

NGCC Regional Plan
Northwest Region
February, 2010
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NW WIB Region Vision of Next Generation Career Center Integration Model

Create a Career Center Service Paradigm That Values Both Skills and Jobs

The Next Generation Career Centers in Northwest Missouri delivering the One-Stop Delivery System is comprised of teams of dedicated individuals working for the continuous improvement and high quality services to Missouri's workforce and businesses.

Goals are attained through a dedicated workforce team that establishes and maintains high standards that demand excellence and the building of a solid foundation of lifelong partnerships, learning workplace skills, sharing best practices, providing individualized support and service to consumers, and creating a system that fosters teamwork and personal and professional growth.

Area businesses utilize the Centers to find talented, skilled, and capable employees. The Next Generation Career Center Teams provides many products and services to the workforce who utilizes the system to find continuing education and "skills-for-work, forever" training to meet the employment requirements of businesses. The Centers serve as conduits between businesses and the workforce and network with public and private services and schools to meet the region's needs.

Our customer flow chart (Attachment 1) demonstrates our plan for customer flow that will enable all customers, including UI claimants and 4-week UI reporters, to access the opportunity to know and improve their skills to get the best job possible. Customers will access a first-visit, which includes initial skills assessments (WIN), paths to a wide range of skill development products and services to improve their employment opportunities through skill upgrading, skill validation, and credentialing.

Increase the Number of Career Center Customers Accessing Skill Development and Training Services

The Northwest Missouri Next Generation Career Centers primary objective is to supply businesses with skilled, qualified employees to increase their success in today's economy. We do this by listening to what businesses need and working together to identify resources to meet their needs. Although many services appear to primarily benefit the job seeker, by giving the seeker the opportunity to enhance their skills through training, the centers are providing businesses a stronger and better-prepared work force. This is reflected in our vision and mission, which has been established for many years and reflects the connection between skills and quality employment.

Our vision for the future of our system is that our centers will be known as comprehensive employment sites, providing job seekers, and businesses with access to technology that allows them to access the best employment opportunities and employees. Services will include not only access to technology, but skill development to maximize the use of technology. These services may be provided on site, but will also be accessible anywhere the business or job seeker is located. In addition to technological skill development, opportunities to obtain and develop other skills needed to meet business demands will be available through programs offering funding for training such as WIA and Vocational Rehabilitation. We see ourselves as the conduit connecting business needs to educational opportunities to a skilled workforce.

The Northwest Region's Career Centers will develop, continuously improve, and actively promote a wide range of skill development opportunities through multiple service delivery methods. As our customer flow chart (Attachment 1) demonstrates, the access to our product box and the wide array of services available is integrated and easily accessed. Staff members on the Skills and Employment Teams have received training on the six (6) key products in the Products and Services Box, which include staff-assisted job search services, national career readiness certificate, assessments, workshops, résumé development assistance, and training opportunities. Among the services that increase the number of customers accessing skill development and training is the National Career Readiness Certificate. Career Center staff discusses the benefits of a NCRC and encourage them to take the assessments that prove to potential employers their skill levels. Eligible participants interested in advancing their skills are given the opportunity to receive training services after initial assessment; wrap-around services are provided that ensure the customer receives assistance with skill enhancement or employment, whichever is their goal.

Our region has an active and large P-20 council that works to invigorate workforce and education partnerships to create career pathways. Communication between educational institutions and employers include workforce development and several training options have been developed in the past year as a result.

Integrate Services to Better Serve Customers

Our regional philosophy of putting the customer first, results in the customer truly being the focus of all strategies. Whenever there is a discussion regarding who is responsible for a service, whether traffic flow is efficient, if there is a need to change a process or how a situation should be handled, the first and foremost question asked is, "What is best for the customer?" This underlying premise results in the customer being the focus rather than the staff and partner organizations represented at the Centers. The initial NGCC focus will be WIA Title I and Wagner-Peyser Program participants. All Trade Act customers will also be enrolled in the performance pool of the WIA Title I Dislocated Worker Program.

Monthly, a Missouri Career Systems Team meets and looks at operations of our Centers, as well as customer satisfaction and barriers to employment. These conversations keep the customer in the forefront and never let us forget why we do what we do.

Comprehensive services are offered to job seekers at the Career Centers or by referral to partners. As part of our customer flow, staff meets individually with each customer to assess

their needs and they are directed to products and services within the “Product Box” to help them meet their individual employment and skill development goals. Staff receives cross training on programs offered through the Centers and throughout the community so they can make appropriate and meaningful referrals.

Our organizational charts (Attachments 2A, 2B and 2C) demonstrate our shift to staff being assigned to functional teams (Welcome, Skills, and Employment Teams) rather than to programs. A schedule is in place to begin writing the procedures, which allows for input from all staff involved in the implementation of the Next Generation Career Center philosophy.

Lean Processes and Streamline Service Delivery by Removing Bureaucratic Barriers and Waste

In the Northwest Region, the Northwest Workforce Investment Board Operations Manager is reviewing local policy with guidance from the state and is streamlining monitoring and continuous improvement procedures. These new procedures will be a reference for those interested in responding to the Request for Proposal for staffing the Next Generation Career Centers.

Meet New Performance Expectations: Success Defined Through New Quality Service Metrics

In the Northwest Region, our philosophy has always been that if we do what is best for the customer, performance will reflect that. Customers are not screened out, nor are they prevented from exiting when they no longer are in need of Career Center services. We meet one-on-one with the majority of the customers who visit our Centers, so reorganizing our center to allow this to happen more easily is a welcome change and we are eager to implement the new customer flow paradigm, with value-added service delivery, and philosophy. New metrics will consider the number of customers served, including UI claimants; number of customers in training; number of credentials received by customers; diversity of customers served; services they use; and efficiency measures.

The Northwest Region is reviewing current policy requirements to streamline all programs. We are reviewing support documentation that is currently required and eliminating unnecessary documents. We are determining how we are able to use electronic documentation and signatures. We are going to create a one-page quick reference guide outlining the general eligibility requirements and list any specific program requirements. The quick reference guide will be for staff to use when enrolling customers or explaining what documentation they need to bring in.

Our goal is to effectively and efficiently serve all the customers of the Northwest Region. The continuous quality improvement will be reviewed at a local Career Center level, rural delivery system level as well as a regional level. Each functional leader and each team will continuously review the customer flow and procedures to determine when and where improvements need to be made. The evaluation process will be occurring continuously and made available at regional meetings and during the WIB’s quality assurance review.

The Northwest Workforce Investment Board (NW WIB) Region has one (1) Division of Workforce Development Business Representative who serves an 18-county region. The Business Representative visits business owners and human resource staff to provide information about services available through the Missouri Career Centers. When an employer calls or comes in to the Career Center requesting information, the greeter directs the business customer to the Business Representative, who offers service or refers them to a resource where they can be served. The Business Representative and Career Center Functional Leaders and Veteran's Representatives will take new job orders and will alert Team Leaders. That individual will notify Employment Team members so that customers who are qualified for the position are aware of the opportunity.

The Business Representative and NW WIB Workforce Development Manager co-lead the regional Business Services Outreach Team. The Team consists of representatives from Veteran's Services, WIA Title I programs, Northwest Roundtable of Economic Developers, higher education, chambers of commerce, DWD, and the Northwest WIB. The Career Center Functional Leaders will also serve on the Business Services Outreach Team as a representative of the Career Center. The Business Services Outreach Team is guided by a Business Services Outreach Plan (Attachment 3 "Executive Summary"), which outlines data, partners, coordination, dissemination, services, evaluation, and modification processes to best serve Northwest businesses and industries. The Business Services Outreach Plan is a functional guideline for service implementation by all partners and a roadmap of connectivity of services focused on business customer needs. The original plan was written in May 2004 and was revised in 2007, 2008 and 2009. Through the plan, we recognize and address any deficiencies in the current delivery system, including defining customer satisfaction standards; describing customer flow; and outlining the single point of contact system. The NW WIB Business Services Outreach Plan is considered a part of our comprehensive business plan for the region.

We use the state's management information system for tracking any interaction with or services provided to businesses. If updated correctly, this system is a good tool to ensure our efforts are not duplicative.

Connie Epperson and Cathie Chalfant are the two designated trainers for the Northwest Region. They will attend trainings hosted by DWD and will then train regionally at each career center. It will be necessary for all trainings to be offered multiple times to ensure that all staff has been trained. We will encourage staff to attend all Webinar's that is hosted by DWD. We will conduct targeted training based on improvements that have been identified and train new staff.

- ❖ The Integrated Service Customer Flow, Chillicothe Organizational Chart, Maryville Organizational Chart, St. Joseph Organizational Chart, Welcome Team Function, Welcome Team Customer Flow, Employment Team Function, Employment Team Customer Flow, Skills Team Function, Skills Team Customer Flow, and Business Services Plan Executive Summary have been incorporated into our Business Plan (MOU) and are available in that attachment (Attachment 8 to the Plan Mod).