CITY OF LOS ANGELES

JAN PERRY GENERAL MANAGER CALIFORNIA



ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT

1200 W. 7TH STREET LOS ANGELES, CA 90017

Q Nelson Forth

DATE:

July 20, 2017

TO:

LA's Workforce Development System

FROM:

Gerardo Ruvalcaba, Director

Workforce Development System

Daysi Hernandez, Director

BusinessSource System

SUBJECT:

WDS DIRECTIVE NO. 18-01

(Supersedes WDS Directive No. 12-14)

BSS DIRECTIVE NO. 17-01

(Supersedes BSS Directive No. 12-01)

CHANGE IN SCOPE OF WORK IN ADMINISTERING BUSINESS SERVICES WITHIN THE CITY OF LOS ANGELES WORKFORCE

DEVELOPMENT AND BUSINESSSOURCE SYSTEMS

EFFECTIVE DATE

This directive is effective upon date of issue.

PURPOSE

The purpose of the directive is to update the business services program requirements for the City of Los Angeles Workforce Development and BusinessSource Systems. This directive supersedes WDS Directive No. 12-14 and BSS Directive No.12-01.

REQUIRED ACTION Referral Process Requirement

- The Los Angeles BusinessSource Centers (LABSC) and the WorkSource Centers (WSC) are required to enter into a Memorandum of Understanding (MOU) to refer business clients for the purpose of providing the appropriate business services under each delivery system. An updated LABSC/WSC Business Referral Form is attached.
- 2) Each WSC is required to collaborate with the LABSC in their region. An updated LABSC/WSC Regional Matrix is attached.

The WSCs and the LABSCs shall collect the following information on all business referrals: a) type of services needed and b) confirmation date of receipt of the referral. The LABSC/WSC must make, at a minimum, one follow-up attempt within 90 days of receipt of the referral to identify the status of the referral and note the date of completion of services, if available.

- 3) The contractual goal is a minimum of 10 business referrals for each WSC to an LABSC per program year.
- 4) A Business Needs Assessment (BNA) Form must be completed for each employer customer served. The WSC Business Needs Assessment is attached.

Planning and Collaboration Meeting Requirements

- 5) Each LABSC/WSC Business Services Representative is required to attend planning and collaboration meetings bi-monthly or as scheduled by EWDD to coordinate and improve delivery of workforce and economic development programs and services to employers. In addition, during these meetings, program and policy updates, industry sector presentations, training, or technical assistance will be provided and regional collaboration efforts facilitated.
- 6) Upon staff turnover in the LABSC/WSC Business Services unit, EWDD must be notified immediately of the new staff member's contact information to update the Business Representative Contact Roster.

Qualifying Business Services and Documentation Requirements

7) The activities which qualify as business services and the documentation requirements for receiving credit for these activities are outlined in the attached LABSC/WSC Qualifying List of Business Services. An updated WSC Qualifying List of Business Services is attached.

<u>Performance Requirements (WorkSource)</u>

8) The City of Los Angeles' (City) WorkSource Center System business service delivery performance levels are as follows:

Number of Unduplicated Employer Customers	70
Number of New Employer Customers	20
Number of Referrals to Nearest LABSCs	10
Number of Business Services Provided	90
Number of Sector-Based Employer Customers	20
Number of Industry Sector Councils	1

- a. Full-service WSCs shall serve a minimum of <u>70</u> unduplicated employer customers per program year.
- b. Of the minimum 70 unduplicated employer customers served, **20** must be new for the program year.
- c. Of the minimum 70 unduplicated employer customers served, a minimum of 10 of those shall be business referrals to the nearest LABSCs. A maximum of 20 business referrals to the LABSCs will count toward the minimum number of business services delivered.
- d. A minimum number of <u>90</u> business services must be provided to all employer customers (whether new or repeat) served by each WSC per program year.

Industry-Sector Employer Customers

- e. Of the minimum 70 unduplicated employer customers served, a minimum of 15 of those shall be sector-based employer customers focused on the WSC's two identified sectors.
- f. The WSCs are required to participate in at least <u>one</u> industry sector council focused on one of the two sectors served by each WSC.

Reporting Requirements (WorkSource)

Monitoring Site Visits and Business File Review	Semi-Annually
Employer Customer List and Business Service Monitoring Tool	Quarterly
Business Outreach Tracking Form (list of events/meetings attended for outreach purposes)	Quarterly
Job Fair and Targeted Recruitments Tracking Form (list of all job fairs, recruitments, and other candidate recruiting events sponsored by the WSC)	Quarterly
Use of Customer Relationship Management (CRM) software, as prescribed by the City, to track employer engagement, job placement, and other employer data	Ongoing

- 9) The standard monitoring requirements for the Employer Services delivery system are semi-annual site visits/business file reviews and quarterly self-reporting of performance via the attached updated Employer Customer List and Business Service Monitoring Tool.
- 10) WSC Business Services are required to submit to the City a quarterly record of events/meetings attended for outreach purposes (i.e., business

- workshops/seminars, business resource fairs, networking events, etc.). The Business Outreach Tracking Form is attached.
- 11) WSC Business Services are required to compile and maintain a list of job fairs, targeted recruitment, and other candidate recruiting events sponsored by the WSC. The Job Fair and Targeted Recruitment Tracking Form is attached.
- 12) WSC Business Services are required to use Customer Relationship Management (CRM) software to track employer engagement, services provided, and other data associated with Employer Services.
 - Pending full implementation of a CRM tool as prescribed by the City, WSCs are required to use the CRM component of CalJobsSM to track all business services provided.
- 13) WorkSource Business Services are required to maintain individual files for each employer customer. Each file should include, at a minimum, the completed BNA, a communication log listing the service requested and its completion status and the support documentation as outlined in the revised WSC Qualifying List of Business Services.
- 14) The State of California may be implementing two additional reporting metrics affecting Employer Services. In order to prepare for this eventuality, we are requiring WSCs to:
 - a. Follow up on employee retention with the same employer at the end of both the 2nd and 4th quarters of the program year and report those numbers to the EWDD via the Employer Services Unit;
 - b. Report the number of repeat employer customers served per year. Please note: Qualifying business services to repeat employer customers will count toward the 90 business services metrics listed in No. 8c under "Performance Requirements" above.

BACKGROUND

The Workforce Innovation and Opportunity Act (WIOA) contains new requirements for the dual-customer model wherein EWDD provides services to both job seekers and employers. The Workforce Development System will continue to work in conjunction with the BusinessSource System to coordinate workforce and economic development programs to improve the quality and the delivery of services to employers. Effective Program Year 2015-16, the City's redesigned Workforce Development System will focus on career pathways and industry sector strategies to better meet the needs of the regional economy and labor force. In order to increase employer engagement, EWDD added an Employer Services Unit (ESU) to its Adult Workforce Development Division.

This directive updates the LABSC/WSC referral process and establishes LABSC/WSC planning and collaboration meeting requirements. The directive modifies the types of Business Services that will be counted toward the WSC's yearly goals, as well as modifies the types of documentation required to support the business services reported. The directive establishes the requirement for each WSC to participate in an industry-sector council focused on the WSC's two identified sectors and establishes a minimum number of sector-focused employer customers to be served.

All other changes made by WDS Directive No. 12-14 and BSS Directive No.12-01 that were not addressed in the above paragraphs remain in full force and effect.

WDS/BSS CONTACT

Questions or requests for additional information should be addressed to your assigned program monitor.

GR:DG:EM

Attachments: 1. LABSC/WSC Business Referral Form

- 2. LABSC/WSC Regional Matrix
- 3. LABSC/WSC Business Needs Assessment
- 4. LABSC/WSC Qualifying Lists of Business Services
- 5. WSC Business Service Monitoring Tools

WSC Employer Customer List

WSC Business Outreach Tracking Form

WSC Job Fair and Targeted Recruitment Tracking Form









BUSINESS NEEDS ASSESSMENT

How did you hear about WorkSource?
Contact Name: Title
Business Name:
Business Address:
City:
E-mail: Web site:
Federal Tax ID #: Standard Industry Code (SIC NAICS):
Company's product or service:
Years in business: □ Corporate/headquarters □ Branch # of Employees at this location
What is the most significant factor affecting your business?
Current BUSINESS ASSISTANCE needed (that could be provided through our partners or collaborators): Marketing/Marketing Assessment Financing/Access to Capital Labor Market Information Business Plan/Cash Flow Management Permits/Licenses/Certification Legal/Tax Consulting Other What changes do you foresee in the next year? What changes do you foresee in the next five years?
Do you have any particular hiring needs at this time? ☐ Yes ☐ No
How can we help with your staffing needs today?
If no hiring needs, do you anticipate any over the next 6 months? ☐ Yes ☐ No # of Positions:
Full Time? Do you do the hiring? If no who is responsible?
How many openings currently?
What are the main issues when considering hiring?
Do you have any difficulty finding qualified employees? ☐ Yes ☐ No Please describe:
Any difficulty retaining qualified employees? ☐ Yes ☐ No
Why: Do you hire ex-felons? □Yes □ No (If yes, how extensive?)
Do you provide benefits? ☐Yes ☐ No (If YES what):
What type of training do you provide your employees?
Current STAFFING, TRAINING and HUMAN RESOURCES assistance needed (provided by WorkSource): □ Lay off/Downsizing services □ Job applicants □ Retention assistance □ Interview/Conference room □ New hire training: □ Current employee training (topics):
OFFICE USE ONLY (Steps recommended, referral and follow up):



Qualifying List of Business Services

	RECRUITMENT SERVICES	S & NEW HIRES
SERVICE	DEFINITION	DOCUMENTATION REQUIRED
Develop Job Description	Assist with development of a comprehensive job description	Copy of all job descriptions developed for the business
Filling Job Order via Candidate Screening and Resume Referrals	Assisting to fill a job order by screening candidates and providing resumes to the employer	All of the following: Candidate screening tool developed for employer (e.g. name, date interviewed, drug and alcohol screening date, date passed background check, position offered, start date, etc.) AND Copy of the resumes sent to the employer
Filling a Job Order via Customized Recruitment	Work with the business to identify their needs and develop a plan for recruiting candidates May include: Coordinating a system-wide recruitment Coordinating a recruitment exclusively for an employer contact or an employer group by industry	 All of the following: Copy of the event flyer with date of the event and the list of participating employers AND List of participants/attendance sign-in sheet AND Copy of employer sign-in sheet (when multiple employers participate in the event)
Placement/Hire	An actual hire occurred that can be verified when surveying the business	 One of the following: Original Employment Verification Letter on business letterhead (with employer signature) Copy (fax, email, etc.) of employment verification from business (with employer signature) that also includes business card Employment Development Dept. (EDD) base wage file OR from employee, one of the following: Copy of pay check stub Copy of W-2 Copy of IRS 1040
On-the-Job Training (OJT)	Assist an employer with an OJT opportunity filling a skill gap between the candidate's skills and requirements of new position or to initiate an industry career ladder	Copy of the signed OJT agreement
	RETENTION SERV	VICES
SERVICE	DEFINITION	DOCUMENTATION REQUIRED
New Employee Retention Workshop	Coordinate and implement employee retention training workshops for a business' new hires (e.g., Work Etiquette or Soft Skills Workshop)	All of the following: Written request from the employer AND Copy of training agenda and/or curriculum AND List of participants/attendance sign-in sheet
	LAYOFF/DOWNSIZI	NG SERVICES
SERVICE Layoff Aversion	Assist the business with developing strategies to avoid lay-offs or referral to another organization that can assist them with these needs	DOCUMENTATION REQUIRED Documentation of specific type of lay-off aversion assistance OR Copy of City of LA Rapid Response Verification of Employer Services Form
Rapid Response	Work with the City of LA Rapid Response Unit and the business to design a Rapid Response plan for employees Note: WSC must have an established relationship with the employer prior to layoff announcement. REFERRAL	Copy of City of LA Rapid Response Verification of Employer Services Form
SERVICE	DEFINITION	DOCUMENTATION REQUIRED
Referral	Completed a referral to the nearest Business Source Center (BSC)	Copy of the completed referral form and the type of BSC services requested

VVork Source

Qualifying List of Business Services

	Qualifying List of Busi	
	TRAINING & TECHNICA	
SERVICE	DEFINITION	DOCUMENTATION REQUIRED
Implement Customized	Coordinate and implement specialized training	All of the following:
Incumbent Worker	for a business' existing employees; must include	Copy of training curriculum <u>AND</u>
Training Project	skills upgrade plan.	• List of participants/attendance sign-in sheet AND
		Documentation of outcomes (completion rate)
Resource Center Use	Business uses the Center for training classes,	Copy of an Employer Visitors Log (documenting the
	interviews, research, planning meetings,	services provided including date and time of activity,
	conferences, computer or other office needs.	individuals involved, and employer signature)
Assistance on Hiring	Assist the business in developing policies or	One of the following:
people with Disabilities	plans for recruitments targeting people with	Copy of policies or plans for recruitments targeting
	disabilities or referral to organization	people with disabilities
	specializing in assisting the disabled (e.g.,	Documentation of services provided including specific
	Goodwill). Help business obtain and install	activities to serve people with disabilities
	assistive technologies.	Completed referral form
HR Referrals	Assist the business with HR challenges which	
HK Releitais		Copy of any information provided to business
	go beyond the standard (e.g., hiring, recruiting, etc.), such as finding information on:	AND/OR
		Completed referral form and type of HR services
	Specific labor laws	provided
	 Legal equal opportunity requirements 	
	Sexual harassment policy	
	OR Referral of the business to outside	
	organizations specializing in HR needs	
Research	Conduct research in areas such as, but not	One of the following:
	limited to, Economic Issues, Business Trends,	 Documentation of specific type of research provided
	and Labor Issues, OR referral to another	Copy of research information provided
	organization that can assist them with their	 Completed referral form and type of research provided
	needs	
Labor Market	Provide business with specific labor market	Copy of LMI Information
Information (LMI)	information that they requested regarding wages,	
	occupational skills, and the economy	
Industry Focus Group	Design and implement a focus group to study a	All of the following:
	business issue as requested by one or more	• Copy of the agenda AND
	business customers	• List of participants and attendance sheets AND
		Documentation of outcome/focus group
		recommendations
Industry Sector	Hosting an industry sector focused event,	All of the following:
Workshop	seminar, or workshop. Event may be to identify	Copy of the agenda AND
	issues and breakthroughs within a specific	List of participants and attendance sheets AND
	industry, to provide technical assistance, or to	Documentation of outcome/findings
	support regional/sector employer collaboration.	Documentation of outcome/initings
Industry Career Ladder	Assist business in developing policies or plans	Copy of career ladder policy or plan specifying career
,	to create/define formal career ladders.	ladders and job descriptions
	Career ladders should be defined by utilizing	The state of the s
	established occupations defined by Federal	
	agencies or other nationally recognized source	
Speaker Services	Provide speaker(s) at a function or training event	All of the following:
1	for the business or their staff.	Copy of training notice or flyer that includes name of
	Note: Marketing of the WorkSource Center or the	speaker and presentation topic AND
	WorkSource System is not considered a speaker	Copy of attendance sheets <u>AND</u>
	service.	
		Copy of invoice for speaker (if applicable)
CEDVICE	OTHER	
SERVICE Othor*	DEFINITION	DOCUMENTATION REQUIRED
Other*	Any service that is not otherwise specified on	Documentation of services provided including specific type
	this list but the Center considers is a business	of service and outcome. Note: Any additional
	service. Note: The service being reported and	documentation required is contingent on the particular
	associated documentation MUST BE PRE-	service being provided. Consult your City of LA monitor to
	APPROVED by EWDD to receive credit.	establish documentation required to receive credit.



Category	Service	
Category Business Services	Business Plan/Executive Summary Cash Flow Management Certification Lease Negotiation Assistance Legal Considerations Market Assessment Needs Assessment One-on-one Consulting Permits/Licenses Procurement Referral to Other Partners	
	Referral to SCORE Site-Finding Assistance Tax Consulting	
Business Courses	Cash Flow Management E-Commerce Employee Training Entrepreneurial Workshops Fiscal Management Green/Clean Tech Transitions Marketing/Social Media SWOT Analysis Technical Training	
Access to Capital	Business Credit Building/Correction Business Credit Report Review Financial Analysis Lease Evaluation/Negotiations Marketing Plan Development/Analysis Personal Credit Building/Correction Personal Credit Report Review Projections Preparation/Modification	
Lending	Loan Packaging/Approval/Funding	
Referrals	Referrals to WorkSource Centers, SCORE, and Other Partners	









BUSINESS REFERRAL FORM

Agency Providing Referral:				Date:
Name of Agency Representa	otivo.			
WorkSource Center—Referre	ad to:			
BusinessSource Center—Re	*			4
Dusinessource Center—Ne				
Confirmation Date of Receipt		Received By:		
Business Information				
B : N		Owr	ar.	
Address:		OWI	ICI	
Talanhana Numaham			Fav.	·
Telephone Number: Fax: Website:				
				<u> </u>
Industry:		business i	∟⊓uty:	
WIOA WOR	KSOURCE CENTE	R BUSINESS SE	RVICE	S NEEDED
RECRUITMENT SERVICES	LAYOFF/DOWN			ING & TECHNICAL
NEW HIRES	SERVICES			STANCE (cont'd)
Develop Job Description	Lay-off Aver	sion		Assistance in Hiring People with Disabilitie
Filling Job Order via Candidate Screening and Resume Referrals	Rapid Respo	onse		HR Referrals
Filling Job Order via Customized Recruitment	OTHER SERVIC	ES		Research
Placement/Hire	Other service	es with pre-approval		Labor Market Information
On-the-Job Training	TRAINING & TECHNICAL ASSISTANCE Industry Focus Group			
New Employee Retention Workshop	Incumbent W	/orker Customized		Industry Sector Workshop
EFERRAL	Resource Ce	enter Use		dentifying Career Ladders
Referral to BusinessSource	Speaker Ser	vices		
	NICINECE COUR	SE OFFICION NE	EDED	
	BUSINESS SOURC	E SERVICES NE	EDED	
Business Plan/Executive Summary	One-on-one Co	onsulting	- 1	Permits/Licenses/Certification
Business Courses	Marketing/Mark	et Assessment		Site Finding/Lease Negotiation Assistance
Business Needs Assessment	Cash Flow Mar	nagement	l	_egal/Tax Consulting
Financing /Access to Capital	Procurement A	ssistance	(Other
Follow-up Date:	Status of	Referral:	Compl	ete Pending
Note/Outcome:				
TOTO O GEOGING.				

LOS ANGELES BUSINESS SOURCE & WORKSOURCE CENTER REGIONAL MATRIX (2017)

REGION	G	BUSINESS SOURCE CENTER	BUSINESS SOURCE ADDRESS	WORKSOURCE CENTER	WORKSOURCE CENTER ADDRESS
North Valley	9 1	North San Fernando Valley Business Source Center operated by Valley	13420 Van Nuys Blvd., Suite 121	Pacoima-North Valley WorkSource Center operated by Youth Policy Institute 818-492-4065	11623 Glenoaks Blvd. Pacoima, CA 91331
		818-834-0577	raconna, ca stost	Sun Valley WorkSource Center operated by El Proyecto del Barrio 818-504-0334	9024 Laurel Canyon Blvd. Sun Valley, CA 91352
West Valley	3 12	West San Fernando Valley Business Source Center operated by Valley Economic Development Center 818-705-9977	18645 Sherman Way, Suite 114 Reseda, CA 91335	West Valley WorkSource Center operated by Build Rehab Industries 818-701-9800	9207 Eton Ave. Chatsworth, CA 91311
South Valley	m o	South San Fernando Valley Business Source Center operated by ICON CDC 818-894-8800	8248 Van Nuys Blvd. Panorama City, CA 91402	Canoga Park-South Valley WorkSource Center operated by Rescare Workforce Services 818-596-4448	21010 Vanowen St. Canoga Park, CA 91303
Mid City	10	Mid-City Los Angeles Business Source Center operated by Pacific Asian Consortium in Employment 323-293-6284	2900 Crenshaw Blvd. Los Angeles, CA 90016	West Adams WorkSource Center operated by Asian American Drug Abuse Program, Inc. (AADAP) 323-293-6284	2900 Crenshaw Bivd. Los Angeles, CA 90016
Hollywood	10	Hollywood Business Source Center operated by Managed Career	4311 Melrose Ave.	Hollywood WorkSource Center operated by Managed Career Solutions, Inc. 323-454-6100	4311 Melrose Ave. Los Angeles, CA 90029
	13	Solutions, Inc. 323-454-6115	Los Angeles, CA 90029	Wilshire Metro WorkSource Center operated by Community Career Development, Inc. (CCD) 213-365-9829	3550 Wilshire Blvd., Suite 500 Los Angeles, CA 90010
Central West	11	Central West Los Angeles Business Source Center operated by Pacific Asian Consortium in Employment	1055 Wilshire Blvd., Suite 900-B	Downtown-Pico Union WorkSource Center operated by Pacific Asian Consortium in Employment 213-353-1677	1055 Wilshire Blvd., Suite 900-A Los Angeles, CA 90017
		213-353-9400		West Los Angeles WorkSource Center operated by Jewish Vocation Service 310-309-6000	13160 Mindanao Way, Suite 240 Marina Del Rey, CA 90292

LOS ANGELES BUSINESS SOURCE & WORKSOURCE CENTER REGIONAL MATRIX (2017)

REGION	CD	BUSINESS SOURCE CENTER	BUSINESS SOURCE ADDRESS	WORKSOURCE CENTER	WORKSOURCE CENTER ADDRESS
East		East Los Angeles Business Source Center operated by Barrio Planners. Inc.	3530 E. 3 rd Pl.	Boyle Heights/East Los Angeles WorkSource Center operated by Rescare Workforce Services 323-267-5930	1505 E. 1st St. Los Angeles, CA 90033
	14	323-264-9020	Los Angeles, CA 90063	Northeast Los Angeles WorkSource Center operated by Goodwill Industries of Southern California 323-259-2000	342 N. San Fernando Rd. Los Angeles, CA 90031
				Vernon Central/LATTC WorkSource Center operated by Coalition for Responsible Community Development (CRCD) 323-763-5951	400 W. Washington Blvd. Los Angeles, CA 90015
South	∞ ഗ	South Los Angeles Business Source Center operated by Vermont Slauson	6109 S. Western Ave.	Crenshaw WorkSource Center operated by UAW-LETC 323-730-7900	5401 Crenshaw Blvd. Los Angeles, CA 90043
	15	323-753-2335	Los Angeles, CA 9004/	Watts-Los Angeles WorkSource Center operated by Housing Authority of the City of Los Angeles 323-249-7751	2220 E. 114th St. Los Angeles, 90059
				Southeast Los Angeles WorkSource Center operated by Watts Labor Community Action Committee 323-563-4702	10950 S. Central Ave. Los Angeles, 90059
Harbor	15	Harbor Business Source Center operated by Managed Career Solutions, Inc. 310-221-0644	455 W. 6 th St. San Pedro, CA 90731	Harbor WorkSource Center operated by Pacific Gateway Workforce Investment Network 310-732-5700	1851 N. Gaffey St., #F San Pedro, 90731

WSC BUSINESS OUTREACH TRACKING FORM (PY 16-17)

WORKSOUR	RCE CENTER:	×
DATE	DESCRIPTION OF EVENT/MEETING / ACTIVITY (i.e., business workshops/seminars, business resource fairs, networking events, etc.)	COMMENTS/NOTES
DAIL	rans, networking events, etc.,	CONTINENTS/NOTES
-		
-		

WORKSOURC	E CENTER:			
DATE	EMPLOYER(S)	Target Population	NUMBER OF ATTENDEES	OUTCOME (ex. # of interviews, hires
				
		 		