

Fresno Regional Workforce Investment Board

2125 Kern Street, Suite 208 • Fresno, California 93721 • 559.490.7100 • Fax 559.490.7199 •
www.workforce-connection.com

Blake Konczal, Director

OPERATIONAL DIRECTIVE

FRWIB OD # 07-10

Date Released: June 16, 2010

To: All Fresno Regional Workforce Investment Board Providers of Services

From: Blake Konczal, Director

Effective Date: June 16, 2010

Subject: BAS Employer Support Process

Applicable Program: WIA Adult and Dislocated Workers

In order to strengthen and enhance Employer relations and services, all Business Account Specialists shall adhere to the employer support processes outlined below.

- **Representing Fresno Regional Workforce Investment Board (FRWIB):** When contacting employers on behalf of Workforce Connection, Business Account Specialists (BAS) shall clearly identify themselves as representatives of Workforce Connection.
- **Marketing Business Services Center (BSC):** The BSC is the main conduit for Fresno County business resource needs. BASs will become fluent in BSC services, promote those services to their employer contacts and encourage them to utilize the services provided at no charge.
- **BEAR Action Network Survey:** BAS members shall make themselves familiar with the following protocols governing the BEAR Action Network Survey and Executive Pulse.
 - BAS/BSS members shall attend a scheduled workforce-related, BEAR Action Network training within their respective areas.
 - Research employer prior to the interview appointment by viewing the company website, reviewing any previously entered notes in Employer Contact Management System (ECMS), Executive Pulse, and accessing tax credit screening websites to determine eligibility, if any.
 - Schedule appointments with employers within two working days of receiving the referral.
 - Upon day of appointment, bring Workforce Connection materials, BSC brochure, workforce-related sections of the Executive Pulse survey (below) and information on the Enterprise Zone, Work Opportunity Tax Credit (WOTC) and any other applicable tax incentive programs.

- The only sections of the BEAR survey to be covered are the following workforce-related sections:
 - Company Profile
 - Visit Information
 - Local Workforce
 - Enter the completed sections into Executive Pulse.
 - A referral should then be sent to the EDC BEAR Action Network Outreach Team with a copy to the FRWIB Deputy Director of Business Services.
 - If any action items were created as a result of the meeting(s) with the employer, the BAS will follow through with those actions until the item is closed, or “unable-to-close” in Executive Pulse.
 - Bear Action Network survey information shall be entered into the Executive Pulse database
- **Requests for assistance beyond Fresno County:** If an employer requires assistance from another Local Workforce Investment Area (LWIA), the employer shall be referred directly to the FRWIB Deputy Director of Business Services.
 - **Employer Contact Management System (ECMS):** BAS members will use ECMS as a core part of their employer relations:
 - Before scheduling appointments or visiting with employers, BAS members will log into ECMS to check for any previous contact.
 - If previous contact has been made, the BAS will contact the previous service provider (FRWIB, EDD, or otherwise) and devise an appropriate plan of action to follow-up with the employer. Some direction for follow-up includes:
 - Agreeing which BAS will be the main contact for the employer.
 - If original BAS is no longer available, the new BAS will become lead point of contact.
 - If the original contact was through EDD or another agency, then there should be agreement on whom will be the main recruiting lead and what information the BAS will discuss with the employer during their visit (e.g., BEAR Action survey, BSC information, EZ information, etc.)
 - All business visits shall be entered on ECMS, in accordance with EDD direction.

If any questions, please contact the Deputy Director of Business Services.