



Operator Report To The Spokane Area Workforce Development Council

As your One-Stop Operator, Employment Security agreed to “direct operator resources to provide the necessary core services and provide access to intensive services within the Center. This provision of services will include management of the day-to-day functions of the local One-Stop system.” In the One-Stop Operator contract, eight (8) functions were identified on which we would be focusing our efforts. Our progress in these eight functions are discussed below and provides the format for our report.

1. Convene and communicate within the WorkSource System and Center as well as guide, manage, direct and oversee service delivery.

Framework Initiative

The Spokane Area Workforce Development Council and Employment Security Department responded to the WIA 10% Framework Initiative request for proposal to provide improved customer service through functionally integrated teams. The Spokane area received the highest award in the state, \$250, 000 to build on the award winning one-stop. The funds will be used to remodel WorkSource Spokane to provide more efficient service delivery to job seekers and employers alike by June 2010. The Partner Leadership Team is overseeing the details of the project. Activities During the quarter include:

January ~ Leadership and staff completed lean training series to help identify opportunities for improvement and how to implement them. Planning began for the members of the customer flow redesign. The Next Generation Zone moved across the parking lot of the new WorkSource “campus” to allow more room to serve the youth of Spokane County.

February ~ The Transformer team was born! This team is comprised of line staff from all units within the WorkSource Center. The major focus for the Transformers is streamlining service delivery to customers. Improvement proposals from the team include expanded work experience opportunities, enhanced job referral process and standardized communication for staff.

March ~ Construction began at the Center for lease improvements. During this time two new conference rooms were constructed on the first floor. The Cypress and Sequoia rooms’ new location will allow convenience for customers attending workshops. The Transformers looked at data and similarities in services across various programs to begin designing a new customer flow for the Center.



Employer Visits to the Center

The WorkSource center is visited each month by several area employers. Many attend workshops held by the Business Solutions team, while others conduct hiring events, hold employment interviews and submit job orders. In January

In **January**, Alliance Machine Systems conducted numerous on-site interview sessions for Mechanical Assemblers, Electrical Assemblers and Machinist positions that they had Business Solutions help recruit for. Other employers conducted hiring events, held interviews, posted job orders and participated in the Diversity Recruitment Committee activities in the Center.

February bought more businesses to the center for various activities. Avista used the center to help recruit candidates for Ground Crews and WorkSource assisted Avista by providing a neutral place to conduct WorkKeys assessment testing. Business Solutions also assisted employers by providing a Unemployment Tax Information workshop.

March wrapped up a busy quarter with a job fair for West Corporation and other employers as well as onsite interviewing, pre-screening and WorkKeys assessment testing.

Expenditure Report

As of March 31, 2010, actual quarterly expenditures were 92%

2. Oversee report preparation, including SKIES data and management requests from the State, WDC, or local entities

GMAP At The WorkSource Center

In May of 2005, Governor Gregoire signed Executive Order 05-02 directing State agencies to take steps to build public confidence in government by adopting a comprehensive government management, accountability and performance system, GMAP. In addition to making timely decisions based on up-to-date information, agencies are required to:

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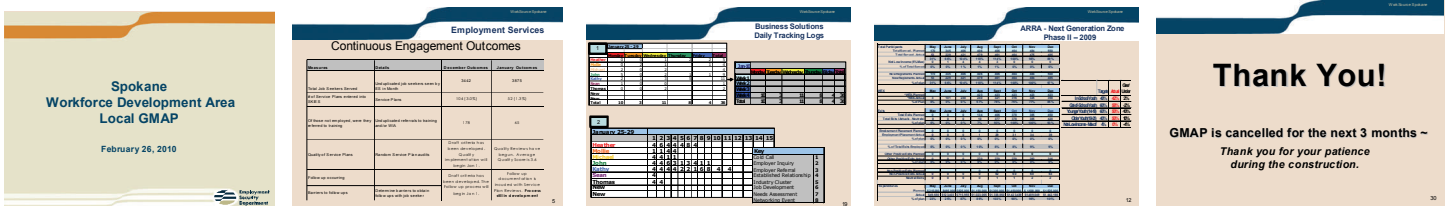
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- Develop clear measures that show whether programs are successful or not.
- Demonstrate how programs contribute to priorities that are important to citizens.
- Gather, monitor, and analyze program data.
- Evaluate the effectiveness of existing programs.
- Conduct regular problem-solving sessions to improve performance.
- Allocate resources based on strategies that work.
- Report results to the Governor on a regular basis.

At the WorkSource Center, the staff and management are examining all services and programs, and working to develop strategies to reach the GMAP goals. Spokane was one of the first WDAs in the State to implement a combined, area-wide GMAP presentation that included the ESD and Partners.

WorkSource Spokane Center Local GMAP Presentations

During the 3rd quarter, local GMAP sessions were held in the WorkSource Center on January 23rd and February 20th. Each unit within the WorkSource Center, including WIA and Next Generation Zone were represented and participated in the presentations. March's presentation was cancelled due to re-



WorkSource Spokane PY09 Performance Measures

The **Employment Security Department** in Olympia introduced the performance measures and management indicators for PY09.

The following outcome measurements will become part of each area's performance requirements:

- **Percent of Entered Employments**
- **Increase by 25% unduplicated**

count of employers with WA job orders

- **Increase of staff posted job orders by 25%**
- **Job order to seeker inventory match**

The **Management Indicators** defined by Employment Security for PY09 are:

- Initial Assessments per month
- Job Prep Services per month

- Intensive Services per month
- Seekers enrolled in training
- Job Ready Services delivered to job seekers during the month
- Job seekers receiving only general services, within a month
- Median weekly wage at employment

Management Tracking Measures introduced were:

- Inventory Match
- Referral to WIA Services or

Training

- Federal Common Measures to be reported quarterly.

The Program Specific Management Indicators are for the following target groups, **UI Claimants, Veterans** and **Workfirst** participants, as well as, **Offender** and **Seasonal/Farm** customers.

Specific performance goals are currently being developed.

3. Coordinate Continuous Quality Improvement (CQI) survey for the WorkSource System

The **Continuous Quality Improvement (CQI) Survey** for the 3rd quarter of PY 09 was conducted **the week of February 8, 2010**. There were 5 days during this survey period we received an average of 69 surveys a day. Employer responses decreased slightly to an average return rate of 4 per day. Overall job seeker satisfaction for this period averaged 4.73 out of 5. Employer ratings remained consistent with an average over 9.8 out of 10 in areas such as, service expectations were met, overall satisfaction and staff knowledge. Of the employers that responded more than two-thirds posted job orders, 50% received applicant referrals, while others received assistance planning a layoff, labor market information and learned the benefits of the Work Opportunity Tax Credit.

The week of May 10, 2010 will be the next CQI survey week. The Systems Analyst will send a reminder one week prior to the survey period along with the employer and job seeker surveys.



4. Staff Facilitated Workshops and Self Directed Services Activities

Job Hunter Workshops

Job Hunter Workshops offer customers the tools to compete for their next job. Workshops include:

- Identify their skills and abilities
- Build an effective resume
- Perfect applications
- Interviewing Techniques

April 1, 2009 a Unemployment Insurance Re-employment Orientation was created to provide the pertinent information to the ever growing Unemployment Insurance Claimants population, which replaced the Module 1 Orientation. Now an introduction of services offered through the WorkSource system is presented at the front desk or desk side with staff.

Additional workshops offered at the WorkSource Center:

New Horizons Computer Learning Center, provides customers with an opportunity for entry-level, hands-on computer learning. *Intro To Computers* is held every other Wednesday in the WorkSource Center.

Other more targeted workshops offered in the WorkSource Center include, orientations to seekers receiving Emergency Unemployment Compensation , orientations to customers interested in the Workforce Investment Act , Division of Vocational Rehabilitation and Veterans programs. Other workshops focus on how to address criminal convictions during job search and more!

Customers can find an updated description of each workshop and their respective schedules by visiting

www.workspokane.org



Workshop attendance totals:

Quarter ending June 30, 2009:

Total Customers:	1,696
UI Orientations:	859
Job Hunter Series:	1,673

Quarter ending September, 2009:

Total Customers:	1,895
UI Orientations:	991
Job Hunter Series:	1,901

Quarter ending December 31, 2009:

Total Customers:	2,200
UI Orientations::	1,355
Job Hunter Series:	1,945

Quarter ending March 31, 2010:

Total Customers:	2,016
UI Orientations::	1,355
Job Hunter Series:	1,945

5. Coordinate System and Center resources and continuously improve access and integrated services to job seekers and employers.

Self Service Membership System and WorkSource Membership System

The Washington Workforce Association and the Washington State Employment Security Department Self-Services Tracking workgroup formed in March 2008. The group developed a Self Service Membership System (SSMS) that will connect to SKIES and go2worksource.com. The data connection to SKIES allows for self service data tracking within the state's main data collection system. The go2 connection allows seekers to use the same user name and password for both systems. Reducing confusion when accessing services.

WorkSource Spokane began piloting SSMS in early March 2010 for the state. During the test period week the Center monitored the system performance and provided feedback to program designers.

This new system allows for customers to self register to use resources at the Center. If it is the first time a customer registers it will store the information in SKIES.

Self service use of job seeking resources were previously recorded in the Work Source Membership (WMS) system. WMS is a stand alone system that makes service tracking difficult when trying to compare all services accessed by customers.

January 2010 WMS Totals:

Total customer visits to the Center recorded through WMS: 4,364
 New WMS customers for the Center: 407
 Total non-duplicated count of customers for the Center: 1,732

February 2010 WMS Totals:

Total customer visits to the Center recorded through WMS: 4,173
 New WMS customers for the Center: 336
 Total non-duplicated count of Customers for the Center: 1,557

March 2010 WMS Totals:

Total customer visits to the Center recorded through WMS: 1,118
 New WMS customers for the Center: 90
 Total non-duplicated count of Customers for the Center: 675

March 2010 SSMS Totals:

Total customer visits to the Center recorded through SSMS: 5,461
 *New SSMS customers for the Center: 1,648
 Total non-duplicated count of Customers for the Center: 1,187

*All seekers were new to the SSMS system when they created their account, regardless if they previously had a WMS account.

6. Maintain the WorkSource Web site: <http://www.workspokane.org>

The screenshot shows the WorkSource Spokane website interface. At the top, there is a navigation bar with links for 'Workforce Explorer', 'Go2WorkSource.com', and 'Contact Us'. Below this is the WorkSource Spokane logo and contact information: '130 S Arthur, Spokane WA 99202', 'Phone and Directions: 509.532.3000', and 'Monday through Friday 8am - 5pm'. The main content area is divided into several sections: 'Job Seekers', 'Next Generation Zone', and 'Employers'. Each section contains introductory text and a 'Find out more...' link. On the right side, there is a sidebar titled 'Upcoming Events' listing two events: 'West Corporation Hiring Event' on Tuesday, Sept. 23, 2008, and 'Veterans Career Fair' on Thursday, Nov. 6, 2008. At the bottom of the page, there is a copyright notice: 'Copyright © 2008 Employment Security - All Rights Reserved. In partnership with the Spokane Area Workforce Development Council.'

The [WorkSpokane.org](http://www.workspokane.org) website was developed several years ago and has become a valuable and popular source of information for both the job seeker and the business customer for the past several years. It is time to give the website a new look that will keep our customers coming back for all their workforce development needs.

At the September 11, 2008 WorkSource Spokane Operation's Committee Meeting the 3-person website revamp committee presented the proposed scope of work for the website revamp to be completed by July 1, 2009, and approval was given to begin the update. Since then the revamp committee has provided updates to the Partner Leadership Team and provided updates at each local GMAP presentation.

The website revamp committee is working with Joe Racek, developer of Go2WorkSource.com, to ensure the site is ADA compliant.

New things to look for on the updated site include: maps with driving directions to the Center, calendar of events,

and an internal tracking system that will count the number of unique visitors to the site, which pages they visited and for how long. This will help the web committee determine which pages are being utilized to concentrate development efforts.

7. Participate on State-level workgroups and coordinate local service delivery, design, and oversight to meet State guidelines

SKIES Change Control Board

The state wide Change Control Board, consisting of representatives from all 12 Washington Workforce Development Areas, typically meets on a monthly basis to review the SKIES system and to bring forth recommendations for future changes and enhancements. The control board met monthly during the third quarter of PY09 to discuss various changes to SKIES including:

- A self-registration system that will replace WMS and will interface with SKIES and the go2worksource.com website. This new system will be piloted the first week of March and should be available by May 2010 statewide.
- Functional updates to enhance service delivery and reporting capabilities.
- Integration of the Claimant Placement Report.
- Re-employment Services Summary, which is a summary of items discussed with job seekers regarding next steps, will be incorporated in SKIES. This change will staff to see recommendations previously made by other staff.



Local WorkSource Business Solutions Team

The WorkSource Business Solutions Team put their new lean tools to the test by using daily visuals to manage performance. This activity allowed the

team to monitor progress towards goals and more importantly monitor the means by which they received job orders. Over time they found the need to expand the data they tracked daily: new items include industry connection, market penetration and much more! This method of data tracking has allowed the team to communicate business activity and new trends within the Workforce development systems. Business is also collecting Business Needs Assessment information which may be used for identifying training needs, certification needs and other workforce skill enhancements that would add value to area employers. For information about Biz Buzz contact Heather Davis at 509-532-3134 or hdavis@esd.wa.gov.

Local Business Solutions Partner Team

This group is formed of various partners, affiliates and training providers and will focus their activities on: partnering for the local workforce challenges. The Team decided to have topic specific meetings. The Business Solutions Team will present their service delivery method to serve employers by industry cluster.

8. Facilitation of the local SKIES Users Group

The **Local SKIES User's Group**, is comprised of staff from each of the Center's departments as well as representatives from the WorkSource Spokane Partners and Affiliates. These meetings are facilitated by the Center Systems Analyst.

During the 3rd quarter the group did not meet. The group typically meets the second Friday of each month from 9:15–10:15.



"We believe that if men have the talent to put men out of work, they have the talent to put those men back to work."

John F. Kennedy