



## South Carolina One Stop Certification System Standards for Job Seeker Services

The following pages represent the standards and measures for job seeker services as developed by the project Core Team. Statewide issues that are outside the control of individual workforce areas and One-Stop Career Centers are presented in a separate companion document – “Job Seeker Services: Statewide Issues”. The certification standards presented here are those over which local workforce investment areas and One Stop Career Centers are assumed to have control.

Several themes run through these standards. They include:

- A niche or focus for One Stop Career Centers as career development facilitators for all – unemployment insurance claimants, other unemployed individuals, and employed individuals in search of skill enhancement or career development.
- The role of the Centers in exposing job seekers to all jobs and helping them to market themselves more effectively to potential employers.
- An emphasis on utilizing technology and the Internet to provide and enhance services, and efforts to enable all job seekers to use computers.
- Reaching out beyond One Stop Career Center buildings to provide services.
- Making sure that services offered are driven by the needs of the marketplace.
- Increasing job seekers’ value to employers.

Please note that the project teams have not yet discussed some important details of the overall structure and implementation process of the certification system, such as levels of certification, technical assistance, incentives, etc. However, the Team feels it is important to set measures for continuous improvement as well as the minimum baseline standards. Therefore, measures are shown as either Baseline or Continuous Improvement. Baseline measures are minimum standards that would have to be met for basic Certification. Continuous Improvement measures assume achievement of the baseline measure and reflect a higher level of accomplishment, and may be associated with a higher-level designation or rewards and/or incentives.



# South Carolina One-Stop Certification System Standards for Job Seeker Services

## 1. Standards for Satisfying Job Seekers

**VALUE STATEMENT:** The One Stop Career Center System is focused on understanding job seeker needs and has an effective approach for meeting those needs.

- ❖ Job seekers are treated in a caring, respectful manner.
- ❖ Services are delivered with a sense of urgency.
- ❖ All customers have the opportunity to know their skills, improve their skills and obtain the best possible job with their skills.
- ❖ Center services will reflect seamless presence and coordination among all workforce partners

Draft Standard	Baseline Measures	Continuous Improvement
<p>1. Every Workforce Area and One Stop Career Center measures satisfaction with both processes and outcomes for existing job seeker customers.</p> <p>The following preferences were expressed:</p> <ul style="list-style-type: none"> <li>➤ A set of statewide common, basic customer feedback tools.</li> <li>➤ Opportunity/flexibility for local areas to add items that customize instruments or add additional feedback tools.</li> </ul>	<ul style="list-style-type: none"> <li>• A job seeker feedback system is defined; survey tools, methods and protocol are outlined in writing. Job seeker satisfaction may be measured through surveys, focus groups or targeted interviews. Measurement should include value (whether the service they received benefitted them) as well as satisfaction with the experience. Job seeker satisfaction plans call for measurement of:               <ul style="list-style-type: none"> <li>➤ staff responsiveness</li> <li>➤ timeliness of service</li> <li>➤ greeting/intake process</li> <li>➤ resource room</li> <li>➤ counseling/case management services</li> <li>➤ workshops</li> <li>➤ job matching and job referral processes</li> <li>➤ training/education referral</li> </ul> </li> <li>• The job seeker customer feedback process has been implemented – the system has been put into place.</li> <li>• Job seeker customer satisfaction data is disaggregated by One Stop Career Center.</li> </ul>	<ul style="list-style-type: none"> <li>• Job seeker customer satisfaction data is disaggregated by type of service used.</li> <li>• Some Job seeker customer satisfaction can be disaggregated by customer group (age group, demographic group, UI claimant status).</li> </ul>



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Draft Standard	Baseline Measures	Continuous Improvement
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2. Feedback from job seekers is used to improve services.	<ul style="list-style-type: none"> <li>• The One Stop Career Center and workforce area have a system in place whereby decisions are made and changes are implemented to improve services based on the feedback received from job seekers.</li> </ul>	<ul style="list-style-type: none"> <li>• Additional job seeker feedback is obtained in areas that require additional attention based on initial feedback.</li> </ul>



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### 2. Standards for Managing Job Seeker Services

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Draft Standard	Baseline Measures	Continuous Improvement
1. Every One Stop Career Center will have a system in place to assess projected employer demand.	One Stop management, including all major partners, participates in a formal data-driven analysis of employer needs at least annually.	The process includes full participation of Labor Market Information and Employer Services personnel, and Economic Development representatives.
2. Every One Stop Career Center will align job seeker resources with projected employer demand.	One Stop management can demonstrate that the allocation of staff and training resources is consistent with meeting employer needs.	
3. Job Seekers will have multiple access points to One Stop Career Services.	<p>Every workforce area will have services offered:</p> <ul style="list-style-type: none"> <li>• In-person at One Stop Career Center, and</li> <li>• Virtually</li> </ul> <p>Centers will encourage job seekers to utilize virtual services, as appropriate, which will include web-based programs that they can access anywhere and anytime they have access to the Internet. Virtual offerings may include assessment and career planning tools, job search and job readiness assistance, application for unemployment benefits, and access to a wide range of job search engines and job boards.</p>	Every workforce area will have services offered at alternative locations, such as libraries, schools, faith-based and community organizations, and/or other sites to ensure reasonable access to services across the workforce area.



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<p>4. Every One Stop Career Center offers a consistent menu of job seeker services. (See attached “Menu: One Stop Services to Job Seekers”</p>	<p>All basic job seeker services on the “menu” are available, as appropriate to each job seeker at every One Stop Career Center.</p>	<p>The accessibility, quality, and utilization of services offered as part of the basic menu is assessed on a regular basis, and processes that are not customer friendly or do not add value for the customer are addressed in a timely manner.</p>
<p>5. Job seekers are able to get the services they need as efficiently as possible while maintaining a customer service focus.</p>	<ul style="list-style-type: none"> <li>• The center minimizes lines and wait times.</li> <li>• The center has a plan for effectively handling large-scale events or anticipated heavy customer traffic.</li> <li>• Upon entry to the workforce center or virtual system, the customer is promptly engaged with self-service activities, staff assistance, or acknowledgement, depending on customer flow.</li> </ul>	<ul style="list-style-type: none"> <li>• The center tracks and analyzes customer flow trends and can manage (adjust to) peak loads.</li> </ul>
<p>6. Every Workforce Area and One Stop Career Center will have well trained staff.</p>	<p>Within a year of hire:</p> <ul style="list-style-type: none"> <li>• Staff will obtain certifications in functional work areas, customer service and workforce development.</li> <li>• All greeters will be trained to greet customers as they enter the Center or as they wait on line.</li> <li>• WIA Case managers will obtain Career Development Facilitator certification.</li> <li>• Resource room staff will receive training in customer service and can demonstrate knowledge about the full range of resource room resources.</li> <li>• Business Services staff will be trained in current techniques for talent marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Centers will have plans for continuous training of staff.</li> </ul>



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### 3. Standards for Delivering Quality Services to Job Seekers

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Draft Standard	Baseline Measures	Continuous Improvement
1. The Workforce Center quickly determines the purpose of the customer's visit and directs to the appropriate place or person promptly.	<ul style="list-style-type: none"> <li>• Every customer is pleasantly greeted.</li> <li>• Centers have a triage protocol/standard set of questions for Initial Assessment that could lead to service prescription or options.</li> </ul>	<ul style="list-style-type: none"> <li>• Center will have multi-lingual capacity, consistent with the languages spoken by customers.</li> </ul>
2. Every Workforce Area and One Stop Career Center will have a well equipped <b>resource room</b> with highly trained staff to provide a broad range of job seeker services	<ul style="list-style-type: none"> <li>• The resource room has at least one staff member present at all times to provide orientation and guidance on accessing and using resources.</li> <li>• The resource room has sufficient computers to accommodate the needs of customers.</li> <li>• The Center has pamphlets, periodicals, etc that are current and relevant to the needs of the customers.</li> <li>• The resource room offers a broad range of information on job seeking websites, workshops, partner services, employment opportunities, and will provide access to all of these.</li> </ul>	<ul style="list-style-type: none"> <li>• Staff will represent the offerings of all partners in the Center without prejudice and based solely on the needs of the customer.</li> <li>• Group workshops are offered on a regular basis to guide customers on use of resources.</li> <li>• A protocol for use by resource room staff with customers is used to ascertain job seeker computer skills and service needs.</li> </ul>
3. All customers learn about the	<ul style="list-style-type: none"> <li>• The workforce area website provides a</li> </ul>	<ul style="list-style-type: none"> <li>• All One Stop system access points deliver a</li> </ul>



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<p>full range services that are available through the One Stop Career Center in a customer-focused, program-neutral way.</p>	<p>virtual orientation to the workforce system.</p> <ul style="list-style-type: none"> <li>• The workforce center provides information at the first visit via multiple delivery mechanisms (i.e. welcome folders, DVD, pamphlets, group orientation, signage, help desk etc.).</li> <li>• All professional staff can provide an orientation to One Stop services.</li> </ul>	<p>consistent orientation (via multiple methods) to system services.</p>
<p>4. Every Workforce Area and One Stop Career Center offers effective assessment and career guidance services to all job seekers.</p>	<ul style="list-style-type: none"> <li>• Staff is aware of and trained in administering available career development assessments.</li> <li>• All Centers offer Basic Skills assessment, alone or through partners.</li> <li>• All Centers offer Computer Literacy assessment, alone or through partners.</li> </ul>	<ul style="list-style-type: none"> <li>• WorkKeys assessments are offered, free to program-eligible job seekers or for a fee.</li> <li>• Soft Skills Training/Job Readiness credentials will be offered, free to program-eligible job seekers or for a fee.</li> </ul>
<p>5. Every One Stop Career Center provides resources to assist customers with marketing themselves for employment.</p>	<ul style="list-style-type: none"> <li>• Individual, group and on-line assistance in: resume preparation, interviewing techniques, networking groups, Internet use, job search.</li> <li>• Each One Stop Career Center will maintain and publicize a single, unified monthly schedule of events.</li> <li>• Each Center will offer multiple avenues for resume posting.</li> <li>• One Stop Centers will offer workshops in computer literacy to all job seekers, through direct provision, partners or contracts. Computer literacy training is designed to enable job seekers to utilize the virtual tools</li> </ul>	<p>Each Center offers:</p> <ul style="list-style-type: none"> <li>• Professional network groups/job clubs</li> <li>• Computer based professional networking</li> <li>• Local or Regional Job Fairs</li> </ul>



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	<p>available through the One Stop system. It enables job seekers to perform job search activities, secure an email address and use email, and conduct research on employers. There is a preference for staff-facilitated workshops with job seekers that have little or no previous experience with computers.</p>	
<p>6. Every One Stop Career Center will have information on as many jobs as possible available in the market.</p>	<ul style="list-style-type: none"> <li>• Use of single State Database System with spidering technology</li> <li>• Newspapers are available on site.</li> <li>• Jobs offered by staffing services, state and federal agencies, and other sources are posted on bulletin boards at the One Stop Career Center.</li> <li>• There are close ties between Business Service Staff and Economic Development</li> </ul>	<p>The workforce area has operating partnerships with key business service entities, including staffing services.</p> <p>Workforce areas identify and target employers utilizing WorkKeys for matching with job seekers who have taken WorkKeys assessments.</p>
<p>7. One Stop Career Centers help job seekers advance their skill, education and occupational skill attainment.</p>	<ul style="list-style-type: none"> <li>• Every One Stop Career Center has a diversified menu of career enhancement options including short term and longer term training.</li> <li>• One Stop customers have access to staff assistance in developing a plan for financing education and training – this may include WIA, Pell, Job Corps, part-time work, scholarships or other resources.</li> </ul>	<p>One Stop Centers offer:</p> <ul style="list-style-type: none"> <li>• Short-term training with certification</li> <li>• Modular training</li> <li>• Access to on-line learning, free or at minimal cost</li> </ul>



## South Carolina One-Stop Certification System Standards for Job Seeker Services

### **MENU: One Stop Services to Job Seekers**

#### **I. Common menu of basic job seeker services to be offered to all job seekers in every One Stop Career Center**

1. Outreach, intake (which may include worker profiling and rapid re-employment services)
2. Initial assessment
3. Eligibility and service information for all partner workforce development and support programs (e.g. education, public assistance, childcare)
4. Job search assistance, career information and career guidance
5. Resume development services
6. Job matching and referral
7. Local, regional and statewide labor market information
8. Information on financial aid, including unemployment insurance (UI)
9. Assistance with filing an unemployment insurance claim or troubleshooting unemployment insurance issues
10. Information on:
  - a. Certified education and training providers
  - b. Local performance outcomes of service providers
  - c. Job fairs and supportive services
11. Orientation to use of personal computers for utilizing virtual tools available through the One Stop system, including resume software, and enabling job seekers to perform job search activities, secure an email address and use email, and conduct research on employers.
12. Job search/self-marketing skills training
13. Assistance with options for financing further education or training
14. Information about Entrepreneurship development skills.
15. Access to free virtual tools for job search, self-assessment and career development.

#### **II. Common menu of services for those enrolled in WIA or partner programs**

1. Comprehensive assessment of knowledge, skills, abilities and interests by use of various assessment tools
2. Development of individual employment plans
3. Individual career planning
4. Case management
5. Occupational skills training
6. On-the-job training
7. Programs that combine workplace training with related instruction
8. Adult education and literacy activities
9. Customized training