



DWD Issuance 25-2009

Issued: May 6, 2010
Effective: July 9, 2010

Subject: Minimum Standards for Missouri's Next Generation of Career Centers

1. Purpose: The purpose of this Issuance is to provide minimum standards for compliance with Missouri's Next Generation Career Center (NGCC) model.

2. Background: To effectively meet the high demand for reemployment and training services at all Missouri Career Centers from current economic conditions and skill demands, the Division of Workforce Development, has designed a strategic framework of principles to streamline career center processes that will contribute to greater productivity and better meet the needs of Missouri workforce system customers.

To facilitate transformation to this model, DWD has provided several instructive resources, including the Strategic Framework in DWD Issuance 05-2009 and Functional Leadership guidance in DWD Issuance 18-2009.

Fully operationalizing the Next-Generation Career Center model statewide requires mandating that each center meet certain minimum standards, provided in this Substance section of this Issuance. From this basic structural framework, each local region will design and implement the necessary local processes, policies and procedures to fulfill the vision of the NGCC model outlined in prior guidance, as well as the Implementation Guide provided with this Issuance.

3. Substance: All Missouri Career Centers must meet the following NGCC minimum standards as of the effective date of this Issuance:

1. All centers must complete the WIN Initial Assessment on all new customers, and to the greatest extent possible, on all returning customers.
2. All centers must have in place a functioning Welcome Team, Skills Team and Jobs Team. Each team should operate as indicated in the NGCC Implementation Guide.
3. All centers must make available all of the items on the statewide Products and Services List, plus any additional products and services identified and developed locally. The statewide mandatory products and services will be listed in a DWD Issuance and all products and services

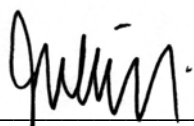
will posted on each Career Center's individual webpage on the new MissouriCareerSource.

4. All centers must no longer maintain separate Resource Rooms. Career Center computers should be designated for use within the three functional teams.
5. All centers must have in place a Functional Leader, in accordance with DWD Issuance 18-2009.
6. All centers will dually enroll customers, in accordance with DWD Issuances 19-2009 and 21-2009.
7. All centers will document customer eligibility in the most streamlined method allowable by DWD Issuances 19-2009, 13-1999 and other relevant guidance.
8. All centers must have interior and exterior signage that contains the official Career Center logo, implemented in March of 2007.
9. All centers must meet any additional minimum standards identified in future Issuances.

All Career Centers within a given region must fully meet these standards at a minimum for the region to be eligible for performance incentives. Incentive policy for Program Year 2010 is currently under development. Along with these minimum standards, performance on the negotiated common measures will be included, as required in the Workforce Investment Act.

All items listed under the Substance portion of this Issuance shall be monitored by DWD's Quality Assurance section, while items listed in the Implementation Guide shall be monitored by the centers' respective Functional Leader.

4. Action: The effective date for this policy is July 9, 2010. DWD's Quality Assurance Team will monitor for compliance with these standards beginning October 1, 2010.
5. Contact: For compliance issues, contact Steve Reznicek, Manager, Quality Assurance at Steve.Reznicek@ded.mo.gov. For technical training and implementation issues, contact Lisa K. Johnson, Manager, Skill Development at Lisa.Johnson@ded.mo.gov.
6. Reference: None.
7. Rescissions: None.
8. Attachments: NGCC Implementation Guide



Julie Gibson, Director

DWD Issuance 25-2009 NGCC Minimum Standards: Implementation Guide

The Welcome Team Function: Staff serving in the Welcome Team will greet and direct customers; provide the initial service triage; collect initial registration data, and connect customers to initial service delivery with either the Skills Development Team or the Jobs Team.

- A. Greet all participants promptly in a warm and professional manner, using standard/consistent scripts.
- B. Determine Customer Status: returning or new.
- C. For Returning Customers that have an open enrollment(s) and have data validation completed: i.e., Appointments, Drop-in, update existing customers' MissouriCareerSource/Toolbox 2.0 record as appropriate.
- D. For New Customers that do not have a MissouriCareerSource.com registration or have an incomplete registration: Through interview/conversation, identify the purpose of the customer's visit, customer's needs. Then, enroll or update the customer's information, as necessary, including data elements in the Welcome Team screens. (As mandated in DWD Issuance 19-2009, the data elements will dually enroll the customer in WIA and Wagner-Peyser). Ensure new customers are registered in MissouriCareerSource.com. Refer the customer to appropriate services within the Missouri Career Center.
- E. Each Career Center customer will be given a standard set of products and services information that will include minimum state-identified materials, plus those developed and approved regionally. This information is to be utilized to promote the centers and their value.
- F. Provide the WIN Initial Assessment for all new customers; however, regions have leeway as to which functional team it is implemented. Regardless of placement, a standard facilitation process must be followed for the customer to take the WIN Initial Assessment (i.e., explaining the rationale, enrolling the customer and providing any technical assistance needed).

Transitioning to Next Team Service: Once the next services have been selected, and in instances where there will be a hand-off of the customer to another staff member, they will be accompanied and introduced to that staff member. Staff should conduct a service with the customer as soon as possible to ensure they remain active in Toolbox 2.0. If the customer's schedule does not allow for the next service(s) to be engaged on the same visit, an appointment should be made with either the Skills Development or Jobs Team. Customers should be informed of the benefit derived from assessment and career planning*, such as Skills Enhancement, Training, Job Matching and Job Search Strategy.

The Skills Development Team Function: The Skills Development Team will deliver job seeker (customer) skill-building services to Career Center customers, promoting, utilizing products and services.

- A. Provide WIN Initial Assessment as described above, if not done in Welcome team.
- B. Assess customer skills and interests. Utilizing other approved assessments and resources from the state and local products and services, conduct more extensive customer assessments.
- C. Promote and recommend appropriate skill building services and training options. Based on assessments of and interaction with customer and knowledge of available services, recommend appropriate next steps and options for the customer.

- D. Provide guidance in career options and career consultation. Using current labor market information and customer skills and interests, give appropriate consultation regarding career options to the customer.
- E. Determine job and job getting readiness. Identify barriers of unsuccessful job seekers and knowledge of possible steps to overcome barriers. Develop a plan of action steps with the customer for increased job readiness, including the development of a career plan.
- F. Assist customers in using MissouriCareerSource and other job search activities. Facilitate the matching of skills to current and potential job openings.
- G. Actively promote and provide access to the products, services and workshops mandated statewide and identified locally.

The Jobs Team Function: Jobs Team members provide services to employment-ready job seekers, and services to hiring employers. For job seekers, the services provided include: job search information, plans, support and advice; job development; assessment of job search activities; automated job-matching, referrals, and hiring process support. The Jobs Team will manage and deliver job preparedness and acquisition services to job seeking customers.

- A. Provide WIN Initial Assessment as described above, if not done in another team.
- B. Utilize knowledge of and skills to equip customers in various job search methods, using relevant Labor Market Information, employer hiring trends and needs and MissouriCareerSource and other job search activities.
- C. Facilitate customer development of a career plan, using knowledge of local business/skills requirements and resources to expand employment goals.
- D. Determine job and job getting readiness: Consult with Business Services Teams on a regular basis to ensure knowledge of current business trends and hiring practices.
- E. Identify barriers of unsuccessful job seekers and knowledge of possible steps to overcome barriers.
- F. Develop a plan of action steps with the customer for increased job readiness.
- G. Collaborate with Business Services Teams to facilitate the recruitment of qualified applicants for employers.
- H. Promote and recommend appropriate skill building services and training options.
- I. Assist with targeting and packaging of skills.
- J. Process and manage job orders in the system.
- K. Assess attributes of quality job orders.
- L. Accountable to process and maintain DWD Managed Job Orders.

* 'Career plan' refers to a general, locally-developed, course of career direction/action, which does not necessarily constitute the Intensive-level service, Full Development of an Individual Employment Plan.