

South Central Region 8



Integration Plan

Revised

03/31/08

Introduction

Communities throughout Region 8 face significant challenges to remain competitive in a global economy. Much of the region is rural and the traditional manufacturing jobs that have historically provided many of the best paying job opportunities have declined significantly in recent years. In order to attract new companies or to help current companies remain and expand within the region, a well trained workforce with the skills that employers need to perform the jobs of the future must be available.

In an effort to create an enhanced workforce development system that is responsive to the needs of employers and job seekers in the region, Region 8 is preparing to launch an integrated service delivery model. This service model will be used throughout the region at all WorkOne Centers and Express sites.

WorkOne Centers will be located in Bloomington, Bedford and Linton. The Bloomington WorkOne Center will supervise the Brown and Owen County Express sites; the Bedford Center will supervise the Martin and Orange County Express sites; and the Linton office will supervise the Daviess County Express site.

The integrated system will enhance services to both job seekers and employers. Increased numbers of job seekers will have access to a wide array of services designed to improve and upgrade their skills to make them more marketable to employers throughout the region.

Services to employers will be enhanced due to the implementation of a Business Services team designed to focus on the needs of local employers.

1. Governance and Management Structure

The Regional Workforce Board

In order to create a successful integrated system, a strong and effective governance structure must be in place. The Regional Workforce Board (RWB) will provide guidance and oversight of the system. Since the majority of the RWB members represent the private sector, a key role of the RWB will be to ensure that the system design and the products delivered are in line with the expectations of area employers.

A priority of the RWB is to ensure that the maximum amount of funding possible is available to meet the training and supportive service needs of job seekers. The RWB will insist that the local system is well coordinated and delivers services in a cost efficient and non-duplicative manner. In addition to meeting state and federal

performance expectations, the local WorkOne system will also be expected to meet local standards and outcomes that are established by the RWB.

Another priority of the RWB is that local job seekers and employers have readily available access to a WorkOne or Express site within their county. As such, the RWB will ensure that either a WorkOne Center or an Express site exists on a full-time basis within each of the eight counties of the Region.

In addition, the RWB has encouraged the establishment of WorkOne “Access” sites and participation of those sites as Share Network Access Points (SNAP). Through a system of access points to the WorkOne Centers, the RWB will be able to integrate the WorkOne system into the collaborative framework of services within the region.

The Regional Operator

The Regional Operator (RO) will manage the integrated system on behalf of the RWB. The RO will ensure that regional planning and coordination occurs to maximize the resources available through the various funding sources that comprise the WorkOne system. The RO will establish policy, facilitate planning, and provide guidance and technical assistance as needed to ensure that WorkOne services are effectively meeting the needs of job seekers and employers as well as the expectations of the RWB.

The RO will also work with the fiscal agent to ensure that cost allocation, budgeting and other financial management practices are in place to support the development and implementation of an integrated system. The RO will also serve as the lead Master User and will provide training, technical assistance, and oversight for all TrackOne data collection and management functions. In addition, the RO will review data on a regular basis and provide feedback to the WorkOne Coordinator and the Leadership Team regarding trends that could impact performance.

The RO will select the WorkOne Managers that will provide functional supervision and manage each WorkOne Center and the Express Sites that are connected to these centers. The RO will continue to provide support and assistance to these WorkOne Managers to ensure the success of the integrated system.

The Regional WorkOne Coordinator

The RO and the RWB will work together to identify an individual who can serve as the WorkOne Regional Coordinator. This individual will manage the WorkOne product line and work closely with the WorkOne Managers to ensure consistency and effective use of staff and resources throughout the region.

The Regional WorkOne Coordinator will be responsible for implementing policies, procedures, and programs through coordination with the WorkOne Managers and the WIA service provider. This individual will provide regular feedback to the RO and the RWB on the activities of the WorkOne offices and the progress made toward meeting the goals and objectives that are established for each Center or Express.

The Leadership Team

The RO will facilitate and oversee the work of the regional Leadership Team that will make the key decisions about the design and implementation of products and services in the integrated system. The Leadership team will be comprised of representatives from the RO, the Regional WorkOne Coordinator, and management/supervisory staff from the WorkOne Centers and the WIA Service Provider.

Although the Regional WorkOne Coordinator and WorkOne Managers have not yet been identified, a Leadership Team of current RO and WorkOne management staff began meeting in September 2007 to begin preparing for an integrated system. Thus far the Leadership Team:

- planned and conducted a kickoff meeting for all staff to learn about integration;
- established staff work teams to begin designing the work of the functional teams that will provide services in the WorkOne offices;
- began discussions on how an integrated system will work within the region; and
- continues to meet several times each month to review and guide the ongoing work of the staff teams and continue the planning process.

As WorkOne Managers and the Regional WorkOne Coordinator are identified they will become members of the Leadership Team.

Functional Supervision

The WorkOne Managers who will provide functional supervision of the WorkOne Centers are critical to the success of the integrated service delivery model. These individuals will be responsible for management of all staff and resources within the Center and its associated Express sites. As such, the WorkOne Managers will need to have broad knowledge of all programs and services available.

WorkOne Managers will be selected by the RO no later than April 30 and will work to ensure that their sites are ready for implementation of an integrated system by July 1, 2008. These individuals will be responsible for ensuring that staff and resources are utilized in a cost effective manner to meet goals and objectives for the center.

WorkOne Managers will manage the daily work assignments of all staff in the WorkOne Centers and Express sites and ensure that all products and services are delivered in accordance with applicable regulations and policies and that the expectations of the RO and RWB are met. These individuals will also be responsible for ensuring that all performance objectives are met including the performance measures and outcomes that are contained in the WIA Service Provider contract with the RWB.

Since the WorkOne Managers have not yet been identified it is not known if they will be state employees or employees of the WIA service provider. WorkOne Managers will manage all staff regardless of which employer/funding source pays the salary and costs associated with a particular employee.

WorkOne Managers will have input on all issues related to staff, however, they will not make final decisions on hiring, termination, discipline, leave requests, performance evaluations, salary adjustments, or other human resource types of functions that may have legal implications unless they are employed by the same entity. Management staff of the WIA service provider will have the opportunity to provide input on operational issues that may impact the ability to meet contractual service delivery requirements and outcomes. The WorkOne Managers and WIA service provider management staff will need to work in constant cooperation to ensure that resources are managed effectively and that the expectations of the RO and RWB are met. The Leadership Team and the Regional Operator will work to resolve any issues related to management of the integrated system.

While each WorkOne will have the ability to customize services to the needs of local job seekers and employers, the Regional WorkOne Coordinator will work closely with these WorkOne Managers to ensure the consistency among the WorkOnes and Express sites exists to the extent possible. These Managers will also work with the Regional WorkOne Coordinator to identify training needs for staff and to develop training plans that address these needs.

An organizational chart that illustrates the governance structure of the integrated WorkOne system in our region is included as Appendix C at the conclusion of this document.

2. System Design

Functional Teams

The integrated WorkOne system will be designed initially with three functional teams in place to deliver services to job seekers and employers. These teams will include the Welcome Team, the Skills/Employment Team, and the Business Services Team. Each of these teams will have products and services that are

offered by team members to enhance the experience of customers who enter the WorkOne or Express.

The Welcome Team

The Welcome team is primarily a 'front end' service providing service to customers at their entry into the WorkOne. Customers will be greeted promptly and in a courteous, professional, and helpful manner. Welcome Team members will determine the reason for each customer's visit to the WorkOne and enter the required information into Track One. Staff on the Welcome Team will provide an initial assessment to help customers gain a better understanding of their skills and will provide assistance as needed to ensure that customers are registered into the Indiana Career Connect. Welcome Team members will direct customers to the appropriate products or to the Skills/Employment Team to ensure all customers have the opportunity to advance their skills and use those skills to access new job possibilities.

Welcome Team members will need to develop expertise in understanding the basics of all programs, services, products, etc. that are accessible through the WorkOne, including the services of community partners who may or may not maintain a physical presence in the WorkOne.

These team members must also be able to prioritize and multi-task to ensure that customers entering the Center are served quickly and efficiently with minimal wait time. Welcome team staff must be able to maintain a professional and friendly attitude even in stressful situations and must be able to effectively diffuse confrontational situations with customers who may become angry or dissatisfied.

The Welcome Team will make every effort to encourage customers to take advantage of all appropriate services offered through the WorkOne Center or Express Site. At a minimum, staff will enter the required information into TrackOne, provide an initial assessment, and promote the use of Indiana Career Connect as a valuable job search tool. Welcome Team staff will engage customers in an effort to encourage them to take full advantage of available products such as workshops, additional assessments, or specific training opportunities to improve their skills and become more competitive in the labor market.

In many cases, customers will access our product line directly from the Welcome Team. For this reason Welcome Team members must be proficient in determining customer needs and understanding which products and services can most effectively meet those needs. Welcome Team members must also have a thorough knowledge of all available products. Welcome team members may also be called upon to conduct more in-depth assessments such as WorkKeys and they may also assist with workshops.

The Skills/Employment Team

The Skills/Employment Team will provide a more comprehensive assessment to help customers to better understand their skills and how they align with the expectations of local employers. Staff who serve on this team will need to be knowledgeable of local labor market information and SSI research, and very familiar with the occupations that are in demand within the region and skills that are needed to compete for these jobs.

The Skills/Employment Team will provide a variety of products and services including

- referrals to WorkOne partner services including ABE/GED and remedial education;
- resources for non-English speaking customers
- assessment using various tools such as O*NET, COPSystem, WorkKeys, TABE, etc.
- development of Individual Employment Plans;
- digital literacy skills training;
- assistance with online job search techniques;
- workshops on a variety of topics including resume writing, career networking, interviewing skills, job retention skills, professional dress and demeanor, workplace behavioral expectations, etc.;
- job placement;
- access to Individual Training Accounts and Supportive Services;
- access to Trade Adjustment Assistance;
- labor market information;
- career counseling;
- case management;
- follow up services;
- tracking of customer participation using TrackOne;

The Skills/Employment Team will be the access point for supportive services, Individual Training Accounts, and TAA funded training. For any funding obligations associated with these activities, procedures will be put in place to require a signature of approval from the entity that is contractually responsible for the funding source. For example, state staff will sign approval on TAA requests and the WIA service provider staff will sign approval on obligations of WIA funding for training or supportive services.

In coordination with the Business Services Team, members of the Skills/Employment Team will also offer services to employers. These services will include assisting in delivery of recruitment and training strategies, customized job matching, referral of appropriate candidates as specified by the employer, and assistance with screening candidates to ensure that they meet the minimum criteria of the employer.

The Business Services Team

The Business Services Team will focus on providing services that meet the needs of local employers throughout the region. The new Indiana Career Connect system will be an exciting addition to the menu of services available to employers. Once the new system becomes available, staff will work to actively encourage employers to utilize the system. The Business Services Team will offer training to employers throughout the region about how to use the system to best meet their recruiting and hiring needs.

In addition to job matching, Business Service Team members will also need to maintain an awareness of the available labor market information and an understanding of how it can be utilized by employers. BST members will market the availability of this information to employers and will provide customized information targeted to the employer's specific industry and/or occupations as needed.

The Business Services Team will be the primary point of contact with businesses and business organizations to promote WorkOne services. A product listing of services for businesses will include:

- Recruitment Development,
- Customized Job Matching with the new Indiana Career Connect system,
- Grants and Training development and application,
- Presentations and Speakers on workforce development related topics,
- Development of multi company or individual company job fairs,

The WorkOne Centers will also have information for employers located in the Information Resource Area and will provide additional services to employers such as space for conducting interview, prescreening of applicants, and referral of applicants for job openings.

Because Business Service Team members will also need to be knowledgeable about the products and services available to job seekers, all staff who serve on the Business Services Team will also participate at least part time on either the Welcome Team or the Skills/Employment Team. Although the various workshops and training opportunities may be primarily marketed as services to job seekers, these services benefit employers as well. Employers will be made aware of these training opportunities in case they have current or potential employees who are in need of the skill upgrades offered by the WorkOne Center.

Business Services Team members will also need to be knowledgeable about TAG funds and WorkKeys assessments and how these resources can benefit employers. Business Service Team members will need to be capable of providing basic information to employers about the application process for these funds. Employers who are interested in TAG funds or WorkKeys assessments but need

further assistance will be linked with the Business Development Specialist who can answer questions and provide technical assistance in developing these applications.

Shared Customer Pool

To facilitate a more effective integrated service delivery, there will be a shared customer pool between the following programs: Wagner-Peyser, WIA Adult, WIA Dislocated Worker, TAA and VETs. All customers who come into the WorkOne for services will be co-enrolled in both the Wagner-Peyser and the WIA Adult program. In addition, all TAA customers will be co-enrolled in the WIA dislocated worker program. Further all TAA and WIA Dislocated Workers will also be co-enrolled with WIA Adult and Wagner-Peyser programs. All WorkOne customers who are veterans will be co-enrolled in the VETs program as well.

This shared client pool will allow for a more effective use of staff and resources since funding silos will no longer be a barrier to client services. This approach will also allow significantly more customers to access WIA services.

TrackOne and Indiana Career Connect

Currently the TrackOne system is only available to track WIA and TAA enrolled customers. Once the TrackOne system becomes available as a tool to track and report the activities of all WorkOne customers, it will be utilized by all staff. TrackOne will serve as the single point of data collection, activity tracking and reporting, and case noting. Job seekers and employers will receive help and encouragement as they begin to use the new Indiana Career Connect system to look for work. Together these two systems will be utilized by staff to effectively assist clients to get the services they need and find jobs that match their skills.

Staff will need significant training to begin utilizing these systems. As such, a staff training plan will be developed to ensure that each staff person receives the training that he or she needs to become proficient in using these tools.

Development of Procedures

To meet the goal of consistent and efficient service delivery, all staff in WorkOne Centers and Express sites will need to have access to a set of standard operating procedures that set the parameters for how specific activities and tasks must be performed in an integrated system. The staff work teams that have already been established will provide recommendations for the needed procedures to ensure that all staff have a clear and common understanding of how services are to be delivered.

In coordination with the WIA service provider and the WorkOne Managers, the Leadership Team will use existing policies and staff recommendations to develop the operating procedures for the WorkOne system in the region. It is anticipated that policies will be developed that pertain to various aspects of service delivery including, but not limited to, the following: initial and comprehensive assessment, case management, supportive services, eligibility for WIA Dislocated Worker and TAA programs, Individual Training Accounts, marketing, compliance with EEO and ADA requirements, data collection and maintenance, confidentiality, and staff professionalism.

In addition to locally developed procedures, staff will be trained and informed of DWD policies, TrackOne Technical Guidance Bulletins, Technical Assistance Bulletins and other state and federal communications. The Regional WorkOne Coordinator will ensure that WorkOne Managers inform staff of changes and the interpretation of the communications.

Express Sites

Recognizing that Express sites will need to operate differently than full service WorkOne Centers, it is expected that all Express sites in the region will be integrated to the fullest extent possible based upon the staff and resources available. It is anticipated that integration will enhance the services available to customers and employers by bringing an expanded menu of products and services as well as expanded staffing capacity to the Express sites.

There will be 5 full-time Express sites located throughout the region in Brown, Daviess, Martin, Orange and Owen counties. Each Express site will be attached to and supported by a WorkOne Center and the WorkOne Manager for the appropriate center will also serve as the functional supervisor for the attached Express site(s). The Bloomington Center will supervise the Brown and Owen County Express sites; the Bedford Center will supervise Express sites in Martin and Orange Counties; and the Linton Center will supervise the Daviess County Express site.

The WorkOne Manager will spend time not only in the Center but also in the Express sites that he/she supervises each week. This will ensure a familiarity with office operations that allows for effective management of the staff and resources associated with each site and will improve connections between the full service Center and Express site(s). Staff from the Centers will travel to Express sites to provide services as directed by the WorkOne Manager.

Cost Allocation

Since there will be a shared customer pool of clients among the various programs and funding sources, cost allocation should be accomplished in a more simplified manner than has been possible in the past. It is anticipated that staff will continue

to be paid from the same funding source that has traditionally covered the costs associated with their individual positions. Costs for shared expenses such as rent, utilities, phone, etc. will be allocated based upon an approved cost allocation methodology. The Regional Operator will work with the Fiscal Agent and the RWB to insure that cost allocation is performed in a manner that will support and encourage the implementation of a fully integrated system.

Time Table for Integration Activities

The targeted dates for achieving key milestones related to implementation of an integrated system and completion of the chartering process are contained in a time table included as Appendix B at the conclusion of this document.

4. Products and Services

Customer Flow

Customer flow is critical to the success of an integrated system. Customers must be able to access the services that meet their individual needs without “falling through the cracks” or becoming confused. The staff work teams will put together recommendations for an effective customer flow that will make it easy for customers to access all the different services that are available in a well coordinated manner. Of particular importance is a smooth transition from the Welcome Team to the Skills/Employment Team.

Customers will begin with the Welcome Team where they will be greeted promptly and given an opportunity to explain the reason for their visit. Staff will then determine if they already have an existing application in TrackOne. If the customer does not have an existing application in TrackOne, staff will assist in completing the appropriate TrackOne and Indiana Career Connect items. Customers needing to provide additional documentation will be provided a list of items needed and scheduled to return to the WorkOne with the proper documents.

Upon completion of the required TrackOne information, Welcome Team members will conduct a brief initial assessment as described in the next section of this document. Upon completion of the initial assessment, Welcome Team members will direct customers to the most appropriate services. For most customers this will be a transition to the Skills/Employment Team. Other customers may be directed immediately to available products or scheduled for additional services as appropriate.

The Skills/Employment Team may conduct a more comprehensive assessment of the customer needs and skills and will provide appropriate services from the

available product menu. The product menu will include items such as workshops, referrals to community partners including ABE/GED, digital literacy training, supportive services, Individual Training Accounts, TAA training services, career research and counseling, case management, labor market information, job development, job placement, and follow up. Job development and placement will be provided in coordination with the Business Services Team.

A draft customer flow chart is included as Appendix A at the conclusion of this document.

In accordance with the “customer bill of rights”, every customer will have the opportunity to know their skills, learn how to improve their skills, and obtain a job which best matches their skills.

Assessment

The Welcome Team will provide all customers with an initial assessment of their skills. This will include a brief assessment of basic skills, digital literacy skills, work history, educational attainment, marketable job skills, and barriers to employment. The assessment methods to be used will likely be a combination of standardized assessment tools and one-on-one conversations with the customer.

Customers who access services and products provided by the Skills/Employment Team will receive a more comprehensive assessment. This will include a more in-depth look at items such as barriers, supportive service needs, aptitude, abilities, values, interests, transferable skills, and a comparison of existing skills to the skills that are in demand within the region. A determination will be made jointly with the customer about appropriate next steps that are needed to help the customer meet his/her career goals. Those steps will be included on the Individual Employment Plan if applicable.

Service Plans for Customers

In order to help customers obtain a job for which they are well suited, the Skills/Employment Team will develop an Individual Employment Plan for all customers who access Occupational Skills Training or other training activities. Staff may also develop an IEP as appropriate for customers who receive services other than training services.

Individual plans will identify a career goal for each customer taking into consideration the results of the initial and comprehensive assessments. Labor market information will be used to determine the skill development and training activities needed for a customer to achieve his/her employment goal and become self-sufficient.

The Individual Employment Plan will serve as a road map that will guide the customer through each step of his/her participation with the WorkOne and it will indicate which products from the WorkOne product line can best prepare the customer to compete in the workforce. The plan will include the specific services that are needed from WorkOne and other community partners, planned skill development activities, and job search strategies. The final steps on the Individual Employment Plans will be Job Placement and Follow Up.

Job Seeker Product Line

WorkOne products will include:

- Information Resource Area (labor market info, access to online job search, etc.)
- Initial Assessment (i.e. KeyTrain QuikStart, Merkle, Holland, Prove It, etc.)
- Access to UI information
- Comprehensive Assessment (i.e. WorkKeys, CAPS, COPS, COPES, TABE, SATB, Harrington O'Shea, etc.)
- Individual Employment Plan Development
- Career Research and Counseling
- Case Management
- Workshops on:
 - Digital Literacy
 - Keyboarding/Mouse
 - MicroSoft Word and Excel
 - Traditional and Online Job Search Techniques
 - Interviewing Skills
 - Resume Development
 - Career Networking
 - Skill Identification
 - Workplace Expectations (i.e. behavior, dress, demeanor)
 - Local Labor Market Information
 - Job Retention Strategies
 - Other topics based on local needs
- Referrals to basic skills training, ABE/GED, and remedial training
- Resources for non-English speaking job seekers
- Strategic Skills Initiative training
- Individual Training Accounts
- TAA funded training
- On-the-Job Training
- VA funded training
- Supportive Services
- Job Development and Placement Assistance
- Follow Up Services

Employer Product Line

- Training Acceleration Grants (TAG)
- Worker Opportunity Tax Credit (WOTC)
- WorkKeys
- Work Ethics
- Rapid Response
- Business Recruitment Services
- On-the-Job Training
- Business Seminars
- Job Fairs
- Labor Market Information
- Employer Outreach
- Marketing WorkOne services to help businesses
- Job Orders
- Indiana Career Connect – including assistance with using the new system

5. Staffing

An experienced and knowledgeable staff is the most valuable resource of the WorkOne system in Region 8. The Leadership Team intends to utilize the many years of experience and expertise of the staff to help design an effective, demand-driven system that meets the needs of job seekers and employers in the region.

Staff teams have already begun completing work assignments related to integration and their involvement will be critical to the successful implementation of an integrated system. These work teams are led by staff peers who have volunteered to step forward and take a leadership role in designing the system. While RWB, RO, and the Leadership Team will make final decisions regarding many aspects of integration, recommendations and opinions contained in the staff team reports will weigh heavily into these decisions.

An organizational chart that illustrates the staffing plan and work team assignments for each integrated WorkOne Center and the attached Express Sites is included as Appendix D at the conclusion of this document.

Job descriptions that reflect job duties in an integrated system will be developed for all staff. The job description for each individual staff member will be based upon the functional team to which a staff member is assigned. These job descriptions will be agreed upon by the Leadership Team, and the WorkOne Manager for each Center and Express site will be responsible to ensure that staff members understand their duties and responsibilities under the new system design.

The Regional WorkOne Coordinator, the Leadership Team, and the WorkOne Managers will work with staff to determine areas where staff training will be

needed and will develop a plan for staff training. It is anticipated that all staff will need cross-training on the various partner programs, services, and the rules and regulations that correspond to the various funding sources. All staff will also need training on the use of TrackOne and the new Indiana Career Connect system once it is operational. In addition, staff may need training on a variety of other subjects such as administering assessments and testing, customer service, case note writing, performance standards, etc.

A training schedule will be put into place to ensure that staff members are adequately trained to launch the integrated system model on 7/1/08. Methods of staff training will include peer training and job shadowing as well as formal training sessions to be conducted by local subject matter experts. Members of the Leadership Team will assist by conducting cross-training on various programs and funding sources. The lead Master User from the RO will provide training in TrackOne and provide individual technical assistance as needed. In addition, any opportunities to receive training from DWD or other technical assistance providers will be utilized.

All WorkOne staff will be expected to conduct themselves in a courteous and professional manner. Procedures will be included in the WorkOne procedures manual which will mandate compliance with state policies on dress code, lanyards, data security, confidentiality, non-discrimination, and other such issues.

6. Performance Goals and Outcomes

While the primary goal of the region is to meet the needs of job seekers and employers, the RWB and the RO also want to put in place a system design that allows all applicable performance standards and measures to successfully be attained. It is anticipated that the implementation of a shared client pool along with the utilization of the Common Measures for performance across multiple programs will result in outcomes that meet the established objectives. In addition to state and federal performance expectations, the RWB and/or RO may also identify additional local goals for WorkOne system performance. In the event that local performance goals are identified, they will be measurable and quantifiable to allow the RWB and RO to monitor progress on a regular basis.

The RO will work with the WorkOne Managers to ensure that all staff understand the goals and objectives of the Centers and Express sites and that they are aware of the requirements of the Common Measures. A staff training plan will be developed that includes training goals and progress toward meeting those goals will be reviewed regularly by the RO to ensure continued capacity building and professional development for WorkOne staff.

In addition to specific measures of performance, the system will be designed with the goal of providing friendly service in a very prompt fashion with minimal waiting time and required return visits by customers. To ensure that customer service is a priority, customer feedback will be solicited by using a customer satisfaction survey. This survey will be available to all customers of the WorkOne and input received from customers who complete the survey will be used for continuous improvement of the WorkOne products and services.

7. Marketing and Branding

Use of WorkOne Logo

The use of a single brand and logo will reinforce the unified approach to service delivery that integration is designed to achieve. All WorkOne Centers and Express sites will display only the WorkOne brand. All signage, letterhead, business cards, and printed marketing materials will contain only the WorkOne logo.

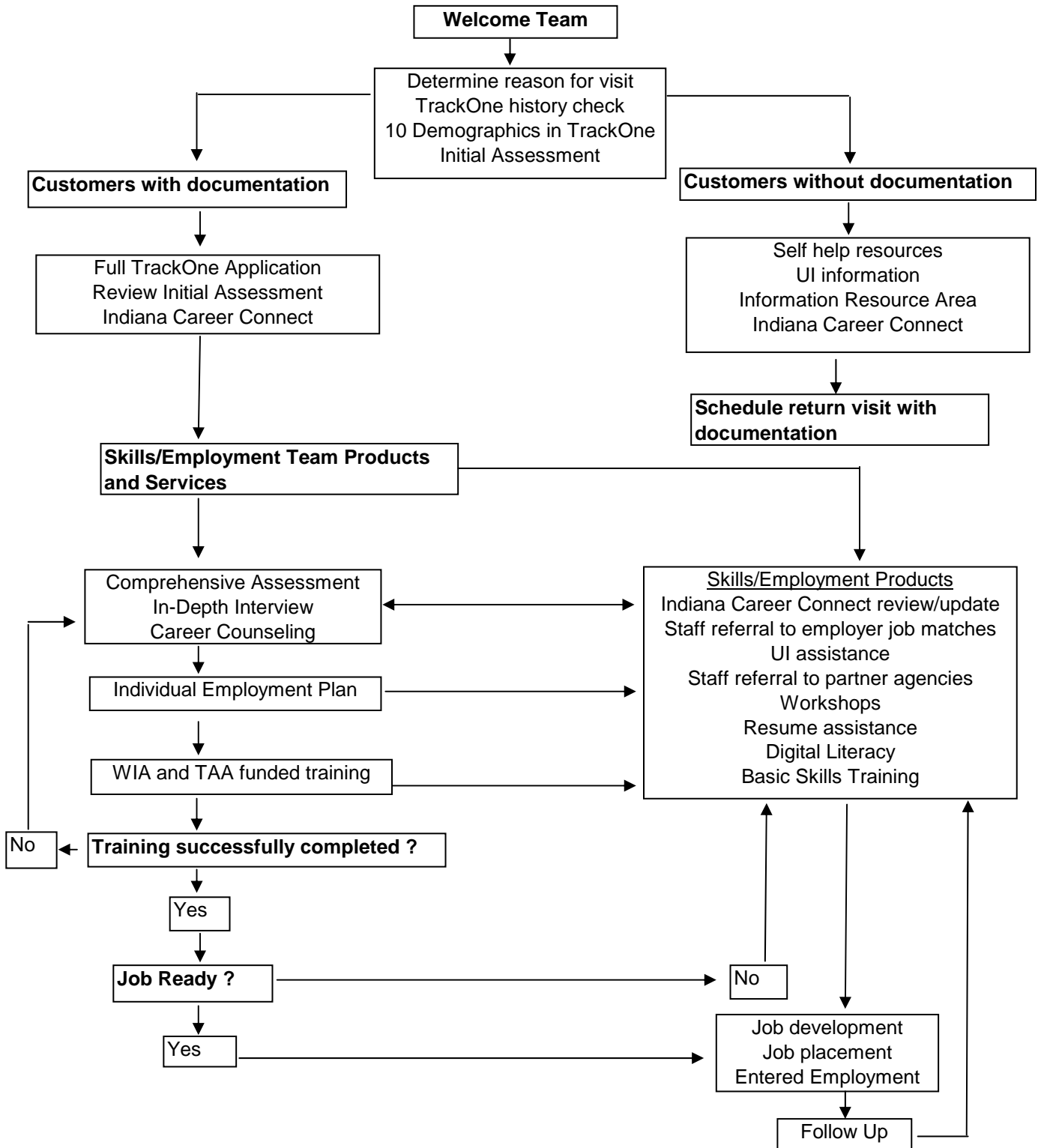
Management and staff from the Centers and Express sites will communicate with local entities as “WorkOne staff” and not as staff of a funding source or separate entity. All services provided by the partners will be promoted as WorkOne services and products, not as products from each agency or funding source.

Marketing to Job Seekers and Employers

Many job seekers and employers are already aware of the quality services that are available at the WorkOne, but many are not. Efforts will be made to increase awareness of the WorkOne by using the following marketing techniques:

- Printed material – brochures, flyers, handouts, newsletters etc.
- Newspaper ads as needed
- Hosting or participating in community events such as job fairs, career outreach events, business expos, employer seminars, and education fairs
- Community presentations at schools, civic organizations, community agencies, Chambers of Commerce, economic development entities, radio talk shows, etc.
- Participation on local task forces, committees, boards, and councils including local Chambers of Commerce and Economic Development Organizations

- Ongoing newspaper articles and news releases to ensure the public is informed of WorkOne services and products and understands the benefit of using the services and products
- Development of an electronic Newsletter to keep businesses apprised of changes and new developments at the WorkOne Centers and Express sites
- Establishment of email notification of jobs, services and products to customers wanting the “Weekly Update”
- Notification of jobs, services and products to partner organizations in a weekly e-mail update similar to the customer email update above.

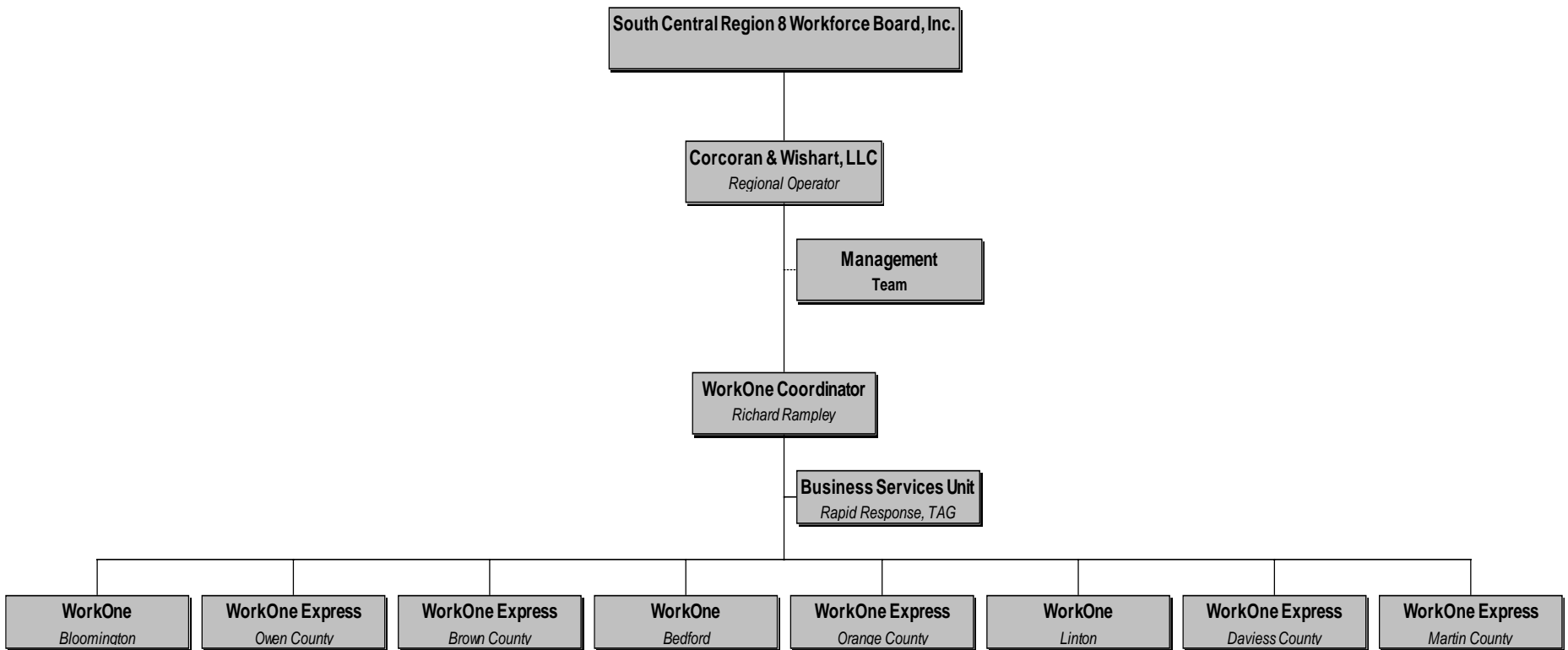


Appendix B

Region 8 Integration Time Table

	Oct 07	Nov 07	Dec 07	Jan 08	Feb 08	Mar 08	Apr 08	May 08	June 08	July 08	Aug 08	Sept 08	Oct 08	Nov 08	Dec 08
Leadership Team meets regularly	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Integration kick off staff meetings held		X													
Staff work teams formed			X												
Leadership Team meets with staff team leaders			X	X	X	X	X	X	X	X	X	X	X	X	X
Staff teams complete assignments				X	X	X	X	X	X	X	X	X	X	X	X
Integration plan completed in draft form				X											
Leadership Team meets with Greg Newton for technical assistance					X										
Integration plan final draft to RWB Executive Committee and full board					X										
Integration plan submitted to DWD						X									
WorkOne Managers identified						X	X								
Regional WorkOne Coordinator identified						X	X								
Supervisor and staff job descriptions developed						X	X	X							
TrackOne training conducted for staff						X	X	X	X						
Staff training needs identified, training plan developed, and training begins							X	X	X						
WorkOne procedures developed						X	X								
Staff training on WorkOne procedures manual								X	X						
Budget and cost allocation methodology identified with Fiscal Agent								X	X						
Integrated system launched										X					
Integrated system and procedure modifications identified and implemented										X	X	X	X	X	X
Continued strategic planning for future of WorkOne system								X	X	X	X	X	X	X	X
Business plans completed for each WorkOne and Express											X	X			
Chartering application submitted by RWB to DWD												X	X		
All Centers and Express sites chartered															X

Current Date 2/29/2008



Appendix D

Staff Organizational Chart

Current Date 2/29/2008

