
Business Services Guide

June 2016

WorkSource Oregon

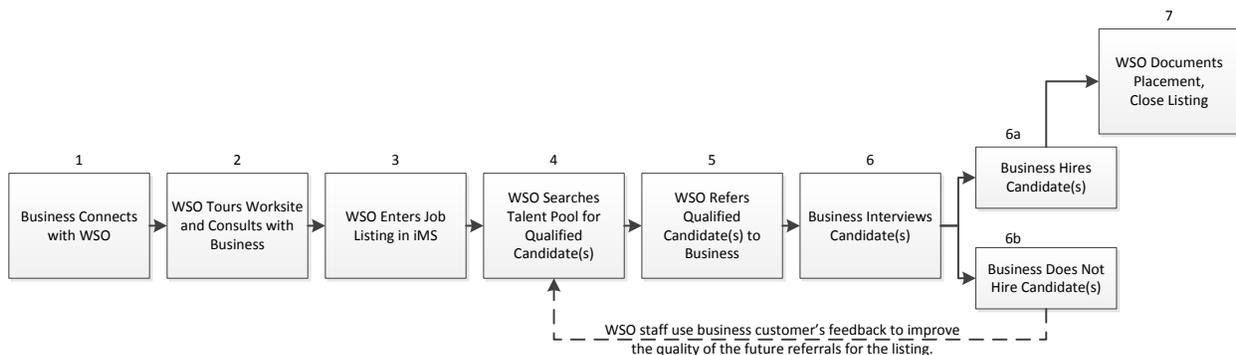
Introduction

This guide was created in response to systemic changes in Oregon’s workforce development system initiated by the Workforce Innovation and Opportunity Act (WIOA) and the WorkSource Oregon (WSO) Operational Standards.

This guide informs WSO staff of new performance expectations and recruitment service processes that go into effect July 1, 2016. Those new expectations include; required site visits for every enhanced listing, management of talent pool(s), and feedback mechanism for the quality and availability of job seekers in the labor market. This guide places those new expectations in an updated Business Services flow that aligns with and meets the intentions of the WSO Operational Standards.

7-Steps to a Quality Enhanced Recruitment

The illustration below depicts the 7-steps necessary to achieve a quality recruitment service for business customers. What follows in this guide is a step-by-step description of the recruitment process that aligns WSO Business Services processes with WIOA and WSO Operational Standards.



1. Business connects with WSO to place Enhanced Listing.

Ongoing outreach activities that focus on educating businesses about the services and benefits of recruiting through WSO will be key to maintaining an effective recruitment service. One of the objectives of WIOA and the WSO Standards is to establish and maintain positive working relationships with business customers. Effective outreach activities vary from area to area and each area should develop strategies to meet their local business service outcomes.

2. WSO Business Services staff will tour the worksite and act as consultants to understand the business’ workforce-related needs.

WSO staff will meet at the employer location to become acquainted with the business and consult with them regarding their workforce needs.

3. WSO staff enter job listing(s) into iMatchSkills®.

Managing quality job listings in iMatchSkills® is detailed in the Workforce Operations Manual available on WOMIS. While WorkSource has several options for posting job listings, for the purposes of this guide we will concentrate on staff entered enhanced job listings.

4. WSO staff select qualified candidates from talent pools, screen them in-person to ensure they meet work-ready criteria and job listing requirements before referring to business.

Selecting the most qualified candidates begins during the site visit. Site visits save staff time during the recruitment process because staff know what they are looking for in skills and fit. Staff will search for qualified candidates from talent pools and other relevant sources using standard job matching practices. Processes for the development of talent pools and work-ready criteria are determined locally.

Job matching processes are found in the Workforce Operations Manual located at WOMIS.

5. WSO refer qualified candidates to business, maintaining a 5:1 referral-to-hire ratio unless otherwise specified by the business.

Referring qualified candidates in small batches ensures more frequent feedback from businesses on the quality and fit of WSO referrals will improve the recruitment process for each enhanced listing and save time for the business customer and WSO staff.

6. Business interviews WSO candidates.

- a. Business hires WSO candidate, proceed to step 7.
- b. Business does not hire WSO candidate.
 - i. Business Services staff work with business customer to determine reason(s) WSO candidate was not selected.
 - ii. If relevant, Business Services staff modifies listing requirements to conform to employer requested changes. If no changes are required on the listing, incorporate employer feedback and re-match the listing.
 - iii. Upon determining the reason a WSO candidate was not hired, Business Services staff enter that information into the listing history database in iMS. Selecting from a checkbox, WSO staff will indicate the reason a WSO candidate was not hired. Those checkboxes include: Skills Gap, No Qualified Applicants, Poor Soft Skills, Already Working, Compensation not at market level, listing unaligned to existing labor market, and Other.

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- iv. Based on the business' feedback, Business Services staff will either close the job listing without a placement or begin selecting new candidates as per "Step 4".

7. WSO documents the placement and closes listings per business customer's direction.

Business Services staff will follow established protocol to close listings and document relevant information. If a listing closed without a hire within 30 days, Business Services staff will make contact to determine if the opening still exists and possibly consider other recruitment options. Processes to close job listings can be found in the Workforce Operations Manual.

Feedback Mechanisms and Business Services

Feedback mechanisms are an important part of maintaining an effective Business Services program. WSO Operational Standards speak specifically about the requirement of establishing a feedback mechanism in the Business Services recruitment process:

"Placement activities must include a feedback mechanism between WSO and employers. Employer feedback will be solicited to validate/concur with the readiness/quality of referrals. That feedback will be shared with career development staff to improve the supply and quality of available candidates. LLTs will develop feedback mechanisms, monitor outcomes, and make adjustments to local career and training services based on feedback received." (*WSO Operational Standards, page 12*)

When it is discovered that skills are not sufficient in the labor market to satisfy a business' job listing, Business Services staff will consult with their local training team and/or local leadership team to determine if there are existing products that could allow WSO to effectively serve the business customer.

Local leadership team should develop communication protocols for when and why they want to be looped in to the identification of skills gaps that were successfully met with current products.