



PIEDMONT REGION

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| Title:          | Business Solutions Policy - WIOA | Policy         | 23       |
| Effective Date: | October 17, 2019                 | Revision Date: | 7/1/2026 |

**References:**

- VBWD Policy 403-01, Change 1
- VBWD Policy 403-01, Change 2
- Workforce Innovation and Opportunity Act (Pub L. 113-128)
- Code of Virginia Section 2.2-2472.1.
- United States Department of Labor, Workforce Innovation and Opportunity Act, Final Rule, 20 CFR 679.560, Subpart D, Regional and Local Plan
- United States Department of Labor, Workforce Innovation and Opportunity Act, Final Rule, 20 CFR 678.435, Subpart B, One-Stop Partners and the Responsibilities of Partners
- Combined State Plan - WIOA State Plan for the Commonwealth of Virginia 2020-2024
- Training and Employment Guidance Letter 19-16: Guidance on Services provided through Adult and Dislocated Worker Programs under the Workforce Innovation and Opportunity Act (WIOA) and the Wagner-Peyser Act Employment Service (ES), as amended by title III of WIOA, and for Implementation of the WIOA Final Rules.
- Training and Employment Guidance Letter 10-16: Performance Accountability Guidance for Workforce Innovation and Opportunity Act (WIOA) Title I, Title II, Title III and Title IV Core Programs

**I. Purpose**

The purpose of this policy is to outline the strategic vision of business solutions provision in the Commonwealth of Virginia and data collection requirements of Local Workforce Development Boards (LWDBs) and American Job Centers (also called Virginia Career Works Centers), which includes all mandated WIOA partners in providing services to business customers. This policy presents required actions of WIOA partners to expand the capacity to provide business services and capture data on business services provided to business customers.

**II. Summary and Impact**

The Workforce Innovation and Opportunity Act (WIOA) of 2014 created a comprehensive workforce development system that places an emphasis on the role of business as a primary customer in the One-Stop Delivery System. Provision of services to businesses is value added to businesses, jobseeker customers, and the community. WIOA mandates that LWDBs develop strategies to establish and sustain lasting partnerships for the delivery of business solutions that will last beyond changes in One-Stop operators or career services providers. Local areas must establish and develop relationships and networks with employers and their intermediaries; convene or implement industry or sector partnerships; and may also provide other business solutions and strategies that meet the workforce development needs of their area employers in accordance with partner programs' statutory requirements. All of these strategies must be reflected in the Local Workforce Development Area WIOA Local Plan.

WIOA envisions a high-performance workforce development system – a system that is results- oriented, flexible, and continuously improving. Customized business services may be provided to employers, employer associations, and other organizations. Furthermore, WIOA Virginia Board of Workforce Development regulations state that the delivery of business services is an important component of the one-stop delivery system as a whole.

Virginia’s strategic vision for its workforce development system is “every business has access to a highly skilled workforce” and its mission is to “build a strong workforce with skills aligned to employer needs.” To help achieve this vision, Virginia will “increase business engagement and deliver value to our business customers” by effectively identifying, engaging and serving businesses; having integrated service delivery; forming sector- based partnerships to address the needs of regional industries; and investing in technology and professional development. Being more responsive to the needs of Virginia’s businesses, workforce resources will yield an improved return on investment.

These goals will be accomplished by empowering the Local Workforce Development Boards (LWDBs) to identify opportunities more effectively to better partner with business in a strategic manner based upon career pathways and sector strategies. This will be implemented utilizing cross-agency, cross-programmatic groups that are designed to provide a comprehensive array of services to maximize the efficiency and expertise of system partners. These groups will create seamless delivery of services to businesses through a single point of contact strategy and be driven by partnership with local, regional, and state economic development entities. The goal should be consistent with the Governor’s Strategic Economic Development Plan. Additionally, Virginia’s public workforce system seeks to increase the number of businesses participating in workforce development programs and services.

The workforce system will be demand-driven, coherent, and easily accessible to business customers. LWDBs must provide comprehensive services to businesses through American Job Centers (AJCs). Full integration of business services is critical to achieving a high performing workforce development system.

Virginia is committed to the principles of Customer-Centered Design and innovation in its service delivery strategy, including virtual products and services. Specifically, Virginia will build its product and service strategy around both career and business services. The responsive integration of these service delivery methods creates better outcomes for the dual customers of workforce development, the jobseeker and business community.

An integrated approach to business solutions shall lead to improved skills, credentials and employment attainment in areas driven by business demand. In total, this effort in conjunction with efforts by economic development activities are expected to enhance and grow Virginia’s economic advantage in both recruiting and retaining businesses in the Commonwealth.

### **III. Policy**

#### **A. Role of WIOA Partners**

The WIOA partners shall support the strategic planning and implementation of revitalized or enhanced business engagement activities within the state. Business engagement will be

supported by a continued focus on branding the one-stop system, delivering a universal message to identify the one-stop system, and establishing standardized services. Interagency collaboration, forming partnerships, and leveraging resources will be a vital aspect of Virginia's success in meeting business' workforce development needs.

The Virginia Board of Workforce Development (VBWD) and Virginia Works maintain statewide leadership and coordination of business services activities in accordance with VBWD Policy 403-01 Change 2. Local Workforce Development Boards and Business Solutions Teams shall comply with all state-level guidance, reporting requirements, and performance expectations established under that policy.

**B. Role of LWDBs and One-Stop Centers (AJCs) in Providing Business Services:**

Local Workforce Development Boards serve as the regional convener for employer engagement activities and are responsible for ensuring coordinated, high-quality business services consistent with the local WIOA Plan and the Virginia Combined State Plan. LWDBs shall convene and guide a Local Business Solutions Team comprised of workforce, education, economic development, and other appropriate partners. The Local Business Solutions Team shall support sector strategies, coordinate employer outreach, identify workforce solutions, reduce duplication of services, and ensure a seamless "no wrong door" experience for employers.

**C. Requirements for LWDB Business Solutions Teams:**

The following minimum standards are required and must be evident and practiced in the delivery of services to business customers in each LWDB. The state-level business solutions team will facilitate the solutions to ensure these standards are implemented.

1. The LWDB Business Solutions Team Partner Agreement (Attachment B) shall identify the role of each partner and reflect the strategic goals of the LWDB for business services as identified in the WIOA 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 business customer needs; alternative options must be provided if the LWDB cannot provide an affirmative response to the business customer's initial request.
  - b. The LWDB will implement a business satisfaction tool agreed upon by the state-level business solutions team to assist in demonstrating continuous improvement.
  - c. The Local BST will collect quarterly success stories to submit to the Local Workforce Development Board for cataloging.
2. LWDB business solutions partners must have clear, convenient, and easily accessible content and outreach materials (including web-based content) for business customers that provides:
  - a. A list of all business products and services; and
  - b. Contact information for a business to contact through the identified "single point of contact" protocol eliminates a duplication of efforts on behalf of the AJC.
3. Business Solutions Teams will document the actions and progress they are making towards shared goals.

#### **D. Business Solutions Reporting**

LWDBs and participating partners shall collect and report business solutions data using the format, categories, and timelines established by Virginia Works and VBWD Policy 403-01 Change 2. Quarterly reports are due to the Virginia Works for compilation on the following dates:

Jan. 15th (Activities for Oct-Dec); April 15th (Activities for Jan -Mar); July 15th (Activities for April-June); and Oct 15th (Activities for Jul-Sep). The business solutions annual report is due to the VBWD in September.

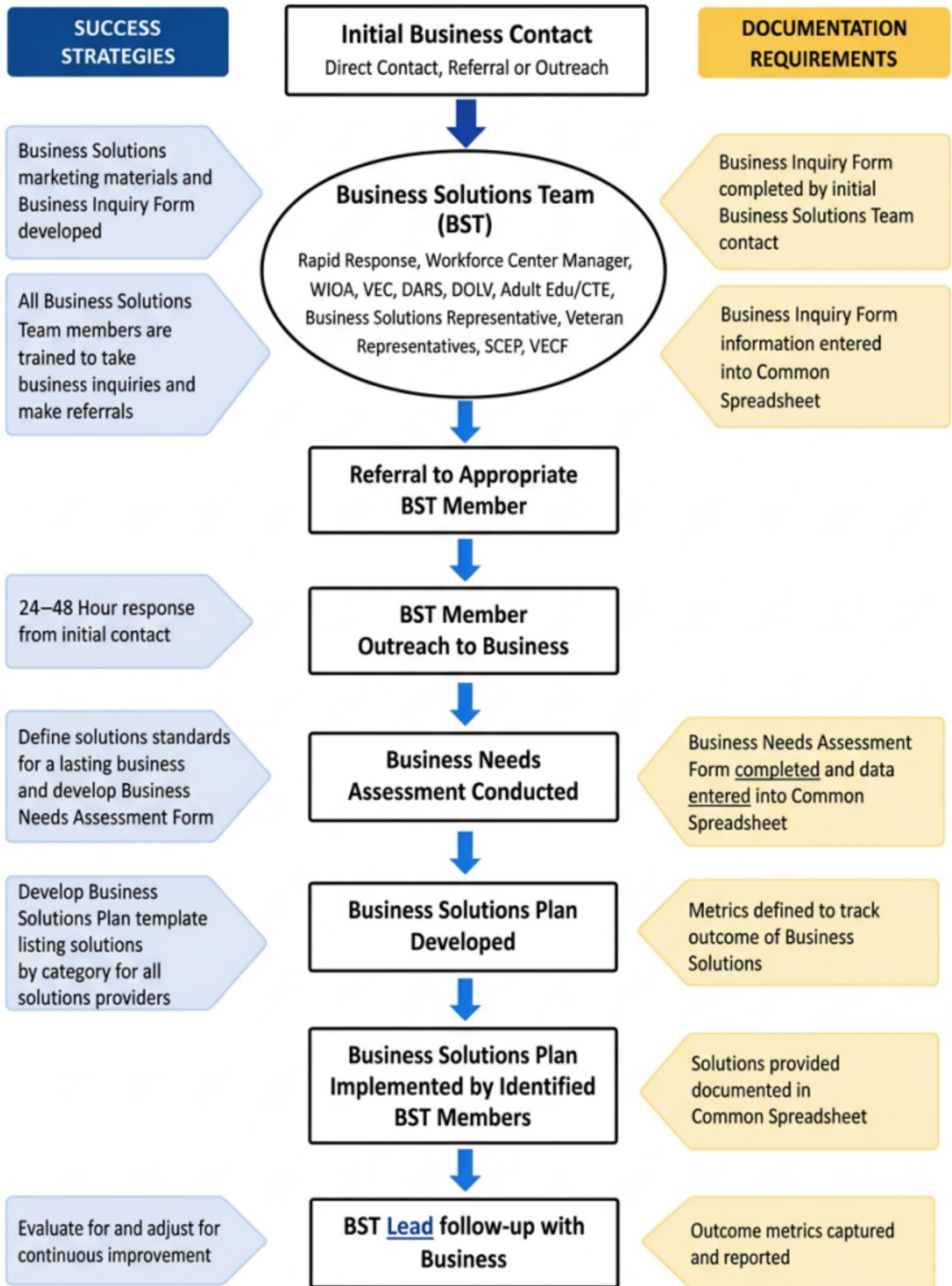
The “report template” will be used to track the following data:

- Number of businesses served
  - Tracked by establishment
- Type of business
  - Tracked using the NAICS Codes (North American Industry Classification System)
- Size of business (for each location)
  - Small (0-249 employees)
  - Other (250+ employees)
- Type of services provided
  - Assessments (Work Keys Profiles, Career Readiness or Foundational Skills Assessments)
  - Recruitment Services (Job Descriptions, Job Postings, Candidate Screenings, Job Fairs, Recruiting Events, Targeted Candidate Recruitment)
  - Labor Market Information
  - Consulting Services
  - Tax Incentives and Credits
  - Layoff Aversion
  - Registered Apprenticeship
  - Training (Examples: Pre-Employment Training, On-the-Job Training, Incumbent Worker Training, Training in Employment Issues, etc.)

#### **E. Evaluation**

Compliance with the requirements identified in this policy shall be reviewed through local monitoring activities, American Job Center certification, and any business solutions evaluation processes established by VBWD or Virginia Works.

## Attachment A:





## Attachment B:

### **Virginia Career Works – Piedmont Region Business Solutions Team Partner Agreement**

In support of Local WIOA Policy 23 and VBWD Policy 403-01 Change 2, the Virginia Career Works – Piedmont Region (VCW-P) Business Solutions Team (BST) is committed to providing coordinated, responsive, and employer-centered services that ensure businesses experience seamless access to workforce resources regardless of their point of entry into the workforce system.

#### **Guiding Principles**

The Business Solutions Team operates under the leadership of the Local Workforce Development Board (LWDB), serving as the regional convener of employer engagement activities. Team members agree to work collaboratively to support employers through a coordinated and comprehensive approach to business services.

Business relationships developed through Business Solutions Team activities are considered a shared regional resource. No individual partner owns employer relationships established through the workforce system. Team members will communicate, collaborate, and coordinate outreach efforts to prevent duplication and ensure employers receive the most appropriate services and solutions.

#### **No-Wrong-Door Service Delivery**

The Business Solutions Team follows a "no-wrong-door" approach to employer engagement. Any team member who receives an inquiry from a business is responsible for ensuring the employer receives a timely response and is connected to the appropriate workforce partner(s).

#### **Response and Referral Standards**

- Within two (2) business days of receiving an inquiry, the receiving team member will:
  - Respond to the employer;
  - Determine whether the need can be addressed directly; or
  - Coordinate a referral to another Business Solutions Team partner better suited to meet the employer's needs.
- When a referral is made, the receiving partner will contact the employer within three (3) business days and begin service delivery or communicate alternative recommendations to the referring partner.
- The referring partner will monitor the referral to ensure appropriate follow-up has occurred and that the employer's needs have been addressed.

#### **Partner Collaboration**

Business Solutions Team members agree to:

- Participate in coordinated employer engagement activities.
- Share information in a timely and professional manner.
- Include other partners when their expertise, programs, or resources may benefit an employer.
- Support regional sector strategies and workforce initiatives.
- Work collaboratively to identify workforce solutions and address employer talent needs.
- Reduce duplicative outreach and promote a seamless customer experience for employers.

#### **Customer Service Standards**

Business Solutions Team members commit to providing:

- Professional and timely communication;
- Consistent customer service standards;
- Clear information regarding available workforce services and eligibility requirements;
- Appropriate follow-up throughout the service delivery process; and
- An employer-focused experience that promotes trust, responsiveness, and continuous improvement.

#### **Employer Satisfaction and Continuous Improvement**

The Business Solutions Team will collect employer feedback through customer satisfaction surveys and other evaluation methods established by Virginia Works or the Local Workforce Development Board. Survey results and other performance measures will be reviewed periodically to identify opportunities for improvement and strengthen service delivery.

#### **Communication and Access**

The Virginia Career Works – Piedmont website and other approved communication platforms will serve as primary access points for information regarding Business Solutions Team services, resources, referral processes, and contact information. These resources will be maintained for the benefit of the entire partnership and the employers it serves.

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|-----------------------------------------------|--|
| <b>Member Organization</b>                    |  |
| <b>Organization Representative Name/Title</b> |  |
| <b>Date</b>                                   |  |
| <div> <div>Signature</div> <div></div> </div> |  |