

Business Services Redesign

Northern Kentucky Area Development District

Regional Input Session

October 28, 2011

Notes

Participants represented the following organizations/ agencies:

- Toyota
- C-Forward
- Northern Kentucky Area Development District
- Brighton Center
- Northern Kentucky Workforce Investment Board and Staff
- Northern Kentucky Education Council
- Northern Kentucky One Stop
- Contracted WIA Services Managers
- Northern Kentucky University
- Gateway Community and Technical College
- Office of Employment and Training
- N. Ky. Chamber of Commerce
- Vision 2015

There were approximately 20 participants.

Rapid Response Activities

Rapid Response typically occurs when a WARN notice is filed. The region receives the notice from Frankfort.

Northern Kentucky also provides Rapid Response services to smaller groups (10 or more).

Rapid Response activities are coordinated by the Brighton Center, a contractor to provide WIA services.

Sessions with employees are scheduled on-site during all shifts. They have from time-to-time provided on-site workshops and job fairs.



The Chamber has oftentimes identified other employers that are seeking employees with similar skill sets in the community and arranged events to bring them together with affected employees. *Best practice.

The Rapid Response Coordinator gathers demographic information from the employer, including worker characteristics such as work experience. The Rapid Response Coordinator then contacts the team, which typically consists of:

- Department of Labor (COBRA/HIPPA/ERISSA) – this may be unique to Northern Kentucky because the region has a DOL office
- Office of Employment and Training
- Office of Vocational Rehabilitation
- Workforce Investment Act
- Unemployment Insurance
- Gateway Community and Technical College

The agenda is limited to one hour, and informational packets are provided (sample provided). The team meets one-on-one with individuals after the meeting to answer any remaining questions they may have.

After two weeks, the Coordinator follows up with the employer to check on his/ her satisfaction and answer any other questions he/she may have.

The team also sometimes learns about layoffs through word of mouth and individuals who present themselves in the One-Stops.

Recommendations for the Rapid Response System

The suggestion was made to educate the network of accountants and attorneys about Rapid Response services, so they can suggest it to their clients if they see indicators of financial stress.

It was suggested to include information about Rapid Response in the new NKWIB employer newsletter.

Business Services Activities

Kentucky WINS will pay for outplacement workshops. No one in the room was aware of this. Services must be provided by the Community College.

Chamber, SHRM and HR 100 are good communications channels for providing this information.

Participants stressed the need to create relationships with businesses around positive activities so they will be more likely to call when times are tough.



The Chamber organizes monthly roundtables for human resource professionals focused on workforce recruitment and retention and has more than 600 HR representatives in their database.

Northern Kentucky Tri-ED has one person dedicated to business retention and expansion visits. This person covers three counties.

The NKWIB also has taken a regional approach with the Employers First Network to “circle the wagons” from the tri-state region around employers’ needs.

The NKWIB has identified the employer as their primary customer.

Business Services Redesign is currently underway. Employers want services now and they want it to be personalized.

Within the identified Business Services Team, the region has established relationships and a mindset of collaboration.

The economic development is not at the table in a meaningful way. The group discussed the need to make a more concerted effort to reach out to local economic development representatives in cities and beyond Tri-ED, which represents three counties.

Economic environment had been healthy in the recent past. Now that it has taken a downturn, this is the time to introduce Rapid Response services while it is more relevant.

Recommendations for Business Services System

Participants talked of the need to strengthen and enhance communication between the state and local areas.

The local areas need resources from the state to expand business services.

The region would like to see ongoing staff development opportunities.

The region reported that updates regarding programs and services, which are constantly changing, would be beneficial from the state-level.

The state can provide a system that will facilitate collaboration. This includes:

- Enabling trend information and other data to be extracted easily at the local level for reporting to the LWIB and for use with the Business Services Team; and
- Building on existing systems (import/export capability to EKOS, etc.) and allow for regional flexibility enabling regions to identify partners that should have access to the system (non-state entities such as Chambers, economic development organizations and entities across state borders to facilitate partnerships around business services).



The Commonwealth can build on the excitement created around Burning Glass, etc., and maintain momentum by delivering systems and tools in a more timely way.

The state can provide quarterly labor market information reports to all regions that will show trends to inform business services team activity. This would be more efficient than each region trying to figure it out on its own.

