

Fresno Regional Workforce Development Board

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OPERATIONAL DIRECTIVE

FRWIB OD # 20-11, Revision H

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To: All Fresno Regional Workforce Development Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: August 31, 2016

Subject: Business Account Specialist Priorities

Applicable Program: Adult, Dislocated Worker

**Revision History: Initial Release – 12/09/11; Revision B – 05/02/12; Revision C – 08/30/12;
Revision D – 2/26/13; Revision E – 5/15/13; Revision F – 6/6/13; Revision G -11/26/13**

This Revision H obsoletes Forms BAS-001, Job Seeker Information Worksheet, BAS-003, Employer Contact Worksheet; and BAS-004, Employer Feedback form and process; directs BAS to enter and maintain employer information in I-Train; removes all references to the Central California Workforce Readiness Certificate (CCWRC); removes all references to careersinthevalley.com; revises the system-wide job announcement process;

References: OD 06-10, Business Account Specialist Job Description; OD 18-04, Job Order System Instructions; OD# 14-08, Revised Job Readiness (Code 11) Process; OD# 16-10, Fresno WIA One-Stop Employer Outreach Boundaries.

The Business Account Specialist (BAS) is the conduit between employers and job seekers. Their main responsibility is to identify employment opportunities for job seekers identified as Job Ready and provide appropriate job referrals that match their skills and career goals.

Job Seekers Services

The Providers of Services must assign each BAS a pool of job ready job seekers. The BAS will be responsible for managing their pool of job seekers and identifying employment opportunities that match the skills and career goals of the job seekers.

The BAS will:

1. Conduct job readiness interviews with the Employment Readiness Specialist (ERS) to verify that the job seeker is job ready and meets the work readiness requirements and expectations for their chosen occupation path.

2. The BAS will be responsible for working directly with each of their assigned job seekers to verify and understand the job seeker's skills and career goals, prepare them for interviews and provide appropriate job referrals. The BAS will maintain the Job Seeker Information form (BAS-001) listing all of their assigned jobs seekers. All job referrals and interview date(s), if applicable, must be entered into Section 16: Job Referrals, in the job seekers IEP.
3. Sector Orientations – BAS should direct job ready participants to the Sector Orientations, as appropriate.
4. Locate appropriate jobs for all job seekers in their Job Ready pool to ensure job placement.
5. By working with their assigned job seekers and employers, the BAS will identify and develop appropriate On-the-Job training (OJT), Limited Internships (LI), and/or Work Experience (WEX) opportunities for high demand jobs in locally defined industry sectors.

Employer Services

BASs are responsible for identifying and maintaining contact with employers to market WIOA employer services, such as OJT, and identify job opportunities for job ready job seekers in the One-Stop System.

The BAS will:

1. Conduct specific employer outreach to identify employment opportunities for job ready job seekers in their Job Ready pool. All employer and employment information must be entered into the I-Train Employer Profile.
2. Review their Job Ready pool to identify appropriate candidates from their Job Ready pool for the employment opportunities. If they are unable to fill the position within **24 hours**, the BAS will release a system wide job announcement via email using the public BAS email distribution list (BAS List) located in the Outlook Public Folders. This list will be maintained by the BSC staff. Provider management is required to communicate personnel changes within 24 hours.

The following method is used to send e-mail to the list:

- In Outlook access the "Folders List" by clicking on the folder icon at the bottom of the "Folder List" pane on the left side of the Outlook window.
- The "Public Folders" list will appear at the bottom of the list of Outlook folders.
- Drill down in the Public Folders by clicking on the plus signs for the "Public Folders", "All Public Folders", and "Business Service Center."
- Click on the "BAS Distribution List" contact item.
- The "BAS List" group will appear in the main Outlook window. Double click the group.
- This opens the BAS group list and provides functions at the top. Look for the "E-mail" function and click it.
- A blank e-mail message will appear with the BAS list as the recipient.

The initiating BAS must include employer hiring timeframe(s) and any hiring requirements in the e-mail.

Upon receipt of a job announcement (system referral), all BASs will review their Job Ready pool and identify appropriate candidates for the position to ensure that the most qualified job seekers are referred to the employer for consideration. The BAS that originated the job order will be the primary BAS for that employer and will maintain employer contact and coordinate job interviews for all referred job seekers.

3. Make contact with new employers each month
4. Meet with employers (new and existing) to promote all business and One Stop services
5. Identify and make contact with employers to develop and maintain a complete listing of all employers and their associated industry. The BAS must use the Employer Profile screens in I-Train to document company information, employer needs and services.

FRWDB staff will run monthly reports to monitor job seeker referrals, entered employment rate, average wage, and retention rates.

If you have questions, please contact the Adult Program Manager.

PROCESS FLOW

