One-Stop Certification System: In-Process Review

Lake Cumberland, Kentucky

April 28, 2011

Maher & Maher
www.mahernet.com

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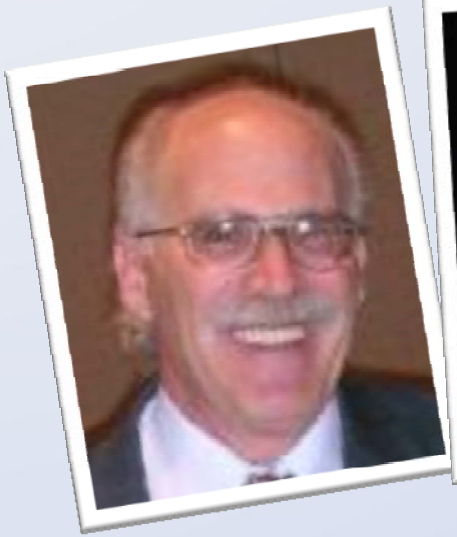
Maher Consulting Team

Arnie



Ronnie

Gretchen

Robin

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Our Objectives

Acquaint you with the Team Charter, specifically:

Certification project process and our approach

Steering and Core Team roles

Connect One-Stop Certification with State's System Transformation

Review approved Employ
Service Standards and Meas

Peek into the Jobseeker Stand

Share next steps

Key Role of One-Stop Certification

Transforming Kentucky's Workforce System

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One-Stop Certification

WorkSmart Kent

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An Effective Certification System

Requires a clear vision for the One-Stop System

Requires a process that is:

Clearly owned

Consensus-based: Across Workforce Investment Areas, agencies, public and private sectors, and levels of government and staff

Transparent

Designed to educate and create champions

Has a clear implementation strategy

Visions: One-Stop and Certification Systems

Kentucky will have a credible, value-added, customer-centric One-Stop Career Center system that promotes sector-based talent development and supports the economic development goals of the local area, region and state. It will provide fully accessible holistic services by employing a unified approach among well-coordinated and aligned partners.

The certification system will be flexible and seek to establish the highest achievable standards, and will acknowledge that different strengths, economic conditions, and approaches may exist in different areas of the State. It will foster collaboration and sharing of promising practices between and among One-Stop Career Centers across Kentucky.

Participatory Process Drives Transformation …

- Consensus-based, transparent Team process
  - Stakeholders become STOCKholders!
- Core Team Members:
  - Inform colleagues and gather input
  - Build the system
  - Champion the process and the content
- Steering Team responsible for approval and implementation
- One-Stop Centers self-assess and improve – no "punishment"
- Project Team brings recommendations to SWIB

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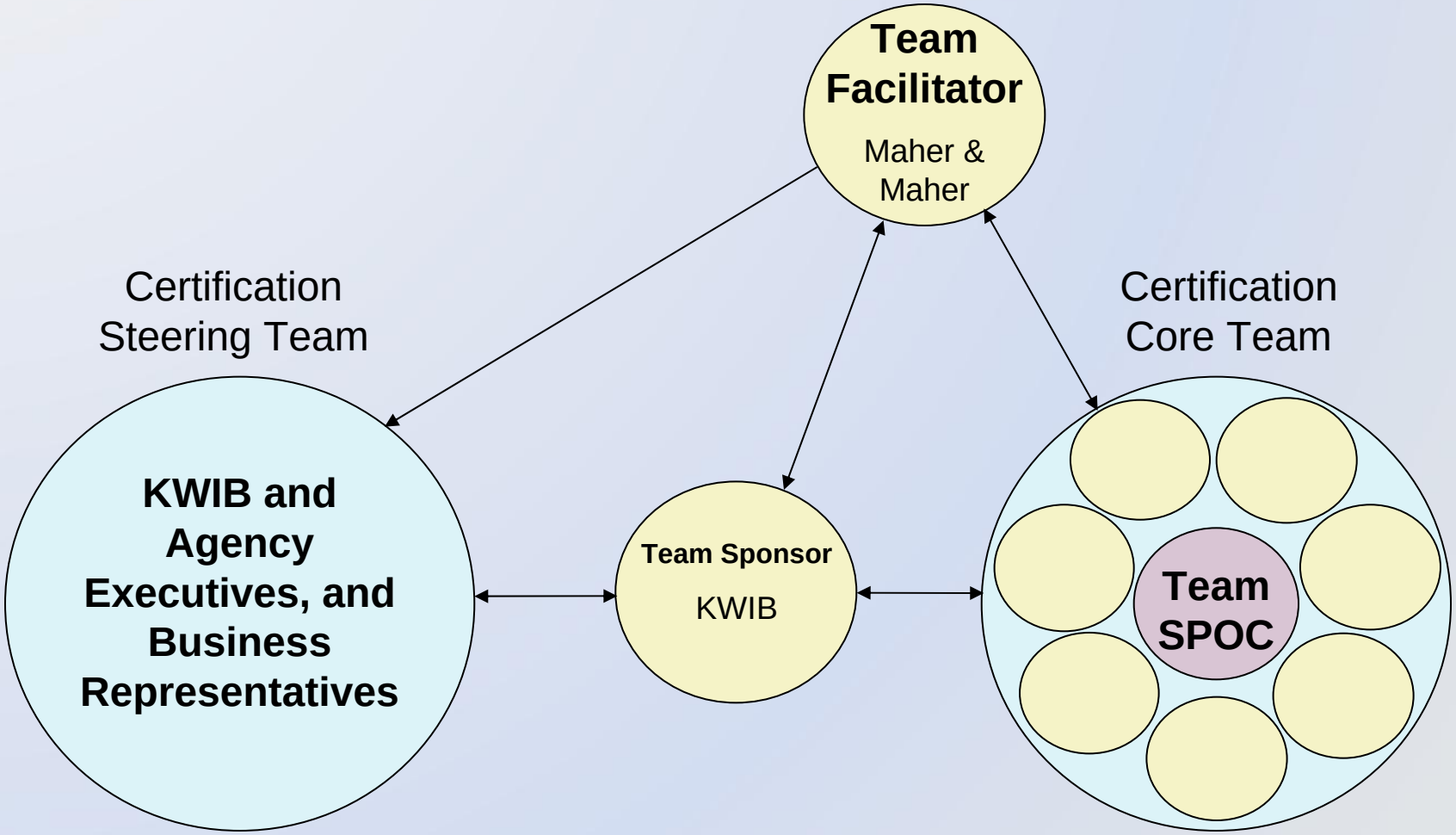
Project Organization



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Approval Process in Kentucky

Steering **Team** Vision to Core Team

Core Team Begins Designing Certification System

Progress Feedback **Steering Team**

Guidance Back to Core Team

Final System Design to Steering Team

Steering Team Approval **Submitted** to KWIB for Approval

Team becomes Local **Champions** of System – Steering Team responsible to ensure full implementation of System

Complementary Roles

Core Team

- Operational focus
- Develop guiding principles
- Develop system
  - Certification elements
  - Certification process
- Identify statewide issues
- Make recommendations to Steering Team
- Serve as a champions and coaches for the system

Steering Team

- Policy focus- guide project
- Develop mission, vision
- Receive / review Core Team recommendations as submitted throughout process
- Provide feedback to Core Team / Recommendations to SWIB
- Ensure Implementation of the Certification system

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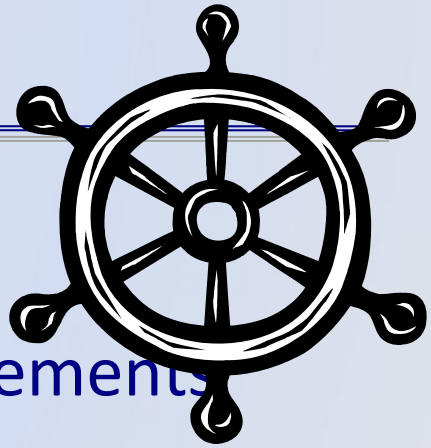
Roles of the Steering Team



Guide the project

Adopt Project Vision and Mission Statements

Ensure that Core Team members identify the Certification System's framework and elements

Receive, review, and refine Core Team recommendations

Work collaboratively to recommend framework, elements, and process to the KWIB

Ensure IMPLEMENTATION of the KWIB-approved Certification System

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Core Team Roles

Focus on “ideal” One-Stop operations

Develop guiding principles

Develop the certification system

Certification elements (standards and measures)

Certification process

Identify statewide issues

Inform colleagues and gather input

Make recommendations to the Steering Team

Serve as a champions and coaches for the system

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Timeline

November – December 2010	Initial Steering Team Meeting One-Stop Site Visits
January – March 2011	3 Core Team Meetings (1½ days) Steering Team Meeting (#2) One-Stop Site Visits
April - June	3 Core Team Meetings (1½ days) Steering Team Meeting (#3)
July	Final Core Team meeting Report/Presentation to Steering Team
August	Presentation to KWIB

First Steps: Development of KY Certification System

Study all pertinent resources, e.g., WorkSmart Kentucky, local plans and websites, etc.

Engage Steering Team

Develop/ratify Team Charter

Visit a comprehensive One-Stop Center in each workforce area

Engage Core Team

Observations from One-Stop Visits: Employer Services

Employer customers value:

Responsiveness

Expeditious, quality customer service

Listening to their concerns and focusing on their needs

Quality candidates for referral

Training funds to upgrade the skills of their current workforce

Challenges: Resources, staffing, partner engagement, competing pressure of high job seeker customer volume, technology limitations

Employer Services: "Ideal" Characteristics

Familiarity with the industry/sector and the particular employer/business

Focus on "account" and relationship building (vs. transactional interactions)

"What do you need?" *before* and vs. "Here's what we do."

Portfolio of flexible, "meshed," and transparent services to meet employers' needs

Employer Services: "Ideal" Characteristics, continued

Flexibility in staffing functions – ID and remove administrative barriers

Designated team with trusted/knowledgeable single points of contact for employers

Coordinated outreach to reduce duplication

Motivated, screened, qualified, and well-matched candidates

Ongoing feedback and response loop

Key Points from Employer Roundtable

Create and sustain employer relationshi
provide a SPOC and work to build t

Need to understand focus industi
and small business challenges in particu

Creative, innovative, solutions-focused service

Access to services needs to be real and seamless

Need to respond to employers' needs quickly

Be accountable and demonstrate results. Measure value and impact, not just "satisfaction."

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Employer Service Standards and Measures

Organization and Staffing

Delivering Quality Services

Listening to and Satisfying Employers; Measuring Effectiveness

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Organization and Staffing

Each One-Stop Center:

Has a single point of contact (SPOC) for Employer Services

Is capable of delivering basic services

- Post jobs/take job orders
- Screen, select, and refer individuals to job openings
- Provide a direct connection to BST representative who can deliver more extensive workforce area- wide services

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Organization and Staffing (2)

Business Services (Team) organized and managed as a **unified activity**

Organization is regionally-based

Includes core partners as well as knowledgeable partners' business services staff

Core partner BST staff members are fully dedicated to the team

Overseen by the local WIB

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Organization and Staffing (3)

Regional Business Services Teams

Consist of a regional team leader, BSRs, and other representatives as appropriate to region

OET, WIA, and business organization/economic development are mandatory partners

Have a range of skills and knowledge as a team, and each member exhibits certain competencies

Adopt sector strategies as the overall framework

Maintain close contact with staff serving individuals (in order to improve demand-driven services)

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Delivering Quality Services

Employers viewed as **pa**

Growth sectors are org
and understood

Relationships with bu
partners that build u
foundation of trust
shared knowledge

Open communication AND an understanding of the employer's industry sector

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Delivering Quality Services (2)

Services are b

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Delivering Quality Services (3)

A true TEAM approach:

Alignment of all partners around specific industry sectors

Regular meetings and structured communications

Coordination of employer information-sharing, contacts, etc.

Elimination of duplicate work among partners

Achieve economies of scale (better resource utilization and application)

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Listening to and Satisfying Employers; Measuring Effectiveness

The workforce area does broad employer needs assessments and creates/modifies services in response

General business human resource requirements

Specific sector resource requirements

Center/BST measures employer satisfaction at system rather than program level

Collect information on processes (satisfaction)

Collect information on outcomes (value)

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Listening to and Satisfying Employers… (2)

Closing the Loop:

There is a process in place to use employer feedback on both processes and outcomes, as well as internally-tracked data, for continuous improvement (e.g., improved processes and services, diversification of services, etc.).

Lack of technolo

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State-Level Issues

One-Stop Career Centers

Jobseeker Services Value Statement

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Jobseeker Services Themes (1)

Service Content: In

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Jobseeker Services Themes (2)

Service Accessibility

Service Management:

Jobseeker Services Themes (3)

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Next Steps

Steering Team-approves Employer Services standards becomes the first part of the package that goes eventually to the SWIB

Core Team continues its w

NEXT

Job Seeker Standards

Management Standards

System Infrastructure

Continue to follow us on the CWS

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Q/A

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