

# Business Services Plan – St. Charles County

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## *EXECUTIVE SUMMARY*

The purpose of this plan is to outline how workforce and business development services will be provided to business customers of all sizes in the St. Charles County region. The services in this plan will be targeted to specific business sectors chosen by the Local Workforce Development Board. These sectors include advanced manufacturing, financial services, health services, information technology and logistics/transportation/warehousing.

### *Business Services Staff*

Due to limited funds, the St. Charles Region is unable to staff a formal Business Services Team. Business services are coordinated between the LVER, available WIOA staff and the DHEWD ERE Team. These staff can provide information about all the available services to employers.

WIOA staff will communicate the business climate and needs of local businesses back to the WDB and Job Center staff. This information is used to help form policy and respond to emerging skill gaps. Designated WIOA staff will serve as the liaison to local economic developers by serving as the Region's representative on Economic Development Council of St. Charles County roundtable meetings. Participation at the roundtable meetings provides information flow between economic developers and the WDB and Job Center of emerging trends and needs. This also educates the economic developers of the talent acquisition services the Region can provide local business prospects.

When staff learns of a company expanding or starting up, they make sure to inform the Job Center staff of the positions that will be available. This allows the Region to begin gathering the talent the employer will need when they start their workforce acquisition.

In an effort to better coordinate services and avoid duplication of effort, staff working with businesses will continue to communicate and collaborate with partner agencies to include WIOA, Wagner-Peyser, St. Charles Community College, Vocational Rehabilitation, Trade, TANF, Adult Education/Perkins and Veterans. These efforts shall include regular meetings, sharing information, and desk-aids for partner programs on eligibility.

### *Marketing and Outreach*

Efforts to outreach and market workforce investment services include the following methods:

- Attendance and participation in local chamber meetings, economic development meetings and various industry-related meetings.
- Utilize the Internet and social media options to promote Job Center services.
- Maintain and develop flyers/brochures promoting Job Center services.

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- Attend monthly SHRM meetings to network and stay abreast of local human resource issues.
- Utilize business surveys to learn about workforce skill gaps and needs.

*Expectations*

To ensure services are designed appropriately and delivered without duplication, the following responsibilities shall be assigned to assigned to staff working with businesses:

- Provide customized screening and referral of qualified participants.
- Coordinate recruitment events and job fairs.
- Remain abreast of current local labor market and wage information.
- Proactively seek out businesses to continuously offer a full array of products, services, and information with a focus on growth industries using a single point of contact model.
- Build long-term relationships with decision makers in targeted industry clusters.
- Respond to and follow-up with businesses in a timely manner to fulfill their requirements and emerging issues.
- Listen and understand business' unique requirements, assess their needs, and recommend appropriate solutions.
- Coordinate efforts and collaborate with partners to offer a full array of services.
- Share information with partners to enable them to understand and respond to businesses needs and requirements.
- Know and understand partner services so that we can effectively and efficiently provide services to businesses.
- Monitor and follow-up with businesses to ensure customer satisfaction and/or identify additional needs.
- Educate businesses on how to retrieve occupational information such as labor market and wage information.

*Business Services Goals*

1. Enhance and/or develop marketing and outreach tools for the local system to be used by all partners for the promotion of workforce development services to the businesses in the region.
2. Continue to utilize and expand use of social media to promote Missouri Job Center services and to assist local businesses in spreading the word about their job opportunities.
3. Conduct regular meetings with partners to discuss workforce development issues and to establish a communication link between partners.
4. Develop and implement industry sector strategies.
5. Develop and deliver innovative workforce development services and strategies for area employers.

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6. Assist area employers in managing reductions in workforce through coordination of rapid response activities provided by the local ERE Team.
7. Improve coordination between workforce development activities and economic development activities carried out within the local area.
8. Promote entrepreneurial skills training and microenterprise services.
9. Improve services and linkages between the local workforce development system and employers, including small employers, in the local area to support employer utilization of the local workforce development system and to support local workforce development activities.
10. Ensure that workforce development activities meet the needs of employers and support economic growth in the region, by enhancing communication, coordination, and collaboration among employers, economic development entities, and service providers.
11. Develop and implement proven or promising strategies for meeting the employment and skills needs of workers and employers.

*Case Management System Requirements*

All staff providing employer services shall accurately record those services in the statewide electronic case management system. "Record" means to select the appropriate code for the service(s) given to each business. Staff will record all applicable services for each employer at the time the service was provided. Staff providing employer services will also enter a Case Note on the employer record after posting Employer Codes.