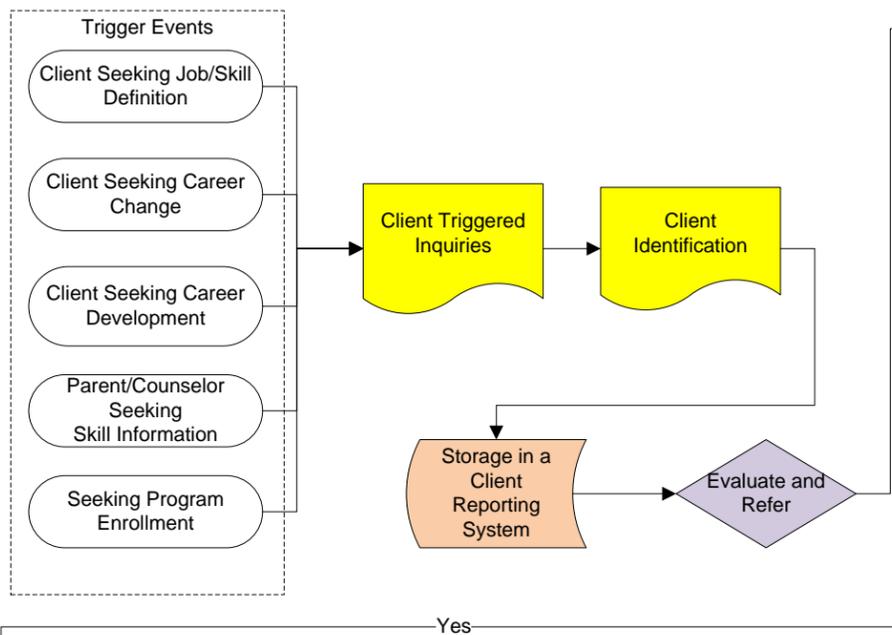


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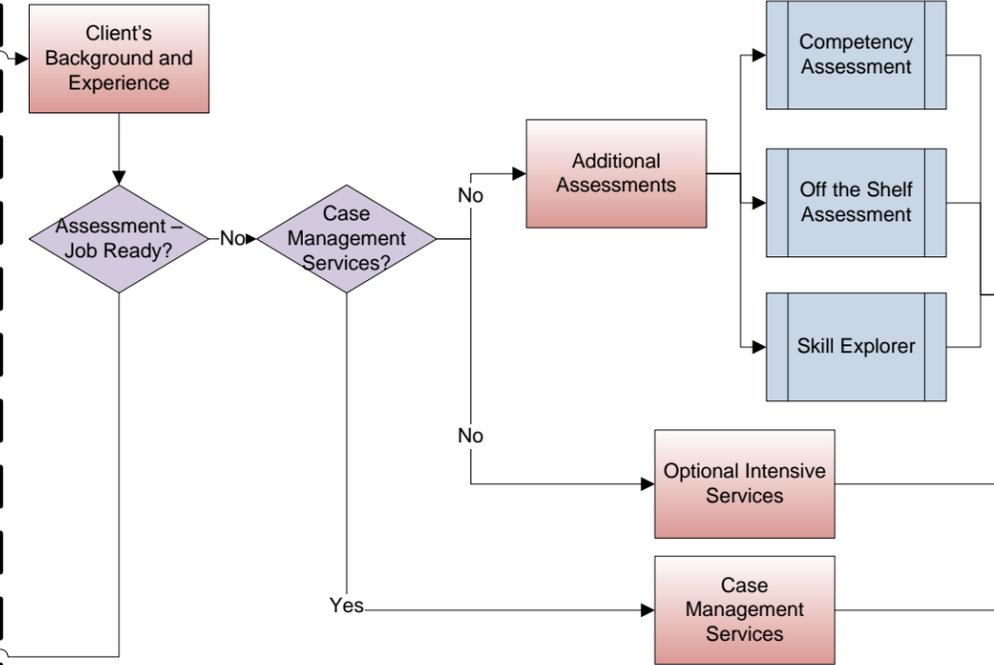
Client Services – Conceptual Process Map

Monday, April 21, 2014

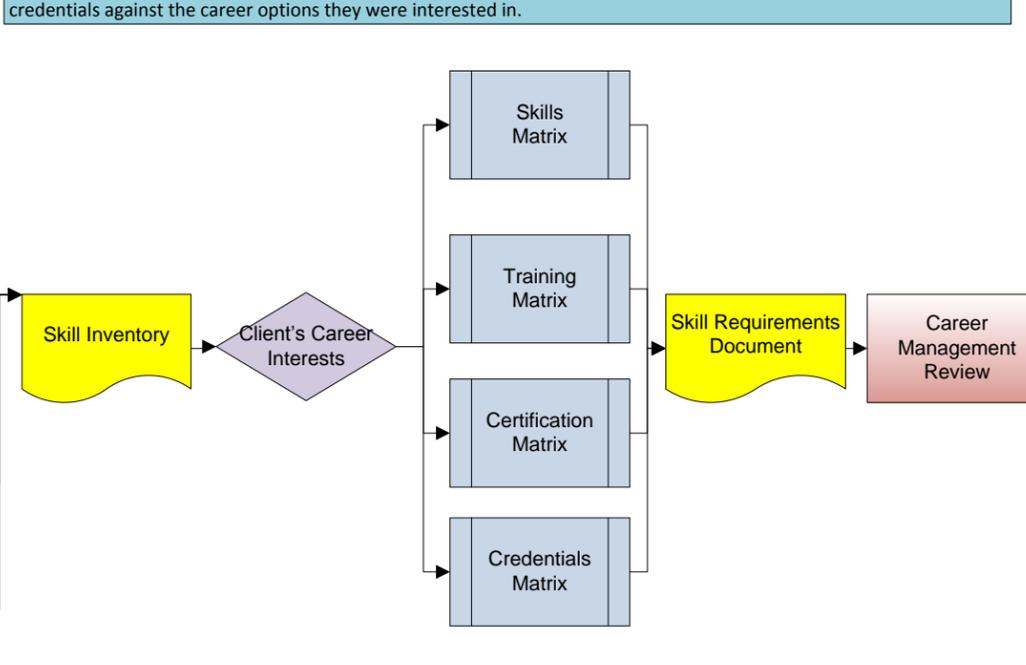
Phase 1: Client Identification
Process Owner: BJS
 Client access can occur through a website, job center, or a partner agency. For some individuals, all phases could occur in an electronic format only. Gather information about the client and what they are looking to do (trigger event). All this information is gathered to assist in directing the services needed. Once the need is defined, the client proceeds into the assessment phases.



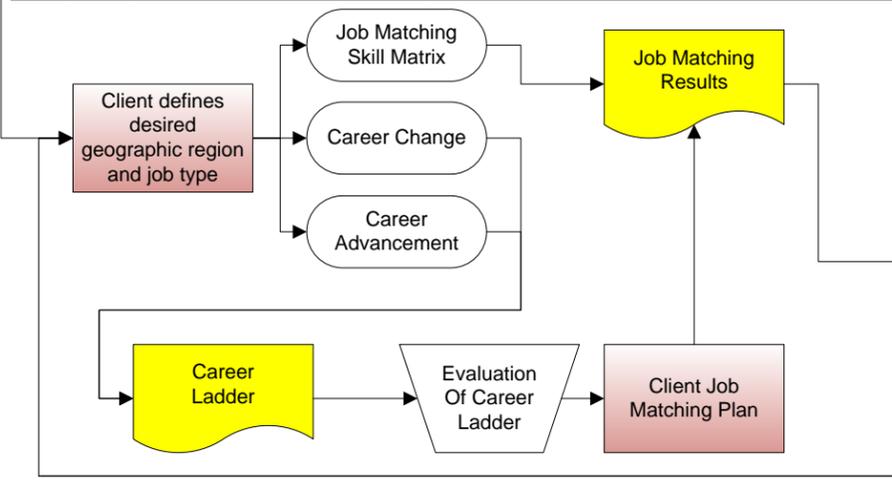
Phase 2: Client Assessment
Process Owner: BJS
 Through a client assessment, an evaluation of competencies and skills is conducted. This assessment provides the basis for determining the client's work readiness. It defines the certification, credentials, education, and training needed to achieve successful employment based on labor market needs and to obtain personal professional success.



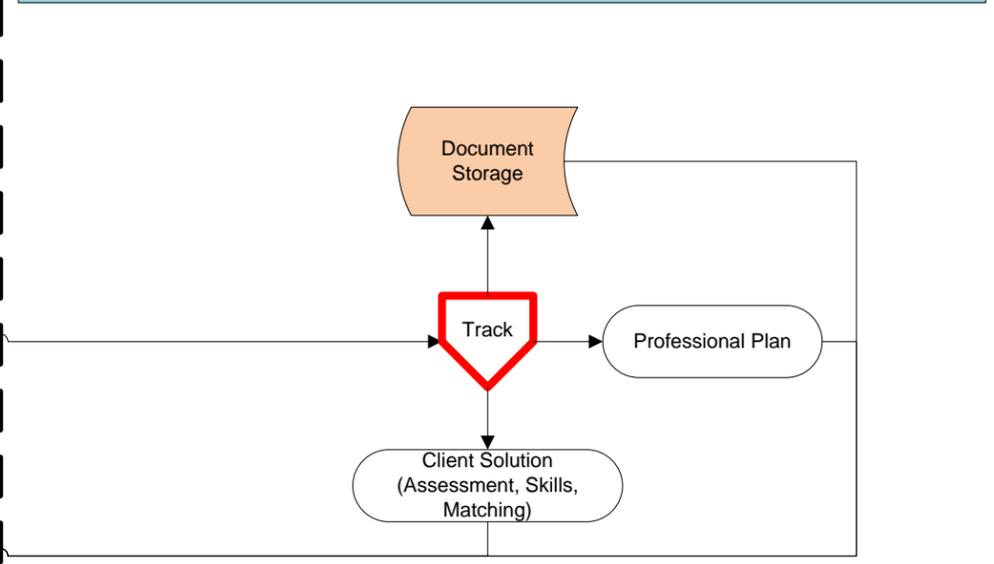
Phase 3: Client Skills Matching
Process Owner: BWT
 Skills matching is performed through comparison of current and known skills for the desired career opportunity. The current skills are documented through a Skill Inventory, which are used in providing a list of opportunities that are closely linked to the client's competencies and skills. The Skill Requirements Document is based on the desired occupation established by current and future labor market needs, and provides an outline of education, training, and credential needs. Through the Career Management Review, the client has the ability to compare current skills and credentials against the career options they were interested in.



Phase 4: Client Job Matching
Process Owner: BJS
 The skill matching process will result in the generation of positions matching the skills matrix. A career ladder describing the available career paths from the client's existing occupation is created. Once this is identified, job matching results that connects the Client to available employers using their skills, competencies, and credentials to obtain successful employment based on labor market needs. In the Client Job Matching Plan, the client can compare career options, or determine how they leverage the skills matrix to gain the greatest personal career satisfaction. The client can work through this process multiple time and in multiple formats.



Phase 5: Client Services Follow Up and Tracking
Process Owner: BJS
 From the different phases, the client has a completed matrix consisting of an assessment, skills matrix, and career / job matching plan. The system allows the client to store those documents, develop a professional plan, and then use the system to manage and track their progress to their professional goals.



Phase Value Drivers
 Each phase is developed based on leveraging the value customers will derive. The steps producing the process outlined above are defining a **scope**, leading to the driving **principals**, bounded by **rules** which limit process creep, leading to **relationships** these areas require, then the **services** these activities provide, which finally leads to the **process map** outlined.

- Scope:** Where does DWD play currently, where DWD won't play, and how DWD plays (collaborations)
- Principles:** What drives the value
- Rules:** What rules guide the value proposition; guide the scope and principles
- Relationships:** Our partners helping to create the value proposition; differentiating partners from stakeholders and other associations
- Tools:** What applications are used to deliver the value
- Functions and Processes:** What are the roles and procedures used to produce the value proposition

Definitions

- Clients:** Job Seekers
- Customers:** Employers / Business

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Scope

To enable individuals and families to strive to meet their maximum potential, the Department of Workforce Development (DWD) will provide leadership and services that:

- Assess skills and knowledge, credentials, and abilities;
- Empower clients to make informed choices through access to services and systems that allow them to independently understand their own skills and knowledge and connect to training;
- Enable clients to obtain and maintain the skills, knowledge, training, and supportive services they need to meet validated current and future market demands as identified by customers;
- Prepare the client to be a quality candidate by equipping them with updated skills and knowledge; and
- Connect clients to jobs that utilize their existing and future skills and knowledge, abilities, and credentials.

Principles

Client Engagement

- Provide a wide variety of services to meet the needs of a diverse client pool.
- Comprehensive assessment to ensure we are meeting the client's needs.
- Create opportunities to gain employment.
- Career exploration, no matter the talent stage of the client, is encouraged.
- Lower duration of unemployment for clients.
- Coordinate with partner agencies to assist the client to obtain the right services, engage more audiences in the workforce discussion, and efficiently use resources available.
- Serve as the linkage (liaison) to other resources within the workforce system.
- Know of or understand where to get the appropriate tools to provide the information needed to respond to customer demand.
- Develop a skill inventory instead of or in addition to a resume.
- DWD will adjust to changing technology, including in the services delivered to clients.
- Assist clients to effectively overcome their barriers to employment by connecting them to appropriate services and tools.
- Job postings available for clients to select from will accurately reflect the skills and knowledge, credentials, and abilities that they are seeking.
- Market people that are available and searching for employment through the systems provided.
- Provide information about current and future labor market needs.
- Marketing the services and system to address client perception.

Outcomes and Measures

- Design and advocate workforce solutions that promote an agile process for continuous improvement and goal setting to respond to labor market demands.
- Obtain more timely employment outcome for clients (e.g., appropriate placement, time to placement, and wage).
- Provides systems that allow staff and partner agencies to efficiently record skills, abilities, credentials, and outcomes.
- Monitor to assure funds are appropriately spent by partner agencies and to ensure services are rendered appropriately and in a fair and equitable manner within existing laws.
- Reflective practice for continuous improvement of the workforce process.
- Continuous evaluation of the client perception of facilities, infrastructure, and customer service to ensure a professional service environment.

Connections to Customers

- A quality workforce will entice quality businesses to relocate to, remain, or expand within Wisconsin.
- A broad talent pool will be available through available technology so that customers can find the talent they need.
- Promote innovative options for clients and customers to make good matches.
- Greater customer participation in Wisconsin's Labor Exchange system. Client résumés available for searching by customers will have an accurate description of the skills and knowledge, credentials, and abilities held by the client.
- Staff and partners promote that JobCenterofWisconsin.com and DWD are the place to go.
- Striving to bring the populations listed [in the conceptual process map] through the workforce development door.

Rules

- Provide professionalism in the Job Center environment (online and in the physical Job Centers).
- Prioritize our training resources for occupations that meet current or future labor market demands.
- Leverage the self-service model.
- Make sure that staff are working on the highest value activities that result in outcomes, and automating the more routine activities.
- Staff and partners will promote computer literacy in clients to both meet labor market demands and promote the use of the self-service model.
- Apply system validation to steer clients to create relevant, data rich résumés and apply for jobs for which they have the appropriate transferrable skills and knowledge.
- Registration will uniquely identify a client for our reporting requirements.
- Client data confidentiality and privacy will be maintained.
- Systems and processes are designed to provide value to clients.
- Easy to use process for clients to meet mandatory requirements.
- Every client completes an electronic skills assessment and ends up with a list of skills he/she possesses, or additional skills they need to acquire to meet their employment goals.
- Every client completes an electronic work readiness assessment and is given automatic referral to tutorials and services.
- Staff and partners will electronically record all assessments, services, and outcomes for clients.
- System supports our reporting requirements (correct Social Security Number, mandatory registration).
- Focus on matching skills- and competency for the job searches (getting away from job title).
- Survey clients on a regular basis to evaluate perception and whether we are meeting their needs.

Relationships

- Clients – Job Seekers (employed or unemployed) looking to be matched to a job, mandatory UI Claimants, students doing career planning and their parents, youth needing work readiness skills.
- Customers – Employers looking to hire, Wisconsin Manufacturer's and Commerce, Society of Human Resource Managers, Chambers of Commerce, Trade organizations.
- Partners & Service Providers –
 - Federal: United States Department of Labor.
 - State Agencies: W-2 through Department of Children and Families; Department of Corrections; Department of Public Instruction; Wisconsin Economic Development Corporation; Wisconsin Technical College System; State Universities; FoodShare and FoodShare Employment and Training through Department of Health Services; DWD through Unemployment Insurance Division, Division of Vocational Rehabilitation, Equal Rights Division, and Worker's Compensation Division.
 - Workforce Development Partners: Workforce Development Boards and their subcontractors; other Job Center partners.
- Other: Council on Workforce Investment, public libraries, other institutions of higher education, Associations (counseling and other), unions, local elected officials, religious organizations, student associations, etc.
- Division of Employment and Training Staff – Job Service Bureau, Office of Veterans Services, Bureau of Apprenticeship Standards, Bureau of Program Management and Special Populations, Bureau of Workforce Information and Technical Support, Bureau of Workforce Training (including Youth Apprenticeship).

Services

- Self-service: Job searches, skills assessment & career exploration, résumé creation, video tutorials, work readiness assessment.
- Staff-assisted services: Case management, comprehensive assessments, career counseling, job matching, referrals, résumé assistance, interview preparation, workshops on emerging technology, Re-Employment Services, Re-Employment Eligibility Assessment, youth apprenticeship, adult apprenticeship, veterans services, job fairs, email alerts, session reminder calls.
- Work-readiness Services: Computer literacy, soft skills, résumé writing, job fair screening, in-person workshops, typing tests, National Career Readiness Certification, literacy/numeracy.
- Occupational Training: Classroom training, sector-specific training, on-the-job training, specialized training.
- Supportive Services: bus passes to work, child care, uniform purchasing, money for gas, housing assistance.