

OJT as a Business Engagement Strategy

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Brevard Workforce

- Florida Workforce System – 24 Regions
 - Region 13 (1 county)
- Appx. 540,000 people
- Titusville-Melbourne-Palm Bay MSA
- Unemployment rate of 7.5%
 - 12.7% during Jan 2010
- Three Career Centers
 - Rockledge/Titusville/Palm Bay
- Board Staff/Contractor Staff

What You'll Learn...

- Importance of Business Engagement
- Understanding the role of the Business Liaison and Business Services team
- Determining the employer & jobseeker labor market and why it's important
- Brevard Workforce OJT Program and how it is used as a Business Engagement Tool
- Recommendations (our lessons learned)

Business Engagement

- Business Engagement must be viewed as internal & external and all team members recognize the value
- The employer must be considered the priority customer throughout the organization
- The main purpose of Business Engagement is to build and maintain relationships with local businesses that meet the unique needs of these employers by providing customized workforce solutions that help them to achieve their business goals

Business Services Team:

Business Liaison Role

- To be the subject matter expert in workforce development and the 'go to' for employment needs of Brevard County businesses
- To support recruitment and workforce planning of Brevard County employers
- Work with in-house staff to help facilitate these needs and requests of businesses
- Understand and be well versed in the Brevard Workforce programs available to employers

Where you need to drive your Business Services Team

- Businesses are your priority customer
- Long-term business relationships are paramount to organization success; provide excellent customer service every time
- Importance of deriving a thorough understanding of their business so that you can better fulfill their needs
- Business Services Reps are the voice in your organization for your businesses (communications with other staff, programmatic services, etc.)

Importance of Understanding the Employer Customer

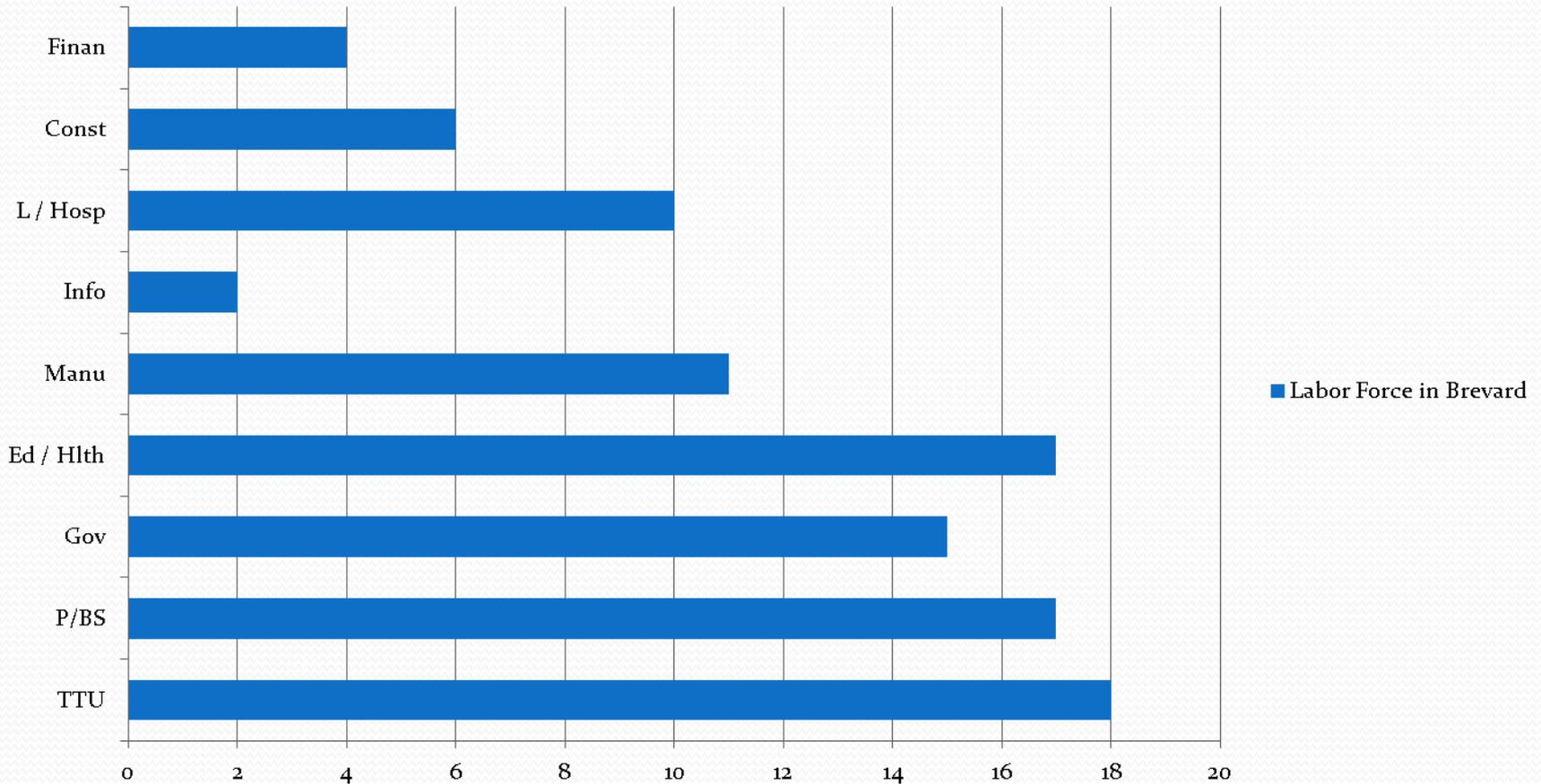
- Conversations and visits result in a better understanding of the employer, their culture, their business model and what their needs are
- This intelligence is vital to being able to provide solutions to their workforce challenges
- This information must be brought back to the centers for Staffing Specialists who can better prepare their job seekers to match employer needs and make better referrals on job orders

Labor Market and Skills Mapping

Who's in your labor pool and how do you market them?

- Have you done a recent analysis on the types of employers (and employees) in your region?
 - Small business vs. large
 - What industries are there now and who's emerging?
 - Don't just focus on who's unemployed
- Brevard:
 - Heavily Small Business driven and Government sector
 - Private Wage or Salary Employees: 78%
 - Government Employees: 15%
 - Self-Employed, Not Incorporated: 6%

Labor Force in Brevard County 2012/2013



Know your labor force:

- The Largest Industry Groups are Engineering, Clinical Health Care, and Skilled Labor.
 - Systems, Electrical, and Mechanical Engineers totaling for 85% of the qualified engineers with 7+ years of experience at 6% of the labor force in Brevard.
 - 20% Registered Nurses, 35% Certified Nursing Aides, 25% Registered Medical Assistants calculate 80% of the Clinical Health Care population.
 - And 73% of laborers obtained vocational training and certifications for their skill set.

What are the current skill sets and where are the gaps?

- What are the employer's skill set needs?
- Where are the jobseeker's skill gaps and where are large clusters of unemployed?
- How can we identify the above?
 - Labor Market Information
 - Reductions in Force
 - Word of Mouth
- What are the transferable skills of the population you serve?
- How do you market skillsets to potential employers?

TALENT MAPPING *by Job Title*

Projected numbers of dislocated aerospace workers

The data shown represents results from the NASA Skills Mapping Survey and is a particularly valuable view of talent becoming available on Florida's Space Coast. This is a roll-up of information received from several KSC contractor companies being impacted by the ending of the Space Shuttle program. The information covers 4,416 employees or 74% of the 6,000 employees expected to be dislocated.

- 1 Financial Operations (Accountants)
- 2 Legal (Attorneys, Advisors and Specialists)
- 3 Medical Officers
- 4 Procurement and Cost/Price Analysts and Contract Specialists

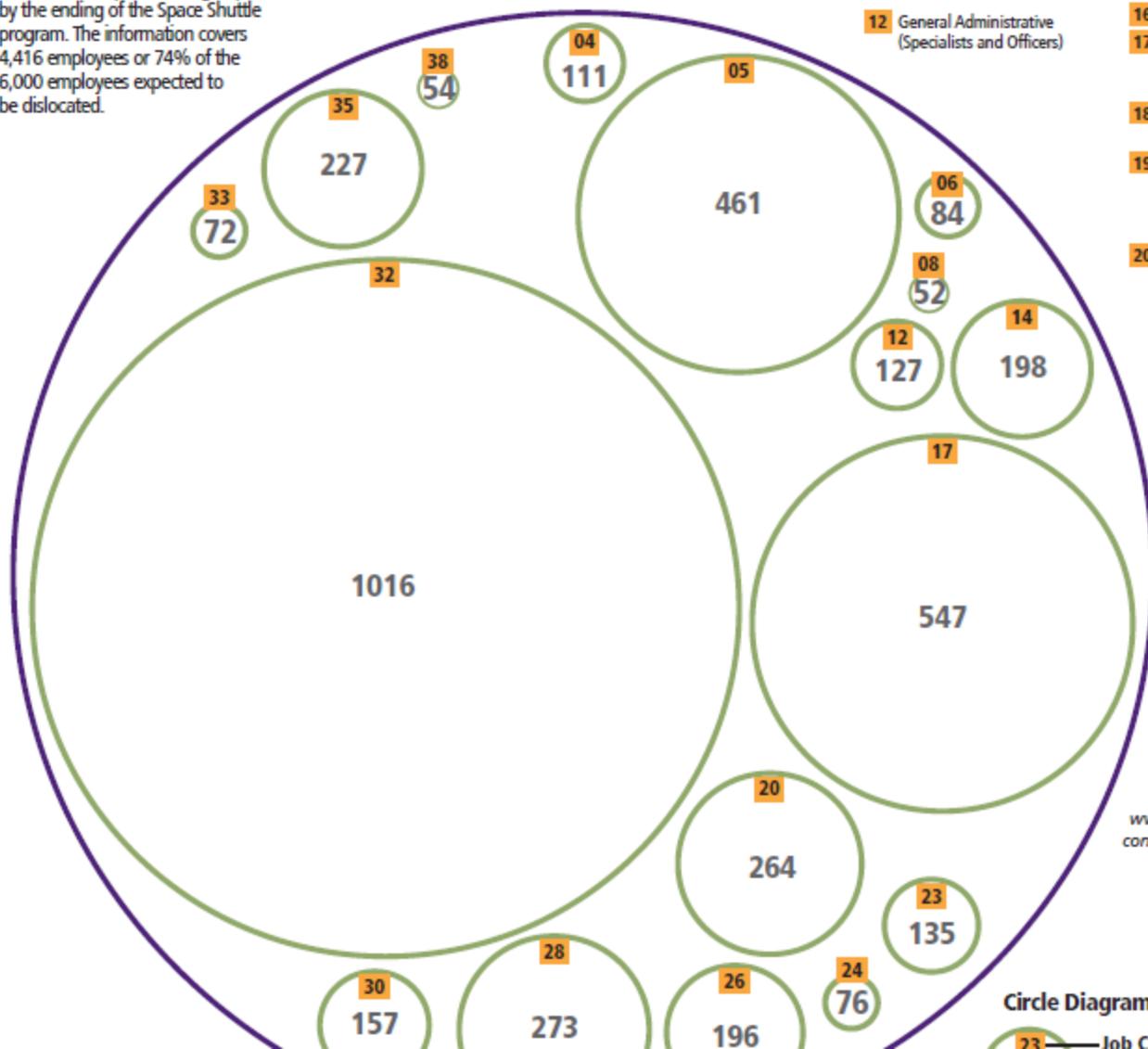
- 5 Management Support Assistants and Secretaries
- 6 Budget, Program and Management Analysts and Officers
- 7 Business Development and Industry Specialists

- 8 Documentation/Communication Specialists
- 9 Education Specialists
- 10 Equal Opportunity Managers and Specialists
- 11 Export Control Specialists and Officers
- 12 General Administrative (Specialists and Officers)

- 13 Human Resources Specialists
- 14 Project Control, Internal Assessment and ISO 9000; Analysts, Specialists and Officers
- 15 Public Affairs Managers and Specialists
- 16 Aviation Safety Specialists
- 17 Building, Realty, Logistics, Property, Supply, Equipment, Facility, and Service Specialists
- 18 Construction Representatives and Specialists
- 19 Environmental Protection Specialists, Industrial Hygienists, and Food Services Specialists
- 20 Information Technology and Telecommunications Specialists and Project Managers

- 21 Security and Investigation Specialists and Officers
- 22 Transportation and Traffic Operations Management Specialists
- 23 Engineering and Electronics Technicians
- 24 Quality Assurance Specialists
- 25 Safety Specialists
- 26 Engineers (Non-AST)
- 27 Scientists (Non-AST)
- 28 AST, Data Systems and Analysis
- 29 AST, Earth Science
- 30 AST, Engineering Technical and Project Management
- 31 AST, Facilities and Environmental Factors
- 32 AST, Flight Systems

- 33 AST, Fluid and Mechanics
- 34 AST, Life Science Systems
- 35 AST, Materials Structures
- 36 AST, Measurement Instrumentation
- 37 AST, Operations
- 38 AST, Propulsion (Liquid Propulsion)
- 39 AST, Management (SES/SL)
- 40 Management
- 41 Technical Training Specialists &
- 42 Scientific Photo & Imagery Systems
- 43 Other Marine
- Other



AST = Aerospace Technology

FULL REPORT: Access the full KSC Skills Mapping Survey report at www.launchnewcareers.com/business or contact Jenn Lasser, Lead Business Liaison, at jlasser@brevardworkforce.com

The Most Available Talent Categories	
# of Workers	Category #
400 + workers	05, 17, 32
200-399	20, 28, 35
100-199	04, 12, 14, 23, 24
40-99	01, 06, 07, 08, 09, 10, 11, 13, 15, 16, 18, 19, 21, 22, 25, 26, 27, 29, 30, 31, 33, 38
20-39	21, 36, 37, 43
10-19	13, 15, 19, 25, 26, 27, 29, 30, 31, 34, 40, other
3-9	11, 18, 41, 42

The data will be used to continue to monitor the workforce to interested employers. Data will only be provided in aggregate.

Circle Diagram Legend

23 — Job Category #



On the Job Training -OJT

OJT Program Overview

- Program reimburses for 50% of training wages
- Maximum of 1040 hours and requires justification of training plan/hours
- Must pay a minimum of \$10.00 per hour and offer a wage comparable to the same job within the organization
- Dual approval process – Director of Industry Relations & Scholarship Unit (approval council) reviews each OJT
- Employer must agree to on-site monitoring and compliance with all program rules/regulations

What makes a successful OJT

- Staff understanding the process and their roles
- Employer understanding their role and the need for compliance
- A convenient and streamlined OJT application process
 - Identified candidate 5-7 business days
 - Non-Identified candidate 10-14
- Follow up & frequent check ins to ensure that the OJT is going according to plan

Understanding the roles in the OJT process

- Employer – Training Provider
- Business Liaisons – administers OJT paperwork and remains the Employer contact for any support during the OJT
- Staffing Specialist – work with the job seeker and remain the participant contact for any support during the OJT
- Business Training Monitor – Perform on-site visit and monthly evaluation check in; process OJT reimbursement invoices

OJT Program Intent - Employers

- Offset the cost of training a new employee that doesn't have all of the skills necessary to perform the role
- Remain compliant in all documentation, yet make the program user friendly and not difficult to participate in
- Provide all expectations up front and clearly
 - Discuss the benefits and responsibilities
- Offer the OJT program to not just entry level positions and traditional OJT positions – serve those that need it

Educating the Employer on the Program

- Make sure the employer understands the process is not difficult and that all of the information being collected is necessary- 2 Page Application
- Understanding their role as a training provider
 - This is not a labor exchange, but a training program
- They must create the customized training plans specific to the position, the customer's background and current skill set
- They must demonstrate a training need via written justification

Compliance – What's Required

- OJT Application
 - Training plan and skills rating
 - Previous participants
 - Justification required
- OJT Customer Training Plan
 - Signed by participant
- OJT Monthly Evaluations
 - Signed by both participant and the supervisor/trainer
- OJT On-Site Visit Forms
- Reimbursement process



BREVARD WORKFORCE

On-The-Job-Training (OJT) Application & Training Plan

Business Liaison:

Company Name:		Date:
Street Address:		City:
State:	Zip Code:	Phone:
Contact Person:		Email:
Phone :		
Contact Person for OJT Fiscal Records:		Phone:
FEIN # (SSN if Sole Proprietary):		NAICS Code(s):
Industry Occupational License/Bus Tax Receipt #:		Name on Occupational License/Bus Tax Receipt:
Worker's Comp #:	Worker's Comp Carrier:	
Number of years in Business:		Business Hours:
New Business or Expansion (Y/N):		If yes, Relocated from (City/State):
Previous Business Name if Different:		
Number of layoffs in past 12 months:		Did you attempt to reinstate persons laid off (Y/N):
Positions involved in layoff:		
Medical Benefits (Y/N):		If yes, what percentage is paid by company (%):
Total # of employees excluding relatives*:		Total # of relatives* employed:
List Paid Holidays:		
Prior Brevard Workforce OJT Participants:		
Are you currently receiving or have received in the past 6 months, state level training funds (IWT/QRT) Y/N:		

*"Relatives" means an individual who is related to the Company/employer as father, mother, son, daughter, brother, sister, uncle, aunt, first cousin, nephew, niece, husband, wife, father-in-law, mother-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half brother or half sister.

Communication is KEY

- Business Liaisons discuss the Employer, culture of organization and OJT opportunity to Staffing Specialists
- Business Liaison maintains contact with the employer throughout the training period to gauge how process is going and facilitate concerns
- Staffing Specialists discuss the training with job seekers to determine fit for OJT and maintains contact with the participant throughout the training period
- Business Training Monitor provide feedback to both Staffing Specialists & Business Liaisons on how the training is going post monitoring visits

OJT as a Business Engagement Tool

- Relationships are built, grown and sustained
- Know & grow your employer customer base through positive outcomes
- OJT Letter for jobseekers
- Program praise spread through word of mouth
- The employer's need has been fulfilled
- Value as an organization
- Confirmation that the Employer is the primary customer through service delivery

Recommendations for OJT: What we've learned

- Be Creative
- Process improvement is always ongoing
- Make sure communication roles are clear and open
- Promotion of the OJT program can come from a variety of services

Questions?

Thank you,
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Brevard Workforce

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