

Oregon Workforce Investment Board

WorkSource Oregon Definitions and Center Certification Policy

Background:

In September 2004 OWIB adopted the following definitions to assist with the implementation of the statewide WorkSource Oregon brand:

WorkSource Oregon Center – a One-Stop Career Center where job seekers and employers receive a broad range of services and are chartered/certified by the local workforce investment board.

Local Workforce Investment Boards (LWIBs) began efforts to implement the WorkSource Oregon brand. OWIB convened a Communications Committee to assist with implementation of the statewide brand. As the OWIB Communications Committee worked to increase brand awareness and cover the costs of new signs, brochures and letterhead, LWIBs began to discuss the importance of brand identity through the association of their Directors, the Oregon Workforce Partnership (OWP).

The WSO Center certification criteria were subsequently amended to reflect the OWIB decision in September 2007 to require strong or pure branding of the WSO Centers.

Purpose

This policy was forwarded to the OWIB from Oregon's Local Workforce Investment Boards to:

1. Assure baseline consistency among WorkSource Oregon (WSO) Centers throughout Oregon, so that customers can expect the same basic types of services regardless of which WorkSource Oregon Center they attend.
2. Better define the goals, purposes, functions and services of WSO Centers.
3. Provide baseline criteria for LWIB chartering/certifying of WSO Centers.

The criteria established in this policy represent a floor, not a ceiling. Oregon LWIBs may add requirements for certification as appropriate based on their community needs and resources.

Under the Workforce Investment Act and Oregon Workforce Investment Board (OWIB) policy, LWIBs are responsible for chartering/certifying and overseeing WSO Centers. Oregon's LWIBs have a strong commitment to assuring quality services are offered through these local WSO Centers. All LWIBs have a certification/chartering processes in place to assure quality service delivery and continuous improvement.

The criteria listed in this document apply only to WSO Centers, which are one of the service delivery strategies employed by LWIBs to meet the business and workforce development needs of the local communities they represent and serve.

Definition

WorkSource Oregon Centers are chartered/certified by Local Workforce Investment Boards to be businesslike places where every service is focused on the end goal of assuring that businesses receive the best possible applicants for their job openings and related business needs. WSO Centers utilize the resources of those on site and other partners to better understand the workforce needs of businesses, to provide qualified applicants, and to improve the ability of applicants to compete for jobs. Staff at WSO Centers are knowledgeable about:

- Additional services that can provide businesses with workforce solutions.
- Additional services that can help job seekers and those currently employed become more skilled and competitive.

WSO Center staff are able to make referrals to these services if they are not offered on-site.

Policy: Minimum requirements to assure consistency of WorkSource Oregon Centers:

1. A WSO Center is a physical location that:

- Is clearly identified as a WorkSource Oregon Center through external signage – the centers will utilize either strong or pure WSO branding to assure consistency around the state. External signage will utilize the generic WSO logo rather than a version that identifies the location as the site of a single partner.
- Creates an environment that is businesslike and completely focused on needs of the business community/the importance of preparing individuals to become successful employees.
- Utilizes a Resource Room as the core of its service delivery strategy. A resource room must make available to job seeker customers the following:
 - Phone(s)
 - Internet access
 - Staff to assist with job search
 - Printer(s)
 - Fax(es)
 - Copier(s)
 - Printed/hard copy resource information
- Provides the following:
 - Accessibility for all populations (this includes access to ADA accommodations, appropriate signage, the availability of materials in languages that are predominant in the community, etc.)
 - Minimum hours of operation that allow job seekers to access services as conveniently as possible.
 - A tracking system to monitor the utilization of services.
 - A “greeter(s)” to direct customers to the services they need.
 - An integrated phone system so that call-in customers can efficiently reach a live person when they need to do so.
 - Private meeting space(s) to facilitate the sharing of confidential information when needed (e.g. employer interviews, Vocational Rehabilitation staff consultation with clients, etc.)

2. Each chartered/certified WSO Center provides the following minimum level of services:

Job Seeker Services available *on-site* for customers

- An introductory workshop or other mechanism to introduce customers to services available at the center and through referral.
- Access to unemployment insurance information/phones
- Labor Market Information
- Labor Exchange (for example iMatch Skills)
- Computerized, automated and staff assisted job search assistance
- Workshops that help individuals succeed in their job search
- Assessment to identify possible benefit from participation in other services, in order to make a value-added referral.
- Determination of eligibility for WIA Title 1B services, or the services of other partners available on-site.

Business services available *on-site, via phone, or by referral:*

- Labor exchange (for example iMatch Skills)
- Labor Market Information.
- Assistance with worker recruitment.
- Serving a brokerage function to help businesses access other services. Examples include, but are not limited to:
 - Opportunities for incumbent worker training support via the Employer Workforce Training Fund, Regional Investment Boards, etc.
 - Community College customized training departments, etc.
- Early intervention and rapid response activities.

3. Chartered/certified WSO Centers have staff who work together to support the service delivery of the center, regardless of the organization for which they work:

- OED & WIA Title 1B funded staff are available on site.
- Staff from additional organizations are available on site based on community needs and the availability of space.
- All staff present on-site are committed to providing adequate staffing to deliver services to the community based on customer need.
- Staff are clearly identifiable as part of the WSO Center, rather than separate organizations. (For example, they wear name tags with the WSO logo)
- Staffs reflect the demographics of the community to the greatest degree possible.
- Info sharing/confidentiality agreements are in place to allow staffs to work together.
- While it is understood that all staff working on site at WSO Centers must abide by the rules and policies of their host agency, WSO Center staff also abide by a shared policy framework that includes:
 - Common policies that clarify how the staffs will work together and how complaints will be handled (such as the MOU, MOA, Resource Sharing Agreement, etc.).
 - Shared performance planning and reporting to assure that all staff are working toward the excellence of the WSO Center, as well as their own organizational performance standards.

- Locally defined means of measuring and reporting customer satisfaction for all customers (job seekers, businesses, etc.)
- Mechanisms for assuring continuous improvement of outcomes.

Through the chartering process, LWIBs assure baseline consistency of services throughout the state, while making special provision to meet the unique needs of each community in which WSO Centers exist.

Oregon's LWIBs will integrate the criteria listed above into their local center certification/chartering processes. LWIBs will not certify and brand WSO Centers that do not meet these minimum criteria within the timeline defined by the LWIB.

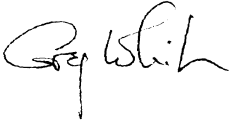
Each LWIB will recertify its local WSO Centers at least once every two years to assure that the baseline is maintained and to encourage continuous improvement.

Each LWIB may choose to add criteria above the baseline criteria in this document.

Each LWIB may select a variety of additional approaches to measure the success of its WSO Center(s). Examples include:

1. Check lists based on the criteria above and any additional local criteria.
2. Secret shoppers.
3. Customer satisfaction surveys of WSO Center customers.
4. Certification visits.
5. Peer reviews coordinated with LWIBs and/or staff from other WSO Centers.

Oregon's LWIBs recognize that these steps are necessary to assure a baseline level of consistency to all Oregonians who utilize WSO Centers throughout the state. Each LWIB will strive also to assure the greatest quality of services within WSO Centers through locally designed recertification processes.

Approved by:	 Greg White, OWIB Executive Staff
Effective Date:	June 23, 2006
Amended Date:	January 25, 2008