

Expanding Business Engagement

Grantee Kick-Off Meeting

July 19 at 2pm EDT



Today's Presenters

- All of you!
- Gina Wells, Office of Workforce Investment
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- Megan Lizik, Office of Workforce Investment
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- Jonathan Payne, Office of Workforce Investment
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- Vinz Koller, Project Director, SPR
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- Kevin Brumback, Office of Grants Management
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- Jen Troke, Office of Workforce Investment
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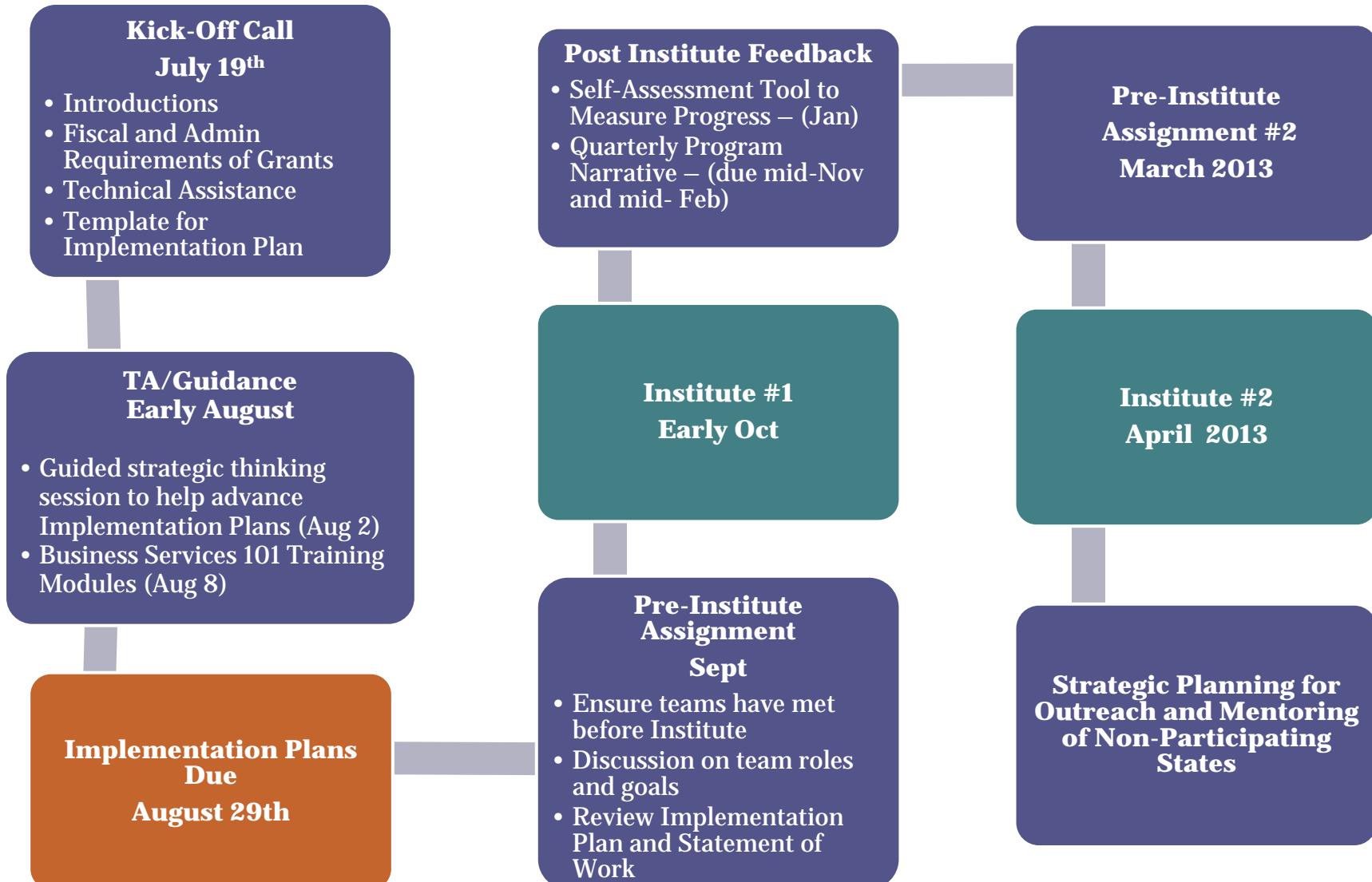
Agenda

- Overview of the Expanding Business Engagement (EBE) Technical Assistance Initiative
- Grantee Introductions and Postcards
- Roles and Responsibilities
- Grant Award Information
- Federal Reporting
- Technical Assistance
- Next Steps
- Questions

Overview of the EBE TA Initiative

- Grants will support the strategic planning and implementation of revitalized or enhanced business engagement activities within your states
- Two phases:
 - 1) Strategic planning and two Institutes
 - 2) Plan implementation and mentoring
- Period of performance: 24 months

Expanding Business Engagement - TA Initiative



Grantee Introductions and Postcards

- Colorado
- Florida
- Indiana
- Maryland
- Massachusetts
- Minnesota
- Mississippi
- Montana
- New Jersey
- North Carolina
- Ohio
- Oklahoma
- South Carolina





Goals

Increase employer engagement, improve quality and consistency of service delivery and branding

Expectations

Increase/yr in employer engagement ; innovative improvements in policy, process & technology; expanded & improved business services performance metrics & reporting; and statewide Training Academies

Colorado Workforce System

- 65 Workforce Centers
- 19 Regions: 11 rural, 8 urban
- Local Control via WIBs
- State & Regional Business Development Representatives

Taking Care of Business

Summit

CDOL/Local WFC Business Services Action Plan
CWDC Strategic Plan

Colorado Blueprint Strategic Plan EDO

Building on a Solid Strategic Foundation

Karen Hoopes
Sherman Swafford



State Investment Board of Business and Government Leaders

- Helping Floridians enter, remain and advance in the workforce through training and education
- Strengthening the state's business climate by addressing Florida's talent needs

Enhancing Business Engagement Technical Assistance Initiative

GOALS & EXPECTATIONS

I: Set goals for meeting business talent needs

- Identify key performance indicators

II: Assess infrastructure, acquire capability to Track – Measure – Report

- Create performance dashboard
- Procure Customer Relationship Management system
 - Replicate Workforce Alliance best practice

III: “One System” – Give voice to all regions

- Expand technical assistance to business services professionals
- Partners – Heartland Workforce & Workforce Alliance

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Indiana Business Solutions

Point of Contact

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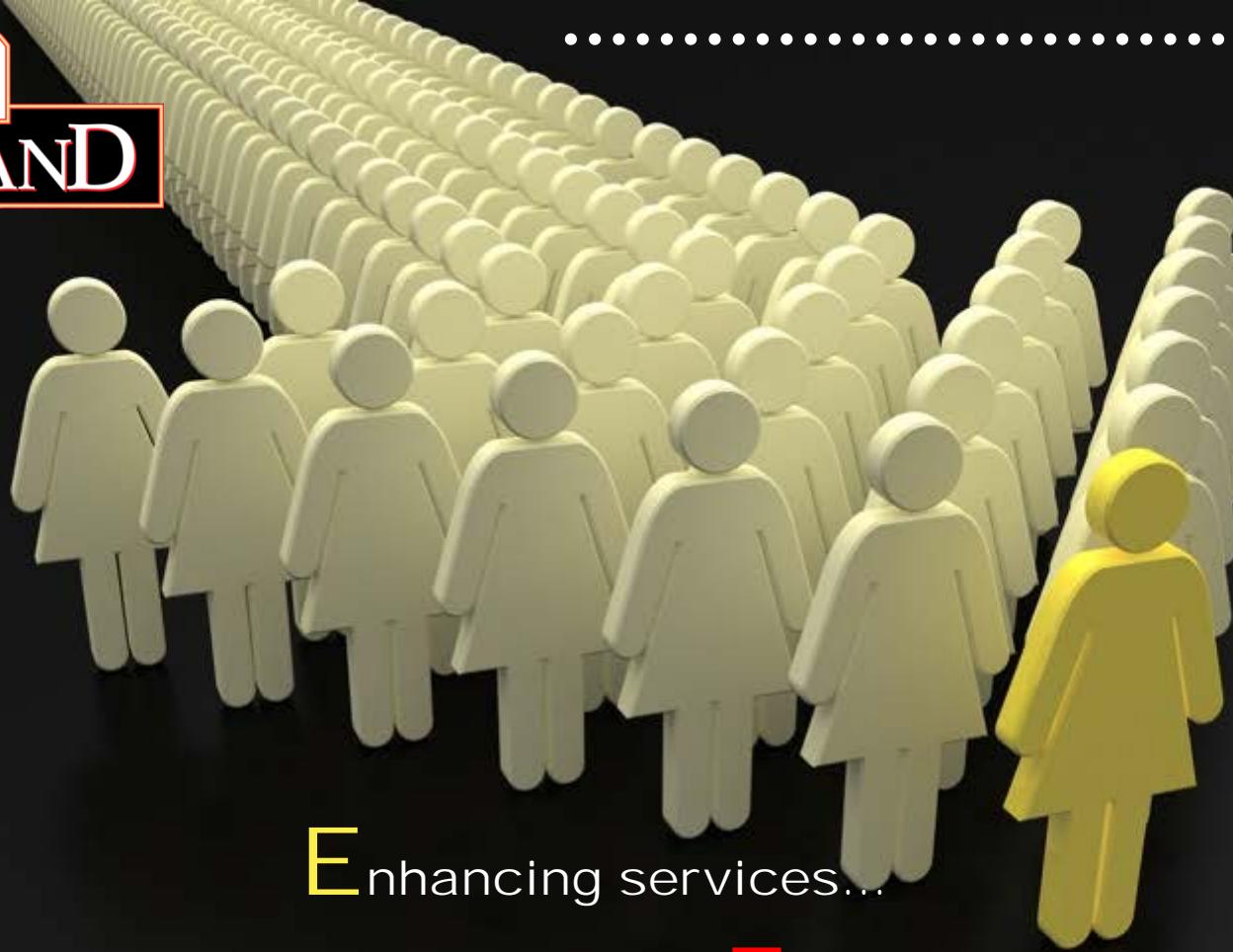
(317) 232-3287

EBE Grant Goals

- *Increase business participation (new and repeat)*
- *Evaluate services most valued by employers*
- *More efficient and effective data utilization*
- *Create a high standard for service delivery*



MARYLAND



Enhancing services...

Bridging Relationships...

Embracing Partnerships...

Moving Maryland Forward...taking **Partnership** and **Business**

in a

Brand New Direction



Massachusetts

- Diane Hurley
- Ken Messina

Overview of Job Service's Business Services

- Started in 2004, created new “Business Services Specialist” position dedicated to providing and coordinating demand-driven services
- Supports the state’s and nation’s labor exchange by increasing new employer accounts and job postings as well as coordinating job placement with WorkForce Center Programs
- 5,631 consultations with employers conducted in PY2011



Minnesota's goals for the EBE technical assistance grant:

Objective	Outcomes	Deliverables	Time Table
#1 Business Services Policy Update	All policies are reviewed and up-to date, reflecting regional approach and broader partnerships	A new policy manual is made available for system partners	Year 1 of the project
#2 Business Services Strategic Plan	New plan reflects regional approach and broader engagement of partners	Regional Plans endorsed by the LWIBs	Year 1 of the project
#3 Evaluate CRM System and Reporting	Determine the value/results of Salesforce.com	Recommendation to continue with or replace the CRM system	Year 2 of the project
#4 Evaluate Options for On-line Services for Business	Evaluation of various current practices for on-line services for businesses	Recommendations for on-line services for business customers	Year 2 of the project

Montana EBE Grant



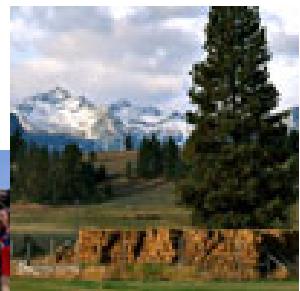
About Us:

- The Department of Labor & Industry, Workforce Services Division (WSD) is a gateway to government services in the area of employment and training services.
- WSD is comprised of a team of experts located in a central support office and 24 local Job Service One Stop Center sites throughout the state.
- Our focus is developing and maintaining a high quality workforce system for Montana by providing services to demand-driven businesses and job seekers, government officials and entities, the public, and to its own employees.
- Three years ago we formed a Business Services Committee, with 1 committee member from each of the 5 regions in Montana. The committee coordinates statewide training for One Stop Center staff and creates resources for staff to share with businesses. For ease of access for businesses, these resources are also posted on <http://mt.gov>.



Our EBE Goals/Expectations:

- Through the EBE Technical Assistance Grant learn new processes and techniques for reaching out to Montana businesses
- Increase number of first time and repeat business customers to One Stop Centers
- Expand array of business valued services
- Increase % of individuals in training activities who enter training related employment
- Increase ratio of placements to referrals for job openings posted by employers
- Reduce the average number of days to fill job openings
- Increase employer satisfaction with One Stop Center services



New Jersey's Talent Connection Resources

Talent Networks Veterans Services Local WIBs
One Stop Centers DVRS Business Representatives
SETC Economic Development Labor Unions

Vision-Mission-Goals

Customer Management

Performance Metrics



New Jersey's Employers



NC Means Business



Merger of WIA &
Wagner-Peyser =

Division of
Workforce
Solutions

NC Commission
on Workforce
Development

2011 State of the
Workforce Report

Collaboratively Address:
Programs and Policies
Branding
Technology
Service Delivery
Staff Development

Microbreweries



Energy



Finance



Aerospace



Tourism



*Business-
Centered Service
Delivery*



Film Industry

Ohio Department of Job & Family Services

Office of Workforce Development

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- **Project:** Ohio's Expanding Business Engagement—Technical Assistance Initiative
- **Vision:** Ohio's vision is a workforce system that is demand-driven, adaptive to rapid change, innovative in design and delivery, entrepreneurial in spirit, and responsive to the needs of employers, workers, and job seeker.
- **Outcomes/Goals:**
 - Establish a team to plan and implement the expanding business engagement initiative.
 - Create an operational framework for development and implementation of the business engagement initiative.
 - Develop a communication plan to engage and inform multiple stakeholders.
 - Conduct pre and post Institute activities geared toward expanding business engagement and promotion of enhanced and integrated service delivery.
 - Assess the impact of the business engagement initiative.
- **Grantee Contacts:**

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Mark Birnbrich, Project Director
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Oklahoma Employment Security Commission

EXPANDING BUSINESS ENGAGEMENT

Growing Oklahoma's Relationship with Employers...

Understanding Needs

- Understanding the biggest challenges that employers face in finding, hiring, developing and retaining employees.
- Gaining insights into recruiting, screening and assessment, and training resources that employers value most.
- Further assessing whether local Workforce Oklahoma Centers currently meet the needs of business.

Innovation

- Talent Acquisition Teams
- Employer Councils
- Concierge Style Services/One-Stop Shopping

Achieving Goals

- Improve the employer's perception and understanding of the Workforce Oklahoma Center.
- Expand the array of business-valued services offered throughout the State.
- Increase the number of employers accessing services for the first time.
- Increase the ratio of placements to referrals for job openings and reduce the average number of days to fill a job.

Getting In Touch

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South Carolina Department of Employment and Workforce

Expanding Business Engagement (EBE) – Technical Assistance Initiative

**Michelle Paczynski, Director of Business Services
"Putting South Carolinians Back to Work"**

Specific goals SC will pursue through the EBE Initiative:

1. Increase the number of employers accessing services for the first time through the One-Stop Career Center delivery system to 45% in CY 2012 and 60% in CY2013.
2. Increase the number of repeat small business accessing One-Stop Career Center services by 25% in PY 2012 and 25% in PY 2013.
3. Increase the percentage of individuals enrolled in training activities who enter training related employment, particularly OJT, Incumbent Worker Training, Customized Training, and Registered Apprenticeships, to 6% in PY 2012 and 10% in PY 2013.

Michelle Paczynski
803.737.3828
mpaczynski@dew.sc.gov

Roles and Responsibilities

- **National Office EBE Team:**
Gina Wells, Megan Lizik, Jonathan Payne, Sara Williams, Jen Troke, Stu Werner
 - Providing leadership for TA and grants management activities
 - FPOs
 - Concurrence on some modifications of SOWs
 - Support for regional conferences
 - Establishing policy guidance as needed
- **Grant Officer**
- **The Grantees**





Vinz Koller
Director,
Training & Technical Assistance
Social Policy Research Associates

EBE Technical Assistance Elements



National Convenings



Coaching



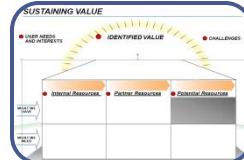
Peer Exchange



Online Learning & Tools



Subject Matter Experts



Tools

- Non-conference
- Flexible, facilitated spaces
- Peer-exchange
- Team emphasis
- Subject-matter expert support
- Action-planning focus



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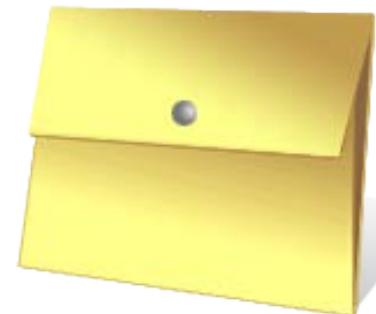
Trace Elms

(510) 788-2488

telms@spra.com

Grant Award Information

- **Grant Award Package/Letter**
- **Grant Agreement – Notice of Award Obligation**
- **Signed SF424**
- **Administrative Cost limitations**
- **Statement of Work**
- **Budget Information**
- **Assurances/Certifications**
- **Special Clauses and Conditions**



Workforce Investment Act

- Authorizing statute
- WIA Section 132(a)(2)(a)
- WIA Section 171(d) – Dislocated Worker Projects

Uniform Administrative Requirements

- **29 CFR Part 97 – Governments**
- **29 CFR Part 95 – for Institutions of Higher Education, Nonprofits, for-profits**

Federal Cost Principles

- **Set of government wide rules**
 - Now codified at 2 CFR
- **Cost principles**
 - Define conditions for charging costs
- **Types of Allowable costs**
 - Allowable
 - Unallowable
 - Allowable with conditions

Equipment



- 2 CFR 225: Equipment defined as nonexpendable tangible personal property having a useful life of more than one year and an acquisition cost of \$5000 or more.
- 29 CFR 95.2(n)
- 29 CFR 97.32

Prior Approval for Equipment

- Submit detailed description to Federal Project Officer
 - Requested in writing
- Must be approved
 - Before costs are incurred



Meetings

- **Part IV – Special Conditions**
- **Pre-clearance required for any meetings or conferences that are being planned by grantee that requires more than five (5) DOL employees.**
- **Submit detailed request to Federal Project Officer.**
- **Federal space should be used unless unavailable or inadequate.**

Procurement

- **Procurement requirements**
 - Open and free competition
- **Procurement regulations**
 - 29 CFR 97.36 or 95.44



Administrative Costs

- 20 CFR 667.220 - WIA definition of administrative costs
- Not related to direct provision of workforce investment services
- Function based
- Can be personnel, non-personnel, direct or indirect
- **10% limit**
- Measured against grant award amount
- Compliance measured at end of grant

Federal Reporting

- **Quarterly Financial Reports**
 - Basic ETA-9130
 - Shantay Logan
logan.shantay@dol.gov
- **Quarterly Program Narrative Reports**
 - Suggested format forthcoming



Additional Information

- Online training and webinars on financial and administrative grant management at:
<http://etareporting.workforce3one.org>
- Fiscal.policy@dol.gov – fiscal policy questions.
Please copy your FPO.

Implementation Plans – Due Aug. 29th

- Template provided to help grantees frame their project goals over the 2-year EBE timeline
 - Background/Statement of Need
 - Goals for Overall EBE Initiative
 - Team Selection and Composition
 - Goals for Fall Institute
 - Pre-Institute Planning
 - Follow-Up Activities
 - Preliminary Year Two Mentoring Ideas

Resources

- Business Services Leadership Website

<http://businessengagement.workforce3one.org/>



Existing Training Content with E-Tools Focus	New Training Content
Understanding LMI: BLS Sites, Employer Locator, O*NET Toolkit for Business	Clarifying the Roles and Responsibilities of BSR Staff: Relationships, Think Like A Recruiter
Engaging Business: Competency Models and Career Ladders	Developing and Aligning Business Services with Demand: Defining Business Services
Delivering Services: OJT Toolkit, Job Description Writer	Marketing and Outreach Strategies: Account Management Strategy
Measuring Results: Linked In, Survey Tools	Customized Training Templates: In Development
Social Media: Linked In, Virtual Job Fairs	What's Missing?

Get In There!

- LinkedIn Group
- ***Bottom Line*** Newsletter
[http://businessengagement.workforce3one.org/
resources/files/the-bottom-line-newsletter-
issue-1](http://businessengagement.workforce3one.org/resources/files/the-bottom-line-newsletter-issue-1)
- Business Services 101 Webinar

Next Steps

- Approach partners
- Continue working on your implementation plans (due August 29th)
- Coaching calls to provide guided strategic thinking (August 2nd)
- Business Services 101 Webinar (August 8th)
- Pre-Institute Assignment (early September)

Questions?

