

**Eastern Indiana Economic Growth Region 6  
Integration Plan**

**March 1, 2008**



**Prepared by:  
Mellisa Leaming  
WorkOne EGR 6  
Director of Operations  
[mleaming@asgcorp.org](mailto:mleaming@asgcorp.org)  
765-282-6400 Ext.112**



## **Overview**

“Not my job.”, “Not my program.”, “Not my worry”. All of these statements will no longer be heard throughout Eastern Indiana Economic Growth Region 6 (EGR 6). Through integration of the WorkOne System all programs, all customers, and all performance is the responsibility of every team member. Not only does this streamline customer service and staff responsibilities, but will help to streamline funding.

The obvious benefit of the integration process to customers is that all appropriate WorkOne services will be made available to the customer without the need for the customer to navigate the maze of staff and programs. The design of integration turns the WorkOne System on its head with resources, programs and services being brought to bear on the needs of a customer. Within the integrated design every customer will be made aware of the services available to them to help advance them along their career pathway, while achieving the strategic objective of EGR 6 to develop the education and skills of our workforce.

The WorkOne Center of the future is one where customers who enter the door are greeted immediately and are directed to the appropriate service. If it is a first visit they will speak to a team member in the Welcome Team and complete their application and initial assessment. Upon completion of application and assessment the customer will be directed to appropriate immediate needs and linked with a Skills/Employment team. Our goal is for customers to always walk out of the WorkOne Center with more information/skills and/or employment than when they entered.

Integration of funds will help eliminate duplicate costs and will allow for funds to be distributed where they are needed. Currently there is duplicate management, services, equipment and supplies. As the system moves forward many duplicates will be able to be eliminated and greater efficiencies achieved.

The official kick-off event for EGR 6’s move to full integration was November 6, 2007. Greg Newton (consultant), Deputy Commissioner Dale Wengler (DWD), the Regional Workforce Board Chair Jim Riggle, and Ricki Kozumplick (consultant) spoke with all WorkOne Staff and the various corporate management staff about the direction of EGR 6’s new system. This was the beginning of building the WorkOne Team and setting a course for full implementation of the new and improved WorkOne System. Staff appreciated the open communication and the vision that was shared throughout the day.

EGR 6 has developed the foundation for our new integrated WorkOne System within the parameters established by the Department of Workforce Development in DWD Policy 2007-20 issued November 15, 2007. The Mission, Rationale, Principles and Metrics for EGR 6 are outlined in the following pages.

## **Mission**

Eastern Indiana Economic Growth Region 6 WorkOne System will identify and utilize knowledge, skills and marketability of all WorkOne customers. This “service with a purpose” will afford those customers better economic positions in the community, and contribute to the overall economic growth of the region.

The WorkOne System will be the foundation from which all customers move forward, to strengthen the workforce.

## **Rationale**

WorkOne will:

- Streamline services with seamless flow from one area of emphasis to another.
- Identify the skills and needs for each customer based on occupational demands, in an employer-driven environment.
- Enable all staff to fully understand and utilize all programs needed for the flow of customer service.

WorkOne will create efficiencies:

- By offering uniform, quality service.
- Through increased skill-based products offered and services completed.
- By providing one-on-one service delivery throughout the process of integration.

WorkOne will provide impetus for:

- Consolidation of policies and procedures creating seamless service.
- Increasing skill advancement opportunities specific to occupations in demand within EGR 6.
- Satisfying local workforce requirements to foster economic growth.

## **WorkOne Service Delivery Principles**

All EGR 6 WorkOne Customers will:

1. Have access to the same services within EGR 6.
2. Be shared within a common flow.
3. Receive prompt, sensitive and courteous service.
4. Have the opportunity to:
  - Identify their skills
  - Increase their skills
  - Find employment based on their skills

Eastern Indiana Economic Growth Region 6  
WorkOne Services Integration Plan

All EGR 6 WorkOne services will:

- Be delivered uniformly.
- Place emphasis on specific skills for EGR6.
- Be based on occupational demands for this EGR6.

All EGR 6 WorkOne staff will:

- Be established as functional service teams.
- Meet performance measures.
- Be provided training to optimize customer service.
- Be skilled and credentialed as needed by an approved training program.

### **WorkOne Systems Metrics**

EGR 6 has developed the following metrics and measures within state parameters to guide our work.

**Increase percentage of enrolled customers** – a target of 100 % enrollment for all customers who present themselves at a WorkOne Center.

**Percentage of customers who participate in a skill-based activity** – a target of 50% of all enrolled customers engaged in a skills-based activity.

**Number of customers who received two services within 90 days** – a target of 70% of all enrolled customers will return for service within 90 days.

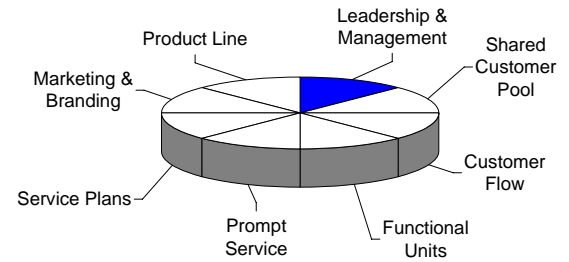
On the following pages EGR 6 will describe how the eight mandatory components for integration required by Department of Workforce Development are being fulfilled in the WorkOne Centers.

## 1. Leadership and Management

### A. Multi-Disciplinary Leadership Team

**Each Regional Operator will designate a leadership team with a clear understanding of the reporting structure for all employees at the WorkOne Center.**

EGR 6 has formed a multi-disciplinary Leadership Team. The team is representative of all programs/funding offered in the WorkOne System. This allows for sound decisions, strong partnerships and the ability to make decisions quickly in the development of the WorkOne System.



The Leadership Team is made up of the following positions:

- WorkOne Managers
- Product Development Manager
- Team Leads from Delaware and Wayne Counties
- IT/MIS Manager
- Regional Business Services Manager
- Quality Assurance Manager
- Director of Operations Regional Operator
- CEO Service Provider – Ex Officio
- Controller Service Provider – Ex Officio
- DWD Northern Director – Ex Officio
- CEO Regional Operator – Ex Officio
- Controller Regional Operator – Ex Officio

Ex Officio members are important members of the team. However, their inability to attend meetings shall not impede the ability of the Leadership Team to make progress. The Leadership Team currently is meeting once a week to discuss integration issues, develop procedures, provide training, and design of the overall system. Once the WorkOne System is running smoothly the Leadership Team will continue to meet but on a less frequent basis. In this team, the Regional Operator Director of Operations functions as the single point of contact and final voice on any matter which cannot be decided by consensus.

The first task of the Leadership Team included setting ground rules for the team, purpose of team, and development of the mission, vision and metrics for the WorkOne System. From this initial meeting came the following information:

- The purpose of the Leadership Team is to: develop and keep vision; communicate to all staff; maintain a common message; define metrics and find solutions to achieve them; set parameters; subtraction of unnecessary products; identify challenges and find solutions; give direction; implement procedures; build WorkOne Team; and mutual support to team and each other.

- The Leadership Team also developed promises for the team members which included: not talking negative about what is happening; to do what is set by the team and support decisions; respect opinions of others; speak with one voice; be flexible and open minded; listen; be honest with each other; be dependable; back up team; focus on the here and now; provide input; work on team common goal; support initiative with available resources; keep lines of communication open; be solution oriented; respond in a timely manner; keep a sense of humor; and be positive.

Communication is a key element in the success of an integrated WorkOne System. Every staff member needs to be a part of the integration process and must be kept informed of the rapidly moving changes. The Leadership Team has created a WorkOne Blast that is sent out every two weeks to help with communication of what is happening throughout the integration process. The communication includes updates on activities, questions and answers, and always a Thank You to staff.

## **B. Functional Supervision**

**The Regional Operator shall designate a local office manager or supervisor for each comprehensive, integrated WorkOne Center or WorkOne Express site. Each comprehensive, integrated local office manager must be authorized to organize staff by function, designate functional unit supervisors, and establish the purpose of each functional unit unless the Regional Operator has otherwise made these decisions.**

After the kick-off on November 6, 2007, the Leadership Team began to meet regularly and a plan for staffing of the organization chart was developed. In moving forward it was important to start with a clean slate and for all staff to understand that EGR 6 was looking for individuals who wanted to be part of this exciting transformation, who had the vision and have the required skills. New job descriptions were created for all positions. The job descriptions were created by identifying the skills that were going to be needed for the new WorkOne System. All interested staff applied and were interviewed for positions within the WorkOne System.

Through the interviewing, time was allowed for communication about the future needs of the WorkOne System and what type of staff was needed to be successful. After completion of all of the interviewing and placement, EGR 6 is staffed with a team comprised of staff that will move our region towards full integration and have demonstrated a willingness to think outside of the box.

The Regional Operator interviewed and selected the Managers and Team Leads for EGR 6. Under the recent past, each WorkOne Center has only one manager. The WorkOne System is being managed utilizing a Functional and Administrative management model. This model is for all WorkOne Staff, regardless of funding stream or employer of record. Below are the definitions of Functional and Administrative Supervision:

- **Functional Supervisor Responsibility:** Supervision of day to day activities of all supervised staff; setting of schedules; setting of goals; giving direction to staff to meet goals; approving of time sheets and sending to the staff's administrative supervisor for approval; signing off on time off request and sending to administrative supervisor for final approval; completing performance evaluation and sending to administrative supervisor for approval.
- **Administrative Supervisors Responsibility:** Signing and final approval of time sheet; signing and final approval of time off request; responsible for any disciplinary action; final approval and sign off of performance evaluation; responsible for communication of corporate communications to staff and functional supervisors.

Managers and Supervisors may be both Functional and Administrative. This would be true when a Manager or Supervisor is from the same employer of record as the individual being supervised. In this case the Manager or Supervisor would be responsible for both Functional and Administrative duties.

The EGR 6 WorkOne Organization Chart (Attachment A) shows the Functional supervision. Procedures will need to be developed to give direction to all staff on how the management change directly affects the old procedures on things such as timecards, time off, performance evaluations, etc.

### **C. Staff Cross-Training**

**The Regional Operator shall ensure that a comprehensive cross training and development plan be established for each office and its staff. This plan shall ensure that staff are adequately trained in each of the programs provided under the Center's available funding streams for purposes of fostering program integration and eliminating functional silos.**

All Staff will be cross-trained on programs and funding streams in the WorkOne. Staff training is an important component in EGR 6. The Product Development Manager and Quality Assurance Manager are responsible for developing products for staff training and maintaining a continuous learning environment for staff.

With the start of the integration process, EGR 6 immediately engaged team members and started the cross training/cross education. The teams are assisting in the design and development of the procedures manuals. This will allow for the team to understand programs and their specific requirements. Functional Teams have been meeting together since January and will have completed the Procedures Manual by April 2008. The current version of the Procedures Manual is a part of this plan by reference and is submitted as a separate document. As each step in the procedure is developed, a moment of training occurs for the staff. The training components will be developed following process and procedures and not following program specifics. This does not mean that program rules and performance are not followed, but that it should be imbedded in the training as part of the process and not part of a particular program. This will keep the vision clear and the staff focused on their responsibilities as a team to their customers.

Eastern Indiana Economic Growth Region 6  
WorkOne Services Integration Plan

Through the procedures manual design the staff have begun to come together as a team. Every member is participating and that will lead to not only a greater understanding of the procedures but a true feeling of being a part of this significant change in the WorkOne System. With staff committed to this process they are committing to the new WorkOne System.

There are several forms of training for staff. There will be formal function specific training. This training will allow for staff to concentrate on their specific area of expertise. This will work for such things as TrackOne Training, new Product Box items, and customer service training. There will be a training blast which can be e-mailed out to appropriate staff to give best practices, updates to certain procedures, and communications of activities in the WorkOne Centers. Training will be delivered through the Product Development Team, Managers, and outside training sources.

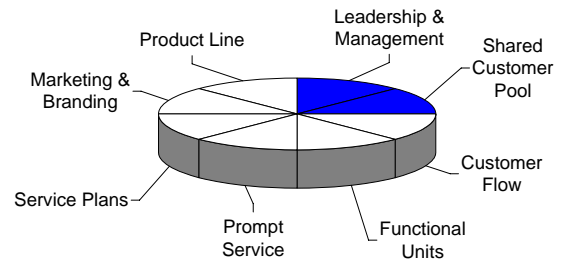
Not only is it important to cross-train front-line staff, it is equally important to cross-train the Leadership Team. The Leadership Team must be held to a higher standard for understanding all programs. Mini sessions on specific programs have already started and will be an ongoing part of Leadership Team meetings. A training calendar has been developed for the Leadership Team highlighting each program within the WorkOne Center.

When EGR 6 was preparing to move forward with the integration of the WorkOne System, one of the first realizations was that EGR 6 needed to make sure that there was good direction and insight into the process of implementation. With that realization, a Request for Proposal was distributed, and Greg Newton and Ricki Kozumplick were selected as the consultants to help move EGR 6 forward. Greg's main focus has been on the vision and implementation. Ricki's focus has been on the team building and assisting the teams in writing the procedures manual. The Leadership Team and Staff meet with Greg and Ricki on a regular basis.

Beginning in May, teams will practice the new procedures. This will allow for a test run on how the procedures flow and helps clarify team responsibilities. After the May practice run, there will be one more test run in June to make sure any modifications from the May practice work and to give the teams a chance to practice their roles one more time. The implementation of the new WorkOne System begins July 1, 2008.

## 2. Shared Customer Pool

**Integrated service delivery requires a shared customer service pool for staff, services, and performance management. This integration policy requires co-enrollment (when eligibility permits) in the following programs: Wagner-Peyser, WIA Adult, WIA Dislocated Worker, TAA, and VETS.**



- **All WorkOne customers enrolled in Wagner-Peyser will be co-enrolled in both the Wagner-Peyser and WIA Adult programs;**
- **All Trade Act customers will be co-enrolled in the WIA Dislocated Worker program;**
- **Both Trade Act and WIA Dislocated Workers will also be enrolled in the Wagner-Peyser Program and WIA Adult Program;**
- **All WorkOne customers who are veterans will be enrolled in the VETS program;**
- **All customers co-enrolled will be used to calculate performance for each individual program as appropriate, based upon the level of services provided (core service only recipients are generally not included in program performance calculations);**
- **All WorkOne customers will be enrolled and registered (at a minimum) in the Wagner-Peyser program.**

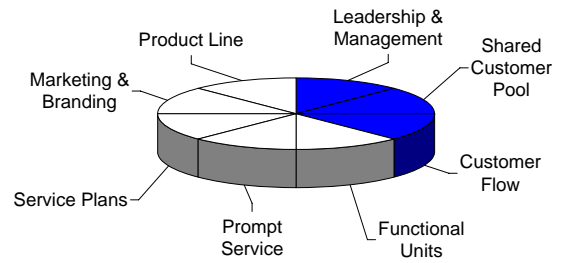
The goal for EGR 6 is 100% enrollment of customers. Furthermore, consistent with state policy, customers will be co-enrolled (when eligibility permits) in the following programs: Wagner-Peyser, WIA Adult, WIA Dislocated Worker, TAA, and VETS. This goal is important because of the belief that everyone should have the opportunity to know their skills, increase their skills, and get the best job possible with their skills. By co-enrolling, when possible, we are providing maximum flexibility of the resources available to assist our customers. This model is a perfect fit for Eastern Indiana due to the large manufacturing background and low educational attainment of the region. Many manufacturers have left the region and the remaining jobs require additional skills that most customers are lacking. This also assures that all staff own the services and outcomes for all enrollments.

While EGR 6 assures that all customers will be enrolled into all eligible programs, there is one exception. That exception applies to customers, who are on company Shut Down with a continuous duration of no longer than 3 weeks. Such customers may be exempted from enrollment if WorkOne services are offered and those services are rejected by the customer. In order to be considered eligible for the exception to the 100% enrollment of all customers goal, the “company Shut Down” must be verified by the employer or the customer must provide proof. Regardless of customer eligibility for exemption to enrollment, the full range of services (including initial assessment) will be promoted to these customers with encouragement to enroll, even if not required based upon the verified exception. Individuals who are on company Shut Down and wish to receive EGR 6 “Cadillac” services must complete the enrollment process.

### 3. Customer Flow

**Each WorkOne Center and WorkOne Express site will utilize a single customer flow model based on customer need, not program requirements. Such customer flow shall maximize the number of staff available in the lobby and shall ensure minimal customer wait time. Each WorkOne Center and WorkOne Express site customer flow design**

**should incorporate a methodology to identify customer needs immediately upon entry and provide immediate engagement and connectivity to services during the customer's first visit. The use of client "numbering systems" to manage lobby traffic is prohibited. The Regional Operator shall ensure that lobby staffing is adjusted according to customer needs and traffic.**



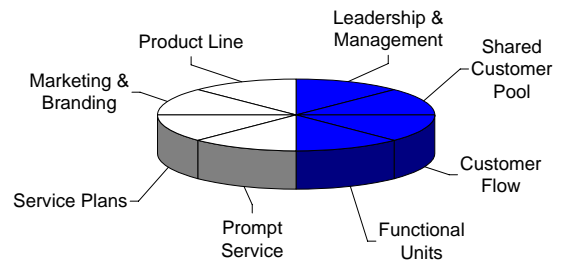
EGR 6 has designed a common customer flow chart (Attachment B) that streamlines all customers using a uniform process through a Welcome Team and then branches off into two areas depending on the customer interest and assessment. The two areas are: Skills Team and the Employment Team. All teams based upon customer need(s) will access both Skills and Employment through the Product Box. Skill development product needs will be identified by all teams and employers either directly or through Business Services. While a final decision on initial assessment has not yet been made, we are examining the benefits of both Prove It and WorkKeys. The final decision will be made in part based upon affordability.

Customer need will be initially assessed by the Welcome Team through the initial assessment and application process. Once the need(s) is assessed the customer will be referred to the appropriate services. The use of client numbering systems to manage lobby traffic has been eliminated.

The team concept in the WorkOne Centers will assure that when there is need for additional staff, whether it is Welcome, Skills or the Employment Team, the WorkOne Team will immediately begin assisting to assure prompt and quality customer service is provided.

#### 4. Functional Units

**The Regional Operator shall establish a Welcome, Staff/Employment and Employer Services function in each WorkOne Center and WorkOne Express site.**



In EGR 6 all WorkOne offices will be considered Centers. All of the WorkOne Centers in EGR 6 are able to provide all of the services that are required of the Functional Teams. All Centers have resource areas, internet access and computer labs. Internet-based programs such as Unemployment Insurance and Job Matching will be able to be accessed at all Centers.

The teams in each of the Centers will be able to assist wherever the greatest customer need is within the Centers. Smaller Centers will have only one team but that team will do all of the functions that are available in the larger Centers.

##### A. Welcome Function

**Those staff serving in the Welcome Function will strive to meet all customers at the front door and will not wait passively behind the desk for customers to come to them. Every new customer will receive an initial skills assessment in the Welcome process as a required staff assisted service. Based upon the outcome of the assessment, customers will be channeled to the Skills/Employment Function, as appropriate.**

**Mission Statement of the Welcome Team:** The mission of the EGR 6 Welcome Team is to greet customers in a prompt and courteous manner. The Team will assess our customers' needs while providing respectful, confidential and efficient services. The Team will listen, gather information regarding skills and needs, and direct customers to appropriate services.

The Welcome Team will begin customer service as soon as a customer walks through the front door of the WorkOne Center. Customers will be greeted as they enter the Center by a greeter, a few questions will be asked regarding reason for visit, new customers will be directed to the intake area. If the customer is a returning customer, the greeter will look up the customer in TrackOne to see if they are still active in TrackOne or need to be updated in the system. If they do not need to be updated, they will be directed to the appropriate area.

New customers who have not been to the WorkOne Center before will start by speaking with a Welcome Team member and completing the 10 data items. After completing the data items, customers will be directed to the initial assessment. The initial assessment will be computerized and will assess Reading, Math and Locating Information. The assessment will be brief and informative. Once the customer has completed the assessment, they will return to the Welcome Team member to complete the application process.

Eastern Indiana Economic Growth Region 6  
WorkOne Services Integration Plan

As the customer is beginning the application they will need to provide documentation of eligibility. The eligibility information will include: birth date showing customer is at least 18 years of age; right to work in the United States; and Selective Service Registration for appropriate customers. Documentation for the birth date can be provided through a picture identification card or other appropriate documents. Right to work for customers will be met through two different approaches. If the customer is currently working or receiving Unemployment Insurance they will have already verified their right to work so would not need to complete additional information. If the customer is not working and is not receiving Unemployment Insurance they will be required to provide the appropriate documentation for right to work verification. For those customers who must complete the Selective Service Registration they will need to provide documentation or the (<https://www.sss.gov>) site will be utilized for verification.

EIEGR 6 is striving to achieve a paperless environment. Our goal will be to have customers able to electronically sign their application and any other necessary paperwork. This information will be stored electronically in TrackOne. Unfortunately we are unsure if the current TrackOne system is capable of accepting electronic signatures so we will begin by scanning the eligibility documentation and scanning the paper forms that were signed by the customers and archiving the scanned applications on a secure server. After the application has been scanned it will be shredded.

Upon completion of the application, customers will be directed to the appropriate team, Skills or Employment. Additionally, the customer may also be connected immediately to other services in the Product Box. The procedure for the Welcome Team will continually be honed to provide the best customer service.

EGR 6 has a commitment to assist all customers who are basic computer skills deficient. If a customer is found to be lacking basic computer skills during the welcome process, they will be immediately linked with our Digital Literacy program, “Click@WorkOne” (Continuous Learning in Computer Knowledge). This program has two components: just-in-time training to help immediately with basic computer skills (such as learning the mouse), and frequent workshops on basic computer skills. The chosen component will be dependent on what the customer’s desire is at the time. The program will assist customers in completing Unemployment Insurance, Job Matching, WinWay Resume, and completing an online application.

## **B. Skills/Employment Function**

**Every Skills/Employment Function customer must be offered remediation for any basic skills deficiencies identified in their initial skills assessment. Basic skills training, technology training, and other types of training as determined by each Region, shall be available through the Skills/Employment Function. The Skills/Employment Function shall focus to the extent possible on OED, certification, 2-yr and 4-yr degree attainments, and demand-driven, skill enhancement and development. The Skills/Employment Function will also assist WorkOne customers in finding employment through quality job referral, staff assisted job search, and skills verification.**

Customers will be assigned to one of two teams: Skills or Employment. Customers will not be passed between the teams. Once the customer is assigned to a team they will be able to work with the customer on all levels. Each team will specialize in performing the skills and employment functions. Skills and Employment will have similar functions but will have very different starting points.

**Mission Statement of Skills Team:** EGR 6 Skills Team will assist customers in seeking career pathways based on the premise of on-going skills development that achieves self-sufficiency while satisfying employer demands and making a strong contribution to the positive growth of the local economy.

Customers who are in need of basic skills or are in need of significant occupational skills to be self-sufficient will be referred to the Skills Team. The Skills Team will be responsible for scheduling needed skills remediation or training. As the customer gains needed skills, the staff will begin the employment services of job referral, job search and job-keeping skills.

**Mission Statement of Employment Team:** EGR 6 Employment Team will match customer skills with prospective employer needs that will better enhance customer career opportunities.

Customers who are in need of assistance with employment will be referred to the Employment Team. The Employment Team will work with the customer to make sure that they have the tools needed for successful employment. If during the customer's preparation for employment it is found that the customer lacks basic or occupational skills needed for employment, the Employment Team will provide assistance in obtaining these skills.

### **C. Employer Services Function**

**Every staff member assigned to the Employer Services Function shall build relationships with employers, identify opportunities to address the human resource challenges of employers and market a robust product line designed to assist them in meeting their human resource needs. Employer Services Function staff shall ensure that the entire WorkOne employer product line is marketed to each employer.**

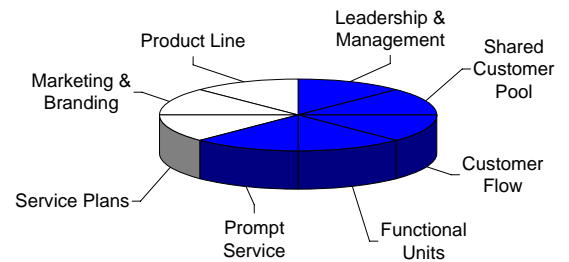
**Mission Statement of the Business Services Team:** The EGR 6 Business & Employer Services Team will facilitate economic growth and stability in Eastern Indiana by providing employers with the tools needed to maintain and grow their business by building a workforce that possesses the skills and knowledge needed to compete in the global economy.

Employers in EGR 6 will receive services through a Regional Business Services Team. The team will be responsible for providing consultation to employers regarding human resources challenges. They will market available products to employers including those directly provided by the WorkOne System and those that are provided by partners such as Economic Development, Small Business Development Corporation, Ball State University, Indiana University East, Indiana Economic Development Corporation.

Existing products include: Training Assistance Grants, Skill Enhancement Fund, WorkKeys Profiling and assessment, Employer Forums, Job Matching, Training for incumbent workers, specialized job fairs/recruitment and other Human Resource needs.

## 5. Prompt Service

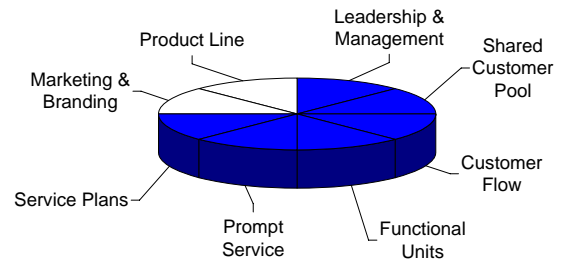
**All customers will receive prompt service with no future scheduling of appointments for initial Welcome functions, including initial assessments.**



EGR 6 assures that all customers will receive prompt service with no future scheduling of appointments for initial Welcome functions, including initial assessments. The goal for EGR 6 will be to immediately engage customers upon entering the WorkOne Centers. There are three components that will help achieve the goal. The first is the Welcome Team is staffed with the largest number of individuals. The second is that all teams will be trained to help cover each team's area if a team is backed up with customers. This means that if Welcome is backed up, Skills and/or Employment teams will begin helping out in the front area to move customers through the Welcome process. The third is the Marketing and Branding initiatives which will seek to direct customer contact during periods of off-peak demands and reduction of time required in-office contact by offering Internet options for assessments during periods of high volume.

## 6. Service Plans

**Every new customer will have the opportunity to know their skills, improve their skills, and obtain a job which best matches their skills. To accomplish this objective, every new customer will receive a basic initial skills assessment. The basic initial skills assessment is based on the client's interests and labor market demand as a required staff assisted service. The basic initial skills assessment may result in referral to the Employment/Skills function where a full Individual Employment Plan will be created. All clients shall be scheduled for a follow-up service facilitated by either the Welcome function or Employment/Skills function as determined by the basic initial skills assessment.**



**Service plans shall be tied to Regional Strategic Skills data relative to local high wage high-demand occupational needs. The goal of the service plans should be long-term, self-sufficiency and continuous growth/progression of the client through the provision of comprehensive skill development activities and training services.**

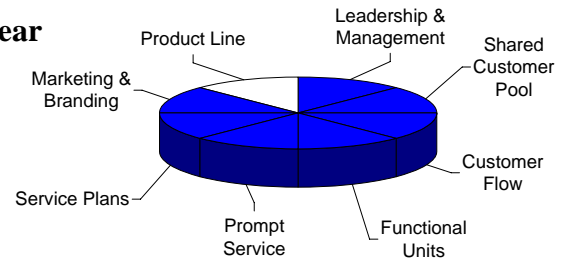
Every customer that receives services from the WorkOne Centers will receive an assessment so that they will know their basic employment skill level. Welcome staff will review the customer's basic skills, interests and regional labor market demand with the customer to assess which team, Skills or Employment, may be best suited for the customer's needs.

Once the Skills or Employment Team is chosen the customer will be immediately connected with a member of that team. If the customer would like to continue with their service plan at that time, the team will assist. If the customer would like to schedule an appointment to return, the team member will schedule an appointment for the customer to return within one week.

Services received by the customers will be documented in TrackOne. If the customer will be receiving "T" training (occupational training), an Individual Employment Plan will be developed with the customer. The plan will align the steps that need to be followed and who is responsible for each step and time frame to be completed.

## 7. Marketing and Branding

**All WorkOne Centers and WorkOne Express sites shall bear only one branded image--that of the WorkOne. They shall begin marketing and actively seeking to serve both the unemployed and employed workforce as well as employers.**



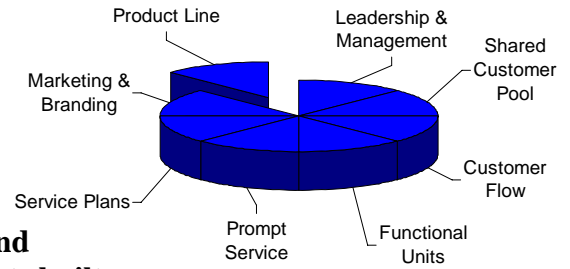
EGR 6 has always followed the State’s guidelines for marketing and branding of the WorkOne System. Here are some different aspects addressed by the region:

- Consistent WorkOne signage on all WorkOne Centers within the region.
- Design and reprint all business cards, letterhead and envelopes for a consistent message across the region (and training staff on proper usage).
- Redesign and coordination of trade show displays and a variety of other materials that reach our customers. Promotion of a consistent message/brand.
- Redesign of the Work-One.org web site.
- Development of Intranet which will be used as a resource for all WorkOne employees to make sure everything is accessible to all staff, of all organizations, and is of one voice when distributed or communicated with customers.
- Provision of WorkOne Lanyards and Badges for all staff.
- EGR 6 promotional materials (calendars, pens, bags, etc.) will have a consistent WorkOne blue color and brand message.
- Ensuring WorkOne brand/logo for all county’s Chamber events and phone book/yellow page advertisements.

During the process of integration, the Marketing Department is trying to locate all the different ways we “touch” our customers and perspective customers: forms, printed pieces, signage, web site, letters, business cards, radio ads, trade shows and many more. These kinds of things will be very important to pay attention to during the product development stages, too. There will also be standardization of emails by all WorkOne staff with everyone using a standard e-signature for consistency of message. Professionalism is an additional part of the WorkOne Branding and Marketing. Staff will maintain a high standard of professionalism in both customer service and appearance.

## 8. Product Line

All WorkOne Centers and WorkOne Express sites shall offer robust, innovative and integrated product lines targeted toward job seekers and employers that shall be readily known by all staff and actively and marketed to all customers. The job seeker product line shall include items and services for customers of all skill, educational and employment levels. This product line shall include products built specifically for both the unemployed and employed workforce. At a minimum, the job seeker product line must include the following:



- Basic skills training (GED, basic math/literacy, remedial training)
- Digital literacy (basic computer skill development training)
- Resume writing and development
- Online job search skill development
- Career Networking
- Professional dress & demeanor
- Workplace behavioral expectations training
- Local labor market information

The employer product line shall include items and services for employers of all sizes, industries and maturity. This product line shall include products built for employers who choose to maintain or not maintain their own Human Resources Departments. At a minimum, the employer product line shall include:

- Employer Services Function assisted customized job matching services
- Training on entering job orders/ads on the new statewide Job Matching System
- Referral of appropriate employment candidates as specified by employer
- Assistance with initial candidate screening
- Labor market information targeted to the employer's specific industry

**Product Development Team Mission:** EGR 6 Product Development Team will provide and continue to enhance workforce development products for all customers and staff of the WorkOne System in a standardized regional format.

This Team will develop and deliver a range of new products and services to support the WorkOne mission. The Product Box is very important because that is where the different tools that are developed are housed. The Product Box will be “robust” and will always be a work in progress to address continuous improvement and new product needs.

The Product Development Team will also manage the ongoing products and oversee delivery in the field at all locations in the region. Communication will be key because of the need to assure that all managers and staff are aware of and trained on the different product offerings, as well as, being knowledgeable about their best use. The schedule of workshops and other product events

Eastern Indiana Economic Growth Region 6  
WorkOne Services Integration Plan

will be coordinated by this group using the tools developed by the Regional Operator in the Work-One.org website, WorkOne Calendar of events, and the universally accessible WorkOne Staff Intranet. The responsibility to provide direction, support, and training to staff as it pertains to products found in the product box will be the responsibility of this team. Finally, as appropriate, the Product Development Team will assist in monitoring the data entry, as well as provide some data entry, into the TrackOne system.

As evidenced by the pie chart for this section, this piece of the Integration Plan – the Product Box – is not and will never be finished due to the dynamic nature of technology, vendor offerings and customer needs and demands. As such the Product Box will always be in a state of continuous evolution.

The Product Box (reference Attachment B) is divided into three sections providing differentiation in the Product Box tools provided to the Job Seeker and Employer versus those used in Staff Development.

The tools in the Product Box will encompass many forms including workshops, self paced “how-to manuals”, skill assessments, hands-on activities, videos, and on-the-job learning by doing or observation. The products will be delivered by WorkOne staff, partners and contracted vendors through e-learning, classroom, or one-on-one coaching or service provision. The results of the Product Box will range from skill and knowledge development to provision of a credential, certification, or degree qualifying as small “t” pre-vocational training to big “T” occupational training.

Due to the nature of Employer Services, the Product Box content and delivery style will differ, yet will be molded after the current service model which has resulted in EGR 6’s historic achievement of Number 1 or Number 2 ranking of Employer Satisfaction in the State of Indiana for the past decade.

Attachment C represents the current planned content of the Product Box, some of which is completed and some of which is in process.

**Quality Assurance Team Mission**



EGR 6 Quality Assurance Team’s mission is to provide support to WorkOne Team and leadership members through data analysis and provision of program and management reports. This will be achieved by assuring data integrity, customer tracking, deadline reporting and marketing for continuous engagement of customers.

The Quality Assurance Team will analyze system and program data for continuous improvement of processes, performance, and engagement of customers. The team will also analyze TrackOne and Job Matching system records to verify accuracy and completeness of data elements and case notes, as well as provide technical assistance. This will also include performance status for programs related to Regional, State and Federal requirements and team productivity, and offering recommendations for process and performance improvement.

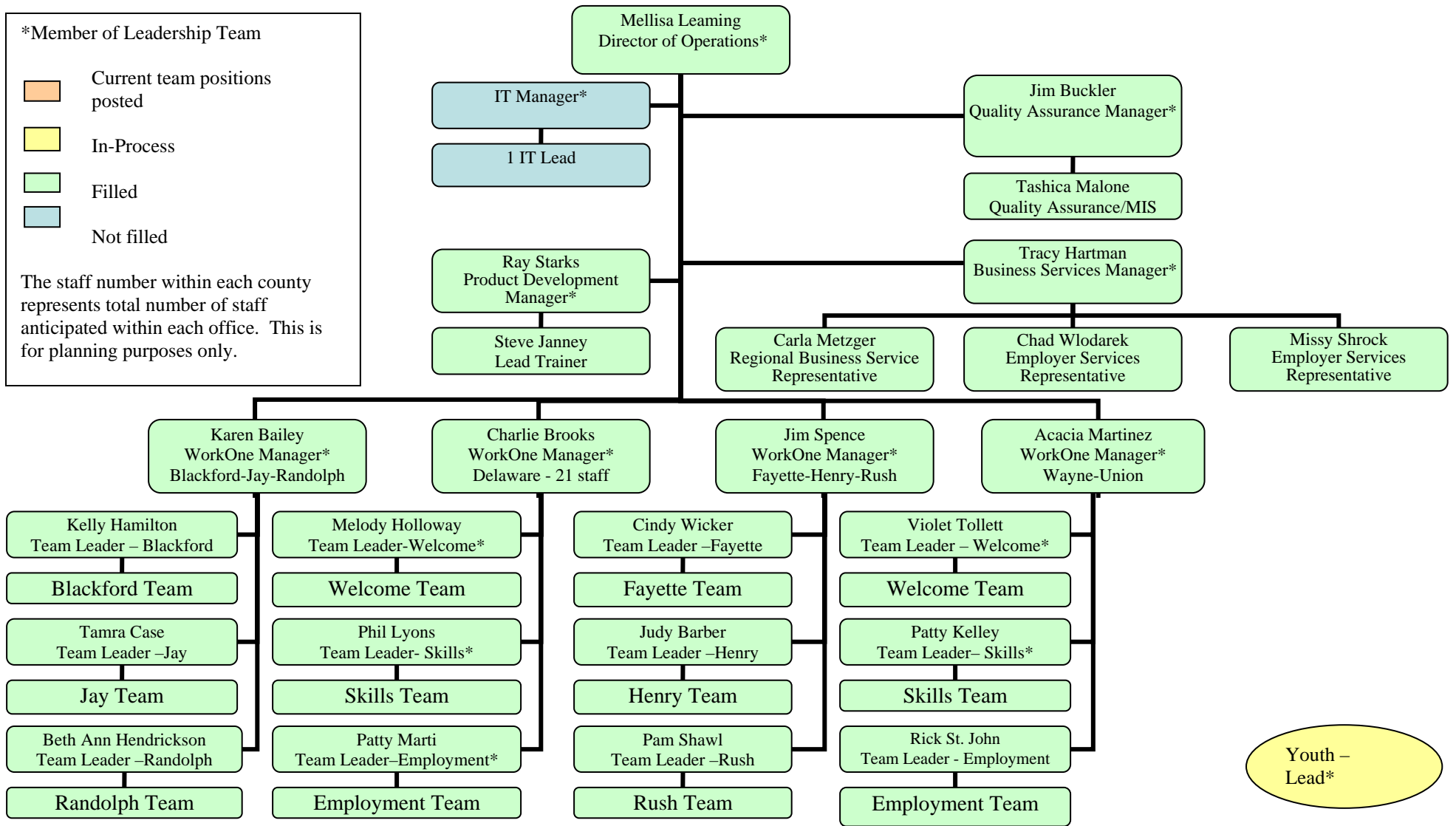
The team will support WorkOne Centers by providing program and customer reports such as continuous customer engagement, deadline requirements, services provided in 90 days, and alerts to help track TAA/TRA key dates and deadlines. The Quality Assurance Team will also utilize the customer database to promote continuous customer engagement by inviting (or re-inviting) customers who have not yet met their employment goal(s) via email.

Attachment A

\*Member of Leadership Team

- Current team positions posted
- In-Process
- Filled
- Not filled

The staff number within each county represents total number of staff anticipated within each office. This is for planning purposes only.

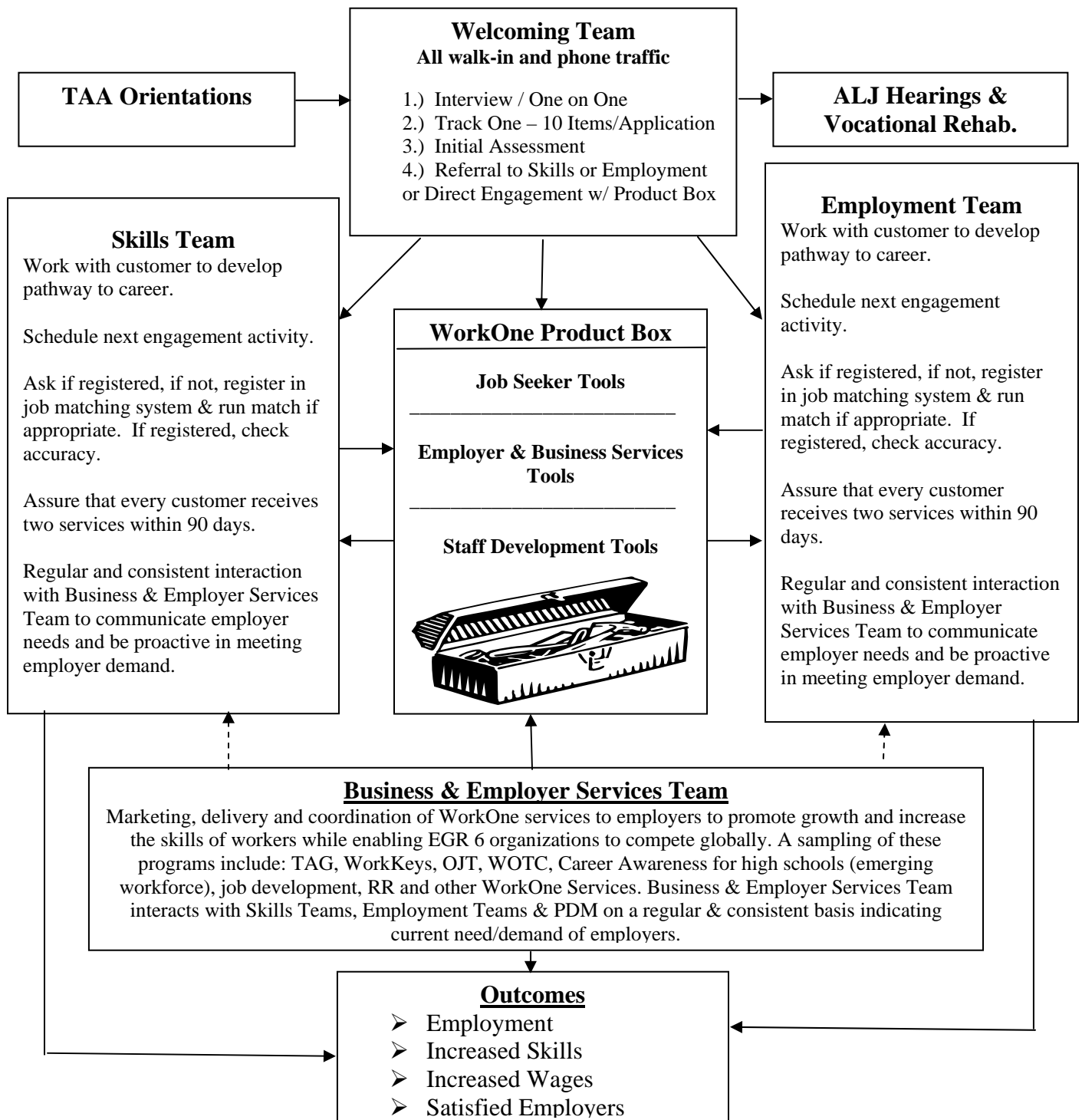


## Attachment B Eastern Indiana WorkOne Center Career Pathway February 28, 2008

Eastern Indiana EGR 6 WorkOne system will identify and utilize knowledge, skills and marketability of all WorkOne customers. This “Service with a Purpose” will afford our customers a better economic position in the community and contribute to the overall economic growth of the region.

The WorkOne system will be the foundation from which all customers move forward to strengthen the workforce.

### Eastern Indiana WorkOne Center Career Pathway



## Product Box Description

### Stocking the Product Box

The Product Box is divided into three distinct sections that are robust, innovative and integrated product lines targeted toward the Job Seeker, Employer and Staff.

- **Job Seeker** – This Product Box will feature items and services for customers of all skill, educational and employment levels. Products will be built for both the unemployed and employed workforce. The initial section of the Product Box will include but not be limited to:
  - Basic skills training including GED, basic math/literacy, and remedial training sites
  - Specialized Assessments
  - WorkKey Assessments and WorkKeys Skill Remediation
  - Digital literacy (basic computer skills training)
  - Resume writing and development.
  - Job Seeking training
    - Job Search from Start to Finish
    - Job Seeking Over 40
    - Identifying Your Transferable Skills
    - Interviewing and Follow-through
    - Surviving a Lay-off
    - Skill Pathways
    - Internet Job Search
    - Career Networking
    - Pink Slip to Paycheck
    - Completing Job Applications
  - Job Keeping training
  - Understanding the Economics of the Workplace
  - Life Management and Re-employment Skills
  - Online job search techniques
  - Career networking
  - Professional dress and demeanor
  - Workplace behavioral expectations training
  - Local labor market information
  - Occupational Training Options
  - Skill Development Training Options
  - Work Based Learning Products
    - Work Experience
    - Internships
    - On-the-Job Training
    - Job Shadowing
  - Job Club
  - Motivation-Self Esteem
    - Who Moved My Cheese

## Attachment C

- Entrepreneurship
    - Idea Generation
    - Business Plan Writing
    - Feasibility Studies
    - Marketing Plans
    - Finding Venture Capital
    - Making It In Business
  - Career Exploration
    - Career Readiness
    - Exploring Medical Careers
    - Entrepreneurship as another Career Option
    - Occupations in Demand in EGR 6
  - Work Ethic Employers Demand
- **Employer** – This product box features items and services for employers of all size and description. The product line will include but not be limited to:
- Employer Services Team – Assisting employers w/ customized job matching
  - Training on entering job orders/ads into the statewide Job Matching System
  - Referral of appropriate employment candidates as specified by employer
  - Assistance with initial candidate screening
  - Labor market information targeted to the employer’s specific industry
  - WorkKeys Job Profiling
  - Responding to Facility Closure or Downsizing
  - Rapid Re-employment of Your Workforce
  - Job Matching - Employers with Job Seekers
  - Training Grants and Incentives
  - Labor Market Information
  - Interviewing Facilities
  - Employer Workshops and Forums:
    - Getting the Most from Your Job Matching System
    - Understanding the Unemployment Insurance System
    - Benefits of being a WorkKeys Company
    - Grants to Help Employers Grow
  - Customized services available by the WorkOne System for a fee:
    - Workshops
      - Who Moved My Cheese
      - Sexual Harassment
      - Giving It So They Get It
      - Time Management
      - Motivating Self and Others
      - Employee Retention
    - Drug Testing Services
    - Specialized Assessments
    - Reference Checks

## Attachment C

- **Staff Development** – This product box will feature training activities designed to strengthen workplace skills among system staff. This product line will include but not be limited to:
  - Region 6 Target Industries, Occupations in Demand and Skill Shortages
  - Conducting and Interpreting Customer Assessments
  - Procedures Manual explanation and usage
  - Product Development Box – What it is and how to access
  - Understanding the use of Workforce Development Programs/Funding to Enhance Customer Service
    - Unemployment Insurance Benefits
    - Worker Profiling
    - Trade Adjustment Assistance
    - Trade Readjustment Assistance
    - Workforce Investment Act Supportive Services
    - Workforce Investment Act Individual Training Accounts
    - Workforce Investment Act Intensive Training
    - Career Advancement Accounts
  - Statewide Job Matching System
  - Cultural Diversity – Serving customers
  - Job Search using the Internet
  - Quality Customer Service Techniques
  - Using Data for Continuous Improvement Activities
  - Making Quality Job Referrals
  - Business Communications – Written and Oral
  - Human Resource Training for Functional Supervisors
  - Effective Teams and your Role
  - Giving It So They Get It
  - Train the Trainer
  - Basic Computer Troubleshooting
  - Training on New Workshop Releases
  - WorkKeys Assessment Proctoring
  - Sexual Harassment
  - Employee Coaching
  - Who Moved My Cheese
  - Time Management
  - Basic Computer Skills
  - WorkOne Marketing and Branding – Your Role and Expectations
  - Motivating Self and Others