

Fresno Regional Workforce Development Board

A proud member of America's Job Center of CaliforniaSM Network

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Blake Konczal, Executive Director

OPERATIONAL DIRECTIVE

FRWDB OD # 12-10, Revision D

Date Released: September 26, 2019

To: All Fresno Regional Workforce Development Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: September 26, 2019

Subject: Business Services Portfolio

Applicable Program: All

Revision History: Initial Release – 9/23/10, Rev B – 12/3/15; Rev C – 5/25/16

This Revision D updates the contents of the Business Services Portfolio and overall terminology throughout.

This Operational Directive (OD) references OD 01-19, Job Placement Staff Recruitment.

All Job Placement Staff (JS Staff) 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 (Form BSC-014)
- Workforce Connection OJT Flyer Template (Form BSC-015)
- HR Hotline Flyer (Form BSC-016)
- Business Services Center Brochure (provided by FRWDB)
- Fresno4Biz flyer (provided by FRWDB)
- Work Opportunity Tax Credit (provided by FRWDB)
- Business Services Center Overview (provided by FRWDB)

JS Staff 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 JS Staff is to insert their Workforce Connection business card in the appropriate slot.

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

If you have any questions, please contact the FRWDB Business Services Manager.