



***An Introduction to
WorkSource Operational Standards***

Fall 2015



Customer-Centric

: someone who buys goods or services
from a business

: in the middle of something
: located in the center of a thing or place
: main or most important



Roles & Responsibilities

Oregon Workforce Investment Board

The Board is tasked with developing a plan for statewide workforce investment system and assisting the Governor in developing Oregon's workforce system.

Local Workforce Boards

Provide a convening table for labor, economic development, elected officials, education, workforce development and human service providers to create local solutions in response to the needs of the workforce and business.

Local Leadership Teams

The mechanism used to manage the implementation of the local WSO system.

Background

WSO system integration began in October 2008.

Goals at that time included:

1. **Co-location of multiple partners within WorkSource Oregon.**
2. **The Oregon Employment Department and Title 1 service providers working to define and deliver an agreed-upon set of jobseeker services in WorkSource Oregon.**
3. **Business recognized as the primary customer and services better aligned.**

WorkSource leadership reaffirmed their commitment to integration at that same time Workforce Innovation Opportunity Act was being drafted. System leadership aligned our integration efforts with new system expectations from WIOA.

WorkSource leadership needed to reaffirm their commitment to system integration because not all areas of the state fully implemented the original integration effort. With the new law and a new oversight role for the state workforce board, we believe all centers will be on board and meeting the standards.





MISSION

To effectively respond to workforce challenges through high-quality services to individuals and businesses, resulting in job attainment, retention and advancement.

VISION

Communities where the employment needs of jobseekers and businesses are met by solutions delivered effectively through engaged workforce system partners.

Foundations of Service Delivery

Sector Strategies

The terms industry “sector” and “cluster” are often used interchangeably. *Industry cluster* typically describes the entire value chain of a broadly defined industry from suppliers to end products. *Sector* is a term more widely used in workforce development, defining an industry primarily by common workforce needs and occupations.

Continuity of Services

The goal is to provide the best customer-focused service possible through a continuity of services that are not dependent upon a customer returning to the same staff person.

Labor Market Information

LMI will inform sector strategies, career planning, training decisions, business engagement and placement services.

Feedback Mechanisms

All centers will develop feedback mechanisms to ensure that services are driven by and are meeting business needs, and to ensure that internal teams are operating on the same information and striving toward the same local expectations. Feedback mechanisms will be documented and locally tracked to ensure effectiveness of service provision.



Workforce Innovation and Opportunity Act

To achieve and maintain an integrated, job-driven workforce system that links our diverse, talented workforce to our nation's businesses and improves the quality of life for our citizens.

Based on three key pillars of our system:

- One-Stop career centers provide first-rate customer service to jobseekers, workers, and businesses.
- The demands of businesses and workers drive workforce solutions.
- The workforce system supports strong regional economies.



What are the WSO Standards?

- 74 Operational Standards
- Business and Job Seekers drive the business
- Continues to integrate and align system resources
- Improves customer service at WorkSource
- Operational and Technology standardization across the state
- Local areas create the “how”
- Strong state-level of support for local areas



System Standardization

CO-LOCATION

In order to be designated as a WorkSource Oregon center, Wagner-Peyser employment service offices must be co-located with Title I one-stop centers.

ALIGNMENT OF SERVICES

In order to be designated as a WorkSource Oregon center, services among Wagner-Peyser and Title I staff will be aligned, resulting in seamless provision of services to customers.

BRANDING

WorkSource Oregon branding standards for professional appearance of WSO Centers and WSO staff.

TECHNOLOGY INFRASTRUCTURE

All WorkSource Oregon centers will maintain a standard level of technology to ensure comparable access to automated services for customers.





System Standardization

Branding includes establishing an open floor plan for each center that features:

- ✓ An open environment allows for ease of service from staff to customer throughout the room.
- ✓ Barriers do not separate the public computers; instead, computers are in the center of the office – providing accessibility to customers and ensuring that staff are aware of customers' needs.
- ✓ Cubicle walls for staff are lowered for complete visibility.
- ✓ A greeter station will take the place of the standard reception desk and will look more like a podium. This person will greet the public and determine next steps for service.











WorkSource Albany



WorkSource Albany



WorkSource Albany

The Four Services

Exploratory

Career

Training

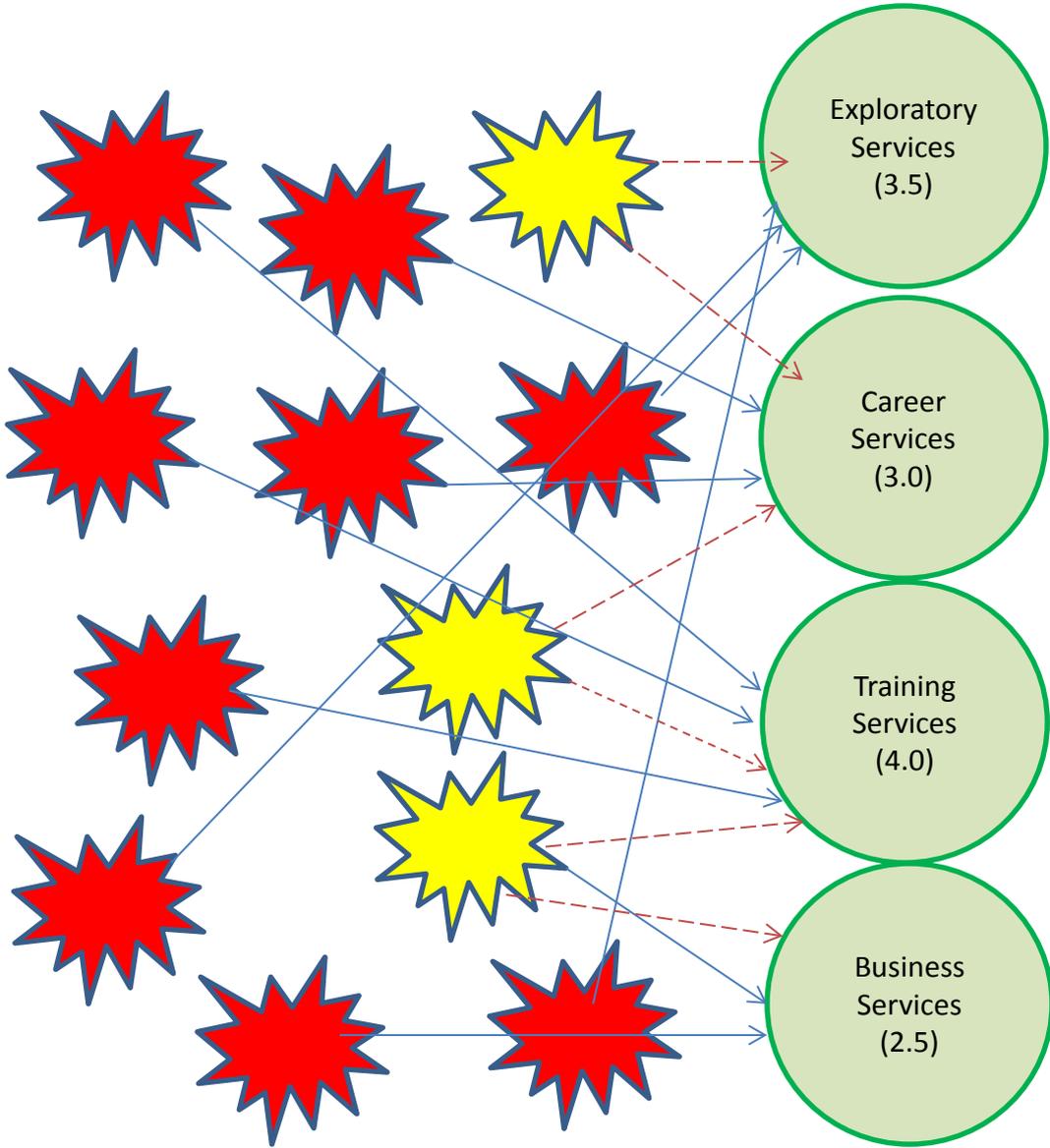
Business



Welcome Team (6)

Skills Team (3)

Business Team (4)





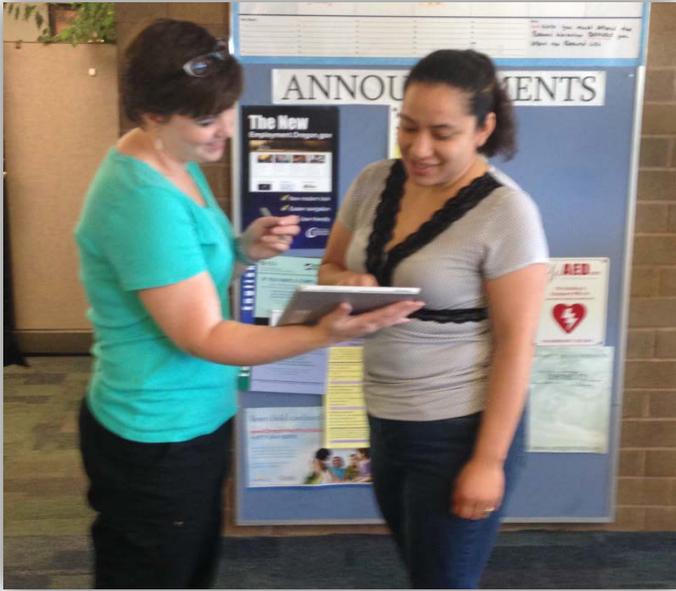
Exploratory Services

Greeting the customer within a minute: All customers entering a center will be greeted within one minute. Greeters will query/speak with customers about their reason for coming into the center. After greeting and listening to customer needs, staff will inform customers of available services and propose options toward next steps.

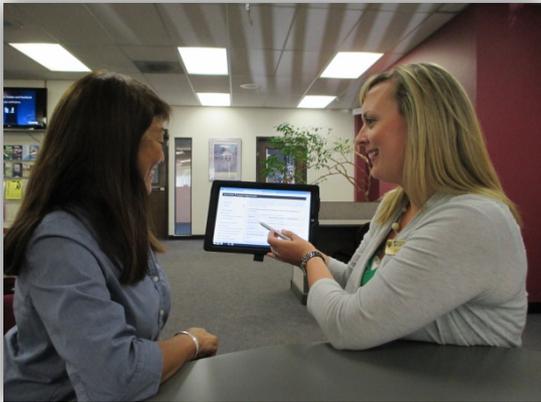
One-on-One: Customers needing to register with the labor exchange system, or interested in pursuing Career or Training Services will be provided a customized one-on-one engagement no more than 15 minutes after the initial greeting. At the one-on-one, staff will review, assist with, or **conduct basic registration**; provide additional information about available services; listen to customer needs; and provide guidance on next steps based on needs and interests.

Next Steps: Each time customers engage in services, appropriate customer information/data is collected and next steps are planned and scheduled.

Customer-Centric Service



WSO Klamath Falls, WSPM Beaverton-Hillsboro, and WSO Lane pilot a new customer service process that provides immediate service to customers based on their need.



WorkSource Lane's Pilot Project



WorkSource Oregon Greeter Competencies

Customer Focused

- Creates a positive customer experience
- Strives for customer satisfaction
- Delights the customer

Teamwork

- Ability to build rapport
- Collaborative
- Inclusive

Motivation

- Positive Attitude
- Self-Manager
- Displays energy and enthusiasm

Personal Responsibility

- Possess interpersonal skills
- Presents oneself professionally
- Knows when to use humor

Decision Making

- Critical thinking skills
- Problem solving skills

Adaptability

- Adaptable to change
- Ability to learn quickly
- Promotes continuous improvement

Communication

- Active and Effective Listening skills
- Ability to influence others
- Excellent communication skills

Integrity

- Respectful of others
- Maintains sensitive information



Career Services

Career Services are those services that assess a person's readiness to work and provide employment statistics information to inform career goals and opportunities for advancement in occupations.

Career Services include:

- Management of work-ready talent pools
- Job Search
- Placement Assistance
- Skill Validation
- Career Counseling
- Provision of information on in-demand industry sectors and occupations
- Provision of information on non-traditional employment
- Feedback mechanism to evaluate the quality of candidates referred to business

Effective Career Services rely on assessment, development of a focused Individual Employment Plan (IEP), career planning and skills validation.



Training Services

Individuals determined to be in need of training to obtain or retain employment that leads to economic self-sufficiency or wages comparable to or higher than wages from previous employment may be eligible to receive Training Services.

Adult Education and Literacy: Activities of English language acquisition, integrated education and training programs, and workforce preparation activities (as defined under Title II) will be available through WSO centers.

Talent Development: Talent Development increases capacity for someone to learn and/or demonstrate work-related skills. All centers will offer staff-assisted talent development workshops to teach essential skills for work readiness including (at a minimum): résumé development, basic computer skills, interviewing skills, networking/social media use, and soft skills.

Skill Development: Though types and amounts may vary, all local areas will provide skill development based on structured, written curriculum designed to address gaps, develop new skills and advance toward attainment of industry-recognized and post-secondary credentials.

Work-Based Learning: Work-Based Learning includes On-the-Job Training (OJT), apprenticeship, and work experiences and internships that are linked to careers. Work-Based Learning services may also include job shadows, volunteer opportunities, and career exploration to help customers develop skills, experience and/or exposure to careers or industries based on their interests and competencies.



Core Talent Development Workshops

All centers will offer staff-assisted talent development workshops to teach essential skills for work readiness including (at a minimum):

- Résumé Development
- Basic Computer Skills
- Interviewing Skills
- Networking & Social Media
- Soft Skills

Business Services

The most important Business Service WSO provides is connecting employers to qualified candidates.

Recruitment Services: Recruitment involves attracting, selecting and referring suitable candidates to one or more jobs through multiple activities that are customized to a specific employer or occupational need. WSO staff conducting Recruitment Services will work closely with staff providing career and training services to access the appropriate talent pool for the position(s) being recruited. Recruitment Services include job postings and promoting employment incentives to business.

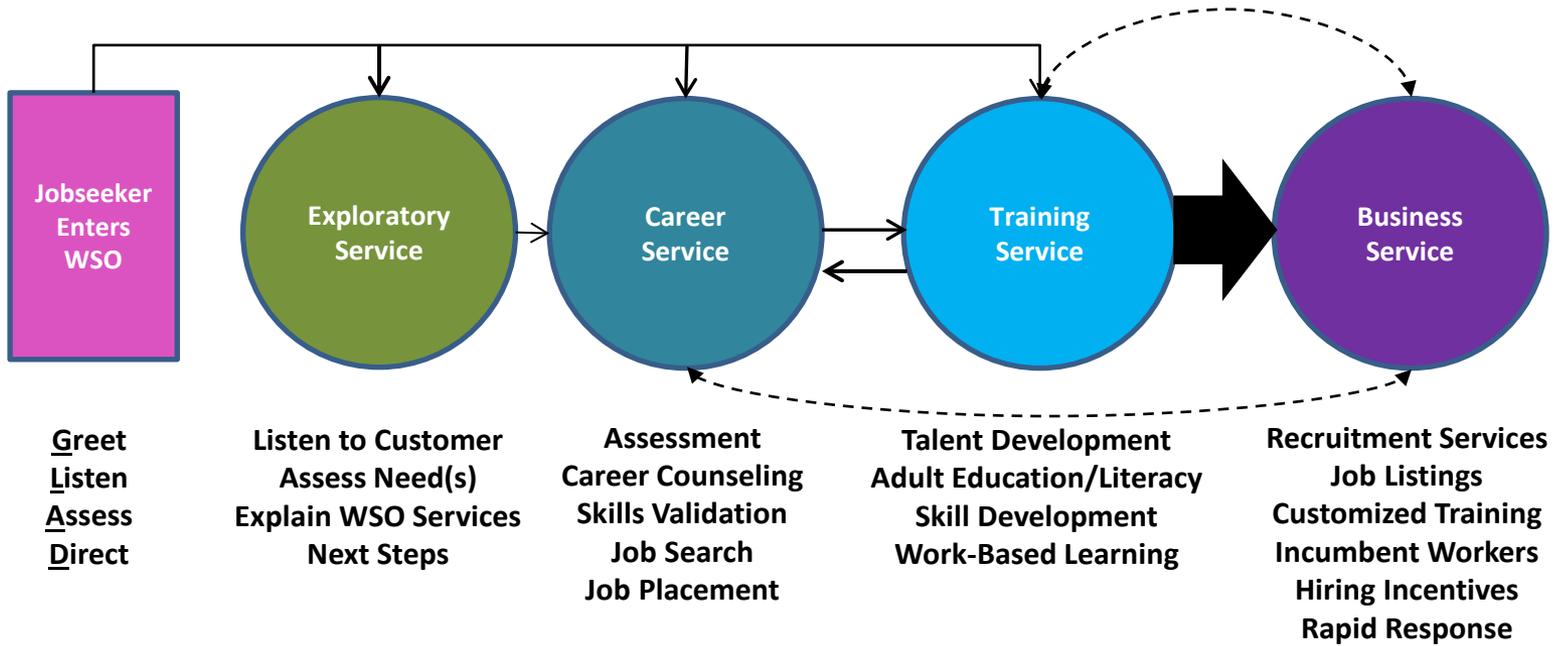
Customized Training: Customized training may be provided, in alignment with local plans and available resources, to meet the specific skill needs of local employers. The training is conducted with a commitment by an employer or group of employers to employ an individual upon successful completion of the training.

Incumbent Worker Training: Local boards may reserve funds to pay for the federal share of the cost of providing training through an incumbent worker training program.

Rapid Response: The mission of the pre-layoff system in Oregon is to provide comprehensive information and technical assistance leading to employment of dislocated workers affected by layoff, closure and/or disaster. Rapid Response activities are time-sensitive and all LLTs will develop local protocols to ensure contact with affected parties within 48 hours of receiving notice of a layoff, closure or crisis event.



WSO Job Seeker Customer Flow

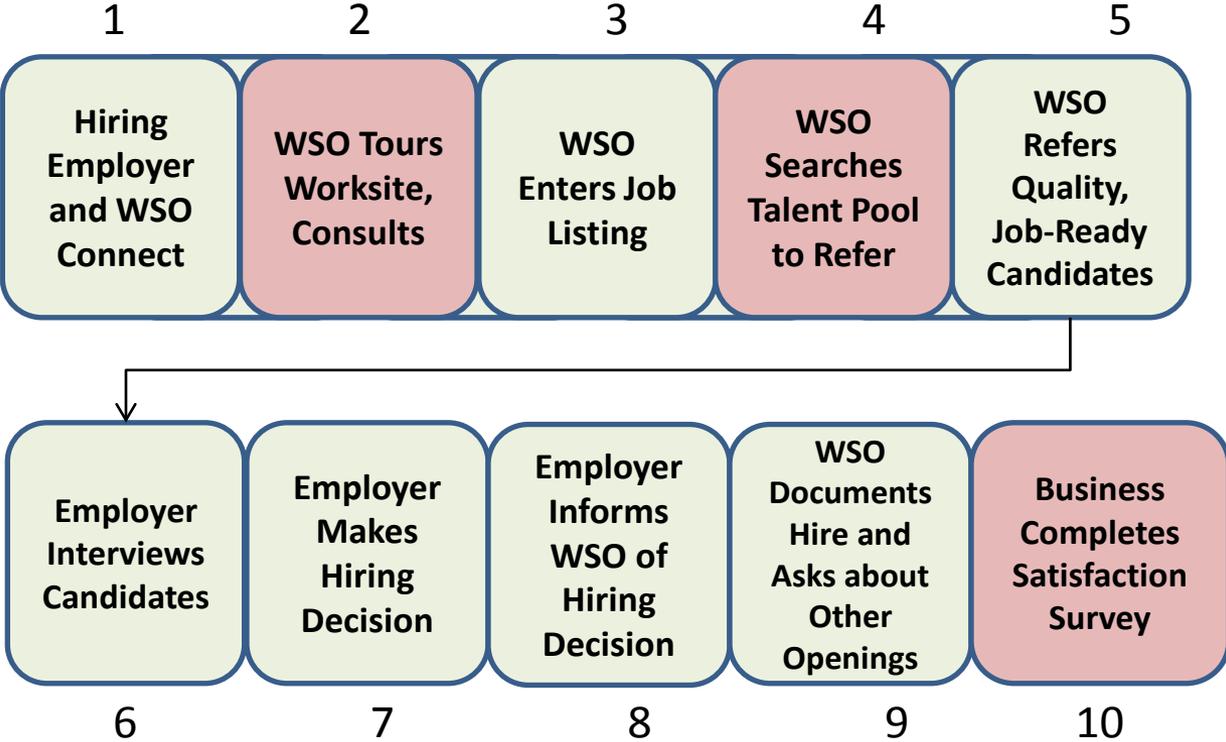


Customers may engage in self-directed services at any point in their WSO experience.

Registration occurs as needed across services

Feedback Mechanism

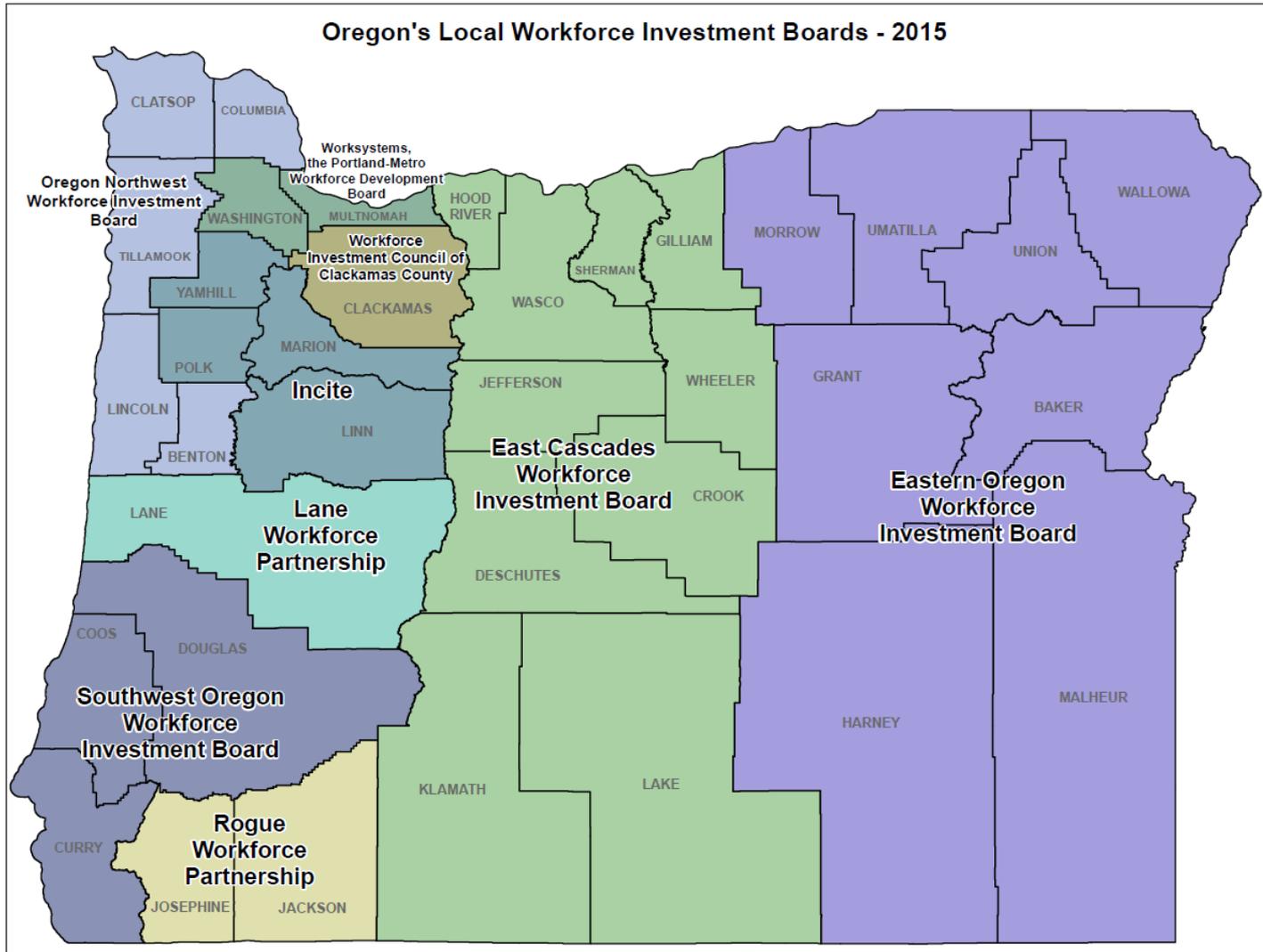
Business Customer Flow



Established Talent Pool
Is Continuously
Managed by WSO
Centers



Planning is Underway Everywhere



Area: _____

Center: _____

Date: _____

Standard	Definition	Update	Standards Reference
Co-location	In order to be designated as a WorkSource Oregon center, Wagner-Peyser employment service offices must be co-located with Title IB one-stop centers.	Yes _____ No _____	Pages 7, 25
Alignment of Services	Total staff resources across both (W-P/Title 1) funding streams will be pooled together and allocated collectively to ensure all services are delivered in accordance with the requirements of these operational standards.	Yes _____ No _____	Pages 7, 25
Branding	<ul style="list-style-type: none"> WorkSource Oregon (WSO) is the accepted brand for WorkSource Oregon centers. All centers will adopt and execute this brand, in accordance with the Oregon Workforce Investment Board decisions from September 2007 and December 2008. Each LLT will establish protocols to ensure that physical structures are kept clean, neat, professional, and reflective of an aligned and integrated environment. Additionally, LLTs will develop center/local area-specific professional standards which include expectations for acceptable work apparel. 	Yes _____ No _____	Page 7
Technology Infrastructure	All WorkSource Oregon centers will maintain a standard level of technology to ensure comparable access to automated services for customers.	Yes _____ No _____	Page 8
Local Leadership Team	LLTs may consist of local board staff (conveners), OED Managers, Center Managers, contracted service provider management and staff, and representatives from engaged partners and stakeholders such as the Department of Human Services, Vocational Rehabilitation, community colleges, or Temporary Assistance for Needy Families (TANF).	Yes _____ No _____	Pages 5-6
Four Services <ul style="list-style-type: none"> Exploratory Career Training Business 	Services provided through the WSO centers will be customer-centered to ensure value to each customer experience as close to the front of the customer flow as possible and at each point along the continuum of services. Rather, there are Career Services, Training Services and Business Services which may be accessed at any time based on customer needs.	Yes _____ No _____	Pages 8-16
Labor Market Information	Labor Market Information will inform sector strategies, career planning, training decisions, business engagement and placement services.	Yes _____ No _____	Pages 8, 26
Continuity of Service	The goal is to provide the best customer-focused service possible through a continuity of services that are not dependent upon a customer returning to the same staff person. Any WSO staff person is expected to be able to pick up where another staff left off at the previous customer engagement.	Yes _____ No _____	Page 26
Work-Ready Criteria	Customers will be designated as Work Ready once assessed by staff that they have: a general resume, demonstrated soft skills, demonstrated interview skills, addressed barriers to employment, acquired necessary application information and materials, networking/social media and basic computer skills appropriate for their career goals.	Yes _____ No _____	Page 19-20, 28-29
Talent Development	Talent Development increases capacity for someone to learn and/or demonstrate work-related skills. It may include online training and assessment resources, or staff-led workshops and instruction.	Yes _____ No _____	Pages 13-14, 22-24

Skills Validation	Customers who have been determined Work Ready will be further assessed to ensure they are appropriate for the specific job referral and have been validated against all employer expectations for the position, including required work history, hard skills, certifications and licenses, and basic skills.	Yes _____ No _____	Pages 20-21, 28
Placement Assistance	Staff providing placement assistance will understand the local talent pool available for referrals, and will manage the “pool” of available work-ready jobseekers—prioritizing based on business needs and investment strategies outlined in the local plan.	Yes _____ No _____	Page 12
Recruitment Services	Recruitment Services will support targeted populations and Sector Strategies recruitments. WSO staff will conduct an on-site employer visit prior to the start of the recruitment then send qualified candidates to the employer in a timely manner.	Yes _____ No _____	Page 15
Feedback Mechanism (Job Referral)	Placement and recruitment activities must include a feedback mechanism between the WSO and employers.	Yes _____ No _____	Pages 9, 12 14-15
Feedback Mechanism (Training)	Mechanisms must be in place to monitor the quality and effectiveness of training services both from outcome data and business/customer feedback.	Yes _____ No _____	Pages 9, 13, 15
Target Populations placed from talent pool to any job	Local workforce boards will identify target job-seeker populations to align resources to serve	Yes _____ No _____	Pages 13, 15
Sector Partnerships	Local Boards will identify targeted sectors as part of the planning process. Local Boards will develop service priorities and dedicate resources based on local plans and investment strategies.	Yes _____ No _____	Pages 9, 28
Target populations are placed from talent pool to sector opening	Staff providing placement assistance will understand the local talent pool available for referrals, and will manage the “pool” of available work-ready jobseekers—prioritizing based on business needs and investment strategies outlined in the local plan.	Yes _____ No _____	Page 15

Comments:



Welcome!

<https://wsostandards.weebly.com>

Serving REA Customers and Meeting the 15-Minute Standard

Q: Can we spend up to 70-minutes for each REA customer?

A: Yes.

Q: Are we expected to spend 70-minutes with each REA customer?

A: No, we don't need to spend 70 minutes with each REA customer. 70 minutes is an average. Some interviews may be 20 minutes and some interviews may be 120 minutes. It depends on the customers' needs.

Q: How do I know how much time to spend with each REA customer?

A: By assessing their needs at the time and providing services that meet their need(s). When in doubt, think customer-centric.

WSO Operational Standards Technical Support

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