



PIEDMONT REGION

Title:	Business Services	Policy #:2. 25	
Effective Date:	October 17, 2019	Revision Date:	

Purpose:

Piedmont Workforce Development Board (PWDB) is responsible for ensuring the coordination of business service delivery to businesses in the local area according to the local plan and the combined state plan. Coordinated efforts are focused on creating a streamlined business process and preventing duplicative services and contacts to businesses.

Policy:

- A. The following business services shall be available to all businesses regardless of existing employee wage levels. These are "Bronze-level" services:
 - 1. Labor Market Information
 - 2. Outplacement assistance
 - 3. Consultation services and information
 - 4. Job posting services (VA Workforce Connection Account}
 - 5. Work Experience placements
- B. The following business services will only be available if the average hourly wage of all positions related to the services are in the \$10 to \$13 per hour range. These are "Silver-level" services:
 - 1. All "Bronze" level services
 - 2. Staff assistance in screening of job c1pplicants for business interviewing purposes
 - 3. Use of workforce center space for interviews
 - 4. Use of workforce center facilities for job fairs and hiring events
 - 5. On-the-job training contracts with a \$5,000 cap
- C. The following business services will only be available if the average hourly wage of all positions related to the services are more than \$13 per hour. These are "Gold-level" services:
 - 1. All "bronze and silver" services
 - 2. On-the-job training contracts with a \$10,000 cap
 - 3. Incumbent Worker Training
 - 4. Customized Training Contracts

Requirements for Business Services:

The following minimum standards are required and must be evident and practiced in the delivery of services to business customers.

- 1. The PWDB BST Agreement shall identify the role of each partner and reflect the strategic goals of the area for business services as identified in the local plan. The agreement must include:
 - a. Standardized timeframes to respond to business inquiries and subsequent contact, in order to deliver specialized and collaborative solutions to meet the needs of the business customer (alternate options must be provided if the area cannot provide an affirmative response to a business's initial request).



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- b. Protocol for delivery of business services.
 - c. A business satisfaction tool to assist in demonstrating continuous improvement.
2. BSTs must have clear, convenient, integrated and easily accessible content and outreach materials (including web-based content) for business customers that provides:
 - a. A list of all integrated business products and services (for all partner agencies but not listed by agency); and
 - b. Contact information for a business to contact through the identified “single point of contact” protocol.
3. BSTs will document they are working and making progress towards shared goals.
4. BSTs must brand all outreach materials according to the Virginia Career Works brand standards and other required EO and funding taglines and be approved by the PWDB Executive Director prior to distribution.
5. BST members must be referred for membership on the team by his/her supervisor and must be available to participate in meetings, job fairs, hiring events and other BST activities, including trainings. Team members must be knowledgeable and able to connect businesses to the full range of partner services, not just the program/agency he/she represents.
6. All BST members must sign an agreement to abide by the PWDB BST policies and procedures.
7. BST members must adhere to confidentiality and ethics as it relates to business needs and partner statutory requirements.
8. The notion of shared business client ownership and accountability is institutionalized across agencies and programs. Partners must buy into the notion that working collectively expands the breadth of services offered to business which is a positive for all.
9. Business outreach representatives (across partners) share intelligence and coordinate and strategize follow-up.
10. BST members regularly participate in local and state provided training, including cross training.
11. Coordinated business services represent “the whole” when in front of business and follow-up includes bringing in the partners/resources to address the solution.

Reporting:

The PWDB and all programs serving business customers are required to track and report the number, type, size and services provided to businesses. Using a “report template”, each WIOA partner will collect the business data information and will send the information to the Virginia Employment Commission (VEC) on a quarterly basis. The VEC will aggregate and compile the information and report it to the Virginia Board of Workforce Development annually. Information collected includes:

- Number of Businesses Served
 - Tracked by establishment
- Type of Business
 - Tracked using the North American Industry Classification System (NAICS) Codes
- Size of Business (for each location)
 - Small (0-249 employees)
 - Other (250+ employees)



- Types of Services Provided
 - Assessments
 - Recruitment Services (job descriptions, job postings, candidate screenings, job fairs, recruiting events, hiring events, targeted candidate recruitment)
 - Labor Market Information
 - Consulting Services
 - Tax Incentives and Credits
 - Layoff Aversion
 - Registered Apprenticeship
 - Training (pre-employment training, on the job training, incumbent worker training, training in employment issues, etc.)

Evaluation of Business Services:

Business Services will be evaluated annually using the following metrics:

- A shared vision and strategy for business services that is included in the BST Agreement and signed by all active partners.
- A single point of contact protocol documented in the BST Agreement.
- A Written Communication Plan included in the BST Agreement.
 - A unified approach and message that is focused on the workforce system instead of a program specific approach.
 - An outreach plan based on sector strategies identified in the local plan.
 - Identification of locally available resources and channels for outreach and how they will be used.
 - The role of each partner in performing outreach activities.
 - A method for determining how effective outreach efforts have been locally.
 - A description of additional partnerships to assist in communications and outreach to businesses including business roundtables, business advisory councils, or existing business visitation programs through economic development entities.
 - Standardized timeframes to respond to business inquiries and subsequent contact, in order to deliver specialized and collaborative solutions to meet business customer needs.
- A method to collect Business Services satisfaction data based on criteria and tool provided by the State WIOA Title I Administrator.
- The website must include Standard Point of Contact protocol including updated contact information for businesses and list of business services available.

Signature of PWDB Executive Director: _____ Date: _____

SUCCESS STRATEGIES

Initial Business Contact
Direct Contact, Referral or Outreach

DOCUMENTATION REQUIREMENTS

Business Services marketing materials and Business Inquiry Form developed

Business Services Team (BST)
Rapid Response, Workforce Center Manager, WIOA, VEC, DARS, DBVI, Adult Edu/CTE, Business Solutions Representative, Veterans Representative, SCSEP, VEDP

Business Inquiry Form completed by initial Business Services Team contact

All Business Services Team members are trained to take business inquiries and make referrals

Business Inquiry Form information entered into Common Spreadsheet

Referral to Appropriate BST Member

BST Member Outreach to Business

24-48 Hour response from initial contact

Business Needs Assessment Conducted

Define service standards for assisting businesses and develop Business Needs Assessment Form

Business Needs Assessment Form completed and data entered into Common Spreadsheet

Business Solutions Plan Developed

Develop Business Solutions Plan template listing services by category for all service providers

Metrics defined to track outcome of Business Services

Business Solutions Plan Implemented by Identified BST Members

Services provided documented in Common Spreadsheet

Evaluate for and adjust for continuous improvement

BST Lead follow-up with Business

Outcome metrics captured and reported



Virginia Career Works – Piedmont Region Business Service Team Partner Agreement

For purposes of compliance with Virginia Workforce Council Policy #13-01

1. Virginia Career Works – Piedmont Region (VCW-P) Business Service Team is committed to conveniently providing our customers with quality information and services in manner that ensures ease of access, seamless referrals and timely responses.
2. A "single point of contact protocol" means that there is no wrong door through which a business customer enters. Any team member that initiates or receives the initial contact either directly works to meet the need or makes a referral on behalf of the customer and ensures that follow up has occurred.
3. Within two (2) business days, the receiving team member either informs the customer of their ability to meet the need or determines what other team member(s) would be better suited to meet the need and makes the electronic referral through the VCW-P website.
4. If a referral has been made, the receiving team member will respond to the business within three (3) business days and begin to work with the customer or notify the originator of the referral that they cannot meet the need. The originator owns responsibility for making another referral or notifying the customer of any alternative options that they may wish to explore.
5. Team members commit to consistent levels of customer service that include clarity in communication, timeliness in responding and an overall user-friendly experience in accessing information, being made aware of available services and efficiently receiving those services when possible. By managing the customer's expectations in this manner from start to finish, we will not "over promise and under deliver".
6. Business Service Team usage data received through the VCW-P website, and from that, a random sample of customers will be identified to at least annually respond to a customer satisfaction survey. The team will collectively review responses and adjust practices and procedures accordingly.
7. The VCW-P website will serve as the repository for information about team services, products and resources, along with any conditions or eligibility requirements. The site will also provide team member contact and protocol information. The website will belong collectively to the team and not any individual member organization.

Member Organization	
Date	
<div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> Signature	