

Northeast Missouri  
Next Generation Career Center Initiative

# **Business Services Team Procedures**





## The Business Services Team Process – Mission & Purpose

The mission of the Business Services Team is to connect businesses to a skilled workforce; offering and providing comprehensive, integrated, system-wide, human resource services, including consultation, recruitment, retention, and training for business and economic development. The Business Services Team within the Missouri Career Center serves as a marketing link for a full range of products and services and provides referrals through a seamless delivery system.

The Northeast Missouri Next Generation 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, our Missouri Career Centers will be there to provide support and assistance.

Our goal is to make the Northeast Missouri Next Generation 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 full menu of products and services and market those products and services to the business community.



## The Business Services Team Process – Job Description

### Functional Responsibilities:

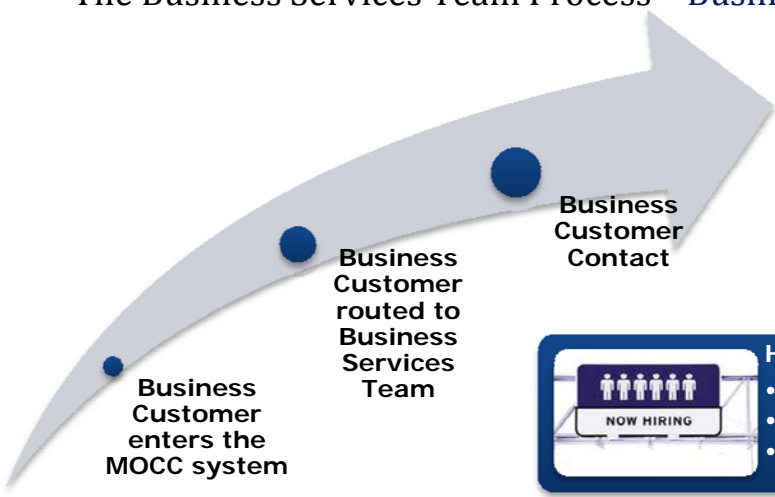
1. Receives and records job orders from a variety of employers.
2. Assist local employers with their recruitment needs.
3. Market all Missouri Career Center products and services using both the local and statewide Product Box as your guide. Work to inform employers, community organizations and other stakeholders of the full menu of workforce development programs and services.
4. Assist with area career and resource fairs.
5. Classifies all job orders and job seeker qualifications using skill codes.
6. Contacts employers to identify their labor needs and problems; develops a plan of service.
7. Assists with solicitation and development of on-the-job training contracts.
8. Provides technical assistance to workforce development staff, service providers, employers and job seekers regarding special employment issues, personnel problems and business needs.
9. Coordinates efforts to ensure that Missouri Career Center Team Members are responding to the needs of employers and businesses in a timely and professional manner.
10. Plans, develops and coordinates efforts to improve business satisfaction using workforce development employment and training programs.
11. Develops, coordinates and maintains effective working relationships with businesses, community organizations, industrial education groups and business planning committees; initiates public relations activities to promote and explain Missouri Career Center programs and services, to include Veteran services.
12. Consults with the NEMO Workforce Investment Board and Missouri Career Center Functional Leader to ensure that all career center programs and services are satisfactory; develops strategies to improve services to employers.
13. Attend staff meetings, submit required reports and interpret program information for your local Missouri Career Center. In addition, you must be well versed in the overall operation of the Center and the local workforce system so that you can make policy and procedural recommendations to the Regional Business Services Team on behalf of your local Career Center.
14. Contribute in their team role(s) to ensure Missouri Career Center performance standards are met and/or exceeded, while ensuring compliance with the Federal, State, and NEMO Workforce Investment Board rules and regulations.
15. Answer phone when necessary and serve as backup as needed.
16. Perform other related duties as assigned.

*This is a generic job description and does not apply directly to full-time Veteran's staff due to the restrictions that Veteran staff cannot be in a position where non Veteran customers expect assistance from Veteran staff.*

## Qualifications:

1. Prefer one year of customer service and professional work experience in the workforce development system or related field.
2. Prefer completion of a recognized workforce certification training program within 1 year of hire date.
3. Knowledge of and the knowledge of how to obtain local labor market information, including jobs in demand, employer skill expectations, and wages. Ability to organize and present this information to groups of customers and/or to individuals.
4. Knowledge of state and federal laws and regulations governing workforce development programs and activities.
5. Knowledge of current local employment conditions and business practices in the public and private sectors.
6. Knowledge of public relations functions (for example releasing information to the media, connecting with civic organizations such as Chamber of Commerce, etc.).
7. Knowledge of social, economic and community issues impacting area businesses and employment opportunities.
8. Ability to provide technical assistance to businesses concerning the processing of tax credit applications.
9. Knowledge of social, economic and community issues impacting area businesses and employment opportunities.
10. Knowledge of the principles of organization and management underlying the workforce development system and the applicable state and federal laws. (i.e. relationship/function of entities/organizations involved in the Workforce System)
11. Knowledge of occupations and the qualifications required of workers in your area and the region.
12. Ability to maintain accurate and organized records in an automated case management system. Ability to maintain these records in an on-line, real-time environment.
13. Ability to compile, analyze, and evaluate data, make determinations, and present findings in oral or written form.
14. Ability to maintain confidentiality of customer information and records according to legislated and policy requirements.
15. Ability to work alone with minimum supervision and work with others in a team environment. Ability to work rapidly for long periods and work on several tasks at the same time, often under pressure. Ability to meet deadlines for the completion of required activities.
16. Ability to effectively communicate orally and in writing with co-workers, other Missouri Career Center teams, employers, service providers, customers, the public, and various community organizations and other governmental, civic, labor and public groups, including being sensitive to professional ethics, gender, cultural diversities and disability related issues.
17. Ability to competently serve the public with diplomacy and respect, including occasional encounters with irate/hostile persons.
18. Working knowledge of Standard English grammar, spelling, and punctuation, and ability to conduct public presentations and prepare detailed written reports as required.
19. Must possess high school diploma or GED.
20. Must be willing to submit and pass a drug/alcohol test.

# The Business Services Team Process – Business Customer Flow




## Products & Services

**Hiring & Recruiting**




- Proceed with job order process in MCS
- Assist with customer interviews in MOCC if appropriate
- Job order entry by staff

**Training**




- Make contact with appropriate Team for services
- Proctor tests/assessments if allowable and/or appropriate
- Market and/or develop contracts for training programs operated thru MOCC

**Reporting Layoff or Business Retention Needs**




- Refer to WIB Rapid Response Coordinator
- Contact DWD Regional Business Rep with any Business Retention needs

**Technical Assistance**




- Assist with MCS registration
- Assist with job orders
- Assist /update MCS access and reset of employer password

**Labor Market Information**




- Assist with navigation of MERIC website
- Provide wage analysis, unemployment rates, labor cost analysis, related info.
- Provide regional business incentive info. & business climate comparison info.

**Economic Development**




- Make contacts & develop relationships. Answer Questions!
- Promote services & partner with EcDev to serve customers & promote events
- Provide welcome information, introduce self and services to new businesses

**Hiring Incentives**



- Refer and make contact with appropriate Team for services
- WOTC                      • Show-Me Heros                      • Federal Bonding
- US DOL VETS                      • Work Experience                      • OJT

**Business Outreach** (Direct & Indirect Business Contacts)



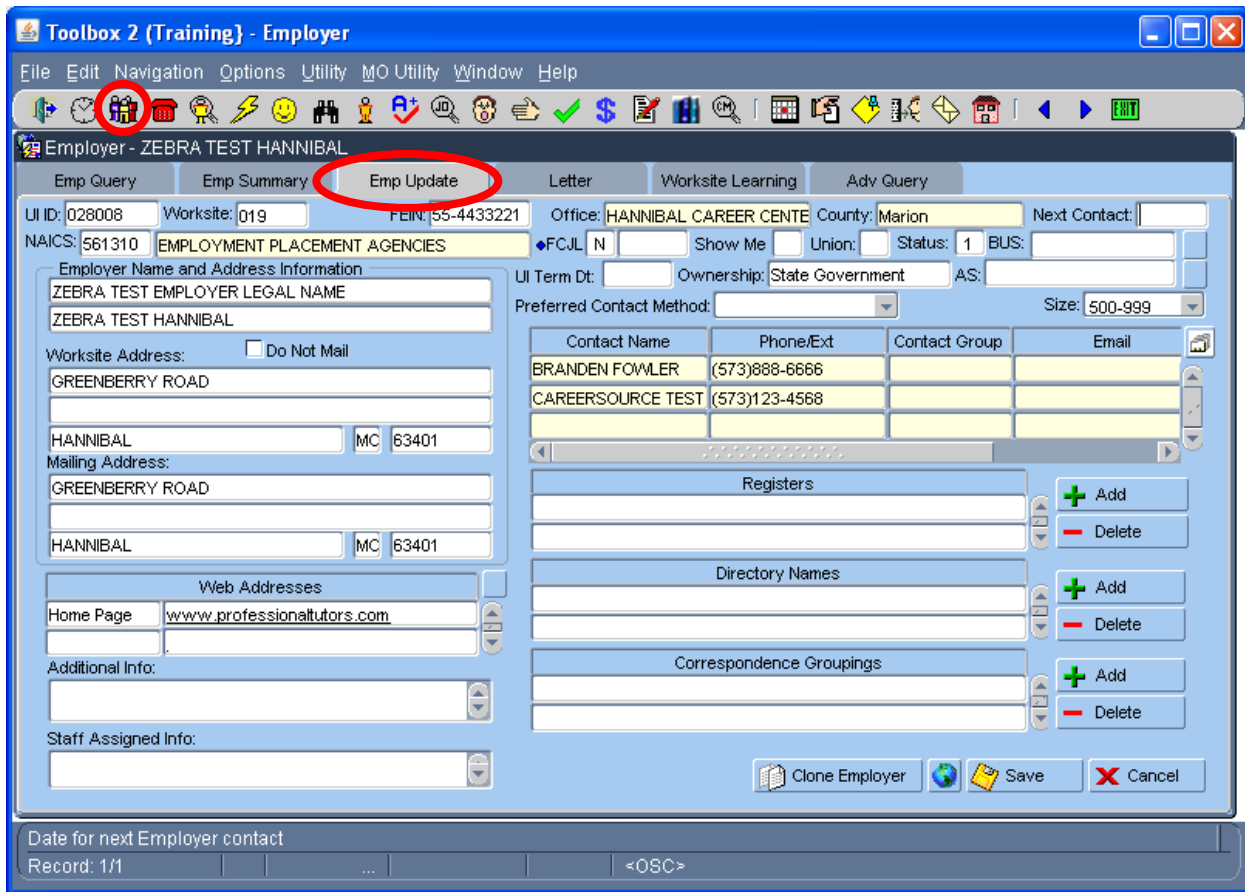
- Intro self & MOCC services provide info                      • Attend Chamber meetings, etc.
- Inquire about hiring needs                      • Conduct networking events such as MEC
- Targeted Outreach                      • Job Development

**Follow-Up Services:** The Business Services Team provides follow-up services to the Business Customer.

**PLEASE NOTE:** You must document ALL business contacts in ToolBox!

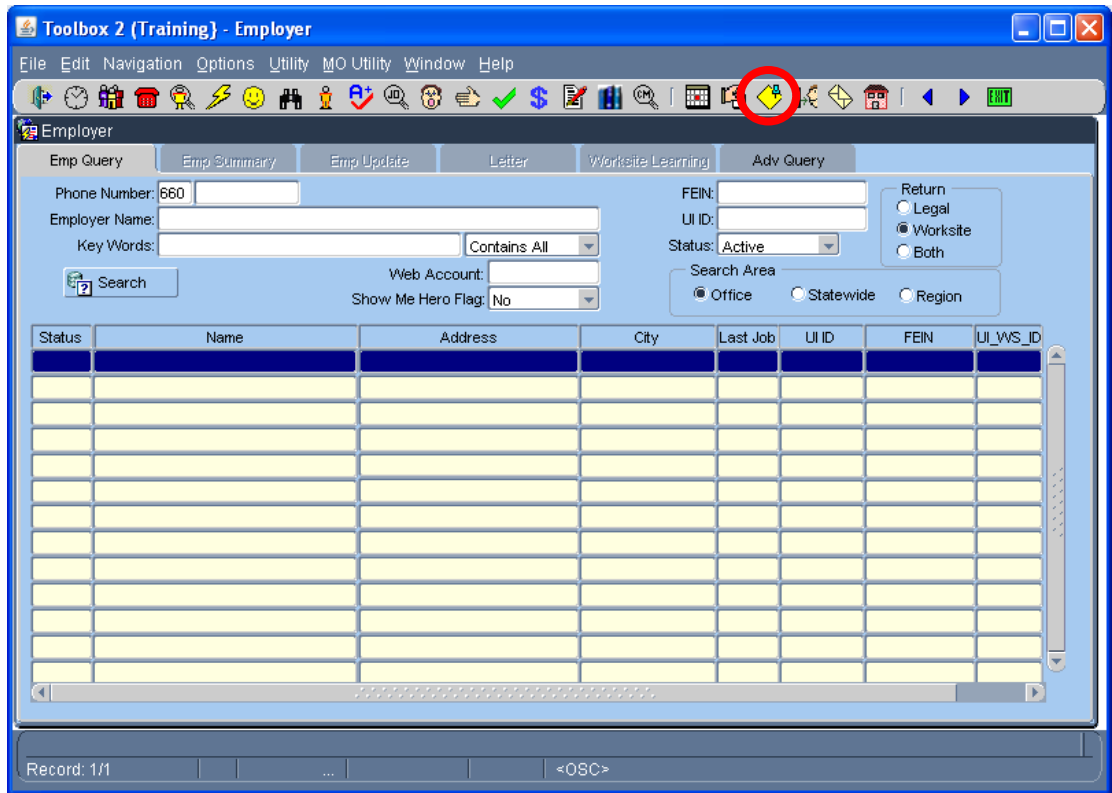




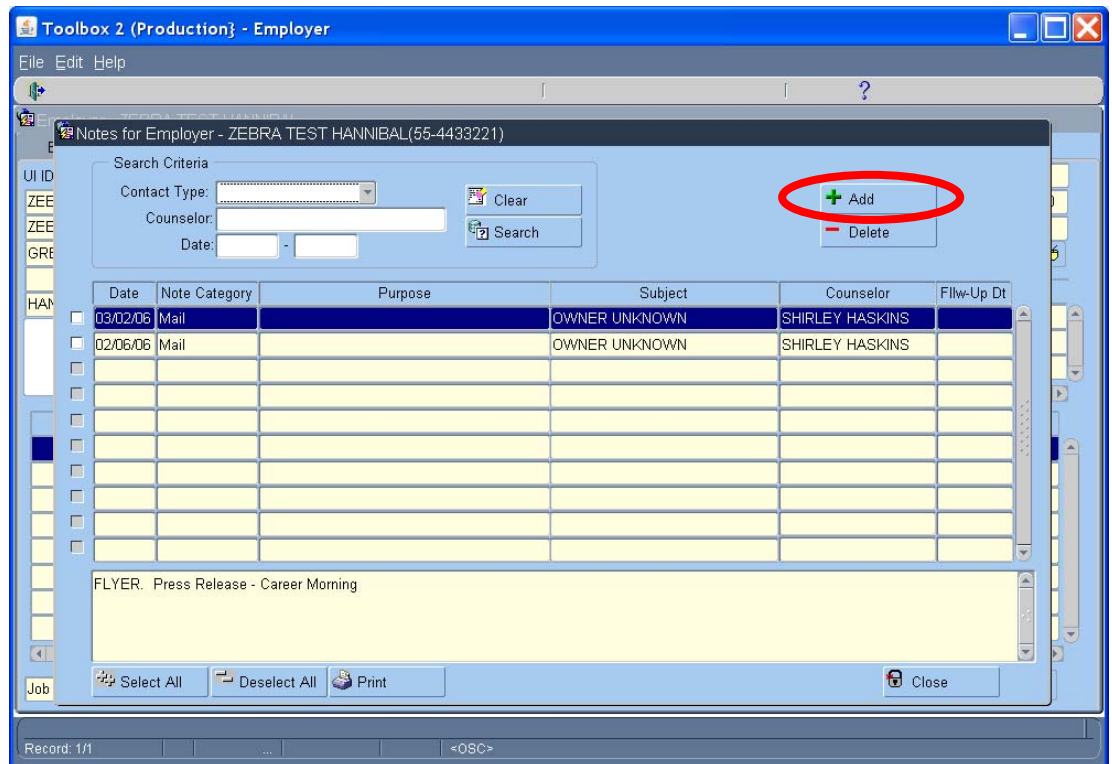


ToolBox Employer Screen/Employer Update Tab

- C. **Provide service or referral based on business needs.** A variety of products and services are available to the business customer. An [overview or “menu”](#) of these products and services can be viewed on [WorkSmart Missouri](#) or [MissouriCareerSource.com](#) as well as a full description of the [Product Box](#) and all the products and services that are available to our customers. Please Note: You MUST document ALL business contacts in ToolBox for any of the services that you provide to the business customer!
- Locate Employer Record
  - Click on Notes (note pad with thumb tack icon)
  - Click on “Add”

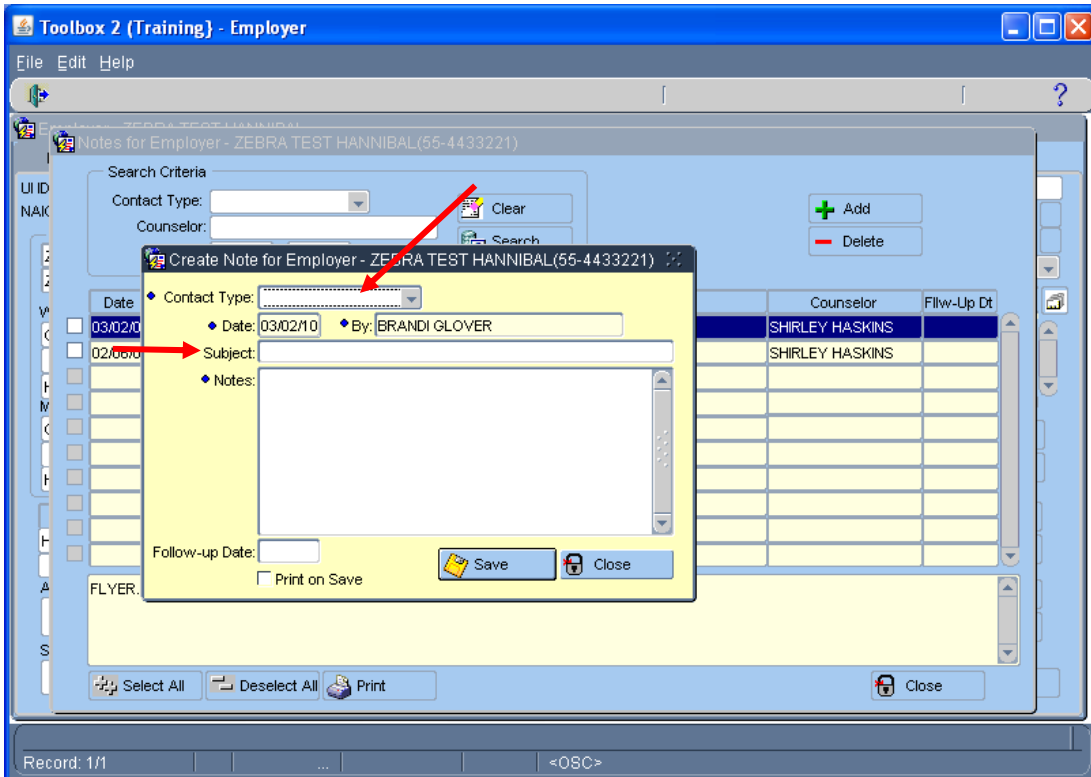


Employer Query Screen in ToolBox 2.0

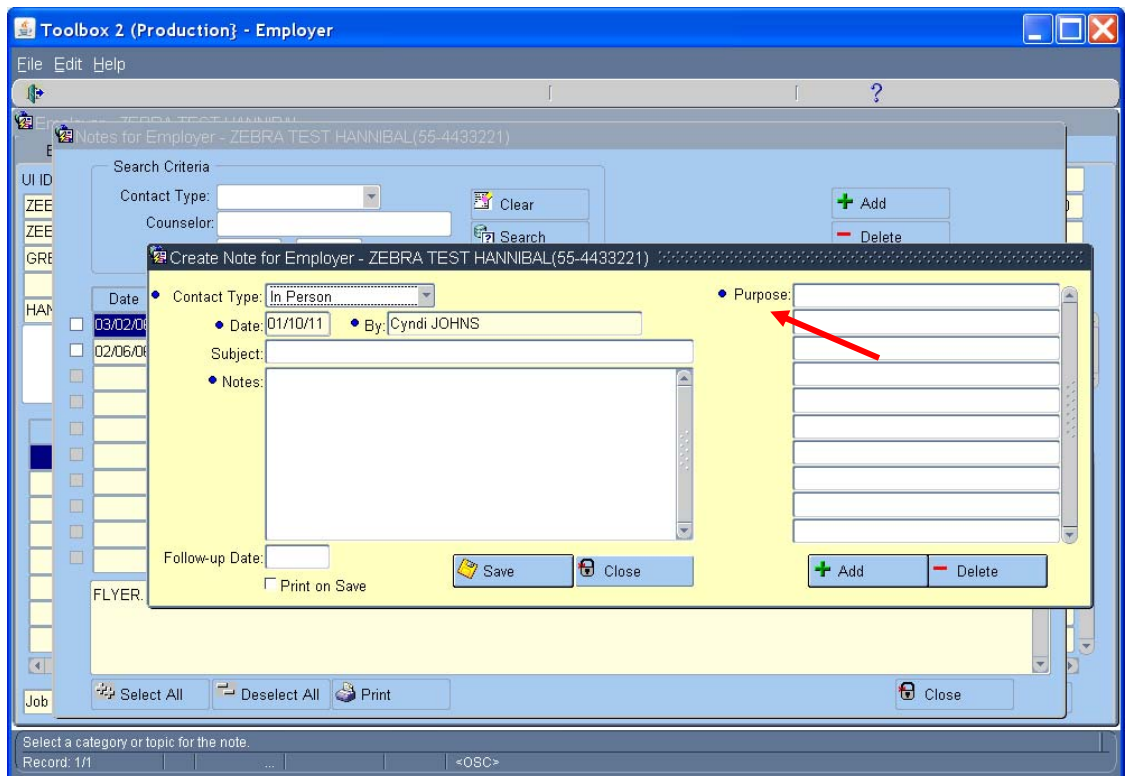


Service Notes in the Employer's Record in ToolBox 2.0

- Select “Contact Type” from the drop-down menu (once select a contact type the “Purpose” field will appear on this screen)
- Enter subject of contact in “Subject” data field

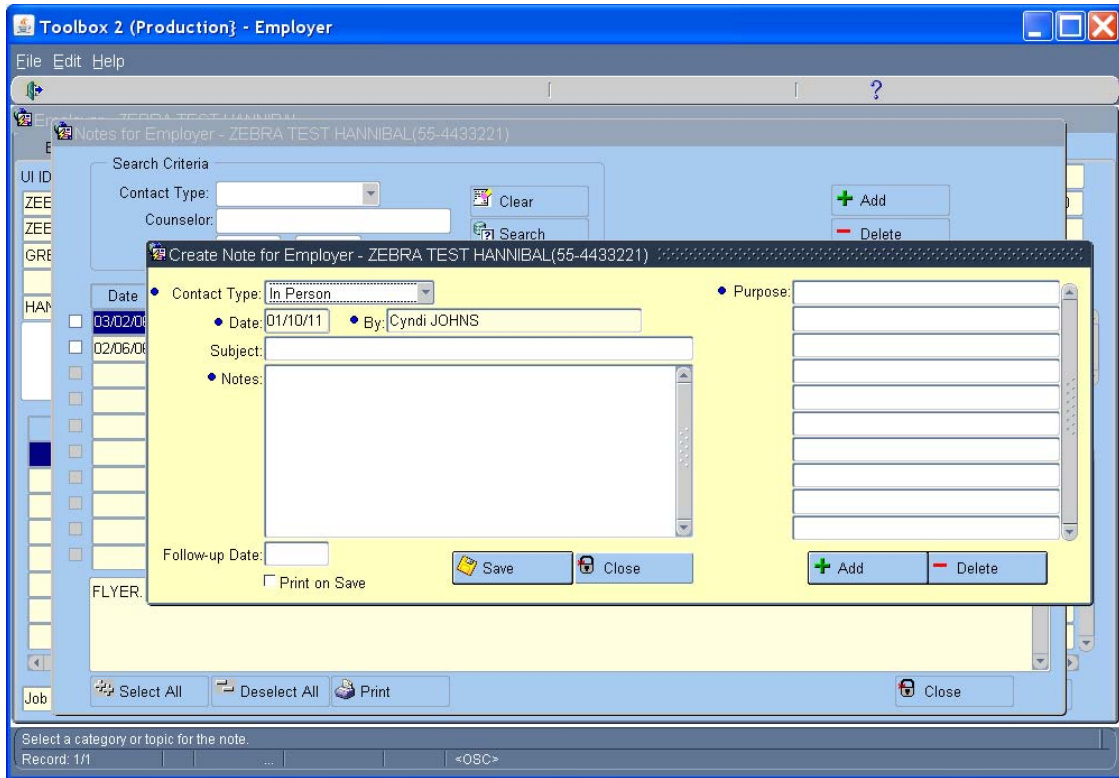


Creating an Employer Note in ToolBox 2.0

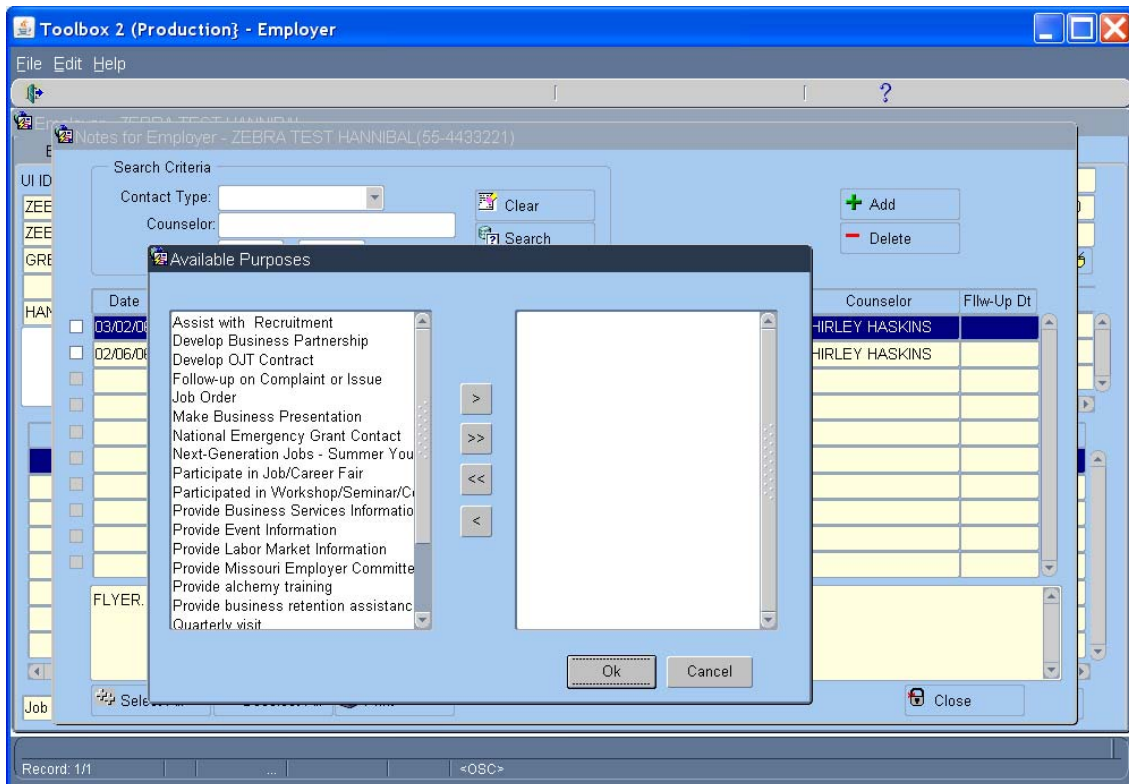


Creating an Employer Note in ToolBox 2.0 (continued)

- Double click on “Purpose” area
- Move appropriate categories from left to right using arrows

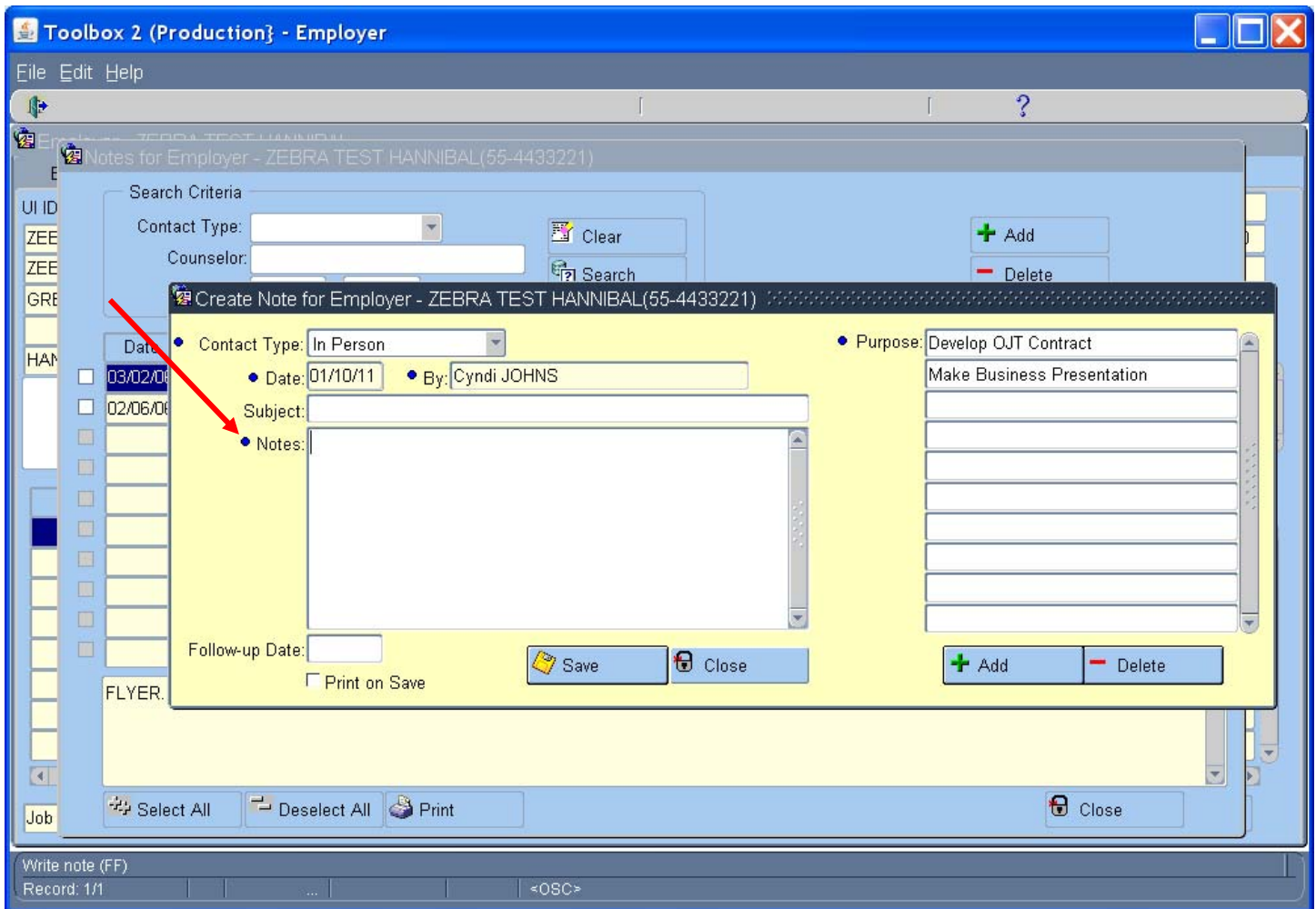


Creating an Employer Note in ToolBox 2.0 (continued)



Click on the purpose from the list to the left then use the arrow keys to move your selection to the right.

- Write narrative in “Notes” section. Always make Service Notes clear and concise!
- Click on “Save” button



Adding a narrative in the "Notes" section of this screen completes the entry.

## 1. Hiring/Recruitment

- Proceed with employer job order process in Missouri Career Source
- Schedule interview room if business customer wants to conduct interviews in Missouri Career Center as appropriate
- Job Order Entry by Staff (job orders primarily entered by employment team or business services team)
  - [Job Order Short Form \(DWD-5200\)](#) is available on WorkSmart Missouri.

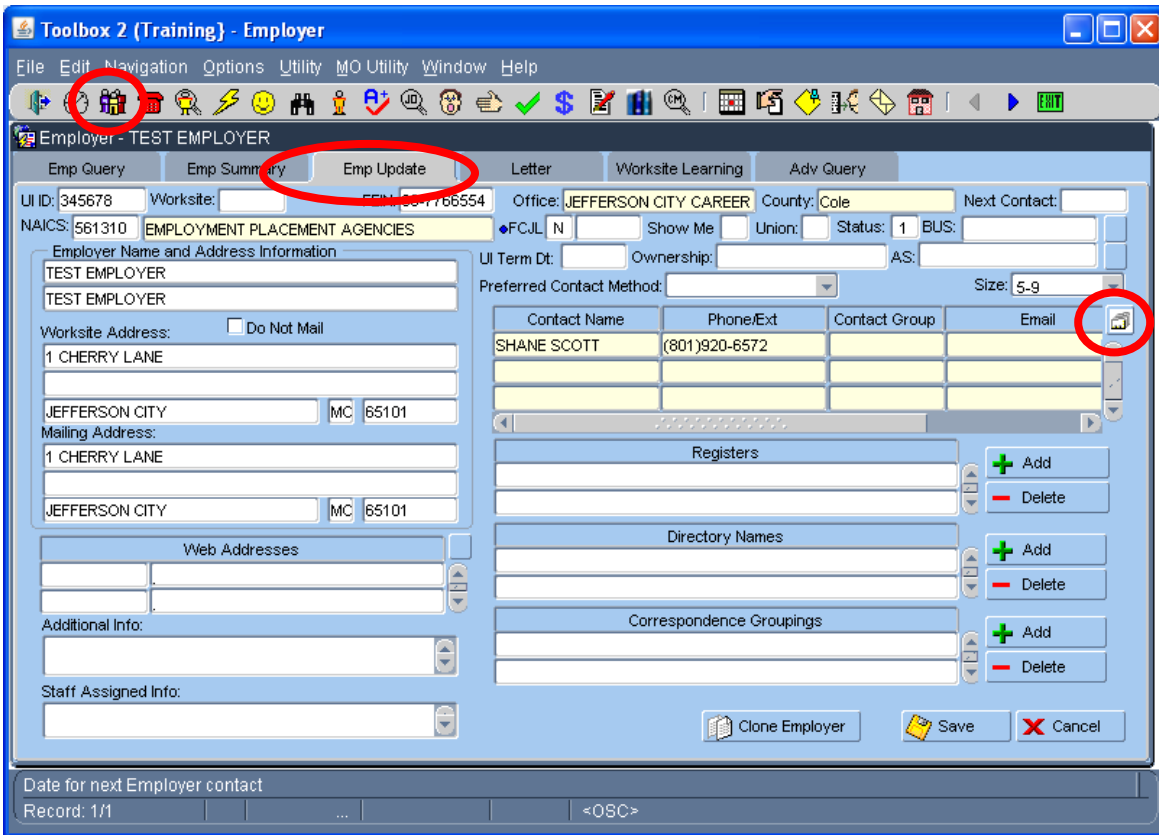
- ii. [Creating Optimal Job Orders in ToolBox 2.0](#) is a helpful PowerPoint presentation available for review.
- iii. Employer Query and Job Order Entry in TB2 (Detailed instructions found in the [Labor Exchange Job Orders Entered by Staff ToolBox 2.0 Desk Aid](#)).

## 2. Training

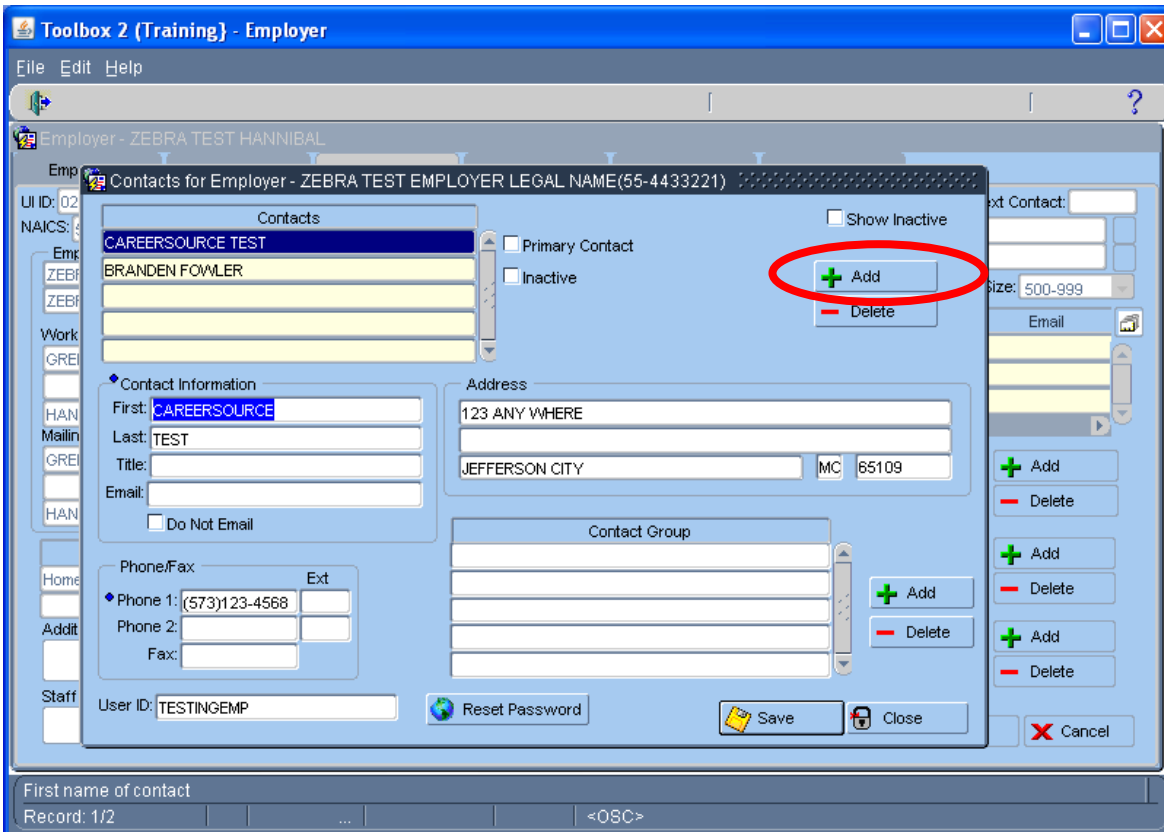
- a. Business Service Team Members provide in-person assessments of individual business workforce needs, providing recommendations and referrals to appropriate workforce system resources.
- b. Procter assessments/tests as requested by the business customer for employer screening purposes.
- c. Provide marketing and outreach (and/or develop contracts) for all training programs found in the [Product Box](#) that are operated through the Missouri Career Center.

## 3. Reporting a Layoff or Business Retention Concerns

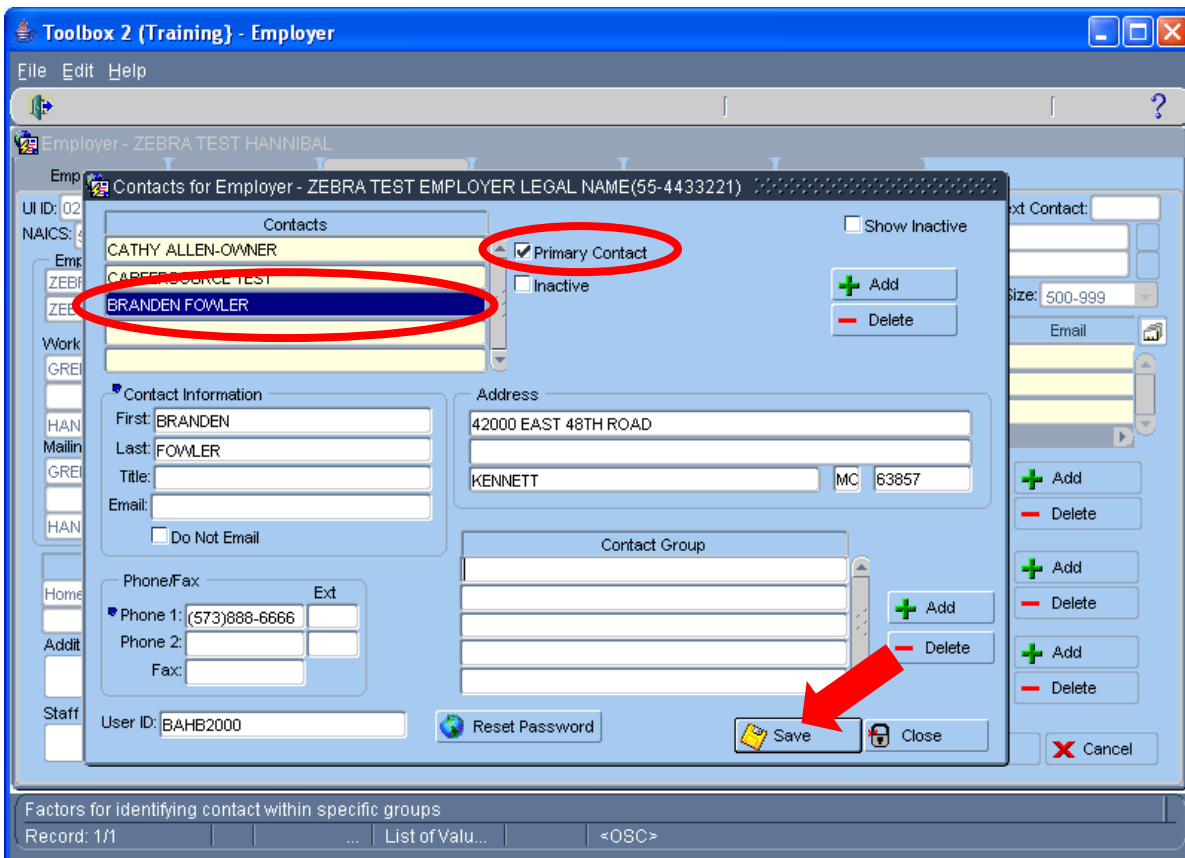
- a. Any information you receive of a company Layoff or Closure should be reported to the NEMO WIB Rapid Response Coordinator IMMEDIATELY. Even if it is not confirmed information, just suspected you should still notify ASAP.
- b. Refer any information you receive on a company's business retention needs to the DWD Business Representative ASAP.
- c. Always update/add Employer Contact person to the record in ToolBox when gathering this information
  - i. Locate appropriate employer record
  - ii. Access the "Emp Update" tab to update employment information
  - iii. Click the small Rolodex icon that is located on the right side of the contact names (a new screen will open)
  - iv. Click "Add" at the top of this screen
  - v. Enter information such as name, phone, address, email, etc.
  - vi. Make sure that the Primary Contact is noted for this employer. (Once the Primary Contact box has been checked the primary contact will appear in blue.)
  - vii. Click "Save"



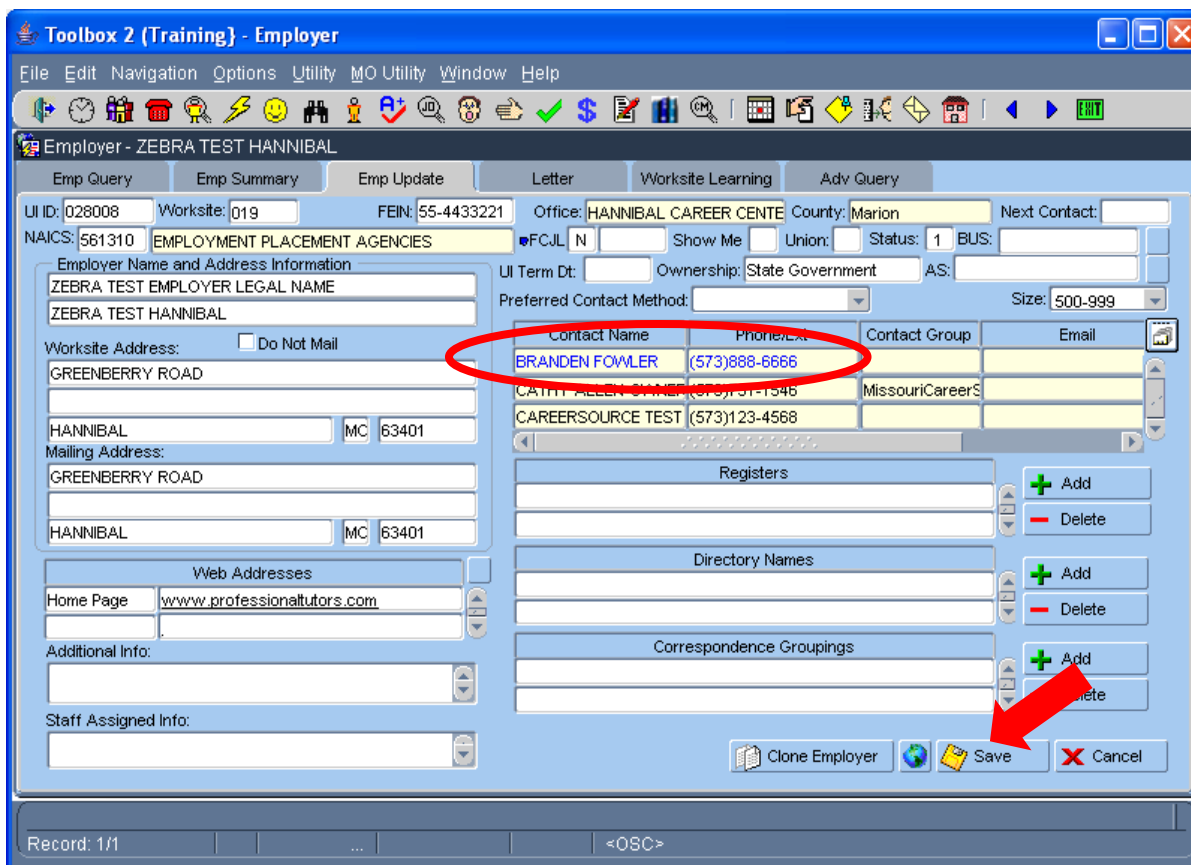
Employer Update Screen



Adding Employer Contacts in ToolBox 2.0



Designating a Primary Contact for an Employer Record in ToolBox



Updated Employer Record in ToolBox

#### 4. Technical Assistance

- a. Assist business customer with registration on MissouriCareerSource.com
- b. Assist business customer with inputting and maintaining job order into MissouriCareerSource.com
- c. Assist/update business with Missouri Career Source access
- d. Reset employer password on Missouri Career Source (For more detailed information view the [Assisting Employers with Login](#) Desk Aid available on *WorkSmart*.)

#### 5. Labor Market Information

- a. Assist business customers with navigating the [Missouri Economic Research and Information Center \(MERIC\)](#). MERIC is easily accessed online at [www.MissouriEconomy.org](http://www.MissouriEconomy.org), but if needed each region of the state has a [staff liaison](#) assigned to assist with special projects.
  - i. Information targeted to businesses and economic developers is located at [http://missourieconomy.org/customer/bus\\_ed.stm](http://missourieconomy.org/customer/bus_ed.stm)
  - ii. Provide wage analysis to business customers  
<http://www.missourieconomy.org/occupations/oeswage/?fips=291500003>
  - iii. Provide unemployment rates to business customers  
<http://missourieconomy.org/indicators/laus/default.aspx>
  - iv. Provide labor cost analysis to business customers  
<http://www.missourieconomy.org/occupations/oeswage/?soc=131051>
  - v. Provide business climate comparison  
<http://www.missourieconomy.org/indicators/bcc/index.stm>
- b. Missouri Connections is a web-based resource to help Missourians determine their career interests, explore occupations, establish education plans, develop job search strategies, and create resumes. [MissouriConnections.org](#) can also be used to access labor market information for business customers.
- c. [University of Missouri Extension](#) is another excellent resource for [business and careers](#) information that is useful to businesses and workforce development professionals. To locate the Business Development Specialist that serves your area of the Northeast Region visit their [locations](#) online.

#### 6. Economic Development

- a. Contact and develop a relationship with economic developers
- b. Promote services with economic developers to business customers
- c. Partner with economic developers to promote job fairs, seminars
- d. Answer questions regarding services offered at Missouri Career Center

#### 7. Hiring Incentives: Refer and make contact with the appropriate team. More detailed information on these products is available by viewing the [Product Box](#) on MissouriCareerSource.com.

- a. [Work Opportunity Tax Credit](#) (WOTC)
  - i. [A Business Guide to the Work Opportunity Tax Credit Program](#)

- ii. [WOTC Information Flyer](#)
    - iii. [WOTC Frequently Asked Questions and Tax Forms](#)
  - b. [USDOL VETS](#) (Veterans' Employment & Training Service)
  - c. [Show-Me Heroes](#)
    - i. [Show-Me Heroes Slide Show](#)
  - d. [The Federal Bonding Program](#)
    - i. [Missouri Federal Bonding Program](#)
  - e. Work Experience
    - i. [Scope of Work for Title I WIA Work Experience/Internships for WIA Adults and Dislocated Workers](#) (NEMO WIB Issuance #01-10, Change 1)
  - f. On-the-Job Training
    - i. [On-the-Job Training Guidelines](#) (NEMO WIB Issuance #02-09, Change 1)
    - ii. [Scope of Work for On-the-Job Training](#) (NEMO WIB Issuance #01-10, Change 1)
    - iii. [More Job Options OJT Flyer](#)
    - iv. Regional OJT Brochure is available through the NEMO WIB

## The Business Services Team Process – Business Marketing and Outreach

### **Business Outreach**

The Northeast Missouri Workforce Investment Board covers a sixteen county area in Northeast Missouri. There are four full-service Missouri Career Centers throughout the Region (located in Hannibal, Warrenton, Moberly, and Kirksville). Therefore, in addition to the DWD Business Representative for the Region, the Regional Business Services Team (comprised of representatives from each of the full-service Missouri Career Centers) will be responsible for addressing the daily needs of local businesses. It is important that Business Service Team Members work hard to coordinate business contacts, marketing and outreach efforts with the DWD Business Representative to avoid any duplication. Business Services Team Members should be very familiar with their local area and the Northeast Region. The [NEMO WIB Strategic Plan 2008-2013](#) explains the structure of the workforce system and gives details on the Board's focus in this area.



Marketing our products and services to potential and existing customers is a necessary key ingredient to growing our influence on the regional economy. Outreach marketing is a facet of marketing in which a representative actively seeks out potential leads by meeting with local businesses or the public, speaking at local events, or getting involved with the local civic organizations such as the chamber of commerce for example. By networking and creating relationships doors are opened for our primary customers (businesses, job seekers, and other stakeholders).

It is important that all outreach efforts work in conjunction with the overall philosophy of the Missouri Department of Economic Development/Division of Workforce Development and the NEMO Workforce Investment Board. Please visit the Department of Economic Development at [www.ded.mo.gov/](http://www.ded.mo.gov/) and NEMO WIB at [www.nemowib.org](http://www.nemowib.org) for more information. The Department of Economic Development is the statewide organization that oversees and promotes the economic development efforts in Missouri. The Northeast Missouri (NEMO) Workforce Investment Board (WIB) is a business-led policy and oversight organization responsible for creating a comprehensive, community-wide response to the challenges of building a highly skilled workforce and a competitive regional economy. The organization is comprised of community leaders and stakeholders and is governed both by the private sector as well as local governmental representation.

We are now in a new era where the market compels us to implement even more innovative workforce solutions that support a more dynamic regional economy, foster profitable businesses, and provide rewarding careers for Northeast Missourians.

It is important that you are aware of the goals we have set for the Region and have a clear understanding of the performance milestones that the Region is required to meet. These are in place to ensure that we are continually evolving and improving the high quality services that our customers have grown to expect here in Northeast Missouri. All staff must be familiar with these goals and should receive guidance from their local

supervisor, the Regional Performance and Outcomes Team, and [DWD Issuance 08-2010](#) which discusses local area incentives and sanctions in detail.

It is also vitally important that Business Services Team Members know the Products and Services available to the customer. An [overview](#) or “[menu](#)” of the products and services we offer can be viewed online at MissouriCareerSource.com as well as [full description](#) of the entire [Product Box](#) available to our customers.

**A. Direct Business Contacts**

1. Introduce self along with products and services of Missouri Career Center
2. Provide information to business (on initial visit)
3. Inquire about hiring needs and potential for development of job order
4. Provide contact information for Missouri Career Center
5. Target outreach to high-growth industries including green industries, healthcare, life sciences, emerging technology and advanced manufacturing
6. Market skill development and skill verifications (example NCRC)

**B. Indirect Business Contacts** (Other activities such as career fairs, chamber of commerce, rotary, etc.)

1. Attend monthly meetings to promote Missouri Career Center services
2. Attend trainings, membership meetings, etc
3. Conduct job fairs and other networking events
4. Host Missouri Employer Committee seminars
5. Job development (For more detailed information please view the [Labor Exchange ToolBox 2.0 Job Development Desk Aid](#) on WorkSmart Missouri.

The Regional Business Services Team feels it is crucial to develop long-term relationships with our business customers. To accomplish this, the business customer must be comfortable with system services and the staff delivering the services. Becoming knowledgeable with economic trends and understanding labor market information is the first step in building this trust with your customer base. To learn more about Northeast Missouri’s economy and the type of high-growth industries we must target, you can visit the Missouri Economic Research and Information Center (MERIC) at [www.MissouriEconomy.org](http://www.MissouriEconomy.org). MERIC is the research division for the Missouri Department of Economic Development. They provide innovative analyses and assistance to policymakers and the public, including studies of the state’s targeted industries and economic development initiatives. Other MERIC research includes Economic Condition Reports, Economic Impact Assessments, and Labor Market Information produced in cooperation with the U.S. Department of Labor.

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. Economic Developers throughout Northeast Missouri will often tell you that a highly skilled workforce is one of their greatest economic development tools when targeting potential companies. It is important that we work in an efficient manner to ensure high-quality products and services to help build our workforce and fulfill our role in this. Use common sense when providing outreach and remember that you are not alone and that you are working as part of a team to accomplish these goals. All Team Members should utilize the ToolBox 2.0 Case Management System to reduce duplication with our customers by always following these four easy steps:

1. Check ToolBox for previous contacts or activity and plan accordingly.
2. Document business contacts made in ToolBox as soon as possible... never later than the next business day.
3. Coordinate planned business contacts and other outreach with your local Business Services Team as well as the DWD Regional Business Representative when possible.
4. Inform all staff of business activities by e-mail and personal or phone contact when needed; in addition to documentation in ToolBox.

It is the expectation under the umbrella of the Next Generation Career Center theme that the Business Services Team coordinate/collaborate with the Jobs Team (as well as the other Career Center teams). It is extremely important that the Business Services Team share the information they obtain from the business community in regards to hiring needs, recruitment projects, business trends, and other pertinent information in order to facilitate meeting the needs of the employers in the Northeast Region.

As a member of the Business Services Team, it is also necessary to remember that we work closely with the Welcome, Skills, and Employment Teams in the Career Centers to support our customers. In order to accomplish this collaboration, it will be vital that the Business Services Team keep all Career Center staff abreast (both at the local and/or regional level as needed) of business activities and job orders through mail/phone/personal contact. Whenever a job order is obtained by the Jobs Team or Business Services Team, it should be shared immediately with all Career Center staff via e-mail or whatever form is most appropriate.