

THE OREGON CONSORTIUM & OREGON WORKFORCE ALLIANCE

POLICY MEMORANDUM #WIA-49-10/11

DATE: October 27, 2011

SUBJECT: WorkSource Oregon Center Certification and re-Certification and WorkSource Oregon Affiliate Office Charters

REFERENCE:

- OWIB Policy No. 11-01: WorkSource Oregon Definitions and Center Certification
- CCWD and OED Joint Policy 02-10: Compass Policy for Alignment and Integration of the WorkSource Oregon System
- WIA § 111(d)(2)
- WIA § 134(d)(2)

PURPOSE:

To establish guidelines for WorkSource Oregon (WSO) Center Certification and Recertification as well as WSO Affiliate Office Charters. The purpose of these guidelines is to:

1. Ensure baseline consistency among WorkSource Oregon (WSO) Centers throughout the TOC/OWA local area, so that business and job seeker customers can expect the same basic services regardless of which WSO Center they utilize.
2. Utilize the one-stop certification process to further support service integration as described in joint policies adopted by the Oregon Employment Department, the Department of Community Colleges and Workforce Development and the Local Workforce Investment Boards and required in OWIB Policy No. 11-01.
3. Recognize the expanded role of WSO Centers to provide skill development services for all Oregonians registering at WSO centers by implementing a common intake, initial skills review and debrief process leading WSO job seeker customers to an expanded menu of products and services.

BACKGROUND:

The Workforce Investment Act requires one-stop service centers (at least one per Local Workforce Area – the State of Oregon requires a one-stop center in every Workforce Region) and gives the Local Workforce Investment Board, in this case the Oregon Workforce Alliance (OWA), the authority to develop standards and certify centers within the area within criteria established by State Workforce Investment Boards. These standards ensure WSO Centers are businesslike places where every service is focused on two goals:

- 1) assuring that businesses receive the most highly qualified job candidates; and,
- 2) assuring job seekers have an opportunity to know and understand their skills through a standardized initial skills review and become better job candidates by developing their skills.

WSO Centers feature pro-active partners that fully utilize the resources within the One-Stop, as well as those of community partners, to better understand the workforce needs of businesses, to provide appropriate services to businesses and job seekers and to prepare qualified applicants who are competitive for jobs.

WSO Center Certification

WSO Center Certification is a formal designation similar to a license or a franchise. It requires display of the WorkSource Oregon brand name and signage. The Certification requires an agreement between partners that establishes conditions under which a Center is operated.

Oregon's workforce system has developed an integrated services model guided by three partners: the Oregon Employment Department, the Department of Community Colleges and Workforce Development, and the Local Workforce Investment Boards. The integrated services model guides the majority of the specific Certification criteria in the current policy. The model is described in CCWD OED Joint Policy 02-10, a foundational document agreed to by the three partners. Because the integration work is still underway, this policy could change, although major changes are not envisioned. Consequently, CCWD OED Policy 02-10 is incorporated into this policy by reference.

The Act requires the one-stop system engage in continuous improvement. To achieve this, the TOC/OWA One-Stop Certification and re-certification process incorporates the Malcolm Baldrige Criteria for Performance Excellence, with a focus on continuous improvement. The Baldrige Criteria are nationally recognized as being instrumental in stimulating improvements in competitiveness and business performance. Baldrige formulates a framework of intensive self-examination and assessment in seven categories of organizational behavior displayed by the local workforce system. Those categories are:

- Leadership
- Strategic Planning
- Customer and Market Focus
- Information and Analysis
- Human Resource Focus
- Process Management
- Business Results

The Malcolm Baldrige Criteria for Performance Excellence are the basis for certifying and/or re-certifying the WSO Centers in the TOC/OWA local area. The Baldrige Criteria ensure that certification equals quality.

WSO Affiliate Office Charter

A WSO Affiliate Office, like a WSO Center, is expected to be a businesslike place where every service is focused on two goals:

- 1) assuring that businesses receive the most highly qualified job candidates;
and,
- 2) assuring job seekers have an opportunity to know and understand their skills through a standardized initial skills review and become better job candidates by developing their skills.

A WSO Affiliate Office will be expected to meet certain minimum criteria to ensure baseline consistency across all WorkSource Oregon facilities in TOC/OWA local area; the WSO Affiliate Office will apply for a Charter to assure these minimum criteria are met. A WSO Affiliate Office is required to display the WorkSource Oregon brand name and signage. If multiple partners are present, the Affiliate Office Charter requires the partners to demonstrate that a process is in place, to include regular meetings between the partners, that assures partners are working together to provide professional and effective office operations and job seeker and business services.

POLICY:

Each WSO Center must follow the procedures for Certification as detailed in One-Stop Certification Procedure Handbook, and meet the minimum level of requirements, to be certified; Affiliate Offices applying for Charter will follow the Affiliate Office Charter sections of the One-Stop Certification Procedure Handbook.

Although each WSO Center will be different, including partners, staffing patterns, a varied customer base, goals and directives, there will be a minimum level of services that must be common to each certified one-stop (comprehensive/full service) center and affiliated sites. For subsequent certification, OWA must consider performance outcomes, including customer satisfaction, and incorporate continuous improvement on the Baldrige criteria. Not meeting continuous improvement measures on the Baldrige criteria or not maintaining or achieving reasonable accommodation goals for access for services by customers with disabilities may be a basis for de-certification. WSO Centers and Affiliate Offices must be linked into a local workforce area system with all serving as access points.

Before beginning the One-Stop Certification process, Each TOC/OWA Region's Regional Integration Leadership Team will determine which office(s) in that Region will apply for WSO One-Stop Center Certification, and which office(s) will apply for WSO Affiliate Office Charter(s).

Certification will be comprised of a self-assessment process, based on the One-Stop Certification Procedure Handbook, which includes a One-Stop Certification Checklist, a Level I Baldrige-Based Certification Checklist and an Access Checklist for People with Disabilities. Monitoring and review will be conducted by a Peer-Review Team and a Regional Certification Team. The Peer-Review Team will include at least two (2) but no more than five (5) qualified and authorized representatives (directors, management and/or employees) of one-stop partners from a different and separate TOC/OWA Region than the Region in which the applying center is located. The Regional Certification Teams must be comprised of at least two (2) individuals but no more than five (5). Teams should have at least one OWA member and one TOC member, where possible. Teams may consist of OWA Members, TOC Members, RWIB members, other business representatives, local elected officials and/or TOC/OWA administrative staff. At least one member must be from the private sector.

WSO Affiliate Office Charters are also comprised of a self-assessment process that will be monitored by the Peer-Review Team and Regional Certification Team, with input, as needed, from TOC/OWA Administrative Staff and OWA. The Charter self-assessment process is based on the WSO Affiliate Office Charter section of the One-Stop Certification Procedure Handbook.

WSO Center Certification and WSO Affiliate Office Charters must be renewed *at least once* every two (2) years. Re-Certification will be a similar process as the initial certification process.

ACTION:

The Oregon Consortium & Oregon Workforce Alliance and Regional Contractors shall follow this policy. This policy will remain in effect from the date of issue until such time that a revision is issued.

INQUIRIES:

Inquiries should be addressed to the Chief Administrative Officer at 1-866-888-4TOC.



Kris Latimer
Chief Executive Officer

Ratified by the Oregon Workforce Alliance
October 27, 2011