



America's **JobCenter**
of CaliforniaSM

Business Services Plan

Monterey County Workforce Investment Board Business Services Plan

The Workforce Investment Board (WIB) of Monterey County is responsible for developing a skilled workforce for the growing economy of Monterey County. The WIB is responsible for the oversight of the Workforce Investment Act of 1998. The Monterey County Economic Development Department is staff support to the WIB. The WIB and Economic Development Department's primary one stop operator services is with the Monterey County Office for Employment and Training along with subcontracts with other local agencies for specific models of service.

The WIB is the policy-making body. Because the WIB establishes policy and contracts for services, this Business Services Plan covers the WIB Business Services Committee, local operators and subcontractors.

Highly coordinated services are essential for all business customers in our Monterey Bay region. Given the wide range of services available to businesses, our workforce and partner organizations will build a network of seamlessly coordinated services across the communities we serve. America's Job Center of California in Monterey County (formerly known as the One Stop Career Center) will be the primary point of contact for business services in Salinas and surrounding areas. The Monterey County Job Center is represented by a Business Services Team consisting of Economic Development and Job Center staff and partners who work together to provide services to the region.

Through the convening of board members of the private and public sector and work of a professional facilitator, the board has identified key objectives for the delivery of business outreach opportunities in the community. This document describes our vision and mission toward to address local needs over the next five years.

Vision

The WIB of Monterey County is the premier local businesses resource for effectively providing human resource needs.

Mission

To actively support and engage the business and industry community by leveraging resources through information and education to stimulate job growth and job retention in Monterey County.

Statement of Purpose

On February 5, 2013, the Monterey County Board of Supervisor's approved the Monterey County Workforce Investment Board's (WIB) recommendation to create a standing Business Services Committee. The Business Services Committee focuses on services to and for employers, including training of incumbent workers, new hires and potential hires that meet the workforce needs of high demand sectors. These services help prepare skilled workers for employment in competitive and emergent industry sectors that support job retention and job growth.

In accordance with the WIB Bylaws approved on February 5, 2013, the Business Services Committee shall be established and composed of WIB members as directed by the WIB Chair.

Responsibilities of the Committee shall include:

1. Develop and make recommendations for the Business Services Plan to the Board of Supervisors in an effort to increase employer involvement in the activities of our local Board;
2. Submit the Business Services Plan along with the local Strategic Plan to the State of California Workforce Investment Board (CWIB);
3. Conduct Labor Market Intelligence (LMI) Analysis;
4. Provide oversight for current initiatives and provide policy recommendations to support the expansion of business services/rapid response activities for the WIB;
5. Champion the Career Readiness Certificate – WorkKeys and Worldwide Interactive Network (WIN); and
6. Report back to the full WIB on issues as directed by the full WIB on a bi-annual basis.

Additional Goals of the Committee shall include:

- Ensure the Business Services Plan integrates local business involvement with workforce initiatives;
- Partner effectively with businesses to identify and resolve skill gaps in priority industry sectors;
- Explore market penetration (% of businesses that are aware of our services vs. total businesses in the community);
- Analyze number of Job Openings posted in the Virtual One Stop (VOS) system;
- Review length of time it takes referrals to be made to available job openings;
- Conduct presentations to employers – design an effective outreach strategy and consistent messaging to effectively communicate what the WIB can do to help business (Strategic Plan);
- Review and evaluate new customers – new subscribers to VOS system/business services team tracking;
- Review and evaluate repeat Customers – repeat business usage tracking;
- Conduct LMI analysis (participate in Chamber surveys) and evaluation of surveys/impacts gained (Strategic Plan); and
- Bring recognition to employers of job screening and referral services that our One-Stops and program operators provide.

Business Service Strategy

Business Services are directed at businesses in order to support job retention and job growth. This requires a focus on what the needs of the businesses are in the county. The WIB should be a recognized advocate for businesses. When an employer has a human resource need, the first thought should be of the WIB. This requires staff of the WIB and One Stop Services Centers understand the unique demographics of the businesses in the county.

The Business Services Committee composed of key stakeholders in the local workforce helps the WIB bring solutions to employers . The Business Services Committee consist of:

- Business (primarily from our four pillars, Agriculture, Tourism, Education and Research, small business development, and healthcare),
- Education experts (President of the Community College),
- Labor representation (Apprenticeship programs),
- Primary industry representatives including Economic Development and Small Business Development Centers.

Additional partners to our regional stakeholders are:

- The Silicon Valley/Central Coast Regional partnerships with San Jose Workforce Investment Board, Santa Cruz County Workforce Investment Board and San Benito County Workforce Investment Board where we strive to rapidly and efficiently respond to employer demand and to ensure that our regional workforce is trained and prepared for employment within important sectors and in replacement jobs across the region,
- The Workforce Collaborative of California's Central Coast (WCCCC) consisting of Ventura County Workforce Investment Board, Santa Barbara Workforce Investment Board, San Luis Obispo Workforce Investment Board, San Benito Workforce Investment Board and Santa Cruz Workforce Investment board. The purpose of WCCCC was to establish cooperative and mutually beneficial relationships to strengthen workforce development and economic prosperity on the Central Coast.

The WIB understands the unmet needs of business through employer survey's to identify gaps and drive solutions.

The Business Services Committee's role is to identify local workforce challenges and to develop innovative strategies and solutions that effectively leverage resources. Business services should be measured and benchmarked against known successes. It is critical that all services provided are of a quality to fully meet the business needs. Job screening and referral services must be highly effective. This is the first and primary access point for employers to the One Stops.

The Business Service Strategy with its Marketing/Outreach and WIB support provides these services:

- All phases of recruitment services, from general open postings to referring prescreened candidates
- Business seminars and classes offered in partnership with Small Business Development Centers, Economic Development Organizations, Chambers of Commerce and other business organizations
- Interview and meeting facilities
- Rapid Response Services
- On-the-Job and Customized Training opportunities
- Job Fairs (Industry-focused fairs can be highly effective)
- Information brokers providing information on HR Issues, labor laws, licensing, permitting and economic development
- Business to business referrals
- Salinas Valley Enterprise Zone Referrals where appropriate
- Labor Market Information
- Assessment for job preparedness
- Building career pathways
- Work Readiness Certificates – designed by WIB and industry

Office for Employment Training (OET), Shoreline Workforce Development Services, Turning Point, and Santa Cruz County Office of Education are the service delivery system, coordinated by the Workforce Investment Board staff as the Administrative Entity. The Workforce Investment Board and its Business Services Committee believe that services to the region's employers should serve the widest possible range of businesses, be individualized and efficient with a single point of contact wherever possible. It is also our vision/goal that we share our client services information with partner agencies to avoid unnecessary duplication. To accomplish this we cross train each Business Services Team partner in one another's services so that we are able to provide more seamless referrals for needed services as well as being able to speak to the many services available, regardless of each agency's role.

The Business Services Team has an Employer outreach folder that includes a complete host of Business Services partner information, including contacts, programs and scope of services. This marketing tool will be used by all members of the team when making any employer contacts and is updated by the team as changes are warranted.

Targeted businesses will be identified by the Business Services Team as well as next steps and desired outcomes. The same will be said for businesses reaching out to any individual agency for assistance where programming from any of our agencies would be valuable to the inquiring or prospective business. A referral is made to the respective agency that offers the needed service(s), so as not to delay timely delivery of service(s) to the business in need.

Toward this objective, the Team strives to be united on the following best practices:

- Every agency and organization can benefit from collaboration: Collaborative local systems are more effective than those that conduct their work alone, or with a limited range of partners. Further, the Monterey County America's Job Center of California, in most cases, is the natural hub for collaborative workforce development activities in our community.
- Businesses and job seekers are equal customers of the workforce development system: Improved service for one means better outcomes for both.
- Greater alignment between workforce development and economic development (integration of Office for Employment and Training into the WIB Agency and Economic Development Department) benefits both systems: To provide a full array of effective and coordinated business development services, the Team will align themselves with our economic development partners throughout the Monterey Bay region.

Business Outreach

Public relations are an important component of any organization, but especially for the WIB to ensure the community knows the benefits we bring to businesses, employers and job seekers. The WIB strives to be “first in mind” of all local businesses when it comes to effectively meeting human resource needs.

Outreach is conducted in ways that make the most effective use of local media and strategies and that address the broad spectrum of employers and job seekers. Services are provided in a non-discriminatory manner, with reasonable accommodations available to individuals who may have special needs. Our goals are to:

- Develop and implement an effective marketing/outreach strategy
- Assess current and future needs of customers
- Public awareness factor that the America’s Job Center system is the place to go
- Widespread knowledge of available services.

Media Choice

“Media” includes any method by which the message can be delivered, ranging from personal contact to social media including Facebook, Twitter, LinkedIn and broadcast media such as radio and television. All forms of media were considered in developing the choices recommended in this plan. Of particular importance is considering the degree to which a message can be targeted to a particular audience, and the cost of the media.

Effective communications with the employer market include:

- Email marketing – ensures ongoing communications with our Key Partners, Stakeholders and other potential customers where they are everyday – their inbox
- Online Surveys – our WIB will develop more online surveys so we can direct and coordinate work across committees and councils on local and regional key issues
- LinkedIn – to connect and engage with a network of professionals.
- Facebook posts to motivate all stakeholders to promote the WIB and services
- Through greater participation with every business association such as Rotary, Grower’s & Shipper’s Association, and Chambers in County so small and medium sized businesses gain awareness of the resources the WIB brings to the table

- Posting our success stories of participants and employers alike on the website

Based on our local labor analysis recently completed in April 2013 and the goals of the WIB, to achieve the vision of a strong and vital workforce system, we continue to develop and refine innovative service delivery strategies in the context of our local and regional economies.

To this end, the WIB continues to partner with our regional stakeholders to develop solutions in collaboration with community colleges and other education providers, registered apprenticeships, employers, business and labor organizations, civic groups and community philanthropy to align our business development services with strategies for regional development.