

Coordinated Business Outreach Combined with Improved Job & Skill Matching



Eastern Washington Partnership

The business services outreach effort undertaken by the Eastern Washington Partnership Workforce Development Council was especially bolstered by two grants. The first was a result of a National Emergency Grant to fund an On-the-Job Training (OJT) program targeting long-term unemployment insurance claimants as well as those who had already exhausted their claims. The second grant was provided out of the Governor's WIA 10% funds and was intended to serve this same population. These grants provided funding for staff in three counties to market the OJT program in-person to employers throughout the WDC's nine counties. These personal contacts informed employers about all of the services that WorkSource offers to businesses, including job order listings, recruiting and screening job candidates, providing skill assessments, meeting space for interviews, tax credit information and incumbent worker training.

Outreach efforts to employers include both in-person visits and contact by telephone. WorkSource listed over 1,800 job orders throughout the nine counties this past year.

Staff received training designed to increase the level of jobseeker skills data in the SKIES system. This change is helping to improve the job matching that is necessary to better identify qualified candidates for the new job orders. The result is that employers are seeing more qualified job applicants referred to them by WorkSource. Better data also allows WorkSource to track how well job orders are aligning with the jobseeker pool. This, in turn, helps to inform the business services team as they work to target employers who are in need of jobseekers who are already in the WorkSource applicant pool.

Key to the success of this initiative is integrating outreach efforts of all staff that contact businesses.

The EWP has increased its assessments of jobseekers using Key Train, Provelt! and Workforce Explorer. These assessments are helpful in several ways. First they can confirm that a person has specific skills so that better referrals can be made to businesses with specific skill requirements. They can also provide the jobseeker with

more accurate information about their specific skills. They can help identify skill deficits so that the jobseeker can be directed to take advantage of the many skill development activities that are offered by WorkSource. In doing so, they become more effective job candidates.

The number of new job listings, the number of OJT placements, and the percentage of new job orders that require the skills of the jobseekers currently in the WorkSource database measure success in this initiative.



Businesses are primarily interested in getting good job candidates and good services from the WorkSource partners. They do not care what particular program is being used to assist them. Therefore, integrating outreach efforts is critical to success.

Conducting more thorough intakes and assessments of the jobseekers and effectively documenting that information in the SKIES database is very important. This results in better referrals to employers and ultimately, more repeat business with them in the future.