURES OF PARTNERS

Cindy Hultz
Northeast Missouri Workforce Investment Board

Date

Darla Dwiggin
Division of Workforce Development

Date

Shari Schenewerk
Division of Workforce Development

Date

Ron Hockman
Division of Workforce Development

Date

Frank Withrow
Macon Economic Development

Date

Terry Hughes
Moberly Area Community College

Date

APPROVAL OF BUSINESS MARKETING/OUTREACH PLAN

Virgil "Sonny" Raines, Chairman
NEMO Workforce Investment Board, Inc.

Date

Glenn Turner, Chairman
Chief Located Elected Official

Date

Contacts for Phase I Partners

Northeast Missouri Workforce Investment Board / Sharon Hays
111 E. Monroe
Paris, MO 65275

Boonslick Regional Planning / Chuck Eichmeyer
122 E. Booneslick Road
Warrenton, MO 63383

Gamm Inc. / Sheree Prebee
P O Box 49 / 403 Main
LaBelle, MO 63447

Division of Workforce Development / Clarice Young
1212 W. Hwy 24
Moberly, MO 65270

Division of Workforce Development / Harold Stanton
203 N. Sixth Street
Hannibal, MO 63401

Division of Vocational Rehabilitation / Jo Moncreif
112 Jaycee Drive
Hannibal, MO 63401

Learning Opportunities / Missy Johns
111 S. 10th Street
Hannibal, MO 63401

Rural Missouri Inc. / Uva Booher
P O Box 1093
Hannibal, MO 63401
Telephone 573-221-2446

Macon County Economic Development Corporation / Frank Withrow
510 N. Missouri
Macon, MO 63552

City of Kirksville - K-REDI / Phil Tate
201 S. Franklin
Kirksville, MO 63501

Contacts for Phase II Partners

Family Support Division / Nancy Zumbahl
1716 Four Seasons Drive, Suite 104
Jefferson City, MO 65101

Hannibal Career and Technical Center / Joe
Pettit
4500 McMasters
Hannibal, MO 63401

Pike/Lincoln Technical Center / Krista Flowers
430 Vo-Tech Road
Eolia, MO 63344

Moberly Area Community College / Sonny
Raines
101 College Avenue
Moberly, MO 65270

Northeast Community Action Corporation / Don
Patrick
805 Business Hwy 61 N.
Bowling Green, MO 63334

Experience Works / Ede Henderson
P O Box 98
Perry, MO 63462

JobPoint Incorporated / Becky Curry-Roe
1212 W. Hwy 24
Moberly, MO 65270

Randolph County Caring Communities /
Tammy Gibson
339 N. Williams
Moberly, MO 65270

St. Charles Community College / Lita Peneer
4601 Mid-Rivers Mall Drive / P O Box 76975
St. Charles, MO 63376

Moberly Area Technical Center / Don Bristow
1623 Gratz Brown Road
Moberly, MO 65270

Kirksville Area Vocational Technical School /
Terri Jones
1103 S. Cottage Grove
Kirksville, MO 63501

Future Wellbeing of Mankind / Harold Long
P O Box 179
Paris, MO 65275

DOLIR / Division of Employment Security –
Beverly Gallagher
P O Box 3915
Jefferson City, MO 65104

Northeast Missouri Assessment Center
P O Box 49
LaBelle, MO 63447

Heartland Resources, Inc. / Travelle Whitaker
108 East Main
Ewing, MO 63440

Northeast Missouri Regional Planning
Commission / David Shoush
P O Box 246
Memphis, MO 63555

Mark Twain Regional Council of Government /
Robin Fitzgerald
42494 Delaware Lane
Perry, MO 63462

Knox County R-1 School District / Bev Peters
Rt 3, Box 59
Edina, MO 63537

Marion County R-1 School District / George
Griffin
P O Box 151
Palmyra, MO 63461

DWD BUSINESS REPRESENTATIVES DUTIES AND EXPECTATIONS

The DWD Business Representative is responsible for promoting the entire workforce system to businesses and business organizations in their region. Promoting the Missouri Career Centers and GreatHires is an important part of the workforce system, however, the Business Representative should serve businesses with a comprehensive approach that promotes all aspects of the system and provides a link with economic development.

Business Representatives are expected to provide human resource diagnostic services to business customers. They listen to the company and help diagnose their needs and make the appropriate referrals. The business representative must maintain current knowledge of all business programs, services and resources available to assist a business.

An important aspect of economic development is retaining jobs in the state and workforce is generally a factor in job retention efforts. Business Representatives play an important role in business retention efforts and are expected to devote 25% of their time to business retention services. This includes being a part of Business Retention Teams and Early Warning Networks in their region, where local workforce, economic development and community representatives work together to identify at-risk companies and leverage resources to avert layoffs or closings. Through DWD's Skilled Workforce Initiative, funds were awarded in three regions for local Business Retention Coordinators that will lead local retention teams. It is anticipated that the concept of Business Retention Teams and Early Warning Networks will eventually go statewide.

It is essential the Business Representative build and maintain working relationships with workforce partner agencies, human resource and community business organizations, the economic development community, industrial development and regional planning commissions and industry education partners. It is expected they will regularly attend meetings, throughout the region, at Chambers of Commerce, economic development roundtables, training consortiums, community human resource associations, etc.

The Business Representative is expected to assist with leading and directing the Business Services team for the purpose of coordinating and streamlining business contacts among partner agencies to ensure a single point of contact system for the business customer. The Business Services team should be made up of people whose primary responsibility is assisting businesses. Teams should be manageable and include the DWD Business Representative, local Business Representatives and other partner staff who work with business. Economic development and industry training representatives should also be included.

The DWD Business Representative position directly contributes to the quality objectives in the Division's Strategic Plan; to increase the quality of services provided to Missouri businesses.

Business Outreach

- a. Meet with business/organizations to promote the Workforce Development system
- b. Actively work to obtain job orders for GreatHires and increase market penetration rate
- c. Conduct presentations to assist businesses accessing Workforce Development system programs and services
- d. Actively participate in business and economic development organizations to promote Workforce Development system programs and services
- e. Work with partner staff to support their effort to engage businesses
- f. Assist with the dissemination of outreach/marketing materials including information from Career Center partners

Customer Service

- a. Ensure Business satisfaction with Workforce Development system services by conducting follow up services with business and partners
- b. Inform and maintain contact with businesses to advise them of updates to services provided by DED, DWD, Career Center partners, industry education and training and other business related services and also to provide updates on services.
- c. Assist our internal customers to ensuring business customer satisfaction
- d. Facilitate internal and external customer referrals
- e. Make presentations to build a positive reputation
- f. Serve as a problem solver for businesses by providing HR diagnostic services

Partnership

- a. Work with partner staff to support their effort to engage businesses
- b. Assist with leading and directing workforce system business outreach systems for the purpose of coordinating and streamline business contacts among partner agencies
- c. Build a working relationship with local career center management and partners to help coordinates efforts
- d. Educate partners about the effectiveness of GreatHires and Toolbox if used by all partners.
- e. Encourage a two way communication about business successes and concerns
- f. Coordinate and conduct Regional Coordination meeting
- g. Attend WIB, Chamber of Commerce, Economic Development, Community and Human Resource organizations, Industrial development & Regional Planning Commissions to promote and explain the use of workforce development services.
- h. Promote and advocate for a primary point of contact system

Business Resources

- a. Research, evaluate and conducts presentation to business about Workforce Development and Economic Development programs
- b. Stay informed of current resources and trends by developing and maintaining positive relationships with key individual to assist with the delivery of value added services.

Local Business Representative DUTIES & RESPONSIBILITIES

Title: Local Business Representative/Single Point of Contact

Reports to: Regional Business Service Team

General Description: The Local Business Representative will be responsible for addressing the daily needs of businesses and for making sure the goals outlined in the Regional Business Outreach and Marketing Plan are being met throughout the Career Center.

Duties and Responsibilities will include:

- Handle day-to-day business contacts by phone, e-mail, or personal visits
- Ensure businesses that have contacted the Career Center in need of assistance are provided assistance within the 12-hour turn around time to help build strong relationships
- Document all business contacts in Toolbox for collaboration and non-duplication and make any corrections to Toolbox records as necessary
- E-mail DWD Business Representative and the Regional Business Service Team all business contacts within the Career Center system on a weekly basis
- Coordinate business contacts with DWD Business Representative to ensure duplication of business services does not occur
- Coordinate and facilitate the Local Business Services Team meetings
- Provide a monthly report to the Local Advisory Team on business activities occurring within the Career Center
- Be knowledgeable in the system services so promotion of system services will occur
- Ensure business services are occurring within the Career Center that will provide the highest level of assistance to the business.

CUSTOMER SATISFACTION SURVEY

Company Name, Location: _____

- | | |
|---|---|
| <input type="checkbox"/> Moberly Career Center | <input type="checkbox"/> Kirksville Career Center |
| <input type="checkbox"/> Hannibal Career Center | <input type="checkbox"/> Warrenton Career Center |

Utilizing a scale of 1 to 10 where “1” means “Very Dissatisfied” and “10” means “Very Satisfied” what is your overall satisfaction with the services provided from the Career Center?

- | | |
|--|--|
| <input type="checkbox"/> 1 Very Dissatisfied | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 Very Satisfied |
| <input type="checkbox"/> 5 | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> 6 | <input type="checkbox"/> Refused to Answer |

Considering all the expectations you may have had about the services, to what extent have the services met your expectations? “1” now means “Falls Short of your Expectations” and “10” means “Exceeds your Expectations.”

- | | |
|--|---|
| <input type="checkbox"/> 1 Falls Short of Expectations | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 Exceeds your Expectations |
| <input type="checkbox"/> 5 | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> 6 | <input type="checkbox"/> Refused to Answer |

Now think of the ideal service(s) for people in your circumstances. How well do you think the service(s) you received compare with the ideal service(s)? “1” now means “Not Very Close to Ideal” and “10” now means “Very Close to Ideal.”

- | | |
|--|---|
| <input type="checkbox"/> 1 Not Very Close to Ideal | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 Very Close to Ideal |
| <input type="checkbox"/> 5 | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> 6 | <input type="checkbox"/> Refused to Answer |

Was the staff helpful?

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Don't Know | <input type="checkbox"/> Refused to Answer |

Was the staff courteous?

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Don't Know | <input type="checkbox"/> Refused to Answer |

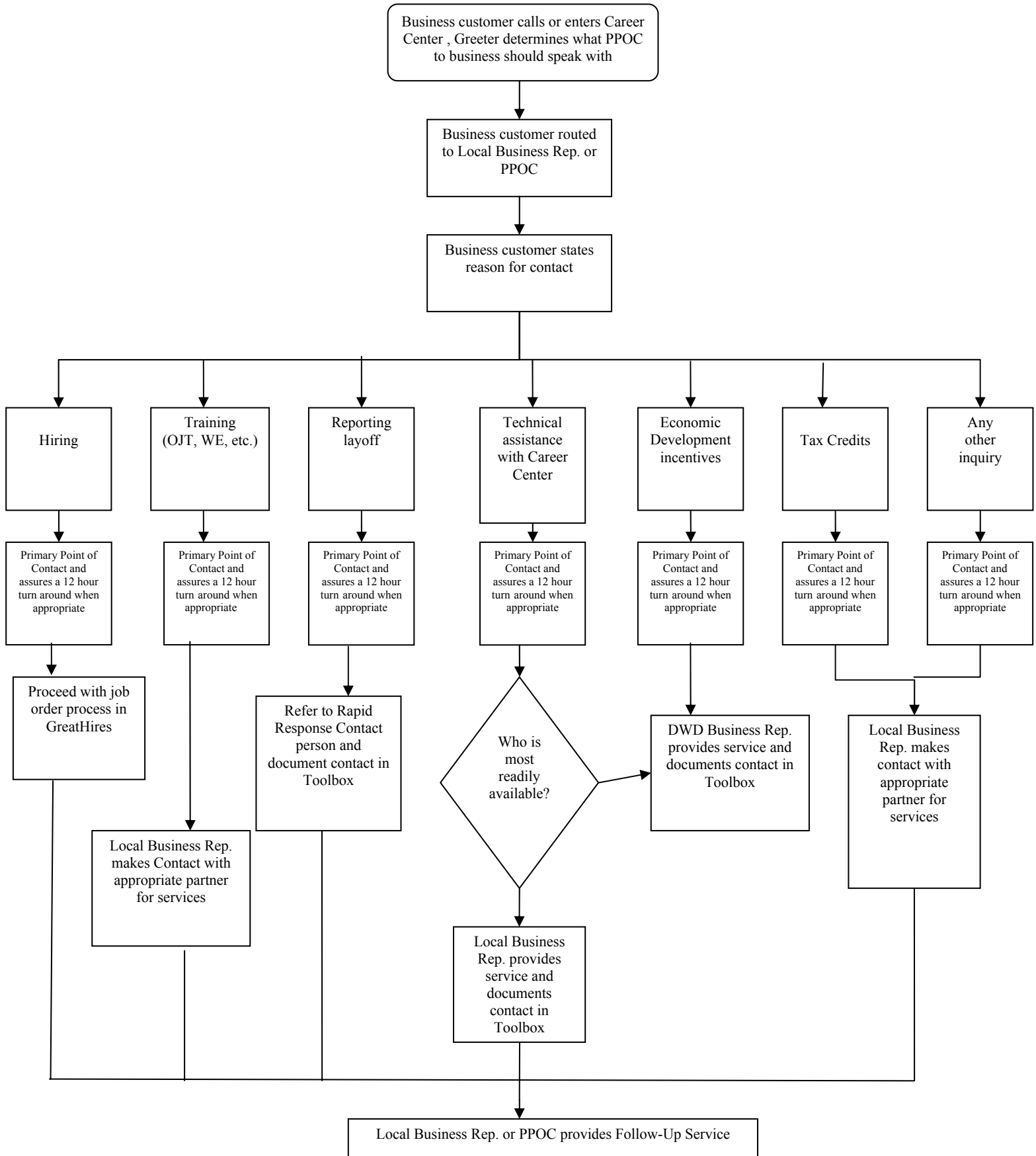
What services did you find the most helpful?

Do you need more information on services available?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	Don't Know	<input type="checkbox"/>	Refused to Answer

Would you recommend the Career Center Services to a colleague?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	Don't Know	<input type="checkbox"/>	Refused to Answer



EXAMPLE

July 30, 2007

Dear

We noticed that you placed an ad in the Hannibal Courier Post to fill a position in your company. The Missouri Career Center in Hannibal can also help you find qualified workers for your job opening and it won't cost you a thing.

We have a large applicant pool of job seekers who are looking for work. When you place a job order with us we match the skills required for the job with applicants who have the necessary skills. In addition, you can list your job openings on our website, GreatHires, www.greathires.org and on Americans Job Bank, www.americasjobbank.com, to attract workers in the state, in the region and across the country.

To list a job with us you may contact _____, our business consultant, Monday through Friday, from 8:00 to 5:00. If you prefer you can fax the attached Job Order Form to _____ or access our homepage _____ to place an order yourself.

We also have a wide variety of "non-hiring" services that we can offer to our local businesses that want to maintain or expand their company's competitive position. We would like to talk to you about how we can help you solve your business needs (training for your workforce, etc.).

The staff of the Missouri Career Center is committed to satisfying your needs and hope that you will give us the opportunity to serve you. Please contact us if you have any questions.

Sincerely,

Business Communication Script

The established format for answering the phone at all Northeast Missouri Career Centers is, “Missouri Career Center, how may I help you”.

When the call is from a business we are familiar with and that we have visited and left a business packet, a suggested way to end the conversation is “What else can I do for you today?” or “How else may I help you today?.” If this opens other opportunities to be of service and after a successful conclusion, an appropriate ending could be “Thank you. Please call again”.

When the call is from a new business or a new contact from an established business staff we could end the conversation with, “We have a number of services I would like to tell you about. When would be a good time for a visit or would you like for me to mail you some information?” An appropriate ending would be “Thank You. Please call again”.

Local Business Service Team **DUTIES & RESPONSIBILITIES**

Title: Local Business Service Team (LBST)

Reports to: Local Advisory Team and the Regional Business Service Team

General Description: The Local Business Service Team will be a subcommittee from each Local Advisory Team. They are responsible for making recommendations and advising the Local Advisory Team as to what services are needed in order to develop demand driven business services. They are responsible for making sure the goals outlined in the Regional Business Outreach and Marketing Plan are being met throughout the Career Center. They are charged with the duty of addressing Business Service/Employer issues outlined in the *One-Stop Career Center Enhancement Grant* and the *Missouri Career Center System Chartering Criteria and Chartering Process Guide*.

Duties and Responsibilities will include:

- Assist in preparation of a Business Service packet that will be used by system partners and have an integrated system message
- Assist in the development of a System Integrated Marketing Plan for both businesses and job seeker services
- Assist in developing an overall strategy for promoting the Career Centers to businesses as an integrated system rather than individual service strategy
- Assist in establishing a Balanced Scorecard that provides a performance management dashboard tool to measure and monitor business critical success elements such as market penetration rates, loyal customer rates, and customer contacts
- Ensure all Career Center system partners with Toolbox access are recording contact information in Toolbox
- Establish protocols for contacting and working with businesses in the Career Center following procedures outlined in the Regional Business Marketing and Outreach Plan
- Coordinate with Economic Development for employer linkages
- Provide input to Regional Business Service Team on needed services to businesses
- Ensure services in the Regional Business Marketing and Outreach Plan are being implemented and future services are being developed
- Build long-term relationships and credibility with businesses in the Career Center area
- Ensure all Career Center staff are trained on the full array of business services and the protocol for dealing with the business customer is being followed according to the Regional Business Marketing and Outreach Plan
- Ensure Business Customer Flowchart is being followed

Pre-Visit Preparation for New Business Contact

Activity	Information Gathered
1. Develop an understanding of business that you will visit by using resources to access company information.	Review the following information: <ol style="list-style-type: none"> 1. Industry 2. Products/services 3. Number of employees 4. Company Earnings 5. Contact Information 6. Website 7. Type of business (e.g., private/federal contractor) 8. Read annual report and review profit and loss 9. Go into case management system (toolbox) (as appropriate) 10. Read case notes to determine kinds of jobs available for job seekers 11. If have had contact with a partner in the past 24 months, call partner to determine status of work and gather additional information about what might be most important to the company (e.g., other problems that business talked about).
2. Gather information to take to business	Use standard business service package developed by the Regional Business Services Team

Protocol for Business that Contacts System for Services

Business calls to request a specific service	Steps in Process
	1. Provide service as appropriate or make referral to partner who can provide the service
If you provide service	2. Go into toolbox to determine if it is an existing customer and if company has a primary point of contact
If business has an existing primary point of contact for services, ask if they want to have the contact call them to talk about additional services that could be provided	<ul style="list-style-type: none"> • If yes, tell customer you will have the contact get back with them within 12 hours • Call/e-mail contact with message • If no, sent follow-up letter and information about additional services • Enter service information into toolbox
If business is an existing customer that does not have a contact assigned	<ul style="list-style-type: none"> • Ask if they want to learn more about other one-stop business services and/or ask if they have any other needs/problems to solve

	<ul style="list-style-type: none"> • If yes, local business representative will determine who to assign the business to for follow-up and tell customer the name of individual who will get back with them within 12 hours to establish next steps. <p>Call/e-mail individual who will contact the business with information</p> <ul style="list-style-type: none"> • If no, send follow-up thank you letter. • Enter activities into toolbox.
If business has a Primary Point of Contact and you provide a service	<ol style="list-style-type: none"> 1. Enter information about services into toolbox 2. Call/e-mail Primary Point of Contact to explain service provided and delivery plans
Business Primary Point of Contact follows up with customer	Primary point of contact calls/e-mails business to see if they received what they wanted and to offer additional services after the original service is provided.

Protocol for Job Order Staff

If staff takes a job order	<p>Entered the following information into toolbox:</p> <ul style="list-style-type: none"> • Contact information (name, address, e-mail address) for business. There may be more than one contact for each business. • Benefit packages (including 401k) • Full/part time employment • Requested skill level of applicants <p>Follow-up at scheduled intervals (15, 30, 60, 90 days) to determine job order status and determine additional needs.</p> <p>Ask if they want additional services and follow steps listed in table above</p>
----------------------------	--

Protocol for Follow-up Services

Follow-up steps	<ol style="list-style-type: none"> 1. A thank-you (customized form letter, e-mail message, phone call, and/or send information requested). 2. If job orders are placed, track them and fill them as priority status – must troubleshoot problems if not able to fill 3. Review of job seekers qualifications to match new job orders 4. Add follow-up information in toolbox
-----------------	--

TELEPHONE TECHNIQUES

Breaking the Ice

Move quickly and get right to the point.

Develop an icebreaker for securing an appointment or selling services over the phone and rehearse your opening line. This may be a good time to use the 30-second commercial.

- “Has anyone visited you from the career center lately?”
- “Did you get my letter/our brochure?” Follow-up any correspondence with a phone call. If the person you’ve called can’t remember the contents of the mail, you have the perfect opportunity to explain your reason for calling.
- “Did Tom from General Mills call you to recommend our program/career center services?”

During the Call

- Make your message compelling by using Power Questions (i.e., questions that businesses have to think about before answering) and Power Statements (i.e., statements that make your products and services credible and buyable).
- Limit the call to ten minutes (less is better) to show respect for the prospective customer’s time constraints. If you need to go over the time allotment, ask permission or establish the length of the call as part of your introduction (e.g., “Do you have ten minutes to talk to me about the services we offer that can help you hire the best qualified candidates at no cost to you?”).
- Affirm what the customer is saying (“That’s understandable.” “We find that is the case with most people”).
- Use active listening skills to ensure understanding (e.g., “Let me paraphrase your needs to make sure I understand what skills your new hires must have.” “What I heard you say was.....”).
- Remain positive and make the customer feel you are on their side. React to any hostility with sympathy (e.g., “I can see why you feel that way.”). Avoid making promises you can’t keep.
- Demonstrate that you like the person you are talking to with your words and the solutions you offer to help the customer solve business problems.

- Create handouts that will be used and send them in advance (e.g., mini-bites, any material from the marketing packet that is relevant).

Setting an Appointment

- Expect to succeed every time.
- Use a standard statement to secure an appointment.

-“I’d be happy to drop by and give you the opportunity to learn about our products.”

-I’ll be in the area on Tuesday around 3 p.m. Will you be there for ten minutes if I drop by?”

Tips To Improve Your Telephone Presence

1. Match your vocal pace to the pace of the person you have called to establish rapport and lower the pitch of your voice.
2. Remember not to interrupt the customer.
3. Introduce yourself on the first call by saying “This is” rather than “My name is” for a strong opening.
4. Enunciate clearly and maintain a high energy level. Your voice loses 30% of its energy over the phone.
5. Prepare your presentation before you call so that you have a script to refer to during the call.
6. Sit up straight and hold the telephone firmly.
7. SMILE – It’s reflected in your voice. A person who smiles while talking to customers achieves a positive outcome.

30 SECOND COMMERCIAL

Hi, this is name. I'm the business representative for the Missouri Career Center in name of town. The reason why I'm calling today is to introduce to you, a **new**, and **no fee** program designed to help you build and maintain your skilled work force. This program is called **GreatHires**. As quick as a key stroke on your computer **GreatHires** can put you in touch with over 250,000 individuals looking to put their skills to work for you in building and maintaining your competitive edge over your competition. **GreatHires** is easy and can save you time and money. Let **GreatHires** work for you 24/7 so you can focus on meeting the challenges of today's changing requirements of your industry. I have several openings this week where I could stop by to show you how quick and easy it is to access this new and powerful system called **GreatHires**.