



**MID-CAROLINA  
WORKFORCE & TALENT  
DEVELOPMENT**

**Policy Letter #23**

**TO: All Staff**

**FROM: Matthew Fowler, Director**

**SUBJECT: Employer Services Protocol**

**PURPOSE**

This policy is to establish the Mid-Carolina Workforce Development Board's Employer Services Protocol

**BACKGROUND**

Employers requiring services from the NCWorks Career Center should receive streamlined and consistent information from all workforce professionals from Mid-Carolina Workforce Development Board (MCWDB) and NCWorks Career Center Staff. An Employer Services Protocol was created to inform all staff of internal expectations that are required for initial and ongoing communication with our area's employers. This protocol is intended to be reviewed and revised accordingly based on feedback from management, members of the Business Services Team, and all Career Center Staff.

**ACTION**

All NCWorks Career Center Staff are expected to adhere to the protocol's goals and processes.

Attachment A: MCWDB Employer Services Protocol

**Creation Date:**

July 2022



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# **Mid-Carolina WDB NCWorks Career Center**

## **Employer Services Protocol**

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## **I. Introduction**

Employers requiring Mid-Carolina NCWorks Career Center services should receive streamlined and consistent information from all workforce professionals from MCWDB and our Career Center. The Employer Services Protocol was created to inform all staff of internal expectations that are required for initial and ongoing communication with our local area's employers. This protocol was discussed and revised according to feedback from management, staff, and partners.

The goal of this Employer Services Protocol is to be a living, breathing, and working document in order to adapt to the growing needs of our business/employer customers. Feedback and opportunities to improve are welcome at any time and should be presented to the MCWDB Business Services Representative for further review.

## **II. Background**

The Workforce Innovation and Opportunity Act (WIOA) and the NC workforce system recognize businesses as prime customers and partners in workforce development. A key function of the local Workforce Development Board is to provide businesses within their county or region with a variety of services to promote their success and strengthen the area's economy. Employer Services is a strategic extension of the Workforce Boards throughout North Carolina. The goal is to build strategic collaborative partnerships with critical stakeholders, including economic development and education entities, for the purpose of designing and implementing appropriate business solutions. The primary contact for planning and coordinating business engagement activities is the MCWDB Business Services Representative (BSR). All business services processes and business engagement activities will be managed through the BSR and the Career Center Manager.

The employer services process is the foundation of the Career Center. Since employers are the primary customer, their needs are a top priority. This makes the internal processes of business engagement and proper communication vital to the success of the Wagner Peyser and WIOA Programs. Communications to employers must be coordinated and planned, and interactions must be documented in NCWorks.

### **Why are business engagement processes important?**

The Career Center has the ability to help every employer whether it is the recruitment of new qualified candidates while utilizing unique recruitment strategies, offering training assistance for new or existing employees, helping mitigate the impact of layoffs, and much more. Business engagement requires the ability to properly communicate internally, promote all of the services of the Career Center and NCWorks, and maximize business relationships for the betterment of all, to include job seekers, partners, and business customers.

### **Business Services Team Composition**

Although all Career Center employees are involved in the employer services processes in different ways, the business services team is a cross-functional group working together to service the needs of employers. Career Center outreach to new and existing employers and recruitment processes (including job orders and hiring events) will be managed by these team members.

This team is comprised of the following positions in the Career Center:

- CCWDB Business Services Representative
- Career Center Operations Manager
- Division of Workforce Solutions Manager
- Local Veterans Employment Representative Supervisor
- Fort Bragg Branch Manager, NCWorks
- Division of Workforce Solutions Team Members
- WIOA Contract Provider Team Members

### **III. Performance Measurements**

The U.S. Department of Labor Training and Employment Guidance Letter (TEGL) 10-16, Change 1 provides guidance regarding the performance accountability system, specifically related to WIOA and Wagner Peyser processes. This performance accountability system is explained in the attached document Employer Services Codes Crosswalk “Effectiveness in Serving Employers Specifications”. As explained in this document, there are eight categories that are monitored by the NC Division of Workforce Solutions using the following methods:

- NCWorks Employer Services Codes (explained below) and
- Non-NCWorks Business Outreach Tracker (see attachment).

These activities and reporting/monitoring requirements, submitted quarterly to the NC Department of Commerce, are tracked monthly by the BSR and communicated to Career Center leadership and staff (see attachment: **Employer Services Reporting**).

The following table lists the tracking measurements for business services and activities as noted in the Employer Services Reporting document. Goals will be monitored and updated regularly.

<b>Employer Services Code Name and Info</b>	<b>Explanation of Services Provided</b>
E01 – On-Site Visit	On-site Visit, either at the employer location or the career center that includes a face-to-face with the employer about the services available
E02 – Provided Job Fair Services	Provided job fair services to employer(s), including scheduling, hosting, and marketing.
E03 – Provided Job Order Follow-up/Assistance	Provided job order assistance.

E04 – Provided Mass Recruitment Services	Provided mass recruitment services, received applications, and/or provided interview space for a large number of workers/potential hires; services related to a mass-hiring event.
E05 – Provided Detailed Labor Market Study	Provided detailed labor market study, any service related to the sharing or analysis of LMI, or wage analytics.
E06 – Provided Candidate Pre-Screening	Provided candidate pre-screening, applicant screening and referral, academic assessments, career readiness activities, career assessment tools, interest/aptitude testing, and job portal recruitment.
E07 – Promotional Call	Promotional call: anything related to contacting a business to promote or share information about services by email and/or phone. (If face-to-face interaction, use E01.)
E08 – Reviewed resumes and referred eligible individuals	Reviewed resumes and referred eligible individuals.
E10 – Provided Additional Employer Services	Job profiling, employee surveys, job description development, Work Opportunity Tax Credit, referrals to small business resources, seminars, and workshops.
E11 – Accessing Untapped Labor Pools	Employer established pipeline activities in partnership with the public workforce system to access untapped labor pools. These activities include, but are not limited to, outreach to youth, veterans, individuals with disabilities, older workers, ex-offenders, and other targeted demographic groups; industry awareness campaigns; joint partnerships with high schools, community colleges, or other education programs to improve skill levels; and programs to address limited English proficiency and vocational training.
E12 – Provided publicly funded Training assistance (not including IW Training)	Received publicly funded training assistance that could include customized training, on-the-job training, and/or apprenticeship training.
E13 – Engaged in Strategic Planning/Economic Development	Employer engaged in either workforce investment strategic planning or business growth and economic development strategic planning. These activities include, but are not limited to, participating in community-based strategic planning, sponsoring employer forums, securing information on industry trends, providing information for the purpose of corporate economic development planning, partnering in collaborative efforts to identify workforce challenges, and developing ways to address those challenges.
E14 – Rapid Response and Business Downsizing Assistance	Employer received an initial on-site visit/contact to discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closures, or natural disasters
E15 – Planning a Layoff Response	Employer received an initial on-site visit/contact to plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

E20 – Provided publicly funded NCWorks Incumbent Worker Training	IWDP services to include technical assistance (grant submission), eligibility determination (pre-award analysis, etc.), administrative review (monitoring and oversight of activities), etc...
E30 – Provided OJT Information to Employer	OJT: any staff-assisted service related to the provision of OJT for business clients
E90 – Referred Qualified Applicants	Applicants referred to open job order by career center staff
E92 – Notification to employer of potential applicant	Notification to employer of potential applicant
E93 – Notification to employer or resumes via Virtual Recruiter	Notification to employer of potential applicant

Individual Job Seeker Codes	Work-Based Learning Activity
*219	Work Experience – Paid/Unpaid
220	NC Pre-Apprenticeship Work Experience
*301	On-the-Job Training
304	Customized Training
314	NC Registered Apprenticeship Training
365	IWP - Training Programs - Rapid Response
400	Summer Internship/Summer Employment
409	Job Shadowing
424	NC Registered Apprenticeship Training - Youth
*426	Youth Work Experience – Paid/Unpaid
*428	Youth On-the-Job Training
**115	Resume Preparation Assistance
**650	Got a Job

*\*It is expected for all work-based learning programs to have the organization listed in NCWorks for each contract.*

*\*\*Additional activity codes tracked by the local area*

#### **IV. Business Outreach**

The Business Services Team will meet at least once a month to discuss the business outreach plans. Each week, team members will share through email to the BSR and Career Center Manager any business outreach plans for the week. It is expected for communication with businesses to be documented in NCWorks with applicable service codes. If the business is not in NCWorks, the business information and discussions must be tracked, and this information will be documented weekly (see attachment: **Non-NCWorks Business Outreach Tracker**). This document is expected to be shared by the first of each month with the BSR and Career Center Manager.

Prior to business calls being conducted, the following process will be used:

1. Proper research will be done on the company in order to create talking points prior to the call. (see attachment: **Business Engagement Guide**)

2. If applicable, the BSR will coordinate communication with other business outreach partners in the local area to ensure collaborative efforts are being done to better support business needs, prevent duplication of efforts resulting in business outreach exhaustion, and foster partner relationships.
3. Outcomes of business calls will be documented in NCWorks to include applicable business service codes.
4. If a business does not have an account in NCWorks, the business information and communications with the business will be documented using the Non-NCWorks Business Outreach Tracker.

Although Career Center Staff are expected to maintain and support existing relationships with businesses, when there are important updates, staff are encouraged to share information with the team. When a business or partner agency contacts a member of Career Center Staff, there are instances where it is expected that the communication be shared immediately with the BSR and Career Center Manager in order to determine how the Career Center can support the business needs. The following business requests and communications therein are to be shared immediately with the Career Center Manager and BSR:

- Request to use the Career Center
- Request to hold an event
- Any partner meetings that relate to business services

#### **V. Existing Employer Accounts**

At the beginning of each quarter, business engagement services team members and management will meet to discuss existing business accounts. A strategy will be put into place at that time to determine how to manage inactive employer accounts and how to better manage and/or maximize specific accounts. Additionally, on an as needed basis, there will be strategies utilized to maintain and/or update employer accounts so that information is up-to-date and as detailed as possible. This will include, updating company profiles, researching website and social media accounts, etc.

#### **VI. New Employer Accounts**

In order to encourage more employers to take advantage of the services of the Career Center, outreach materials will be built around capturing the needed information for employer verification in order to compliment the registration on [www.ncworks.gov](http://www.ncworks.gov) and, when eligible and applicable, allow internal staff to expedite the registration process. This will be done through updated employer verification forms, social media outreach, and/or an electronic/digital forms. When a new employer verification form is submitted, staff are expected to let the DWS Manager know immediately so that the employer information shared can be verified to determine next steps for account registration. If the employer is eligible and provides needed information, DWS staff will immediately create the new business account in NCWorks and communicate with the Career Center Manager and BSR the strategy to promote the full services of the Career Center.



## VII. Job Order Process

Job Orders should be a focus on relationship management. After a job order is posted, reviewed, contact information/business account updated on NCWorks account, and determined to be “ready” for recruitment, there should be regular communication with the business contact to discuss how things are going with the job order. While communicating with businesses, this is the main way we will identify priority jobs to be shared throughout the Career Center. There should be, at a minimum, 3 communications with a business regarding an open job order. The exception to this process is when a business has multiple job postings. The following process is expected for each job order with case notes in NCWorks:

- **Communication 1** – Job order review and posting process. At this time, a “priority job” opportunity should be shared with the Career Center Manager and/or BSR.
- **Communication 2** – After about 2 weeks, this is the first check-in regarding the job order. This will include the following:
  - How are things going with the job posting?
  - Have you had any inquiries from internal or external NCWorks job seekers?
  - Promote the full services of the Career Center when/if appropriate.
- **Communication 3** – Around the 30-day point, we should check-in again. If there has been no activity on this job order, why? At times, especially with priority jobs, this information is critical to the overall success of the Career Center. Sharing this information with the Career Center Manager and BSR is necessary in order to strategize for other ways to serve the client, if possible.

These interactions should be documented in NCWorks to determine how to best serve the business customer.

Priority Jobs Promotion – #FromHeretoCareer is the suggested branding name for the priority jobs to be shared throughout the Career Center and on social media. To qualify, positions must meet the following requirements:

- Located in the local area
- Immediate Opening
- Full-time employment
- Livable Wage (\$ TBD)
- Benefits Offered
- Special consideration and potential exception may be given in cases where there are several open positions

#FromHeretoCareer job postings are identified and recommended at any time by Career Center Staff to the BSR and Career Center Manager for consideration. The publications and promotion will be distributed weekly throughout the Career Center, to partner organizations, and through social media.

After a job is approved by the BSR and Career Center Manager, there will a virtual recruiter process used to find candidates. At that time, the candidates will be assigned to Career Center staff as designated by

the DWS Manager for follow-up and scheduling of interviews as appropriate. Case notes will be made for each candidate to note the interactions as such and notate the suitability for the respective position.

When appropriate and applicable, #FromHeretoCareer job postings will be posted on Facebook and LinkedIn in order to recruit new customers to NCWorks. When new customers are identified, it is expected that Career Center Staff contact them by phone first and follow up with an email in order to promote the services of NCWorks and how we can be of assistance.

#### **VIII. Job Referral Process**

The Job Referral Process is the opportunity to build trust with businesses and assist job seekers to find employment. While it is important to build relationships with businesses, it is equally important to building relationships with job seekers in order to do a proper assessment of skill levels, abilities, and aptitudes. It is imperative that a job referral properly matches a job seeker who meets the job requirements, skills, and other attributes. This process will not only help employers fill jobs by assisting with the recruiting, screening, and referring of qualified candidates, but it helps job seekers find employment that will lead to long-term employment stability and earning potential. There will be regularly monitoring of job referrals and the job referral process by Career Center Management.