

Fresno Regional Workforce Development Board

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Blake Konczal, Executive Director

OPERATIONAL DIRECTIVE

FRWIB OD # 12-10, Revision C

Date Released: May 25, 2016

To: All Fresno Regional Workforce Development Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: May 25, 2016

Subject: Business Services Portfolio

Applicable Program:

Revision History: Initial Release – 9/23/10, Rev B- 12/3/15

This Revision C updates the contents of the Business Services Portfolio to reflect the new logos and Board name change.

This Operational Directive (OD) references OD 06-10, BAS Job Description.

All Business Account Specialists (BAS) must utilize the Business Services Portfolio when meeting with employers for the purpose of marketing Workforce Connection, Business Services and our job seekers.

The Business Services portfolio will consist of the following documents:

- Sample Letter of Introduction ([BSC-014](#))
- WorkKeys® Fact Sheet (provided by FRWDB)
- Workforce Connection OJT Flyer Template ([BSC-015](#))
- HR Hotline Flyer ([BSC-016](#))
- Business Services Center Brochure (provided by FRWDB)
- Fresno4Biz flyer (provided by FRWDB)

BAS must request the Business Services Portfolios from the FRWDB Marketing Manager.

The portfolio will include a sample letter of introduction. Provider staff is responsible for downloading the form from the OD and inserting the date, contact number and deleting the word "PLACEHOLDER". When finished updating letter, insert it into the portfolio, replacing the sample letter, prior to meeting with employers. The BAS is to insert their Workforce Connection business card in the appropriate slot.

The BAS is to leave the Business Services Portfolio after reviewing it with the employer.

If you have questions, please contact the FRWDB Deputy Director of Business Services.