

WISCONSIN'S JOB CENTER SERVICE STANDARDS AND OUTCOMES draft (11/4/05)
***(Comments made during the public review and comment period
ending 11/21/05 are in italics.)***

Introduction

The Job Center Service Standards (hereinafter the Standards) establish the framework and define expectations for serving customers within Job Centers across the State of Wisconsin. The Standards establish the minimum array of services that must be provided through each Job Center in the State.

The Standards are broadly stated to allow maximum flexibility in regional program design and local implementation of services. The Standards state “what” is to be done; it is up to local groups responsible for the planning and implementation of Job Center services to decide “how” local activities will meet the Standards.

1. General Provisions

Wisconsin Job Centers offer a variety of service points or services to all individuals or businesses. Customers may expect that:

- The level of service provided will be appropriate to individual customer’s needs and consistent with program requirements.
- Veterans and qualified spouses shall be given priority over non-veterans in the receipt of employment, training, and placement services provided under the Workforce Investment Act (WIA) program.
- *Should this possibly be a reference all DOL funded programs?*
- Customers make informed choices, within available services, and are assisted in determining options for services.
- Services are coordinated across programs and not duplicated, to improve efficiency and service to the customer.
- Program information is accessible in various delivery formats to ensure understanding by the customer, e.g., oral/written translation services, interpreter services/sign language, etc.
- Accommodations are made for customers’ special needs (physical and programmatic).
- Customers receive services through the Job Center system regardless of race, gender, ethnicity, age, or disability status and in accordance with any other legal protections.
- Customers are treated with respect.
- Privacy and confidentiality are provided for all customers.

2. Staff Competencies

Staff providing services through Job Centers are trained and demonstrate competence in providing consistent, high quality service to business and job seeker customers to include:

- Knowledge of available community resources.
- Knowledge of referral process to all partner programs and services as appropriate for the customer’s needs.
- Knowledge and assistance with all Job Center tools, technologies, Internet, and computer systems.
- Knowledge and assistance with special needs and overcoming barriers to employment, as needed. Understands special employment needs of diverse populations.
- Knowledge of privacy and confidentiality requirements for all customers.

- Knowledge of customer service techniques including maintaining a professional relationship.

Staff in the Job Centers will demonstrate competence by obtaining National Association of Workforce Development Professionals (NAWDP) certification or equivalent certification. Staff providing WIA Title I and Title III services through the Job Centers will be required to obtain the NAWDP certification or its equivalent certification.

- *Mention NAWDB certification or equivalent, do they have a list of what they consider equivalent.*
- *Perhaps clarity is needed for what is considered appropriate “equivalent certification.” Also, has there been any discussion about required timelines for this?*
- *Regarding competencies, a question was raised whether it will be required to be measured in some way or just document that they have addressed the issue. The issue of confidentiality was also raised.*
- *We are concerned about the costs of course work.*

3. Job Center Effectiveness

Job Centers will assure continuous improvement, customer satisfaction and effectiveness through the following measures:

- All customers are served in a timely manner. Each Job Center will decide what it considers a timely manner for customers.
- *It would seem that the State should provide a definition or guidance for all the Job Centers, as to what is meant by ‘served in a timely manner, rather than saying let the locals decide. I also think under this section, there should be some statewide survey tools put in place that are used by all areas, that perhaps can be expanded on with some additional local questions. If we want to measure effectiveness of the Job Centers statewide, it would seem there needs to be consistency as to what is being asked.*
- Customer satisfaction as measured by regular local surveys.
- Other continuous improvement models such as Baldrige Express, ISO 9000, Six Sigma, etc.
- *It was stated that ISO 9000, is very expensive. The Team did not like this idea at all.*
- An evaluation created locally to match the standards.
- *Mention an evaluation created locally to match the standards, what exactly do they want measured besides satisfaction.*

4. Job Seeker Services Standard

Each Job Center provides access to:

- Information on education, employment and training services.
- Information on local services and where the services are available.
- Initial eligibility information on programs available in the community for which they may be eligible.
- *It is best just to refer customers to community programs rather than provide some initial eligibility. Eligibility requirements in community programs often change and do not always get up-dated (or funding changes or is exhausted) and customers get disappointed or angry if they thought they had some initial eligibility and now don't.*
- Information on pre- and post-support services needed to maintain employment.
- *Is this a WIA program requirement that belongs there and not in a Job Center Standard? Sometimes seems we are transferring too much of WIA program requirements to the Job Center as a whole.*

- Initial, comprehensive and specialized assessments as appropriate to the customers' needs and program requirements.
- Career planning with an emphasis on jobs in the area that provide family-supporting wages and benefits, including nontraditional occupations.
- *A definition of what is meant by "family-supporting wages and benefits" would be helpful.*
- Current job openings, the qualifications associated with these openings, and application instructions.
- Assistance with job search, including resume writing, interviewing, seeking nontraditional employment positions, using labor market information and locating the "hidden job market," career ladders, and high wage, high demand occupations.
- *The "Hidden Job Market" workshop no longer offered as a separate workshop at the Center. Job Service includes it as a part of the Re-employment Services workshop that takes place every Monday.*
- Information on the Unemployment Insurance (UI) filing and claims update processes.
- Financial literacy training such as the wise use of credit and financial asset building, and credit rehabilitation counseling.

5. Employer – Business Services Standard

Each Job Center provides the following services to business customers (some of these services could be for a fee):

- *Fee for Service - be careful not to setup a competing structure with private companies that have expanded expertise and resource beyond ours. Seek collaborative relationship in these cases*
- *Additionally have a clear mechanism to apply the fees to local programs and these fees are considered supplemental – success will not result in decreased public funding to an area.*
- *References parenthetically that some of these services could be for a fee, I'd like to see that sentence expanded to say "could be for a fee, if the service isn't currently provided at no cost by the existing one stop partners," or some reference that a decision to charge fees has to be agreed to by the partners within the Center.*
- *Delete "some of these services could be for a fee." This is inappropriate for this section.*
- *Reference should be made to collaboration with other job placement services i.e. the WTCS, private agencies, etc. that could help support job seekers, avoid duplication and maximize resources.*
- Assistance with writing job descriptions that accurately describe the position.
- Assistance to employers in placing job orders to effectively announce job vacancies.
- Assistance with recruiting qualified job applicants.
- Access to labor market information and analysis.
- Employer events such as job fairs.
- *Delete this. May or may not be appropriate or relative as time goes on.*
- Assistance with planning for workforce expansion or downsizing.
- Information on retention and post-employment support services for employees.
- Information on workplace and customized training.
- Enhanced business services and increased outreach to employers that offer high wage, high growth jobs.

- *What do you consider enhanced? It is good to encourage high wage, high growth employers but are we creating bad relations to serve some employers better? I thought we were funded to serve all job seekers and all employers.*

-

General Comments about Job Center Standards and Outcomes

- *I applaud your efforts to establish clear standards to keep Job Center services at a high level, to treat all customers with respect, and to increase consistency across the Job Center system. The Job Center Service Standards and Outcomes are clear, practical, and on target. They should be of great assistance to Job Centers as they plan and manage their multifaceted services. The inclusion of staff competencies in the standards speaks to the commitment of DWD and the Workforce Development Boards to truly respectful and professional conduct of Job Center services. These standards accurately and concisely reflect the Job Center system's mission.*
- *Job Center Standards do not appear to have been reconciled with the Comprehensive Requirements.*
- *What do Job Center standards apply to - does this apply to only comprehensive sites or all sites.*
- *Job Center Standards should be applicable to Comprehensive and Access points.*

DWS,BWP,11/28/05