

## **Business Services Northwest Region**

In the Northwest Region we have a Core Business Team and a Regional Business Services Team. The Business Services Team leadership is a joint effort by the DWD Business Services Representative and the NW WIB Business Services Coordinator.

### **Core Business Team**

The Core Business Team meets on a monthly basis. The team consists of the DWD Business Representative, three DWD Veteran Employment Representatives and the NW WIB Business Services Coordinator. These are people that do business outreach at least 50%. The team meets to discuss business outreach. Three of the four members are members of the Career Center's jobs team. Each sub-regional functional leader is invited to participate in the meetings. The Core Business Team markets Missouri Career Center/ Partner services through onsite business visits, Career fairs, Chambers of Commerce and Human Resource Associations. The team is in the process of adding business services information to new and existing web pages. The Regional Business Services Team is sponsoring the Employment Coalition Career Fair which is the largest fair in the Northwest Region. The team will be able to present Business Services information to 70+ employers.

### **Regional Business Services Team**

The Regional Business Services Team meets every four months. The team consists of Core Business Services Team members, sub-region functional leaders, Educational institutions, private business, and partner agencies. This team reviews our Northwest Business Services Plan goals and action items. The goals are: 1) Seek viable solutions to business needs; 2) Align Product Box to meet business needs; 3) Enhance marketing of services provided to businesses. We are in the process of adding Sub-Regional Business Services Marketing Teams. These teams will be developing task force teams to boost sub-regional marketing efforts as part of an action item under goal 3.

### **Communication**

We have very open communication in the Northwest Region between business services staff, career center staff and management. Besides both of the business services team meetings we also communicate through weekly staff meetings, Missouri Career Center System Team meetings and NW WIB meetings.

The DWD Business Representative is housed in the St. Joseph Career Center and visits the Maryville and Chillicothe centers 1-2 times per month. Between visits there is constant communication through phone and email to both sub-regional centers and functional leaders as well as the WIB office.

**Part IV: Action Plan REVISED  
08/10**

**Goal 1: Seek viable solutions to business needs**

Goals	Measure	Outcome
Seek viable solutions to business needs	Majority of identified needs are met	Business needs are met

Action items	Partner Responsible	Resources Needed	Anticipated Date of Completion	Completed	Updates
Create business and industry focus groups in each sub region to evaluate business needs. This will be the baseline year.	Business Services Team	Staff time	11/12/2010		
Create or identify web based outlets where businesses can post needs.	Business Services Team	Staff time; Existing Web Sites	January 2011		
Networking at Partner groups, Chambers, MEC, and Human Resource Events	Business Services Team	Staff time	On-Going		

**Goal 2: Align Product Box to meet businesses needs**

Goals	Measure	Outcome
Align Product Box to meet businesses needs		Businesses needs our being met by the products that we offer in the workforce system

Action items	Partner Responsible	Resources Needed	Anticipated Date of Completion	Completed	Updates
Look at current Product Box and evaluate.	Business Services Team/ Core Business Services Team	Staff time	On-going		
Evaluate results from the business needs focus groups	Business Services Team	Staff time	2/1/2011		
Identify gaps in product box and create solutions that will offer the services and programs to meet the needs of businesses	Business Services Team	Staff time; research	On-going	On-going	

**Goal 3: Enhance marketing of services provided to businesses**

Goals	Measure	Outcome
Enhance marketing of services provided to businesses	Quantity and quality of marketing materials are enhanced	Businesses are aware of (and request) services after exposure to marketing material

Action items	Partner Responsible	Resources Needed	Anticipated Date of Completion	Completed	Updates
Develop task force teams to boost sub-regional marketing efforts	Business Services Team members and partners	Staff time	10/8/2010		
Core Business Services group meet at least monthly	Business Rep; Core Business Services group	Staff time	Monthly		
Develop internal info sheets with talking points for items in product box for the business services team.	Business Rep; Core Business Services group	Staff time	10/22/2010		