

## **WORKFORCE DEVELOPMENT COUNCIL OF SEATTLE-KING COUNTY**

### **BUSINESS SERVICES FRAMEWORK PLAN**

The Workforce Development Council (WDC) of Seattle-King County (SKC) provides strategic oversight to all aspects of the WorkSource system. In regard to business services, the Council is specifically responsible for providing operational direction, sector information to drive activity and evaluation of policy compliance and performance. The WDC is the convener of partners who operate in the WorkSource system and who deliver business services for the purpose of developing and implementing a comprehensive operational service plan.

The WorkSource system provides direct service to business customers. The system is responsible for providing outreach to employers, including the delivery of labor market information and a wide array of services to assist in hiring qualified candidates.

The WDC SKC business services strategy is captured in the following documents:

Business Services Framework Plan - high level framework document outlining the WDC's strategic role, the roles of system business services service providers and key performance measures.

System Business Services Operational Overview – summary of system service provider duties

System Line Staff Services Manual – detailed description of system partner duties, processes and measures

The Business Services Framework Plan includes information on:

- Roles and Responsibilities,
- Sector Recognition based on Labor Market Analysis,
- Performance Measures for:
  - Job Opening Match to Job Seeker Skills
  - Targeting Employers with In-Demand Jobs,
- Performance Reporting, and
- Linking the Business Plan to the Memorandum of Understanding (MOU) and Local Operations Plan (LOP).

## **I. ROLES AND RESPONSIBILITIES**

### **A. Workforce Development Council of Seattle-King County**

The WDC Board is responsible for ensuring that WorkSource partners have developed and implemented an agreed upon, board approved plan. WDC management is responsible for ensuring that the board receives quality staffing, providing support and direction to the Operator Consortium and supervising WDC business services staff.

The WDC Project Manager for Business Services is responsible for assisting with the ongoing coordination of all WorkSource system partners who provide outreach services to businesses. As the coordination expands from the current Operators' strategy (see below), additional partners will participate in updating the area business plan. Those additional partners may include, but may not be limited to, staff from the Division of Vocational Rehabilitation and Workforce Investment Act (WIA) service contracted agencies. The Project Manager is also tasked with compiling information about business services providers in SKC who are outside the system and sharing that information with WorkSource business services staff, serving as the key staff for analyzing watch sector developments and representing the WDC in economic development and business-related activities.

### **B. Operator Consortium Business Services**

Currently, the majority of WorkSource system business services are delivered through a plan coordinated by the Operator Consortium with WDC oversight. At a minimum, the services from Appendix A in the WorkSource Standards and Integration Division (WSID) Policy 1014 are provided. The current Consortium consists of leadership for organizations that are responsible for site operations. The group is made up of representatives from the Employment Security Department (ESD), King County, the Young Women's Christian Association (YWCA) and South Seattle Community College (SSCC). The Operators receive funding through a contract with the WDC in which several business services deliverables are identified, including a detailed business services operational plan.

ESD provides staffing for the Operator business plan. The service delivery team consists of a supervisor, a lead and WorkSource Specialists. Specific assignments for those staff are outlined in the System Business Services Operational Overview. In general, the Supervisor works closely with the Operator Consortium, is responsible for directing the

work and managing the performance of the unit and coordinates with the WDC Business Services Project Manager. The Operations and Program Lead reports to the supervisor and focuses on operational efficiencies, job order quality control, and policy compliance. The lead is assigned to key account management, provides site integration support and oversees training, on-boarding and marketing.

WorkSource Specialists Liaisons report to the Business Services Supervisor and perform both internal and external functions. Internally, liaison work includes being stationed at the business call desk to ensure employers have constant, easy access during standard operating hours. That staff person covers telephone and email communications, follows up with applicants and employers, and provides direct support to field staff. External liaisons are attached to centers and affiliates to work with businesses in the associated geographic areas. They serve as account agents or brokers. They build portfolios of business customers who receive customized services based employer need. Focus for external liaisons is on developing relationships, performing needs assessments and delivery timely, quality services.

Business Services Coordinators report to site operators. They provide targeted support to businesses for hiring Veterans, individuals with disabilities and other job seekers with barriers to employment. They facilitate “Employer of the Day” events where employers are on-site for hiring activities. They work closely with the Liaison assigned to the same location to assist in identifying quality candidates for job openings.

## **II. SECTOR RECOGNITION BASED ON LABOR MARKET ANALYSIS**

A foundation of business service delivery in Seattle-King County is a sectors-based model. Primary attention will be directed to businesses on the focus and watch list.

### **A. WDC Staff**

WDC staff is assigned both focus and watch sector work. Duties include analyzing the labor market, gathering input from industry leaders and staffing sector panels.

Labor market data is collected from:

- the ESD Labor Market and Economic Analysis (LMEA) division through both the Regional Economist and WorkForce Explorer website,
- the “Analyst” tool from Economic Modeling Specialists, Inc. (EMSI), and
- contracted analysts.

Real time trends and activity information are gathered from private industry board members, board members who serve on the Industry Demand Committee and business leaders who volunteer to serve on sector panels. As the WDC Project Manager for Business Services researches local economies, s/he also provides labor market information.

#### **B. WorkSource Business Team**

The WorkSource Business Team primarily relies on labor market analysis provided by the Regional Economist and through the LMEA website tool, WorkForce Explorer. Real time information is collected from employers as business outreach services are delivered.

### **III. PERFORMANCE MEASURES**

#### **JOBS LISTED IN SKIES JOB SEEKER MATCH PERCENTAGE and IN DEMAND OCCUPATION EMPLOYER SERVICES**

Since ESD is the sole WS system provider of business services in King County and in an effort to support consistent strategies, the WDC recognizes ESD performance goals and acknowledges such goals may change based on business needs or the economy.

### **IV. PERFORMANCE REPORTING**

Regular WorkSource Business service progress will be reported to the Employment Connections and Industry Demand committees under standing meeting agenda items. A representative from the Operators Consortium and the WDC Chief Program Support Officer (or designee) will present jointly. Upon implementation, the WSID dashboard will serve as a primary performance report. In addition to numerical measures, coordination efforts and special initiatives will be included in the updates.

### **V. BUSINESS PLAN LINKED TO MOU AND LOP**

Business services are addressed in both the Seattle-King County MOU and LOP. Continuous updates will occur as new versions of those documents are created.